



BUSINESS BASICS FOR ARTISTS

Arts
north
west



ABN (Australian Business Number)

There are a number of organisations that will not pay you unless you have an ABN. It does not cost. Go to <https://www.abr.gov.au/business-super-funds-charities/applying-abn>

The Australian Business Number is a single identifying number that businesses can use when dealing with government departments and agencies. To register for an ABN you need to visit the Australian Business Register website. Have the following info ready:

- Your Tax File Number (TFN);
- Whether or not you want to register for GST;
- What business structure you've chosen
- Your trading name – your own name or a name you've invented;
- Your address and other contact details;
- When you intend to start business.

BUSINESS NAME REGISTRATION

A step further is to register a business name. This does cost - \$36 for one year or \$85 for three years and has to be renewed.

Check out User Guide: ASIC Connect - Business names

<https://asic.gov.au/for-business/registering-a-business-name/>

Your name needs to be:

1. available for registration in Australia (it can't be the same as another registered business or company name, and it can't be misleading);
2. different to an existing trademark; and,
3. inoffensive (no swear words).

You can check the name you want with through the Australian Securities and Investments Commission (ASIC) Business Names Register:

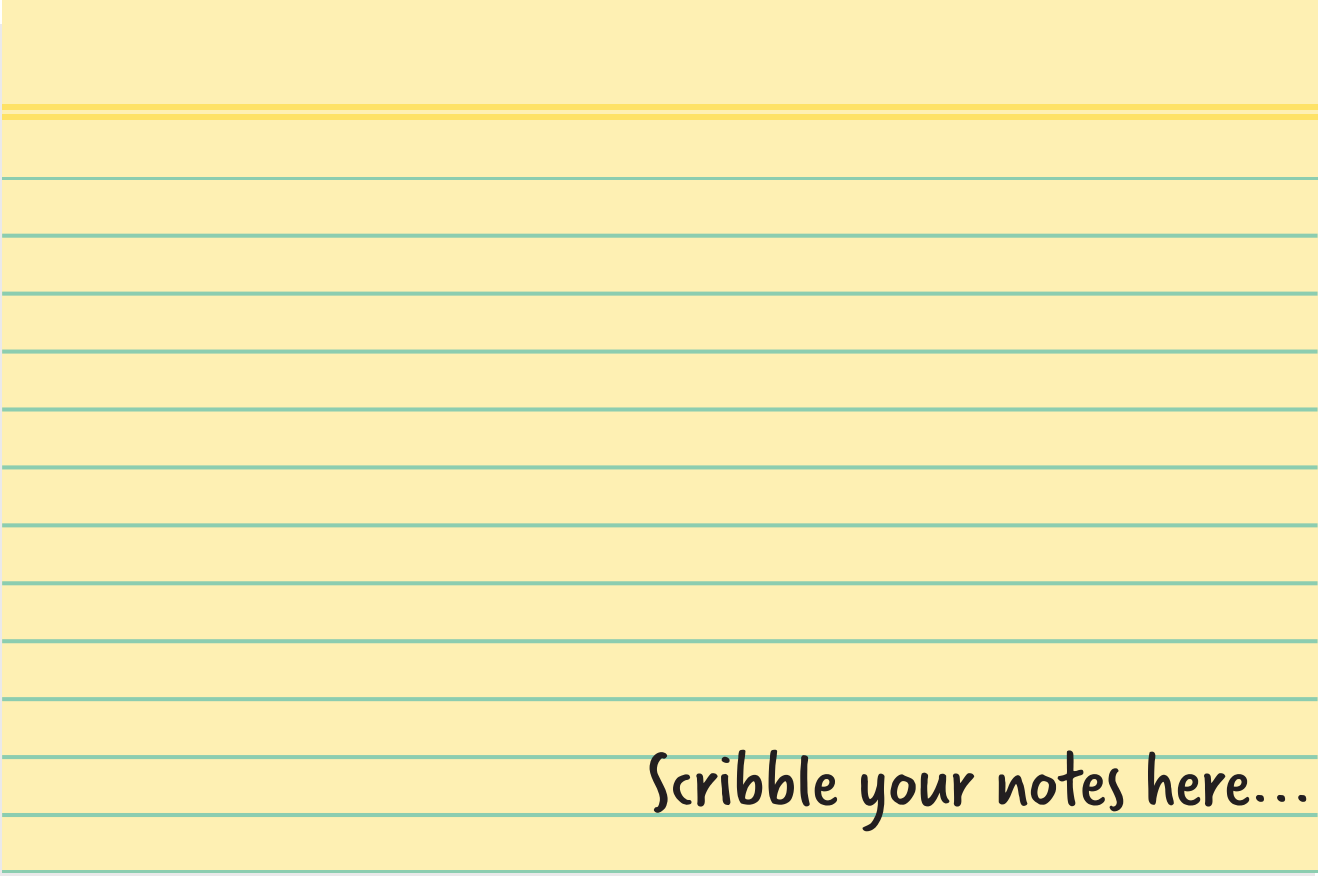
https://connectonline.asic.gov.au/RegistrySearch/faces/landing/bn/SearchBnRegisters.jspx?_adf.ctrl-state=21011y95x_4&_adf.ctrl-state=uoqaebvi5_4

Once you have your business name registered, you must make sure that:

- Your business name is printed or written exactly as it is registered, on every business letter, invoice, receipt or other documentation used by your business.
- Your business name is prominent in each place that you conduct business.

YOUR DOMAIN NAME

You can check the availability of a domain name by visiting any domain registration website. For Australian domains you can also visit the .AU Domain Administration Ltd at <http://www.auda.org.au/>



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PUBLIC LIABILITY INSURANCE

It is also really important that you get Public Liability Insurance. It is now a requirement if you ever want to give workshops or hold an art stall to have your own insurance.

There are a couple of places you can check to get some quotes.

- NAVA (the National Association for Visual Artists) has insurance that they manage for their members. You need to become a member to access it.

<https://visualarts.net.au/Membership/insurance/>

- Regional Arts NSW has also partnered with Finsura and has a group policy especially for regional artists. You need to join RANSW, which is not very expensive.

<https://artsure.com.au/>

Scribble your notes here...

MONEY, BUDGETS AND ALL THAT STUFF



MONEY, BUDGETS AND ALL THAT STUFF

It is also really important that you get Public Liability Insurance. It is now a requirement if there are places you can go that will help with budgets and keeping on top of your money.

- MoneySmart: An initiative of ASIC offering tips & tools to help you make the most of your money. www.moneysmart.gov.au

- Centrelink Financial Information Service: includes seminars, fact sheets and budget planners.

www.humanservices.gov.au/customer/services/centrelink/financial-information-service

- Federal government: Learn how to keep business records, manage your cash flow and prepare for tax time. www.business.gov.au/Finance

- The Pineapple Project podcast: A very funny podcast about money from comedian Claire Hooper. www.abc.net.au/radio/programs/the-pineapple-project/

ACCOUNTING

Do set up your own business account and then find a simple financial accounting package to use. Square is free. <https://squareup.com/au/en/point-of-sale/features/dashboard>

There is also Rounded https://app.rounded.com.au/partner_signup/K2iKnG. Free trial for 1 month. Australian company.

BUDGETING

This does take some time – but you actually need to do 2 budgets – one for your work (business) and one personal so you know how much you need to live on.

The excel file automatically calculates your annual costs

PRICING YOUR WORK

There are 3 ways to get an idea of what you should charge for your artwork.

1. Cost-based pricing - When pricing your work, use a percentage of your annual creative business budget. You can work this out by how many hours you might spend on a particular artwork.

2. Competition-based pricing- Select an artist or gallery that makes/sells work of a similar style. Select five works for sale, and their price, and average .

3. Demand-based pricing - Outline all the works you have for sale, and what has/has not sold and for how much. Select a gallery that could potentially sell your work and outline what works are for sale, what has sold and the price.

MONEY, BUDGETS AND ALL THAT STUFF
Templates and Worksheets



MONEY, BUDGETS AND ALL THAT STUFF

Living Cost Calculator

LIVING COSTS CALCULATOR

*NOTE: - The Total Auto calculates

	Weekly	Fortnightly	Monthly	Quarterly	Yearly	=	Total Monthly	Notes
Essentials								
Home Mortgage	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Home loan repayments
Rent payments	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Rent and bond
Other Loan Repayments	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Personal loan repayments, Car loan repayments, Other loan repayments
Owner Occupied Expenses	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Council Rates, Strata & Body Corporate
Services & Utilities	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Electricity, Gas, Heating, Telephones, Mobiles, Internet and Pay TV, etc.
Investment Loan Repayments	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Investment loan repayments
Investment Property Expenses	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Agent fees , rates, strata fees, body corporate fees, property repairs, house maintenance, gas, electricity, water, other
Insurances	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	House and Contents Insurance, Car Insurance, Life Insurance, Income Protection and TPD/trauma Insurance.
Groceries	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Groceries, alcohol, bakery, butcher, etc.
Health	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Doctor, Dentist, Chemists, Scripts, Hospital Visits, Health Insurance, Specialists and Natural Therapies, Optometrist, and other Medical costs.
Auto/Transport	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Fuel, Registration, Licence and Service of Cars. Also include Public Transport, Taxis and Parking costs.
Fees & Charges	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Service Charges, Fees (accountants/advisers), Bank Fees
Kids	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Any out-of-pocket Child Care fees or Baby Sitting Services.
Lifestyle								
Dining out	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Restaurants, Cafés, Bars, Takeaway, Coffees
Education Fees	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Education Costs including School fees, Text books, Uniforms, Sports and other Activities.
Gifts & Donations	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Gifts, Charity
Hobbies & Entertainment	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Entertainment, Events & Concerts, Recreation, Subscriptions, Activities, Movie Hire, Hobbies etc.
Home	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Home Maintenance, Home Improvement, Housekeeping and Gardening, Storage
Other & ATM	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Cash Withdrawals, Other Expenses
Personal Care	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Hairdresser, Beauty, Dry Cleaning, Gym & Fitness
Pets	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Pets & Pet Care, Vet, Food, Pet Insurance
Shopping	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Clothes, Shoes, Electronics, Books, Newsagent, Homeware, Other shopping
Travel	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	Flights, Accommodation, Transport, Passports, Visas
Savings & Contributions	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	=	\$0.00	If there are any regular additional superannuation contributions they should be included here along with other savings (i.e. Children's accts)
							\$0	

