

MEDIA RELEASE  
Monday 11 February 2019



## Market the Heart in Wangaratta

*Free one day professional development intensives for regional artists and arts organisations*



*Image by image credit Terry Hope. 'Lanterns' at Burning Boats Spectacle presented by Pavilion Arts & Sustainability*

Regional Arts Victoria's Arts Connect series heads to **Wangaratta** on **Sunday 24 February** and **Whitfield** on **Saturday 23 March** as part of a program fostering skills and collaborations between regional artists.

**Arts Connect Wangaratta: Market the Heart**, a day-long workshop presented by **John Paul Fischbach** (CEO of Auspicious Arts Incubator and author of *No More Starving Artists: How to Master Your Art, Your Life and Build Your Business*), inspires local artists, arts organisations and event coordinators with innovative marketing strategies.

The series responds to the needs of artists, arts organisations and event coordinators within the community.

Attendees of John Paul's Arts Connect marketing sessions in 2019 said they, "would jump at attending another session like this," and, "[he] taught me to look at my practice in a different way. Turn it upside down and start from there."

**Arts Connect Whitfield** is a one day professional development intensive that brings artists and community leaders together to extend their knowledge. Panel discussions, presentations and case studies will address needs specific to the region such as building creative networks, volunteer fatigue, pricing artistic work and others.

Director of Partnerships at Regional Arts Victoria Liz Zito says that the Arts Connect Series supports regional artists and arts organisations to realise their ambitions.

"Regional artists across Victoria are creating outstanding, innovative work. The Arts Connect Series supports the promotion of that work, allowing it to have a life outside of its local community," Ms Zito said.

"Each Arts Connect event is tailored for its community, building on local strengths and working to address local needs. It has become a means to strengthen local creative leadership and build stronger connections throughout a network of creative people across the state."

The Arts Connect Series is supported by Australian Government's Regional Arts Fund and Regional Arts Victoria, with partnership support from Local Government Authorities and Regional Arts Victoria's members. The Arts Connect Series expands upon Regional Arts Victoria's Regional Cultural Forums that ran from 2012-2016, and continues Regional Arts Victoria's commitment to providing professional development opportunities and support for regional artists. Locally, this event is supported by the Rural City of Wangaratta.

Find out more about the Arts Connect Series, and stay up to date with upcoming events, by visiting our website. [www.rav.net.au](http://www.rav.net.au)



Image by Diana Domonkos. Artlands Club 2018.

EVENT DETAILS	
Arts Connect Wangaratta: Market the Heart Sunday 24 February 2019	Arts Connect Whitfield Saturday 23 March 2019
09.30am – 5.00pm Wangaratta Performing Arts Centre Cnr Ford & Ovens Streets Wangaratta VIC 3677	10.00am – 5.00pm King Valley Community Complex Lot 2 Mansfield-Whitfield Road Whitfield VIC 3733
FREE, but <b>bookings are essential.</b> <a href="https://www.trybooking.com/BAMPF">https://www.trybooking.com/BAMPF</a>	FREE, but <b>bookings are essential.</b> <a href="https://www.trybooking.com/BAOGZ">https://www.trybooking.com/BAOGZ</a>

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**Regional Arts Victoria** is the peak body for regional artists and arts organisations in Victoria and the leading organisation for regional creative practice in Victoria. We are inspired by arts across the state, and through partnerships, programming and projects, we develop creative practice all over Victoria.

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*Artists and presenters available for interview upon request.*

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