

MEDIA RELEASE

31 October 2012

Fifth Quarter matches artistic talent with business acumen

Carclew Youth Arts has today launched *Fifth Quarter*, an arts enterprise incubator designed to assist artists to develop the business side of their practice.

The new initiative was unveiled by John Paul Fischbach from Melbourne's Auspicious Arts Incubator at *The Arts Garden*, an arts career forum co-presented by Carclew Youth Arts and Adelaide Festival Centre.

"We know that many artists are driven by extraordinary passion, but often lack the confidence and knowledge to pursue sustainable business models which will support their careers," said Carclew Youth Arts Chief Executive Tricia Walton.

"*Fifth Quarter* is about changing perceptions: expanding artists' thinking beyond public subsidy to resource their practice and, over time, presenting artists as significant contributors to the economic and cultural vibrancy of South Australia."

While business incubators have existed for some time, the concept of an arts incubator is relatively new in Australia.

Carclew has extensively researched similar projects both within Australia and overseas to create a powerful delivery model for *Fifth Quarter*.

Carclew has also canvassed the perspectives of early career artists and arts workers who have identified a critical need for services to be offered by *Fifth Quarter*.

Available to both early career and established artists and located in the growing arts precinct at Bowden, *Fifth Quarter* will offer a range of consultancy services and referrals for arts business development along with access to office residencies, meeting spaces and rehearsal and performance spaces.

Fifth Quarter will also host open access business-related workshops.

Adelaide-based arts entrepreneur Sam Wright – the creative force behind *Moving Music* – is all for the idea.

"It's a great concept. Bringing artists together with other innovators will create an amazing dialogue and encourage artists to share ideas and resources," Sam said.

"Artists often need a helping hand with their career and *Fifth Quarter* will provide infrastructure and services which will help local artists and emerging arts organisations to become financially sustainable."

Carclew is calling for resident applications until November 30, 2012.

Fifth Quarter is set to open its doors in January 2013 with a variety of access packages available.

Fifth Quarter services are open to all South Australian artists, however early career artists aged 26 and under will be prioritised and receive subsidised access.

“We can’t wait to see this initiative in action,” Tricia said.

“Artists are natural change makers and, with the right support, could revolutionise the future of their industry.”

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The Fifth Quarter will offer a range of tailored and affordable access packages for artists and small independent arts businesses, including some or all of the following:

- A range of consultancy service, including one-on-one coaching and referrals for arts business skills development Short and long term desk hire.
- Office space and equipment, including Wi-Fi access
- Meeting spaces.
- Light administration support.
- space.
- Access to workshop, rehearsal and performance space.
- Access to professional networks, mentorships and other professional development opportunities.
- Linkage to arts organisations and educational institutions.
- Induction and case management.
- Online support.
- Problem solving sessions.
- Facilitated small group discussions.
- Workshops, forums and seminars.

Skills development opportunities may include:

- Financial Management
- Strategic Partnership Development
- Project Management
- Marketing
- Copyright and Intellectual Property
- Legal and Industrial Matters
- Contracts and Agreements
- Insurance
- Evaluation
- Touring
- Communications and Networking
- Audience Development
- IT based business skills
- Arts and non-arts funding
- Social media
- Social enterprise
- Governance models
- Small business planning skills including day to day operations
- Computer based productivity