MONEY, BUDGETS AND ALL THAT STUFF

Creative Business Budget

EXPENSES	Budget	Notes/Comments
CREATIVE BUSINESS		
Your time @ \$70 per hour	\$0.00	
Travel costs @ .68c per km (not from home)	\$0.00	
Accommodation @\$132 per night	\$0.00	
Per diems @\$112 per day	\$0.00	
Stationery	\$0.00	
Art materials (paint, film, canvas, etc)	\$0.00	
Equipment purchases	\$0.00	
SPACE		
Location/Space Rent	\$0.00	
Telephone (could be % of mobile)	\$0.00	
Electricity (could be % of home office)	\$0.00	
Wifi/Internet Access	\$0.00	
PROMOTION		
Advertising/Marketing	\$0.00	
Website development	\$0.00	
Graphic Design	\$0.00	
Promotional material, printing	\$0.00	
ADMINISTRATION		
Staff/Contractors	\$0.00	
Postage	\$0.00	
Insurances	\$0.00	
Accounting Fees	\$0.00	
Legal Fees	\$0.00	
Other	\$0.00	
GRAND TOTAL	\$0.00	

MONEY, BUDGETS AND ALL THAT STUFF

Pricing your Work

COST BASED PRICING

How much does it cost you to make your artwork?

Annual budget of your creative business	\$0.00
How many hours on average do you spend on 1 artwork?	0%
Work that out as a percentage figure	

\$0.00

COMPETITION BASED PRICING

How much are other artists selling their work for? Select an artist or gallery that makes/sells work of a similar style. Select 3-5 works for sale, and their price, and average .

Details of gallery	Artwork details (Artist, Title, Medium, Size, Date)	\$	Comments
		\$0.00	
		\$0.00	
		\$0.00	
		\$0.00	
		\$0.00	
AVERAGE sale price		\$0.00	

\$0.00

DEMAND-BASED PRICING

What is your audience willing to pay? Outline all the works you have for sale, and what has/has not sold and for how much. Select a gallery that could potentially sell your work and outline what works are for sale, what has sold and the price.

<i>Your work for sale or sold</i>		
Artwork details	\$	Sold (Y/N)
	\$0.00	
	\$0.00	
	\$0.00	
What has been most popular and what is the price point?		\$0.00
<i>Gallery</i>		
Artwork details	\$	Sold (Y/N)
	\$0.00	
	\$0.00	
	\$0.00	
What has been most popular and what is the price point?		\$0.00

Compare the value of each pricing structure and find a price point that meets most closely each system, this is a good starting point for pricing your work.

Scribble your notes here...

A large yellow rectangular area with horizontal green lines, intended for taking notes. The area is bounded by a thin grey border on the left and bottom. The top of the area is slightly indented from the text above. The lines are evenly spaced and extend across the width of the yellow area.



Believe or not, being on top of your tax will save you time and money. You do need to keep good financial records (not only because it is the law, but also because it will help you with the ongoing sustainability of your business).

<https://www.ato.gov.au/Individuals/Income-and-deductions/Records-you-need-to-keep/>

So your records must:

1. Explain all your business transactions.
2. Be in English.
3. Be kept for at least five years.

Generally, records you need to keep include:

INCOME AND SALES RECORDS

Keep records of all sales transactions – for example, invoices, remittance advice, receipt books, cash register tapes and records of cash sales.

EXPENSE OR PURCHASE RECORDS

Keep records of all business expenses, including cash purchases. Records could include receipts, invoices, cheque butts, credit card vouchers and diaries to record petty cash expenses. This includes payments to employees or contractors who have worked for you.

BANK RECORDS

Keep all bank records, such as bank statements and loan documents, as well as credit card statements and printed receipts of BPay or EFT transactions.

ASSET PURCHASE RECORDS

Keep details of what assets you buy and what you spend on those assets. An asset register can help you keep track of these expenses.

CONTRACTS AND AGREEMENTS

Keep copies of contracts or other agreements.

YEAR-END RECORDS

These include lists of creditors or debtors and worksheets for depreciating assets.

MINOR DEDUCTIBLE EXPENSES

For certain work, car and business travel expenses, it is not always possible to get a receipt. But you can still claim the expenses as deductions as long as you record the details of these expenses in a diary or logbook.

INVOICES

You also need to issue and receive proper receipts or invoices for all your income and purchases. They have to show the following information to be valid:

- The words 'tax invoice'; or 'invoice; if you are not registered for GST
- The name and ABN of the supplier;
- The date of purchase;
- A description of whatever you paid for;
- The total price, including GST if applicable.

TAX Invoice Template

INVOICE TEMPLATE

INVOICE

Date

Invoice#

[YOUR NAME]

[YOUR ADDRESS]

[YOUR EMAIL/PHONE]

[YOUR ABN]

Client Name:	Contact Name:
Client ABN:	Mobile:
Address	Email:
	Telephone:

NOT REGISTERED FOR GST – NO GST ADDED

Description	Amount
<i>Eg Project Management 8 hours @\$30 per hour</i>	\$240
<i>Artwork: New England Landscape</i>	\$1000
TOTAL	\$1240

TERMS OF THIS INVOICE ARE 7 – 14 – 28 days (delete one)

BANK DETAILS

Account Name:

BSB

Account Number

Superannuation Guarantee

According to the Australian Tax Office, this invoice is subject to the superannuation guarantee for contractors because the payment is principally for labour and is more than \$450 in a calendar month.

Type of Labour	Total Labour Costs	9.5% super
	Total Superannuation Payable	

Please pay this amount to the nominated superannuation

fund Name: / Fund: Super Super BPay

Bill Code 123456 / Account Number: 12345 6789

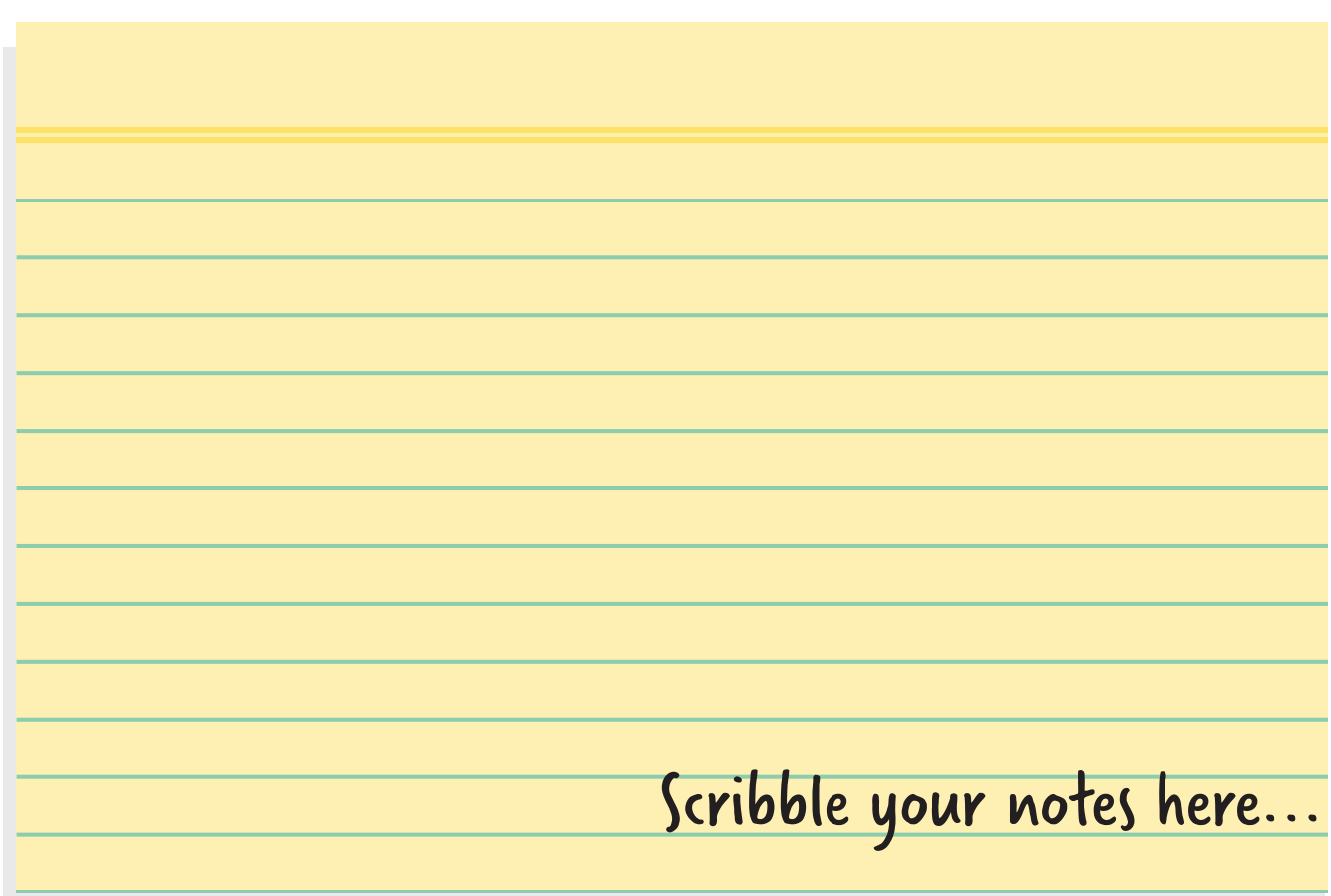
A Note about GST:

- If you are registered for GST, then GST needs to be included (as shown above) and this document becomes known as a tax invoice.
- If you are not registered for GST then this document is simply called an invoice and no line items for GST are included. You just show the total.

