



CREATIVE ENTERPRISE

FREE SHORT COURSES

STARTING UP CREATIVE ENTERPRISE OR PROJECTS

This course focuses on small business planning with direct links to the starting up of creative enterprise and or community based projects. Achieving business and or project goals that link to creative small business and or community arts objectives. You will gain skills and knowledge required to research, develop and implement business or records systems for a small enterprise plus understand how to obtain revenue from private, public and community sources for Community Art and Cultural Development projects.

UNITS OF STUDY

BSBSMB404	Undertake small business planning
BSBSMB401	Establish legal & risk management requirements of small business
CUAFIM401	Obtain revenue to support operations

COURSE DELIVERY

3 hrs per week for 12 weeks
Thursday 31 August – Thursday 30 November 2017
9.30am – 12.30pm

CAREER OPPORTUNITIES

Cultural Officer / Administrator / Gallery Assistant /
Arts Worker / Community Arts /
Public Arts Project Management

*Please note that minimum enrolment numbers must be achieved to enable the course to proceed. Information contained in this document was accurate and current at the time of publication - AUGUST 2017.

MARKETING & SUSTAINING YOUR PROJECTS OR BUSINESS

This course describes the skills and knowledge required to research, coordinate and review the marketing of a community arts project and/or organisation's products and services.

Additionally you will gain skills and knowledge required to profile the target market, plan, implement and manage basic marketing and promotional activities that do not require detailed or complex planning or implementation.

UNITS OF STUDY

BSBMKG401	Profile the market
BSBMKG414	Undertake marketing activities
BSBMKG413	Promote products and services

COURSE DELIVERY

3 hrs per week for 12 weeks
Thursday 31 August – Thursday 30 November 2017
1.30pm – 4.30pm

Community Education and Arts Development Centre (CEAD) 255 Wilson St, Eveleigh.
<http://sydneytafe.edu.au/cead/>

This course will be delivered in collaboration with the St George School of Fine Arts TAFE NSW and the Community Education and Arts Development Centre (CEAD). There are no prerequisites to enter into this qualification.

For more information and assistance with enrolling contact Valli Moro on 02 9217 5200 or email Valli.Moro@tafensw.edu.au