

ArtsACTION Program Launch

South Gippsland Shire Council is pleased to partner with ArtsACTION, an upskilling and professional development program for creatives that will run from now until 30 June 2021.

Local creatives looking to grow their careers, build their businesses or connect with other creatives are encouraged to apply. Participants will receive a six-part email resource pack as well as access to Zoom workshops and a growing artist network. There is no cost to participate.

South Gippsland Shire Council's Arts Development Officer, Mary Sullivan, is excited about the project launch and the opportunities it presents for local creatives.

"Our local arts sector was hit exceptionally hard by COVID-19. Broadscale closures and prohibitive operational guidelines have caused many problems for creatives so we are very pleased to be involved with this initiative.

"The collective approach provided by ArtsACTION will give our Arts sector an opportunity to connect, reskill and help prepare for the next phase of their creative endeavour," said Ms Sullivan.

There are seven councils participating in the program alongside South Gippsland Shire Council: East Gippsland Shire Council, Wellington Shire Council, Bass Coast Shire Council, Murrindindi Shire Council, Mitchell Shire Council, Strathbogie Shire Council and Greater Shepparton City Council.

Program facilitator Sharon Seyd has 35 years' experience working in the creative industries sector and is keen to provide participants with career skills and practical support.

"This program came about through recognising that creatives are an often under-utilised, yet highly valuable sector. Through our experience and previous programs, we have found most artists and creatives want greater opportunities for exposure. Many need support in the

development of skills, methods and frameworks to maximise their potential,” said Ms. Seyd.

To find out more or to register, please visit: <https://popupart.com.au/artsaction>

The ArtsACTION program is being delivered as part of Council's \$2M COVID-19 Community Support Package.

PR2604 3/12/20