Monica Davidson's Creative Plus Business is an awesome company that assist creatives and arts organisations all about business skills. They have heaps of free resources, as well as paid advisory services, events, workshops and lots more.

Check out their website <https://www.creativeplusbusiness.com/>

They have provided some great factsheets as well. Here are just 2 – one on possible business tax deductions. The other is how Monica does her record-keeping and her monthly 'Money Day'.



Scribble your notes here...

CREATIVE PLUS BUSINESS
Possible Tax Deductions Information Sheet



Most income your creative business receives is assessable income – which means you need to declare it and it's subject to tax.

You can claim tax deductions for most costs you incur in running your business but there are exceptions:

- 1) You cannot claim anything that is 100% for personal use, private or domestic in nature;
 - 2) You cannot claim the costs of anything physical or medical (like the gym). There are some VERY specific exceptions to this for some performing artists;
 - 3) You cannot claim childcare.
- Entertainment, fines and some other expenses are also specifically excluded.

The rules for business income and deductions vary depending on your business structure, whether you hold and sell trading stock, and the nature of your income and expenses.

**ALWAYS CHECK WITH THE ATO OR YOUR TAX AGENT/ACCOUNTANT FOR MORE INFORMATION. REMEMBER, WE ARE NOT ACCOUNTANTS!
FOR FINDING AN ACCOUNTANT, SEE PAGE 9**

For more information please visit the following:

ATO: Income and Deductions for Business

<https://www.ato.gov.au/Business/Income-and-deductions-for-business/>

ATO: Business or Hobby? This will affect your deductions and assessable income.

<https://www.ato.gov.au/Business/Starting-your-own-business/Business-or-hobby-/>

You can also learn more here:

<https://start.business.gov.au/>

ATO: Special Professionals – Definitions and more info about deductions

<https://www.ato.gov.au/business/income-and-deductions-for-business/primary-production,-professionals,-sports-and-entertainment/special-professionals,-sportspersons-and-entertainers/>

ATO: Running Your Business from Home

<https://www.ato.gov.au/Business/Income-and-deductions-for-business/Running-your-business-from-home/>

TAX RULINGS FOR CREATIVE PROFESSIONALS

TR 2005/1 - Income tax: Carrying on a Business as a Professional Artist

<http://law.ato.gov.au/atolaw/view.htm?docid=%27TXR/TR20051/NAT/ATO/00001>

TR 95/20 - Income tax: Employee Performing Artists - allowances, reimbursements and work-related expenses

<http://law.ato.gov.au/atolaw/view.htm?docid=TXR/TR9520/NAT/ATO/00001>

TR 98/14 - Income tax: employee journalists - allowances, reimbursements and work-related deductions

<http://law.ato.gov.au/atolaw/view.htm?docid=TXR/TR9814/NAT/ATO/00001>

POSSIBLE DEDUCTIONS - WORKING FROM HOME

The tax deductions that you can claim depend on how you work at home. In general, there are three ways that a person carries out work at home.

1. **Home is the principal place of business:** the business is run from home and a room is set aside exclusively for business activities.
2. You have a **home work area:** a room is set aside primarily or exclusively for business activities but the home is not the principal place of business. You also work elsewhere, for example in your client's office.
3. Work is done at home but **not in a specific work area:** the work is done in a living area or garage but the home is not the principal place of business and there is not a room set aside primarily or exclusively for business activities.

The type of expenses you could claim include:

- **Occupancy expenses**, which are expenses you pay to own, rent or use your home, even if you are not carrying on a home-based business. Occupancy expenses include rent, mortgage interest, land tax, council rates and home insurance. It also includes renovations for business purposes.
- **Running expenses**, which are expenses related to using facilities within your home for business. This includes phone rental and business calls, internet fees, electricity and gas costs, depreciation on fittings and furniture, cleaning costs, and costs of repairs.

In order to claim occupancy expenses, you must pass the **interest deductibility test**. This means you must have an area of your home set aside exclusively for your business activities, such as an office or workshop.

- That area must have the character of a place of business – for example, a writer's designated office, or a photographer's home studio.

Something is said to have the character of a place of business if it is:

- clearly identifiable as a place of business – for example, you have a sign identifying your business at the front of your house
- not readily suitable for private or domestic purposes
- used exclusively or almost exclusively for carrying on your business
- used regularly for visits by your clients.

If you satisfy the interest deductibility test, you must account for any capital gain you make when you sell your home.

Running expenses are the increased costs of using facilities within your home because of your business activities. This includes electricity and gas costs, business phone costs, decline in value of equipment and furniture, the cost of repairs to furniture and furnishings, and cleaning costs.

Evidence you might need for substantiation

- details of the income-producing activities undertaken at home that result in running expenses in addition to normal domestic or private running costs;
- details of the home office, study and other facilities or assets that you provide and maintain specifically and/or exclusively for work-related activities
- Floor area calculations;
- a list of all items included in your claim for home office, phone, internet, computer, software and similar expenses, and receipts, accounts and/or other documentary evidence for each item;
- where claims are based on a representative pattern, an estimate based on diary entries over a month period along with relevant accounts used to work out the deduction;
- A fixed rate of **45 cents per hour** (correct at 2015) for home office expenses may be used once a representative pattern has been established for heating, cooling, lighting and the decline in value of furniture instead of keeping details of actual costs.

Also visit <http://www.ato.gov.au/Calculators-and-tools/Home-office-expenses/>

POSSIBLE DEDUCTIONS - MOTOR VEHICLE METHODS

Use the <https://www.ato.gov.au/Calculators-and-tools/Work-related-car-expenses/> to help you work out which method is best.

Method 1: Cents-Per-Kilometre Method

The ATO decides each year what a kilometre is worth as a deduction, based on what size your car is. Your claim is based on a set rate for each business kilometre, with a maximum of 5,000 business kilometres. You do not need written evidence to show how many kilometres you have travelled, but the ATO may ask you to show how you worked out your business kilometres.

- You cannot make a separate claim for depreciation.
- As an example, rates per business kilometre in 2014-15 were 65 cents for 1.6 litre engine, 76 cents for 11.601-2.6 litres, and 775 cents for anything over. These will change each year.

Method 2: 12% of original value

Using this method, you can claim 12% of the original value of your car (subject to the car limit*) - that is, if you bought the car, you can claim 12% of the cost, and if you leased the car, you can claim 12% of its market value from the first time it was leased.

- Your car must have travelled **more than 5,000 business kilometres** during the income year.
- You do not need written evidence to show how many kilometres you have travelled, but we may ask you to show how you worked out your business kilometres.

* The car limit was set at \$63,184 for 2015-16. This limit is reviewed each year.

Method 3: 1/3 of Actual Expenses

If you use this method you can claim one-third of your car expenses.

Your car must have travelled **more than 5,000 business kilometres** during the income year

- You must have written evidence of your fuel and oil costs or odometer records on which your estimates are based
- You must have written evidence of all your other car expenses.

You must also **keep records** that show your car's odometer readings at the start and end of the period during which you owned or leased it during the income year, the car's engine capacity, make, model and registration number, and how you worked out your business kilometres and any reasonable estimate you made.

Method 4: Logbook Method

If you use this method you can claim the business use percentage of each car expense, based on your logbook records.

- You must keep a logbook so you can work out the percentage
- You must have written evidence of your fuel and oil costs or odometer records on which your estimates are based
- You must have written evidence for all your other expenses.

Each logbook you keep is valid for **five years**, but you may start a new log book at any time. It must contain the following information:

- when the logbook period begins and ends
- the car's odometer readings at the start and end of the logbook period
- the total number of kilometres the car travelled during the logbook period
- the number of kilometres travelled for work activities based on journeys recorded in the logbook - if you made two or more journeys in a row on the same day, you can record them as a single journey
- the business use percentage for the logbook period.

You can use pre-printed logbooks (available from stationery suppliers) or make your own.

See <https://www.ato.gov.au/Individuals/Income-and-deductions/Deductions-you-can-claim/Vehicle-and-travel-expenses/> for more information.

POSSIBLE DEDUCTIONS – OTHER FORMS OF TRANSPORT

These are travel expenses that you incur that are directly related to your work and include:

- public transport, including air travel and taxi fares
- bridge and road tolls,
- parking fees (but not parking fines)
- short-term car hire
- actual expenses (such as any petrol, oil and repair costs) you incur to travel in a car that is owned or leased by someone else.

POSSIBLE DEDUCTIONS – OVERNIGHT TRAVEL

See <https://www.ato.gov.au/Business/Deductions-for-business/Business-travel-expenses/> for more information.

If you stayed away from home for one night or more, you need to keep written evidence of all expenses. Those expenses can include:

- the cost of getting to your destination
- meals, including breakfast, lunch and dinner
- accommodation and
- incidental expenses such as dry cleaning, internet café use or hiring a translator
- car, air, bus, train, tram, ferry and taxi fares within your destination.
- car parking and car hire fees
- visa application fees, not including the cost of obtaining or renewing a passport.

