



WORKSHOP MENU

Marketing In the Arts Arena

With Janet Schultz

Although the fundamental rules of marketing do not alter across industries, there are some specific attributes about the cultural sector that deserve consideration. This session will not make you an overnight sensation (your work is the key to that), but it will give you some tools to lead you through the minefield of self-promotion in a very cluttered world!

Janet Schultz has worked in both the commercial and subsidised arts and crafts. She was a successful General Manager of the Meat Market Craft Centre, having been recruiting from her successful development of the Northcote Pottery. This was followed by a stint as the Marketing Manager for Lido Design, and a return to the non-profit sector as Business Manager for the Victorian Centre for the Conservation of Cultural Material. She has a passion for marketing, the arts, and small business.

Janet Schultz (formerly England) has an extensive background in the arts, originally as a craftsperson, then in community arts overseas, she returned to Australia to run a successful gallery and retail outlet. Janet was appointed the General Manager of the Meat Market Craft Centre in 1991, taking it from the brink of closure, to a healthy profit in the mid 1990s. Janet now runs a consultancy business delivering arts management training, community consultations, mentors arts business people, and conducts industry research for government and industry clients, as well as strategic planning and marketing for the arts and the wider business community.

She has worked with Deakin University, RMIT, the Victorian University of Technology and Swinburne University of Technology to train students in Strategic Planning and Marketing the Arts. Janet delivers workshops for the Arts Management Advisory Group, Arts Victoria, the Koori Business Network, Regional Arts Victoria, and the Department of Innovation, Industry and Regional Development.

Janet is a Business Facilitator and Director of Mentors and Business Coaches International with her husband Michael and four other colleagues. She mentors a diverse range of businesses. She is a Business Counsellor for Small Business Victoria and runs Pre Business Workshops for the Department of State and Regional Development. Janet has a passion for the arts in community and believes there is a great future for the partnership of the arts and business in Australia.
