Lecture 5: Creative Professional/Personal Business Practice
Date: Tuesday 27 November
Time: 6.30 pm – 8.30 pm
Venue: UWS College Westmead campus, Building J, Room 232, Hawkesbury Road, Westmead
Cost: FREE
Hosted by: Peta Downes, Coordinator — Creative Industries, UWS College
Guest speaker: Monica Davidson — Filmmaker, Writer and Creative Director, Freelance Success
This lecture is proudly sponsored by UWS College

About this lecture
Business planning is undoubtably one of the most important issues when starting a new business, and finding a starting point for all those ideas can be real problem. Monica Davidson, lifelong creative and business trainer, talks through the reasons why a plan is so important and the best way to start the planning process. She’ll also address making a plan for your business, that allows room for your creative and personal life to breathe as well. A template for a creative business plan will be available to participants free of charge.

Guest speaker
Monica Davidson — Filmmaker, Writer and Creative Director, Freelance Success

In the twenty-plus years since her first freelance job, Monica Davidson has amassed over 100 credits as a producer, director and cinematographer. She has had her writing published in over a dozen magazines and websites both here and overseas.

Alongside her creative work with her production company Twoshotmedia and its film arm Girthouse Films, Monica has been a trainer for over fifteen years. In addition to creating and devising Freelance Success, she has written and led a number of different courses, primarily in business skills, film production and writing. In 2006, she consolidated her various business adventures into the corporation M.A.D Endeavours Pty Ltd.

Monica has written on diverse subjects from the arts and creative freelancing to parenting issues and profiles. She was editor and co-writer of a mini-book about the experience of migrants coming to Sydney entitled Welcome Zone, published in 2004. Monica has three books in her latest foray into the printed word, including the Australian version of Freelancing for Dummies, which was published in 2008 and is currently available from leading bookstores. Monica is living proof that it is possible to make a successful living by working for yourself in the creative industries.

www.freelancesuccess.com.au

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 (October, February and June). 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

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