It's a good idea to keep a diary (although the ATO says you don't have to unless you were away from home for six or more consecutive nights). The diary should include:

- the nature of the business activity
- the day and approximate time the business activity began
- how long the business activity lasted
- the name of the place where you engaged in the business activity.

You must keep records of those expenses for at least five years.

If your travel is for both business and private purposes, you must exclude the private expenses from your claim. This is called **apportioning**.

Evidence to support expense

If you are selected for a review or an audit, you may be asked to provide the following records:

- details of the work, including information about the requirements to undertake overnight travel for work-related purposes
- a letter from your client (if possible), including contact name and telephone number, to confirm
- evidence about why you were required to undertake overnight travel in the course of carrying out your business.

Written evidence is required for **overseas accommodation expense** regardless of the length of trip.

Remember, your records need to be kept in **English**, so have your receipts translated and use ATO or <http://www.xe.com/> calculators to work our amounts in Australian dollars.

POSSIBLE DEDUCTIONS – DEPRECIATION

You may be able to claim a deduction for the decline in value of your depreciating assets. A depreciating asset is an asset that has a limited effective life and can reasonably be expected to decline in value over the time it is used. Examples of depreciating assets include:

- Computers and software
- Equipment and tools
- Furnishings, carpet and curtains for an office
- Motor vehicles
- Specific tools used for your creative business, such as a musical instrument or photo bench.

You work out the decline in value of a depreciating asset using either the prime cost or diminishing value method. Both methods are based on the **effective life** of an asset. For most depreciating assets, you choose whether to self-assess the effective life or adopt the Commissioner's determination.

A depreciating asset's effective life, as used in the *Income Tax Assessment Act 1997* (ITAA 1997), is the period of time over which it can be used by any entity to produce assessable income:

- if it is subject to wear and tear at a reasonable rate
- if it is maintained in reasonably good order and condition
- considering the period within which it is likely to be scrapped or abandoned.

The effective life of a depreciating asset is used to work out the asset's decline in value for which an income tax deduction can be claimed.

You can choose to use simplified depreciation rules if you have a small business with an aggregated turnover of less than \$2 million. Under these simpler rules, you:

- **claim an immediate deduction for most depreciating assets that cost less than \$20,000 each that was acquired and installed ready for use from 12 May 2015 until 30 June 2017**

Use <http://www.ato.gov.au/Calculators-and-tools/Decline-in-value/> to work it out.

POSSIBLE DEDUCTIONS – SELF EDUCATION EXPENSES

Self-education expenses are the costs you incur to undertake a course of study at a school, college, university or other recognised place of education. You can claim some of the costs of education if your current work and the course you undertake have sufficient connection. In other words –

- You are upgrading your qualifications for your current employment.
- You are improving specific skills or knowledge used in your current employment.

Expenses you can claim may include:

- tuition fees, including fees payable under FEE-HELP
- textbooks, professional and trade journals
- stationery and photocopying
- computer expenses
- student union fees, student services and amenities fees
- travel to study –you can claim the cost of travelling to and from your home to your study institution.
- travel away from home – meals and accommodation if away from home for 1 night or more

Use <http://www.ato.gov.au/Calculators-and-tools/Self-education-eligibility/> to work it out!

OTHER POSSIBLE DEDUCTIONS FROM A - Z

Common Claims

There is no complete list of what you can claim because what businesses do, and how they do it, varies. The following are common expenses that can generally be deducted from gross business income (part from the ones already mentioned):

- Bank fees and charges on your business accounts and business credit card;
- Electricity and phone expenses;
- Employee wages and payments to contractors and sub-contractors;
- Hiring or leasing plant and equipment;
- Interest on borrowed money, if for business purposes;
- Registered tax agent fees;
- Renting or leasing business premises;
- Repairs;
- Super contributions for employees and contractors;
- Superannuation payments for yourself if you are self-employed (but only amounts outside of the Co-Contribution scheme)
- Trading stock;
- Transport and freight.

Other Claims

There is no complete list of what you can claim because what businesses do, and how they do it. Following is a list of some other claimable costs, but these are dependent on the kind of business you are running and whether or not you qualify as a business according to the ATO's tests. You must be legitimately using these things to generate your business or creative income.

- Accounting costs, if they are related to your business or your income tax affairs;
- Agent's commission, if you have an agent finding you work;
- Appeal costs, including the costs of appealing or objecting to a tax assessment or tax determination, including Court or Tribunal fees.
- Audit fees, including and costs incurred in auditing annual business accounts and costs of professional advice or support during an ATO audit.
- Books, magazines journals, trade publications and the like are deductible if related to the income earning activity of the business.
- Borrowing expenses are deductible if the proceeds of the loans are used for income producing purposes. Borrowing expenses include legal expenses, stamp duty, valuation and survey fees and guarantee fees. If over \$100 the deduction is spread equally over the term of the borrowing up to a maximum of five years. Interest as incurred is also deductible.
- Briefcase and luggage, if used for business purposes..
- Burglar alarms and other security measures, if used to protect business.
- Business lunches, but only if ad-hoc lunches are provided to workers in an in-house private dining facility or similar (such as catering on a film shoot).
- Business establishment and set-up costs, including changing structure, starting a company, costs of raising equity for the business, and ceasing a structure;
- Business licenses, including business name registration;
- Business loss from previous years, brought forward and deducted;
- Car and truck rentals are deductible if the vehicle is used for business purposes. Longer-term leases of non-luxury cars and trucks are also deductible if used for business purposes. This includes the use of Go-Get and similar vehicles if used for business.

- Charitable contributions in the business name are deductible, and so is the cost of hosting a charity event such as sponsoring a party at the children's hospital.
- Cleaning (even if you work from home);
- Clothing – the cost of buying, renting, replacing and maintaining clothing, uniforms and footwear is deductible if it is protective in nature, occupation specific and not conventional in nature, a compulsory uniform, or a non-compulsory uniform or wardrobe that has been entered on the Register of Approved Occupational Clothing with the ATO. Laundry and dry cleaning costs are deductible if the clothing is as well.
- Computer hardware and software, although this may need to be depreciated;
- Consumable stores are items required by business, such as spare parts, stationery, computer disks, office supplies and the like – are deductible.
- Convention, conference, seminar, lecture expenses – running such an event is also deductible if the seminar is related to income earning activity.
- Copyright payments and patents are deductible, including legal fees and patent attorney's fees, provided it is for the purpose of producing assessable income.
- Couriers and delivery expenses, if incurred in the normal running of the business;
- Credit Card charges, including merchant fees paid by businesses that provide credit card facilities, are deductible.
- Entertainment expenses, but only if you're hosting a promotional event that is open to the public (or in the business of providing entertainment events). If provided to employees then entertainment is subject to fringe benefits tax.
- Environmental protection expenses, including combating or rectifying pollution or cleaning up waste arising from an income producing activity.
- First aid courses for designated employees or yourself are deductible.
- Gifts – if used for promotional purposes and made to the public, gifts to charities, and/or minor gifts to employees if they are of a value of less than \$100 each and provided to employees on an infrequent basis.
- Hire charges of equipment, non-luxury cars and the like;
- Insurance premiums, if they are paid for business insurances and/or income protection insurance. Sickness and accident insurance premiums are also deductible for accident and sickness premiums when the policy provides you with an income benefit in the event of disablement.
- Interest on late lodgement of tax returns, late payment penalties or underpayments to the ATO are deductible in the year they are paid (usually).
- Lease payments, including stamp duty, on equipment (apart from cars in excess of the luxury car limit) used for business purposes, are fully deductible.
- Legal expenses incurred in the everyday running of a business are deductible. This may include debt recovery expenses, contract preparation, lease preparation, mortgage documents preparation, etc.
- Light meals, afternoon and morning teas if provided to employees on working premises during working hours.
- Maintenance fees for equipment;
- Marketing, advertising, sponsorship, public relations and promotional costs, if in the normal course of conducting business. This includes promoting the business itself, the products and services offered, and the costs associated with starting any marketing campaign.
- Newspapers, if in the trade, are normally deductible so long as they are reasonably related to the business. A partial deduction has been allowed for general newspapers where a specific

link is established with the employment. Journalists have been allowed a deduction for newspapers, except for the ones they would have bought in any event.

- Personal grooming, but only if your work puts you in the public eye. This includes performing artists, flight attendants and public speakers. Getting a haircut for an audition is not a deduction, but maintaining a specific hair cut for a role is. Performing artists can also claim the cost of tinted contact lenses or special glasses that are required for a role.
- Photographic and video equipment, if it's part of your work.
- Professional association membership fees, including union dues, if membership is required for business purposes or related to the earning of assessable income.
- Repairs to premises, plant and equipment are fully deductible when they are incurred.
- Research and development. This can and does include books, movies, theatre, events, music, visits to art galleries and anything else that improves your professional work;
- Safety equipment, including safety glasses and goggles and steel capped boots, if required for protective purposes.
- Storage rent or fees for storage of goods used in producing assessable income;
- Sunglasses, sun hats, sunscreens but only if exposure to the sun is a natural incidence of one's work.
- Tax-related expenses, including the costs of preparing tax returns and dealing with objections, appeals or audits. Tax planning advice from an accountant, barrister or solicitor is also deductible. You can also claim the cost of travelling to a tax advisor for the preparation of a tax return or other advice is tax-related expenditure and therefore deductible.
- Tea, coffee and refreshments provided in workplaces during a working day by employers is generally deductible.
- Telephones used for business purposes. A self-employed person working from home with only one phone must apportion the use between private and business. This also includes answering machines, answering services and mobile phones, if they are used for business purposes.
- Televisions, DVD players and so on if you can prove you need them for work;
- Tender costs, even if the tender was unsuccessful;
- Trading stock is deductible, and so is the cost of moving trading stock from one place to another is also deductible.
- Websites, including the cost of setting up a website that establishes, replaces or enlarges the business. If the cost is more than \$6,500 a website may be treated as a capital expense and therefore is not deductible as an operating expense. It will have to be depreciated.
- Workers' compensation insurance, Workcare or Workcover in order to insure workers against accidents are deductible.

