

Boonah Shire

heartbeat



HEART OF THE SCENIC RIM

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Business side to creative industries

culturecorner

The Shire's creative women turned out in strength to

discover how to turn their art into a business. Carol Hanlon, Manager of the Belmont Business Enterprise Centre and the Textile Clothing Footwear Centre in Western Australia, ran a half-day Business Growth Workshop. The workshop was organised by the Boonah & District Cultural Foundation and attracted not only local artists, but also women from northern NSW and central QLD. Carol gave the group simple advice about spending more time on their businesses, instead of in their businesses.

Carol likened creative women to tradesmen. "Anybody who is using their hands or their passion in their business needs to be able to move out of that cycle," she says. The cycle of just being the worker of the business and buying themselves a job, as against building a business.

"It's about cutting that emotional attachment to see yourself with a different sort of eye. While you're running the business you're missing opportunities left, right and centre." Carol says the Boonah Shire is in an ideal



Local dressmaker Kathy Bensted with Carol Hanlon and award-winning Maryborough fashion designer Alison Robinson

situation to position itself as a cultural hub and market all of the art that originates here under a uniform Shire banner. She also suggested artists could share information about breaking into new markets, both locally, nationally and even internationally.

"Take advantage of the knowledge that others already have, look for new markets," she says. "It is vital in today's world for small business owners to network, share skills and talents and develop new opportunities by forming strategic alliances with other like minded people. Find solutions to problems, share experiences and make new contacts in a supply chain industry where every sector of the industry is important to each other."