

Media Release – Monday 6th September 2010

PERTH ARTS GETS BUSINESS SAVVY!

Propel Youth Arts WA's Amplifier arts business program returns for 2010.

Amplifier is back with an array of sessions to get those creative ideas on the move! Hosted by Propel Youth Arts WA, the free arts and business workshop and forum program equips young artists and arts-worker's with professional development skills, networking opportunities and a chance to explore arts issues with leading industry professionals.

Propel Youth Arts WA is the peak body for youth arts in Western Australia dedicated to creating opportunities for young people to engage in the world of Art.

Monique Douglas, Executive Director of Propel Youth Arts WA said the *Amplifier* program, running throughout September – October, is aimed to encourage local artists to become self-entrepreneurs.

"More and more, to survive in the creative industries, artists and arts workers need to be a jack-of-all-trades," she said.

"Amplifier provides young creative's an opportunity to sharpen their business thinking, share ideas and learn from each other and industry professionals. With workshops and forums covering all aspects of arts and business management, the program is a must for the emerging artist."

This year's workshop series features a impressive collective of local creatives including; the crew behind Dot Dot Dash, Katie Lenanton (Love is My Velocity), Serena Chalker (Anything Is Valid Dance Theatre AIVDT) and Rachael Dease & Tristen Parr (Schvendes).

Having made their mark in Perth's creative scene, these artists will part with their tricks of the trade and advice on workshop topics, such as developing an arts business plan, marketing know-how, demystifying law and finance, how to price artistic work and lots more! The workshop program is open to young people aged 18 – 30 years and is free for Propel members.

The forum series explores the state of Perth's art scene. Revolving around informal conversation, the forums provide a platform for sharing ideas and networking opportunities with the industry's best. Featuring Amanda Premici (Awesome Arts) and William Heery & Sean Morris (Last Chance Studios) and more, these young creatives will part with their insider tips on forum topics including the state of community cultural development in WA, the benefits of creative collaboration, and provide a sneak peek behind the scenes in Perth's creative industry. The forums are free and open to all.

Interstate guest speaker Lenine Bourke from Young People and the Arts Australia (YPAA) will also be making an appearance in this jam-packed program. Registrations are now open online at www.propel.org.au.

Amplifier 2010 is proudly supported by Foundation for Young Australians, The Ian Potter Foundation, Central Institute of Technology and the Department for Communities' Office for Youth.

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