

THE BUSINESS OF ART: Career Skills for Artists

WHAT IS THE BUSINESS OF ART?

This is an intensive hands-on course with industry experts that will give you the skills to take control of your career and plan for success.

Artists call upon a combination of vision, creativity, intuition and discipline to plan and problem-solve their work. This course will give artists the knowledge to transfer those artistic planning skills to career and business applications.

This unique course has been developed by Cultural Careers Council Ontario (CCCO), host of the popular website *WorkinCulture.ca* and the human resource council for Ontario's entire cultural sector. CCCO wants to strengthen the skills and knowledge of individuals working in the sector to help them sustain productive and long-term careers in arts and culture.

WHAT WILL I GET OUT OF IT?

By the end of the course, participants will

- understand the business planning process
- produce a personal business plan to guide their career
- have a network of colleagues to share experiences and ideas

WHAT WILL I BE LEARNING?

Through classroom sessions and at-home assignments artists will learn the essential elements of the business plan: visioning and values, market research, marketing action plans, financial planning, and small business management.

At the end of the course, each participant will produce and present a personal business plan. Professional instructors from the field will review each plan.

WHO SHOULD APPLY?

Artists from all disciplines with at least two years experience working in their field.

Enrolment is limited to 16. Apply early!

WHO WILL BE TEACHING ME?

Each session will be led by a senior industry expert. Each instructor has wide experience across the different arts sectors, as artist, freelancer, teacher, consultant and senior leader in arts organizations.

Name	Current Position
Jack Cunningham	Adult Education Consultant/Arts Business Coach
Christine Moynihan	Executive Director, Dance Umbrella of Ontario
Jason van Eyk	Ontario Regional Director, Canadian Music Centre
Amanda Mills	Founder, Loose Change, Financial Specialist

WHAT IS THE TIME COMMITMENT?

Each of the seven sessions will run three hours. In addition, participants should be prepared to put in at least 2-3 hours on class assignments.

At the end of the course participants will prepare their own business plan for presentation to the class and for feedback from the instructors.

COURSE DATES AND LOCATIONS

Tuesday, September 29, 2009
Monday, October 5, 2009
Monday, October 19, 2009
Monday, October 26, 2009
Monday, November 9, 2009
Monday, November 16, 2009
Monday, December 7, 2009 (graduation and presentations)

Classes will be held from 6-9 PM at Toronto Artscape, located at 171 East Liberty Street, in Liberty Village.

COST

The 7 session course is \$150.00 (includes manual/workbook).

HOW DO I APPLY?

Fill out the one-page application form (download from www.workinculture.ca; check CCCO Programs and Courses at <http://www.workinculture.on.ca/events/programs.cfm>).

Please email the application form and a copy of your CV to Cultural Careers Council Ontario at info@workinculture.ca and mail the cheque to the address below. Your application should be in **on or before Tuesday, September 15th** to be considered for this unique opportunity.

WHEN WILL I HEAR?

Because enrolment is limited to 16 people, CCCO will let participants know through email by September 17th whether they've been accepted or been put on the waiting list.

HOW DO I FIND OUT MORE?

For more information, send an email to info@workinculture.ca or call CCCO directly for more details.

Susan Cohen, Program Manager
Karen Ennis, Administrator
T: 416.340.0086

Instructors

Jack Cunningham – Introduction and Values

Jack Cunningham is a Writer, Performer, Arts Business Coach and Adult Educator. He performed his one-person musical *Jassy's Sassy Cabaret* in the 2006 Fringe Theatre Festival and in 2007 performed on stage with Rufus Wainwright in London, Ontario. His play *See No Evil, Hear...* was produced at the Tarragon Theatre and his award-winning *Wisp In The Wind* continues to be staged in various countries. He has had several original dramas produced on CBC-TV and wrote scripts for the popular sitcom *King of Kensington*.

Jack created and co-produced Montreal's *Instant Theatre*, the world's first professional lunchtime theatre, later developing into the Centaur Theatre. He produced, wrote, and directed *PEEP*, a feature film starring Don Harron and the late Lois (Money Penny) Maxwell shown on CBC and Radio Canada. At one point in his career he was Marketing and Publicity Director for Toronto Arts Productions (now CanStage). Later, as *Jack Cunningham and Associates* he promoted theatrical and film productions, including Erica Ritter's long-running comedy *Automatic Pilot*.

Jack moved on from full-time work in the cultural sector at a transitional time in his life. After studying and receiving various accreditations, he qualified for the various roles he has played over the past 25 years: Professor, Curriculum Designer, Career Counsellor, and Training Consultant to business and industry. As the designer of CCCO's *The Business of Art* course and one of the workshop facilitators, he combines his experience as a Business Coach with SEB (the government's self-employment program), his arts background, and adult

training. He currently facilitates career and employment-related workshops for the Toronto District School Board.

Christine Moynihan –Business Planning

Christine Moynihan has spent the past thirty years actively working in the arts. Co-founder and partner in Victoria Art Gallery, Toronto (formerly Monkland Art Gallery, Montreal), she moved on to become actor, producer, technician, administrator and executive director in the performing arts. She was the Artistic Producer of Equity Showcase Theatre (EST) from 1988 – 2002.

She has received both the Brenda Donoghue Award for Outstanding Service to the Theatre Community (1994 – presented as part of the Dora Awards) and The Harold Award (2000) also for Outstanding Service to the Theatre Community, this one presented by the “Indie” theatre and dance community.

Ms. Moynihan has been the Executive Director of the Dance Umbrella of Ontario since October of 2002. In addition to her work at DUO, she teaches an arts management course at Ryerson Polytechnic University. She also serves on organizational and advisory boards and continues to act as a private coach in theatre and management skills.

Jason van Eyk – Market Research

Though he graduated from the Eastman School of Music and the Schulich School of Business less than a decade ago, Jason van Eyk has been recognized for his skills as a manager, winning a special commendation through the Pfizer Award for Emerging Arts Manager.

Currently, Ontario Regional Director of the Canadian Music Centre, he has experience in different art forms. At Harbourfront, he was Marketing Coordinator in Music and Visual Arts and at the Canadian Stage Company he was Marketing Manager. He also keeps up an active teaching and writing career for Coach House Books and Wholenote Magazine.

He contributes to the community through various volunteer positions and planning committees including the Regent Park School of Music where he was also a faculty member, teaching viola.

Amanda Mills – Financial Planning and Small Business Management

Amanda Mills learned 20 years ago what financial chaos really was. She was asked to manage a theatre company so far in debt that cash flow was a daily concern. After this trial by fire she founded Artbooks - the first Canadian organization dedicated exclusively to financial management in the arts.

Since then she has worked with many entrepreneurs and organizations to help clarify and solidify their financial positions, prepare tax returns and assist them in budgeting, planning and decision making.

Amanda is a crisis counsellor and co-wrote a bestselling book on recovering from trauma. She is also a tax professional, business manager and is certified as a financial counsellor under the Bankruptcy Act.

Amanda Mills has taught Financial Management for the Banff School of Fine Arts, the University of Victoria, The Toronto Arts Council and The Canada Council.