

Go Pro (in the arts!) Program Outline



Program Details

A 12-week, in-person group mentorship program for artists and makers looking to develop their creative business and build a network of peers.

Program Dates

8th May – 10th July 2025

Program Location

West Darling Arts, 242 Blende St, Broken Hill

<p>Welcome: Meet and Greet, Program Outline and Upcoming Opportunities</p> <p>Workshop: 'Transform Your Creative Practice into Products'</p>	<p>Thursday 8th May, 6-8pm</p>	<ul style="list-style-type: none"> • An opportunity to introduce yourself and your creative practice, learn about the full program, share your goals for the experience, and discuss future opportunities. • Discover how to transform your unique creative practice into products, with personalised brainstorming, tips, and strategies.
<p>Expert Advice: 'How to Start a Creative Business'</p> <p>with Creative Plus Business</p>	<p>Thursday 15th May, 6-8PM</p>	<ul style="list-style-type: none"> • Curious about turning your creative practice into a fully-fledged small business? • This fun and friendly workshop will cover all the essentials you'll need to get the basics right and avoid some of the most common pitfalls for creatives as they enter the world of self-employment and freelancing.
<p>Practical Workshop: 'Develop your Creative Business Brand'</p>	<p>Thursday 29th May, 6-8PM</p>	<ul style="list-style-type: none"> • Create a business bio or elevator pitch and discover how to apply your brand identity to printed cards, tags, and your online presence. • Explore tools for building a basic website and learn strategies to stand out on social media.
<p>Expert Advice: 'Pricing for Creatives'</p> <p>with Creative Plus Business</p>	<p>Thursday 12th June, 6-8PM</p>	<ul style="list-style-type: none"> • Pricing for Creatives is a practical workshop that covers the basics of figuring out the price point for creative work, including calculating costs and understanding what the market can bear. Pricing for Creatives is vital for anyone struggling to understand the value of their own work, and how to share that value with others.
<p>Artist Talks: Jamie-Lea Trindall and more</p>	<p>Thursday 26th June, 6-8PM</p>	<ul style="list-style-type: none"> • Hear from artists who have successfully commercialised their practice to create unique, one-of-a-kind products, and gain insights into their experiences participating in local and national art fairs and markets.
<p>Practical Workshop: 'How to Photograph Your Creative Products'</p>	<p>Thursday 10th July, 6-8PM</p>	<ul style="list-style-type: none"> • Learn how to effectively photograph your artworks using an iPhone or West Darling Arts photography equipment. • Create a collection of product and branding shots to enhance your digital and print marketing materials.