If in doubt about what you can claim, check with the Tax Office or consult your tax adviser, as ineligible claims may result in your tax return being amended and additional tax being paid.

FINDING AN ACCOUNTANT

A fantastic accountant and an awesome financial advisor can be the difference between sweet dreams and nightmares in your financial life, and not just at tax time. Finding ones that understand and encourage your creative and freelance life is crucial, and they must never judge you or make you feel stupid. After all, they work for you, with your money, and they bear no responsibility if things go wrong.

When looking for an accountant and/or financial adviser:

- Ask around, and see if you can get recommendations from your professional peers;
- Have a face-to-face meeting with a few different people, and measure your comfort levels. They must make you feel at ease, secure and professional. They must never be judgmental or treat you as a weirdo;
- Talk about your business, your future plans and the kind of experience they have working with people similar to you. Experience counts for everything here, and more than a couple of years is ideal;
- Find out what they can offer you, in terms of services, skills and expertise. Will you be given written reports? How will your details be taken care of? How will they come up with strategies that are right for you?;
- Ask up-front about how you will be charged, and if it will be an hourly rate or a flat fee. An estimation of annual costs would be helpful too.
- Financial advisors must also be registered with the Australian Securities and Investments Commission, so check!

Always remember that these people work for you, and are not in charge of your money. They are simply there to offer advice that works for you, so you need to know exactly what is happening at all times. Recommendations should be explained in detail, with all the risks and benefits outlined in a way you can appreciate. If you ever feel uncomfortable, unsure or condescended to, find a new one!

Have a look at –

- ATO Business website - <http://www.ato.gov.au/businesses/>
- E-tax Blog – loads of useful information about tax - <http://www.etax.com.au/blog>
- Electra Frost – resources - <http://www.electrafrost.com.au/resources.html>
- Brian Tucker CPA - <http://www.briantucker CPA.org>

<http://www.creativeplusbusiness.com/resources/groovy-accountants/>

If you found this info sheet helpful, please visit
www.creativeplusbusiness.com
for more resources aimed at helping creative businesses.

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CREATIVE PLUS BUSINESS
Record Keeping and Money Day Information Sheet



Here at Creative Plus Business, we practice Money Day. On the first Friday of each month we sit down with the business finances from the previous month and spend the day with them. We also look ahead at the next few months and use historical financial data to help us predict the future. It's not a party, but it's essential. One day a month is a small commitment, and an incentive is most important because Money Day is a pain. Here at C+B we choose monthly Fridays because we can celebrate our financial dedication with some pink champagne at the end of the day.

The order of things that to undertake on Money Day :

- Go to the glove box, wallet, back of the couch and collect all the receipts you have secreted away over the last month;
- Organise all the receipts into date order for the month;
- Make sure you've sent all the invoices you're supposed to send. Forgetting is so embarrassing!
- Check all sent invoices and make sure they've been paid. If not, send a reminder;
- File paid invoices into your records, with a note on them about when and how they were paid (we keep a large folder organised in month order).
- Pay all bills, whether they're due or not;
- RECONCILIATION (yuk) - Check your bank and credit card statements and make sure they match your invoices and receipts you've collected;
- Check your business diary and look for any forgotten travel expenses or incidentals from the past month;
- Transfer your monthly "wage" or "drawings" from business accounts to personal account. It's crucial to keep your personal and business finances separate, otherwise you'll always be dipping in and making your bookkeeping horrific;
- Transfer whatever taxes you need to set aside into specific accounts, including GST and PAYG (and company tax if you're a company);
- Finally, scan all the paperwork and create a digital copy for backup, and file the paperwork into the folder.

On Money Day we also do a cashflow projection for the next 3 months, and prepare for any big upcoming expenses. We generate a **balance sheet**, go over the **budgets**, and check on the **profit and loss**. Sounds boring, and it is, but crucial in being able to make predictions and decisions about the financial future of the business.

For more help:

<http://www.business.vic.gov.au/money-profit-and-accounting/financial-management-set-up>

<http://www.business.gov.au/business-topics/tax-finance-insurance/business-finances/Pages/default.aspx>

And for tax:

<https://www.ato.gov.au/Individuals/Income-and-deductions/Records-you-need-to-keep/>

At the end of Money Day, you should know what's left over and pop it into a savings account. This is your buffer against the hard times, and helps pay for illness and holidays if you need them. On the other hand, if it's been a rough month you can augment your "wage" from your savings if you need to, but always make sure to pay that money back when the boom returns.

Money Day means you're always on top of your finances and there are no unpleasant surprises. Any ongoing and end-of-year tax responsibilities are easier because the work is already done. Paying a monthly "wage" also means that you can participate in the regularity of the rest of the world without giving up the independence of working for yourself. You may not get any security from your creative work, but you can build your own. Be good to yourself, manage your money and embrace your own power.

EOFY Money Day: At the end of every financial year we empty the folder, make digital copies of everything and store the files somewhere safe. I then keep them for as long as I have to (5 years if you're a sole trader, 7 for a company).

Final Record Keeping Tips

Don't keep thermal paper records with plastic or anywhere they'll get hot

- They will fade! Keep thermal receipts in paper envelopes and make sure you get a scan before you file it away. You'll need a digital backup.

Clearly separate business and private expenditure

- We recommend you keep your business and personal banking in separate accounts. If you have a company or trust, it is a legal requirement.

Regularly reconcile your receipts with bank statements

- Reconciling your accounts helps find errors or omissions. It could save your accountant time, which will save you money. Use a cloud-based accounting system like [Wave](#).

Make sure your records can be understood by anyone, not just one person.

- Document how you keep your records, what your various records contain and where they are kept, and where you keep your back-up records.

Don't Wait Until Later

- Obtain the required paperwork from suppliers and customers at the time of a transaction and record details as soon as possible – don't leave it until later.

Ask for help before things get out of control.

- You may want to engage a bookkeeper to set up your books or set up a software program. Remember, these costs are generally a tax deduction for your business.

If you found this info sheet helpful, please visit
www.creativeplusbusiness.com
for more resources aimed at helping creative businesses.

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PROMOTION AND MARKETING QUICK CHEAT SHEET

PLANNING/BIG PICTURE

- Identity – think about how you want to present yourself – “branding”
- What are your resources? \$ and personnel

WAYS AND MEANS

The Basics

- Include all the key points WHEN (Date and time), WHERE, HOW MUCH, HOW to BOOK, CONTACT INFO

Materials

- You need 1-2 quality high res images (min 150dpi)
- Posters/flyers – design and print, e-versions

Build your connections

- Don't underestimate WORD OF MOUTH
- Submit your event to Arts North West – don't forget the image
<http://www.artsnw.com.au/submit-your-event>
Your event will go into the arts calendar – but also enews, facebook etc etc
- What's on columns in local newspapers, local Council websites (tourism)
- Local newsletters (including school and Free listings)

Media

- Prepare a press release –
 - Newsworthiness – need to think about the STORY – it is about timeliness, proximity, prominence, human interest (impact) and the unusual (novelty).
- Send press release but then contact the local journalist for an interview.
- Don't forget ABC Local Radio

Online and social media

- Email- Not enews, but a direct call to action to a specific person.
 - It needs to be short and punchy – with all the key points (see above)
- Social media – instagram/facebook/twitter
 - there has been lots written about all this

RESOURCES AND TEMPLATES

Arts North West has lots on its website – how to write media releases, effective promotion cheat sheet, social media basics, tips on poster and flyer design. <http://www.artsnw.com.au/marketing/>

A whole heap of free resources on marketing:

- Creative Plus Business – Mondo Marketing [130 Tips to Kickstart your Marketing](#)- Created by Monica Davidson of Freelance Success
- Business.gov: Marketing plans, templates and guides – including social media. www.business.gov.au/business-topics/templates-and-downloads/Pages/default.aspx
- The Loop: Australia's largest creative community, connecting creatives with collaborators, companies and endless opportunities <http://www.theloop.com.au/>
- Arts Hub: Resources and job links for Australia's creative workers. www.artshub.com.au/



MARKETING SUMMARY

Name of event		
Info	When	Where
Booking	Cost \$	Booking URL?
Contact info		
HIGH RES image		
Target Audience		
Key Stakeholders		
Media Tools	<i>What channels will you use?</i> <input type="checkbox"/> Newspaper ad <input type="checkbox"/> Media Releases <input type="checkbox"/> E-news _____ <input type="checkbox"/> FB/Twitter/Instagram (Circle) Any other _____ <input type="checkbox"/> Paid Social Media <input type="checkbox"/> Radio Station _____ <input type="checkbox"/> TV _____ <input type="checkbox"/> Word of mouth <input type="checkbox"/> Direct Mail <input type="checkbox"/> Posters <input type="checkbox"/> Flyers	
Key metrics	<i>The key metrics should tie back directly to your event's purpose, or support it in some way. Limit these to between 1 and 3 – eg Number of attendees/participants or Press mentions</i>	
Key messages	<i>1-3 key messages, based on why your event is unique/special. This is the space where you pull the key elements of your event together into a simple, memorable tagline</i>	



POSTER AND FLYER DESIGN HELPSHEET

Step 1: First and foremost make sure you include the critical information such as: VENUE, DATE, TIME, CONTACT, TICKET PRICE/S, YOUR LOGO/BRANDING.

Step 2: Make sure you are aware of which sponsors and funding agency logos and acknowledgements need to go on the poster and flyer and ensure you have the correct logos and wording for acknowledgement.

