

FOR IMMEDIATE RELEASE

ACCLAIMED ARTS BUSINESS SEMINAR HEADED FOR SYDNEY

Sydney artists to discover the secrets of a sustainable and fulfilling career

Almost half of the Australian population is creatively engaged in some form of artistic creation, but only a tiny fraction possess the skills and experience to transform their passion into a successful career. Years of artistic effort can go unnoticed, but one day's attention to the business end of things can transform all of that.

Secrets of Success is a seminar for independent artists and small-medium arts organisations presented by John Paul Fischbach, founder and CEO of Melbourne's Auspicious Arts Incubator.

Since 2007 the Incubator has helped hundreds of artists to close the gap between their creative and business activities, providing professional development training and practical advice in an arena where both are all too rare. 2014 is the first time that Auspicious Arts has embarked on a 'roadshow' by bringing its one-day Secrets of Success seminar to Sydney.

Secrets of Success takes participants through a comprehensive evaluation of their own work as entrepreneurs, offering real tools to manage their finances, time and mental attitudes towards creativity as a rewarding and lucrative asset.

Presented in an engaging and accessible manner, the day aims to dispel the murky half-truths and flat-out misconceptions many in the arts world have towards business. What's common knowledge in other industries can be alien to artists, who frequently don't have access to the knowledge and resources required to develop long-term strategies. This one-day event aims to turn that situation around.

"The world is in desperate need of artists. It kills me that artists are throwing in the towel just because they don't have the business and marketing skills to succeed."

John Paul Fischbach

John Paul Fischbach has a long history of producing and directing theatre, film, festivals and site-specific events, from the 1984 Olympic Arts Festival in Los Angeles to the International Puppet Carnival in Melbourne. He has lived and worked in the U.S., Denmark, England, Bali and Canada.

Auspicious Arts Incubator was founded in 2007 after an investigation by Arts Victoria, City of Melbourne/ABAF and the Australia Council for the Arts located the need for more support in the small independent performing arts sector.. It has since coached countless artists all across the nation. The Auspicious Arts Incubator is Australia's only incubator dedicated to helping build sustainable creative businesses by giving independent artists and small & medium arts organisations business, marketing and audience development skills through a sustained coaching relationship.

What: SECRETS OF SUCCESS – How to be a Successful Artist without Compromise

Where: Newtown Community Centre, Newtown, Sydney

When: Saturday 6 September 930am to 530pm

More information: Craig Lambie 0414 828 128 craig@auspicious.com.au