

Portfolio Project: giving Central West NSW creatives the hand - and the push - to get professional portfolios done

Arts OutWest is offering small hands-on workshops to help local creatives get their professional digital portfolios up to date and up to scratch.

“We know that if we asked any group of the amazingly talented artists in our region ‘whose digital portfolio is out of date?’ a lot of guilty hands would go up,” said Arts OutWest executive officer Tracey Callinan. “For some it might be about needing to learn how to make a simple website, others need to make their artist statement attractive to a gallery or music venue, others are stuck prioritising their social media activities or are just lacking some great photos of their work to help sell it to the world,” she said. “Some have just been putting it off and need a deadline to make it happen.”

Arts OutWest’s portfolio project will bring local artists and creatives together in small groups to share skills and set personal deadlines and goals. It’s open to anyone working, or planning on working, professionally in the arts or creative industries, across all art forms.

The free workshops will be held in April and early May in Cowra, Lithgow, Wellington, Parkes, Bathurst and Orange with a limit of eight people per workshop.

The workshops will be tailored to the needs of participants and might include skills and plans to help them get an online presence, get their artist statement or biography up to date, find the perfect head shot or to take good photos of their work, tidy CVs, understand what galleries want from artists, get a grip on social media and technology and fine tune marketing and career plans.

Then over the next two months Arts OutWest staff will be on hand to help people achieve their goals and troubleshoot technical questions. There will be opportunities in the second half of the year for the participants to show-off their completed portfolios or marketing materials.

Arts OutWest staff have experience in building Wordpress and Wix websites, setting up social media, writing portfolios and knowing what the industry is looking for. They’ll also tap into local experts for extra advice where needed.

“These will be really small groups, real deadlines and focussed on each individual’s needs – where possible. After the first workshop we’ll be there on the end of the phone or email and online to troubleshoot, be an outside eye, help artists with their technical questions and be the friendly encouraging voice,” Ms Callinan said.

“From previous projects we’ve found that small groups of supportive like-minded people worked really well,” Tracey Callinan said. “It’s also a great network building opportunity.”

Contact Arts OutWest to secure your spot: 02 6338 4657 or artsoutwest@csu.edu.au

Workshop dates:

Cowra: Wednesday 2 April

Lithgow: Tuesday 8 April

Wellington: Tuesday 15 April

Parkes: Tuesday 29 April

Bathurst: Wednesday 30 April

Orange: Tuesday 6 May

Arts OutWest is the regional arts organisation for the NSW Central West. Arts OutWest is supported by the NSW Government through Arts NSW, by the 12 local governments of the NSW Central and by Charles Sturt University.