Step 3: Find a focus for the design. What is the print products goal? Will the poster and flyer be different from each other?

Step 4: Image quality and copyright are important. So is the context in which the image is placed. Choose your references or images carefully and check the copyright on them. How does the image work with the text and logos and overall message of your poster/flyer? If you are not using your own images then you can look to web sources if you know where to look Flickr Creative Commons is a great place to start but there are other option such as Stock.xchng, a free stock photography website. Remember if you have any copyright questions please contact Arts North West as permissions and copyright are critical to best practice and avoiding legal ramifications down the track. Copyright can also apply to clipart. We encourage the use of a local artist's work or image in promotional material but it is vital that they have given approval and if so what have they approved the use of their image for and are fees or acknowledgement attached?

Step 5: Actual Design where you may like to consider the following:

- Seek inspiration from other posters or flyers or blogs on design. A warning though! Once you get started and you might not be able to stop!
- Have fun with it, but be tight on the details – don't let the design overwhelm the information you need to get across. A sense of fun married by attention to detail is a powerful combination.
- Make an impact - Try to convey what you want with a few elements that make an impact and have a lasting message. You can follow the trends, but still not be beholden to them. There's no point having a funky poster but no one can read the event name. Similarly beige and black templates that you use may be so overused no one notices yours. In other words, before you design a poster make sure you have a good idea, so it will not only appeal aesthetically but will also make sense to your target audience.
- Less is more is a good rule but if you don't have where the event is or have a price it can turn people away. Though flyers can and should have way more information than your average presentation slide, that doesn't mean you should go crazy with the content. If you create a flyer that is primarily made up of large chunks of text, very few people are going to glance at it for more than a half of a second. They'll only see that it looks like a lot of work to sort through and move on.

- Sizing and Spacing - Use a grid to ensure everything is visually balanced. If in doubt turn to templates. Once again a Google search for templates can be very helpful if you don't have access to Adobe or other design software. Use a grid wherever there's a significant amount of type to include, Other than that, it's about finding your own style, and then within that, trying to find a way to tell a bit of a story with your image.
- Think about what size the final print will be – A1 or A5? This can affect the design.
- Balance - The core skill is learning how to balance a composition, and looking at how the viewer's eye will - ideally - bounce around the image, rather than being taken out of it. That's no different to creating any other artwork, but if you're including type as well, then the challenge to weight everything just right can be tougher. Balance type and images - but sometimes go crazy! You need to know the rules. Then you can break the rules! Balancing the type and images is essential in that first up you want people to notice the image but then, if the actual event is of interest, the info needs to be easy to understand too.
- Restraint with type is advisable - so no more than 2 types!

Step 6: Spend a day with it. Go back to your design later and you'll see it in a new light. It's essential to do this for any design - not just a poster - and if you can try and get some feedback from your peers as well.

Step 7: Final check - Be factually correct - Check, double check and have at least two other people proof the information before printing. Make sure there are plenty of interesting – and factually-correct – details in there.

Step 8: Allow time for this element because if your material comes out too late or not printed in the way you expected, it can be heartbreaking. If you're printing in house you may need to adapt the design to suit your printer capacity. Be aware too that some designs require trimming and finishing so go through your print options carefully. If you're using a printer make sure you allow time to discuss the print with them so that the finished product is what you envisaged it would be. What format do they need the design in and how will this impact on the finished job? Ask for a proof if necessary so that you can re-design any elements you need to



WRITING A MEDIA RELEASE HELP SHEET

Good communication and good media releases are...

- Well organised, well planned
- There to support your key messages
- Clear, Consistent and Concise

Attracting media attention

- Media outlets are in the business of News.
- News is that which has been previously unknown to the reader/listener/audiences, it surprises them, informs them, and intrigues them.
- To attract media attention you need to find the *newsiest** angle of your event and pitch it in the most convincing manner.

***News Values or Newsworthiness**

- Timeliness ... new, first time ever etc.
- Proximity ... local angle.
- Prominence ... person of note involved.
- Human Interest ... what is the most interesting aspect of the event, what impact would your story have on readers.
- The Unusual ... novelty, x-factor, quirky angle etc.

What is a media release?

- A media release is the most effective way to communicate with all media outlets.
- Your media release will say a lot about you and your event to the editor and journalist.
- If you can write a professional, clear, concise, informative and most importantly newsy media release your chances of gaining media attention will increase considerably.
- If you can't be bothered to go to the effort to tell your event's story, why would a journalist?

Structuring and writing a media release

Headline - Provide a heading which clearly identifies the subject matter of your media release. Put heading in bold and large font to make it stand out.

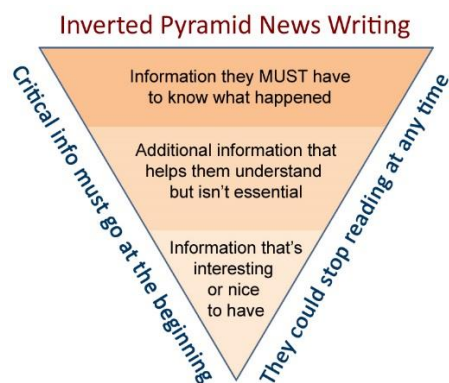
Intro - Make sure the first paragraph attracts attention. The 'intro' should include the key facts and display the newsiest element of the event.

Content - Construct your media release to answer ALL 5 W's and 1 H:

What – Who – Where – When – Why - How

Basic layout of a media release:

Your logo & relevant sponsors or funding agency acknowledgements	
Media Release Today's date	
HEADLINE	
Intro paragraph – usually includes most or all of the 5 W's: who, what, why, when and where's.	
Next most important paragraph	
Third most important information etc.	
Information that you'd like to include but can afford to lose etc.	
Ends	
<hr/>	
Your Contact info for the media	Rrelevant sponsors or funding agency acknowledgements



The INVERTED TRIANGLE ▼ approach to news - Assume most of the text in your media release will not be used. So, it's important to make sure the most important information is first, then the next most interesting detail, followed by the other information. Don't save the best for last as it might never be read.

- Keep it simple. A media release is not a feature article. It is a list of facts put into sentences.
- Write from the media outlet's point of view. Think about what will make your story relevant to their readers, listeners or viewers.
- Paint a picture of what the event will be.
- Keep the text short and simple. Use clear, accessible, everyday language. Technical or highly academic descriptions sound boring or may confuse. Avoid abbreviations and acronyms as the journalist may not be familiar with your organisation.
- Use SHORT one or two line quotes from relevant people involved in the event.
- One page Media Releases are more effective.
- Contact - At the end of the release include the name, title and phone numbers of the contact person who will give the interview.

- If appropriate, include the time, date and venue for a media conference, interview or photo opportunity (work to suit media outlets working times – mornings on weekdays are best).
- If attaching a photo to the email include the photo caption and credits, including names of all people in the photo and who took it.
- Check, re-read, check again and get someone else to read it. Give someone 10 seconds to look at the page and then tell you what it was about – the key messages and info need to sink in in 10 seconds, that’s all some journalists will give it.

Delivering your media release

- Email is best
- Keep your file sizes small
- Send as a PDF or MS Word file

Timing – When to send your media release

- When you send a media release can be just as important as its content.
- Send first release at least a week before the event.
- If your targeting a specific publication, check their content deadlines.
- Re-work original release to be more relevant and re-send it two days before the event.
- Don’t just send your media release to local media outlets send them to as many as possible – there is no harm in trying and there is only new audiences to gain.

The follow up call

- It’s always best to follow-up your media release with a call the next day.
- 10-11am is a good time to call journalists.
- If they’re not interested be polite ... you are more likely to get media coverage in the future if you are able to build a relationship with the editor or journalist.

Photos

- A great photo will more than double the chance of the release being ran in print media
- Construct a visually interesting image that tells the story
- Attach photos to the email as jpg files that are ready to be used in print

Notes on image quality for digital images:

- For black and white newsprint: 150 dpi
- Photo quality magazine: 300 dpi
- Strike a balance between file sizes that can be sent easily and an image that in real size is big enough to print at full quality in the paper/magazine
- If in doubt, call the media outlet to ask how many MB they can receive (how big the files can be).



MEDIA RELEASE TEMPLATE

STRUCTURE	INSTRUCTIONS
HEADLINE	<i>The headline of a media release should summarise the subject matter in a way that is interesting and bold. It is designed to engage the reader and encourage them to keep reading. Be creative but keep it short.</i>
LEAD PARAGRAPH	<i>The lead paragraph follows the headline and it is essential it succinctly conveys the story. Check it includes: WHO did it? WHAT did they do? WHERE did they do it? WHEN did they do it? WHY did they do it? And, of course, HOW did they do it?</i>
EXTENSION PARAGRAPHS	<p><i>Following paragraphs expand the subject matter of the lead and it is where you start telling the story with key messages and hard facts. This is the body of the media release and it is critical to prioritise messages from the most important to the least important.</i></p> <p><i>Write in the third person using active language in short sentences. Short paragraphs also assist the reader to quickly digest the content.</i></p>

QUOTES	<i>Use Quotes (make sure they are attributable). Capture the spirit not necessarily word for word.</i>
LAST PARAGRAPH	<i>The last paragraph is the least important information and can include background information or a final summary of the essential details about the organisation, activity or person that is the subject of the media release.</i>
-ENDS-	<i>Always finish the release with the following so the reader knows it has finished and does not continue on more pages:</i> <i>-ENDS-</i>
CONTACT DETAILS	<i>Make sure to include the contact details for the person liaising with the media</i>

N.B. Most effective media releases are limited to one page.

Remember that media releases need to stay focused on their subject. Sometimes a project will provide opportunities to write a number of media releases highlighting various messages, outcomes or milestones

MEDIA RELEASE EXAMPLE:

FREE MEDIA RELEASE TEMPLATE !

