Lecture 4 — Show Me the Money: From Philanthropy to Crowdfunding

Date: Tuesday 20 November
Time: 6.30 pm – 8.30 pm
Venue: Casula Powerhouse Arts Centre, 1 Casula Road, Casula
Cost: FREE
Hosted by: Peta Downes, Coordinator — Creative Industries, UWS College
Guest speakers: Alan Crabbe (Pozible), Augusta Supple (Playwright/Director/Producer), David Ryding (Artstart — Australia Council), Denise King (Arts NSW) and Michelle Cotterill (Producer/Director — Film, TV & Transmedia)

This lecture is proudly sponsored by the Casula Powerhouse Arts Centre and UWS College

About this lecture
Where do you go to find the funding you need for your project and what’s the most convincing way to get people to support you financially? Join host Peta Downes and a panel of five creative professional guest speakers as they contemplate the sometimes awkward conversation about money which is a must for starting up and building your creative enterprise.

Guest speakers/panellists
Alan Crabbe — Co-founder and Technical Director, Pozible
Alan Crabbe is the co-founder of Australia’s number one crowdfunding platform Pozible. His background is in web application development and consulting and he has worked in a range of technical roles through small tech companies in the UK and top tier firms in Australia. He developed a creative entrepreneurial spirit and a desire to see the world through a textile technology startup he co-founded at university. Alan has a fascination for design, innovation and new creative solutions that solve real problems. Alan is very excited about taking crowdfunding to the next level.

www.pozible.com.au

Augusta Supple — Freelance Playwright, Producer and Director
Theatre director, playwright and creative producer, Augusta is a passionate advocate for new work, new Australian plays and playwrights. In the past five years she has created programs, panels and festivals to nurture, develop and celebrate new Australian performance writing. She is the Season Artistic Director for Brand Spanking New: A Celebration of Australian Writing, a festival which she developed and implemented for New Theatre between 2008 — 2010 for which she commissioned 56 emerging and award-winning/established writers from across Australia over three years. From 2009 — 2011 she implemented and developed Off The Shelf, a hothouse for new plays, and Blueprint, a mini-residency for artists interested in creating devised work at Fraser Studio Projects, managed by Queen Street Studio.

www.augustasupple.com

David Ryding — Program Manager, Early Career Artists and Producers Program, Australia Council for the Arts
David Ryding is the Program Manager, Early Career Artists and Producers Program for the Australia Council of the Arts. He has worked as writer, director, dramaturge and arts worker and was most recently the Director of the New South Wales Writers’ Centre. Prior to this he was the Director of the Emerging Writers’ Festival, Artistic Director of South Australian theatre company Mainstreet Theatre Company, and Associate Director for Perth children’s Barking Gecko Theatre Company. David has also sat on a variety of organisational and government advisory boards and conducted community cultural development programs across Western Australia. In a former life he was a youth worker and ran camps for the YMCA.

www.artstartgrant.com.au
Denise King — Manager, Funding Programs – Performing Arts, Arts NSW

Denise King has worked with various funding programs across State and federal governments for nearly 14 years. She has experience in managing grants for a wide range of programs including children's services, drug and alcohol, early intervention, and community capacity building. She has been with Arts NSW since 2009, majored in Creative Writing and Sociology at UWS, and enjoys oil painting in her spare time.

www.arts.nsw.gov.au

Michelle Cotterill — Freelance Producer/Director, Film, TV & Transmedia

Michelle Cotterill is a producer/director in film, television, and transmedia production with a career that spans over 12 years. She has experience in a variety of production roles from directing children’s content for regional audiences, producing/directing local TVC’s in Canberra, to editor, camera, and producer/director on a variety of projects in both Australia and overseas. In 2010, Michelle was a scholarship winner of Metroscreen’s Advanced Diploma for Multiplatform Producing, and in 2011 was granted a three-year residency at the Information and Cultural Exchange’s (ICE) creative hub in Parramatta, Sydney. In 2012, besides developing a number of cross platform projects and leading the team for the short film “unrequited”, Michelle has worked for 13th Street Universal, producing the “Conversation with Tara Moss” series, and is currently managing the production of a Department of Health funded documentary on children’s health related to learning disabilities.


About the Creative Professional Public Lecture Series

The University of Western Sydney’s Associate Degree in Creative Industries in association with UWS College presents the Creative Professional Public Lecture Series. The five-lecture series will run Tuesday evenings at 6.30 pm from 16 October to 27 November and is proudly sponsored by UWS College in partnership with Penrith City Council, St Marys Corner Community and Cultural Precinct, the ICE (Information and Cultural Exchange) Hub and Casula Powerhouse Arts Centre. The last lecture is:

Creative Professional/Personal Business Practice

Date: 27 November 2012
Time: 6.30 pm – 8.30 pm
Venue: UWS College, Westmead campus
Cost: FREE
Format: Lecture
Guest speaker: Monica Davidson (Freelance Success)

Proudly sponsored by UWS College

About the Associate Degree in Creative Industries

The Associate Degree in Creative Industries is a creative management qualification for artists and offers three intakes per year (February, June and October). The 18-months program includes key business, law and communication units relevant to creative enterprise and creative business management. The course has an overall emphasis on developing knowledge and skills applicable to the multidisciplinary environment that creative industries workplaces require, while core units offered focus on the development, management and delivery of a creative industries project or event.

The Associate Degree in Creative Industries is a Commonwealth Government Supported (CGS) program and is funded by the Australian Government Department of Industry, Innovation, Science, Research and Tertiary Education (formerly the Department of Education, Employment and Workplace Relations). HECS-HELP and Austudy/Abstudy are available.

Applications are now open for the February 2013 intake. For more information, go to www.iamcreative.com.au/apply

For more information or to register for an upcoming lecture, visit www.iamcreative.com.au