

Issue 1 - March 2006

Welcome to Ad Hoc!

This is the first of (hopefully) many newsletters from us here at Freelance Success. Ad Hoc will be published on the last Friday of every month, and uploaded to our website as well as being emailed directly to you (if you want). If you'd like to contribute, please get in touch with me by emailing info@freelancesuccess.com.au. I'll have a read and let you know - I can't pay you (you'll still own it) and you'll have to keep it to 300 words. I hope you enjoy the read! All the best,

Monica



News for Creative Peoples...

Australian Business Arts Foundation - who knew?!

This organisation (owned by the federal government) promotes private sector arts support. They bring together business and the arts through a variety of programs. The "Giving" program facilitates donations to the arts from private businesses. They also have other funky programs for both artists and business. Have a look at www.abaf.org.au for more info, especially on the Australian Cultural Fund. This allows people to donate to artists even when that artist is not registered for private donation!

Merely Players

On Monday Feb 27th Bryan Cutts had another marvellous Creative Industry Night, discussing the Business of Creativity. The next event will be on Monday 29th May. Merely Players endeavours to bring "All Creatives Together". For more info check out www.merelyplayers.com.au.

artsConnect

This is a lovely website we found on our travels that promotes Australian artists of all media, from actors to writers. There's resources, a newsletter and more. You can subscribe for free or upload your profile for just \$75. Have a look at their website at www.artsconnect.com.au.

Feature Article: The Invisible Freelancer?

Many of us who work as creative freelancers find family occasions difficult. Inevitably a well-meaning member of the "Reality Police" will be on hand to tell us to get a so-called proper job. But are we as tiny a minority as people believe?

In the last census the Australian Bureau of Statistics found that 3.1% of all employed people worked in a cultural occupation. That's almost 260,000 people.

However, in 2001 a specific survey was conducted on certain cultural and leisure professions to find out more about those who worked in "intermittent, unpaid or contracted work" - in other words, freelancers.

This would have been a tricky task, given the relative invisibility of freelance arts workers. If we don't have union membership, a public business persona and an employer, we may as well not exist for the purposes of record keeping apart from our taxes. Even our ABNs don't distinguish us - almost anyone with a tax file number can get an ABN.

Even so, it was estimated by the ABS in 2001 that around 2.5 million people had been involved in the arts and sporting worlds as workers of some kind. This figure included volunteers, students, and other unpaid people.

Of the *paid* creative freelancers, four of the top professions were -

- ◆ Writers (214,800 people)
- ◆ Designers (210,700 people)
- ◆ Visual artists (175,800 people)
- ◆ Television technicians (83,600)

In August this year another census will be conducted. Between 2001 and 1996 there was a 13.3% increase in the number of people working in cultural professions. If this increase is matched in 2006, there could be thousands of additional creative freelancers hiding out in Australian society.

Which means simply this - you now have impressive figures to quote to the next Reality Police representative who harasses you. It's much harder to dismiss your freelance work when there are hundreds of thousands of people in the same situation. And that Easter family lunch is just around the corner...

Ad Hoc

The Freelance Success Newsletter



fashion designer

What's Up at Freelance?

- ◆ Our **second round of workshops** will be running this month.

Our launch on Feb 8th was fantastic, thanks to all who attended. Our first evening class went ahead on the 1st March to a small but enthusiastic group. Coming up we have...

Saturdays in Newtown, starting March 25 and finishing April 8.

Weekdays in Sydney, from 22 - 24 March - save \$50!

Evenings in Sydney, starting April 26 and running for 6 weeks.

- ◆ We're pushing ahead with our plans to **tour** the Freelance Success Workshop to other cities around Australia.

So far we've had a lot of interest from Melbourne, Brisbane, Perth and Adelaide, as well as the Hunter Valley & Newcastle NSW. At this stage we're thinking...

Melbourne - May 18 - 20

Adelaide - May 25 - 27

Brisbane - June 1 - 3

- ◆ We're offering a **discount deal** to anyone who can help us get organised in our other planned cities.

For every person you bring with you, we'll give you a 10% refund off your course fee at the first session. That's \$25 per friend! Bring 10 people and it's free! You can pre-register for our touring season on the website.

Next newsletter... Friday 7th April 06

freelance success

Business Support for Creative People.

www.freelancesuccess.com.au

info@freelancesuccess.com.au

Telephone: 02 9516 5312

Mobile: 0437 632 088