Arts North West [*who*] will launch a much needed media release template [*what*] next Monday evening [*when*] at its Effective Marketing and Promotions Workshop in Armidale. The template has been specifically designed [*how*] to meet the needs of busy and under- resourced artists and cultural organisations [*why*].

Arts North West is running its Effective and Affordable Promotions Workshop at the Armidale Art Gallery from 5-8pm on Monday 3 March. The Media Release Template will be one of many handouts that will assist the artistic and cultural leaders in our organisation to promote their work more effectively. “This simple tool is not easily accessible elsewhere so we hope it will be really helpful to anyone looking to get their news into the media”, said Executive Director of Arts North West, Caroline Downer.

An electronic copy of the template will be available for download from Arts North West’s website at www.artsnw.com.au

Arts North West is running four [4] Effective and Affordable Promotion Workshops in March and May which will be held in Armidale, Tenterfield, Gunnedah, and Wyallda.

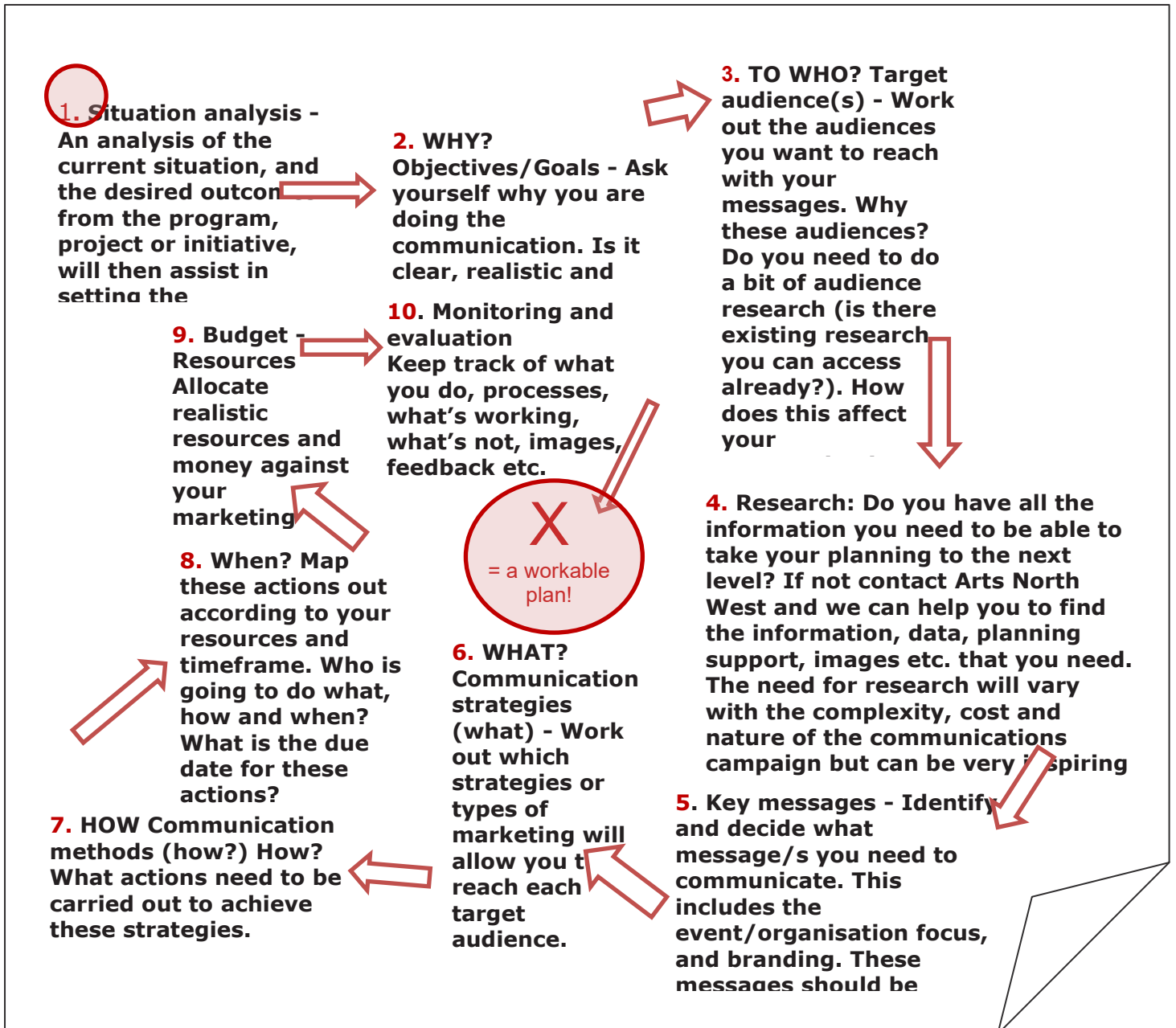
Arts North West is the regional arts development organisation for the New England North West and provides services and programs aimed to support all arts and cultural stakeholders across the region.

For more information, images or interviews please contact: Steph McIntosh, Communications Officer Arts North West E: media@artsnw.com.au P: 02 6732 4988



Marketing Plan - Help sheet

Creating your own marketing map





COMMUNICATIONS PLAN TEMPLATE

Communications Plan for	
Communications Objective	

Date <i>By when does it need to happen?</i>	Who? <i>Who is responsible for doing it</i>	Channel/s <i>How are we going to tell them? Eg Social media/ Radio/ mailouts/ enews/ website/ word of mouth/ media release / advertising?</i>	Message <i>What do we want to tell them?</i>	Audience <i>Who do we want to inform?</i>

CREATIVE PLUS BUSINESS
130 Tips to Kickstart your Marketing





130 Tips to Kickstart your Marketing

Created by Monica Davidson of Freelance Success

Having trouble with marketing your creative business? Run out of ideas? Check these out and see if they trigger any interesting strategies...

Word of Mouth is the Go

1. Enlist your family and friends to spread the word about your services. Your mum could be your greatest advocate.
2. Send out an email to everyone in your address book, announcing the existence of your creative or freelance business. Tell them what you do, where you are and what you can offer.
3. Are you still in touch with a previous employer from the same field? Ask them for a reference or a referral.
4. Offer something for free to new referrals – maybe a first consultation.
5. Consider offering a referral or finder's fee to anyone who recommends you – it could be a flat fee, or a percentage of the fee you get for the work.

Use your Contacts

6. If you're in touch with a previous employer (and they liked you), let them know you're freelance now. They might have some contract work for you.
7. Start a newsletter and send it out to everyone you know. Make sure it speaks about what your potential clients are interested in. There's nothing more dull than a newsletter that's completely self-centered and not focused on the needs of the client.
8. Take advantage of every outgoing email by using your email signature as a marketing tool. Say something pithy about what you do with a link to your website.
9. If you're a picture person (artist, designer, photographer), get a calendar made featuring your work for potential clients to put up in their offices to serve as a constant reminder.
10. Make a poster for potential clients to hang on their office wall – as long as it's beautiful.
11. Contact people you used to work with and find out if they have any run-off work – could you be the place that work gets delegated to?

Get a Website

12. All this referring is fine but you want to be able to show people some of your work – get your portfolio website up and running, even if it's just a few pages. Make sure it's search engine and social media friendly.
13. Get a domain name that matches your business or personal name (if you are your own brand) so your website looks even more professional.
14. Attach a dedicated email to that website – example - you@yourfreelancebiz.com.
15. Find out as much as you can about SEO (Search Engine Optimisation) and use it to the MAX.
16. Find out as much as you can about social media and use the best websites and links to help you connect to potential clients.
17. Keep your website, Linked In and other sites updated and interesting so people have a reason to go back.

Talk the Talk

18. Join your local Chamber of Commerce and get involved, if your clients are likely to be there.
19. Go to as many industry events as you can, including conferences, workshops, seminars, association meetings for your professional organisation, and whatever else you can find.
20. What events do your potential clients go to? You should be attending too.
21. Sponsor something at an event that your clients would attend, even if it's just something in a giveaway bag or a lucky door prize.
22. Make sure you have a fabulous business card and it's always at the ready to be given away.
23. Find a charity that has links to your industry or your potential clients and do some volunteer or pro-bono work.
24. Think sideways - social groups can be a fab way of spreading the word about what you do. Try connecting to school, university or community groups as a start.
25. Join your industry organisation and get a listing on their website and in their printed material.
26. Offer to give a free seminar to a local business group or community organisation about an issue or area in your field that might be of interest.
27. Visit one of the online sites such as [Eventbrite](#) or [Meetup](#) to find events in your area that would be interesting or valuable from a networking point of view.
28. Have your cocktail party chit chat ready for wherever you are – you must know an entertaining answer to the question “What do you do?”
29. Participate on online forums if it's appropriate, and use the forum signature line.
30. Comment on blogs and draw people to your site, especially if you also have a blog.

Promote Yourself

31. Get car signage. Advertise yourself wherever you go.
32. Get funky t-shirts made with your website details.
33. Try location based [Google Adwords](#) – make sure you check how pricey it will be first.
34. Advertise in a niche magazine or trade publication aimed at your potential clients.
35. List yourself in business directories, both online and traditional print if it's worth the money.
36. Research sites your clients are visiting and buy advertising there, if it's affordable.
37. Advertise in online directories, especially if they're free.
38. Take out an ad out in a local newspaper (if you are targeting the local area of course).
39. Participate in a trade show, if it's appropriate and you can afford it.
40. Give something away for free and tell everyone about it.
41. Place an ad in an industry newsletter, if you can afford it.
42. Merchandise is cool! Offer branded thingies like pens and paper at industry events. Check out [Vistaprint](#) or [Café Press](#) for cheap merchandising ideas.

Be an Industry Expert

43. Pitch an article to an industry publication about something you're knowledgeable about.
44. Pitch a story to a blog or resource website that's interesting to the readers.
45. Offer to speak at industry and networking events, even if it's for free.
46. Start a blog and publicise it. Tell all your contacts, please just make sure it's interesting and entertaining. There's nothing worse than a boring or pointless blog.
47. Submit tutorials or “how-to's” to websites about your field.
48. Get on community radio – it has a lot more listeners than you might think and they're always looking for things to fill the air that don't cost them any money.
49. Write an eBook or Report for your target market and promote it online.
50. Enter your work into competitions and awards... and win!

Use the media

51. Issue a press release about a story related to your services and try and get it into a local newspaper or magazine.
52. Pull a publicity friendly stunt (think Richard Branson). Try and keep your dignity if you can.
53. Run a contest that ties into your services. Make sure the prize is cool.

Job Boards and Classifieds

54. Keep an eye on online job boards, If you've never tried this before, visit these ones to get your started depending on your field (some of them cost money, and some of them are 'race to the bottom' websites that require investigation!):

- <http://www.thefreelancefactory.com.au/>
- <http://www.artshub.com.au/arts-jobs/>
- <http://www.screenhub.com.au/television-film-jobs/PVsearchnew.php>
- <http://www.theloop.com.au/jobs>
- <http://www.authenticjobs.com/>
- <http://www.simplyhired.com/k-freelance-jobs.html>
- <http://www.guru.com/>
- <http://www.freelancers.net/>
- <http://www.freelancebbs.com/>
- <http://www.microlancer.com/>
- <http://gofreelancework.com/>
- <http://www.jobserve.com/au/en/Job-Search/>
- <http://charity.people4business.com/>
- <https://www.elance.com/freelance-jobs>
- <https://www.gosource.com.au/>

Also check these out:

- <http://www.freshbooks.com/blog/2013/01/16/freelance-jobs/>
- <http://freelancesuccess.com.au/job-search/>

This list is ever changing to get into the habit of looking up 'freelance jobs' on Google and seeing what's out there.

55. Use traditional job sites as well – make sure your profile requests only contract and freelance jobs. [Seek](#) and [My Career](#) are both excellent resources.
56. Keep an eye on offline job boards.
57. Pin up a little advert on boards in your local area or community, like in the supermarket. Sure, it's old school, but if you're servicing the local community you might be surprised!

How do you feel about the cold?

58. If you have a gift for cold calling, research a potential client, find out how you could improve their business and then cold call them with a pitch.
59. Mail promotional postcards to potential clients.
60. Mail other fun promotional items to potential clients (calendars, toys, posters etc).
61. Don't fancy the cold? Try warm calling instead – email potential clients and tell them you'll be posting something in the mail and calling at a specified time after that. Mail them your information kit or brochure, then call when you said you would. If they don't want your call, they'll tell you!

Help Leads Find You

62. Search-optimise your website and get SEO results and more Google traffic.
63. Make sure you have follow-up conversations with all potential leads, within a matter of days if possible.
64. Make sure you're listed in the most-used online directories for your industry.
65. Follow up all leads from conferences and seminars as well, within a week.

Get in Bed with Local Business

66. Contact your local internet service provider or printing house and offer them a commission if they refer work.
67. Establish contacts in larger agencies that can refer their run-off work.
68. Keep in touch with freelancers that will offer clients a complementary service to yours and throw each other work.
69. Create a local business directory and use it to get to know other business owners who might later need your services.
70. Cross promote with other businesses in your local area, if your industries are symbiotic.
71. Ask if you can put your business cards or brochure in local stores.

Industry Specific Ideas – even if this isn't your field, see if you can pilfer ideas...

Photographers

72. Enter your work into a gallery or run an exhibition.
73. Submit some work to stock agencies to attract attention.
74. Do a new series of work so you have a reason to show your portfolio to an old contact.
75. Send in your photography work to industry magazines to make a name for yourself.
76. Start an online photo-journal.
77. Photograph an event or series and pitch it to a newspaper or magazine.
78. Get an agent.

And check this out –

<http://www.mcpactions.com/blog/2010/04/15/5-marketing-tips-for-photographers/>

Film and Video Makers

79. Make something – borrow a camera, borrow some sound, borrow some friends and make a film. You should always be thinking about how to add to your showreel.
80. Put together anything and everything you've ever worked on and create a showreel, which you can then upload to your own [YouTube](#) or [Vimeo](#) channel for extra professionalism.
81. Enter festivals. All of them – real, online, in other countries. Yes, all of them.
82. Subscribe to [Screen Hub](#) and check out both their paid and unpaid/volunteer positions. Jobs newsletter comes out weekly.
83. Volunteer to work on other people's movies, festivals, student projects and more. Getting to know people is the way in the door.
84. If you're a crew person, get your name on a booking agency's books and start getting some experience.

And check this out –

<http://www.raindance.org/16-big-marketing-ideas-for-filmmakers-on-a-small-budget/>

Performers

85. Go to auditions. Auditioning is marketing.
86. Build a website or online presence.
87. Build relationships with clients and support organisations. Are you figuring out ways to network and meet directors, casting directors, producers?
88. Take the right classes. When you are not acting (or working to earn the funds to support yourself and your career), you must be in a class. Search out opportunities with your smart-actor filter in place as you evaluate various programs and teachers.
89. Create your own showcase material and putting it on YouTube.
90. Do you have “talking points” that you can use in networking situations? Make sure you’re coming off as a talented, personable, engaging and likable person with something to offer.
91. How’s your headshot? Do your headshots still look like you? Are they representative of your current image and your brand? If not, get new ones.

And check this out –

<http://www.performingartsnews.com/articles/acting/marketing-tips-for-actors>

Visual Artists

92. Get a website and make it the most fabulous artist’s portfolio ever. The web is the perfect place to showcase your work for a minimal fee.
93. Exhibit in as many shows as possible.
94. Go to as many shows as possible. Meet other artists and check out their work, meet them and their friends and see if you can get to know their agents.
95. Go for as many scholarships and prizes as you can. Winning things breeds interest in you and your work.
96. Attend events, drinkies night, gallery openings and artist talks. Have a business card with your website clearly stated and give it to as many people as possible.
97. Join a community arts network.
98. Prepare a publicity kit, and send it to as many galleries and dealers as you can.

And check this out –

<http://artstuff.net.au/marketing-for-artists-101/>

Illustrators/Animators

99. Start a comic strip blog.
100. Make characters and create merchandise based on them – figurines, badges, t-shirts etc.
101. Enter some competitions to get your illustrations in some famous places.
102. Create an awesome animation that wins you fame and put on You Tube.
103. Do stock illustrations for a [stock image site](#) and have a portfolio site offering custom ones.
104. Write to big blogs and offer to do a cartoon strip.
105. Send in your illustration work to magazines.
106. Create a promo reel of animations or illustrations and send it around to potential clients.
107. Send your illustrations to gift card publishers.

And check this out –

<http://zero2illo.com/marketing-101-for-illustrators/>

Programmers & Developers

107. Pitch yourself as a developer who understands web designers.
108. Create an app, and get some attention.
109. Answer tech questions on forums.
110. Use a signature that says you offer freelance coding services.
111. Enter a programming contest like [Google Code Jam](#).
112. Contribute to open source efforts and get known among your peers.

Writers, Bloggers, Journalists

113. Pitch yourself at ad, design and web design agencies as a copywriter.
114. Submit articles to article banks for sale.
115. Write opinionated, witty pieces and get them publicised online.
116. Pitch article ideas to editors, online and off.
117. Write a book and publish it with lulu.com.
118. Check out <http://issuu.com/> to make your portfolio look amazing.

And check this out –

<http://marketingtipsforauthors.com/>

Designers

119. Submit work to design compilation books and magazines.
120. Get your portfolio/profile listed on a site like <http://www.coroflot.com/>
121. Design a great website and submit it to design galleries.
122. Build a great portfolio and submit it to design portals like <http://www.designiskinky.com/>
123. Go to as many designer seminars and networking events as you can.
124. Court people who have too much work and need someone to offload their extras to.

And check this out –

<http://www.graphicdesignblender.com/40-tips-for-brand-new-freelance-designers-2>

Musicians

125. Give your music away. If you're a new act, you're unknown anyway, so give your music away and build a buzz.
126. Put any and all past recordings up at your website as mp3 downloads (if you own them), and on sale at all your live shows.
127. Come up with some kind of coupon sale, where fans have to enter a coupon or promotional code at your website to get a discount on one or more of your recordings.
Remember this golden thought. "If you are not out there promoting your music, someone else is out there promoting their music".
128. Who is your fan? Learn their lifestyle habits...and then use your imagination to think up a clever co-promotion with an appropriate local merchant, restaurant, or coffee shop.
129. Never forget to have your email sign up list handy wherever you perform.

And check this out –

<http://www.musicthinktank.com/blog/7-music-marketing-truths-all-musicians-should-know.html>

Want some more ideas? Here's number 130...

The ultimate collection of freelance tips for creative businesses by Katy Cowan

<http://creative-boom.com/tips/the-ultimate-collection-of-freelance-tips-for-creative-businesses/>

Scribble your notes here...

A large yellow rectangular area with horizontal green lines, intended for taking notes. The area is bounded by a thin grey border on the left and bottom. The top of the area is a solid yellow bar, and the rest of the area is filled with yellow with horizontal green lines.

The logo for Arts north west features the words "Arts", "north", and "west" stacked vertically in a bold, sans-serif font. A white five-pointed star is positioned between the words "north" and "west".

**Arts
north
west**

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