

→ A unique acceleration programme bringing together the arts, business, education and investment communities to back high-achieving creative entrepreneurs and producers intent on growing Auckland's cultural capital into rich creative and economic outcomes for Auckland city/region and New Zealand.

Now in its second year, ART venture is firmly establishing itself as a vital development programme for experienced creative entrepreneurs serious about accelerating their skills, projects and businesses.

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## key attributes

- An exciting, customised creative sector acceleration programme
- Aimed at practitioners who are well ahead with the development and/or implementation of an ideas-driven project (including its IP)
- Features three inter-related components: mentoring, workshop programmes and access to investment funding; in addition, has a significant international component
- Delivered to “best practice” standards in a global context
- Provides a well-organised and inspiring learning environment that is forward-looking, long-term and focused on specific industry development needs (defined in consultation with targeted industries)
- Deals with creative sector reality, i.e. real-world thinking, accountability and delivery
- Demonstrates a strong understanding of industry needs, commercial realities and how the global networked economy works
- Clearly serves and adds value to participants and to the strategic development of the creative sector in Auckland city/region
- Generates a continuous source of networking, learning and career & personal development for participants
- Three stage process to select candidates is led by specialists in the creative sector or those closely tied to it
- Equal emphasis is placed on the abilities and experience of candidates as well as on the quality of their idea(s), projects and goals, with a particular emphasis on the potential for developing a person's and/or a project's IP
- Successful participants gain access to an acceleration account for investment into their business and/or project
- Successful participants benefit from the direct experience of the ART Venture Programme  
07 Alumni:
  - Caroline Robinson
  - Chris Chetland
  - Deborah Lawler-Dormer
  - Jamie McLellan
  - Jill Rawnsley
  - Philip Patston
  - Quentin Roake
  - Richard Reid
  - Shona McCullagh
  - Stan Wolfgramm

## Is this programme right for you?

**Before completing the application form, please take some time to work out whether the ART Venture programme is right for you.**

- 1 Do you have a professional track record as a successful creative entrepreneur in the Auckland region of five years or more?  
YES / NO  
*If you have answered no, we thank you for your interest; however, you are not eligible for this programme.*  
**If you have answered yes, please continue.**
- 2 Are you a creative entrepreneur according to this description:  
A professional working in the creative sector who embraces creative process, risk and innovation in order to generate and / or create products that derive their unique worth and economic value through their arts based appearance, form or content.
- 3 Are you working on ideas or projects that have the potential to contribute to Auckland region's cultural and economic development?
- 4 Have you identified gaps and needs that must be addressed in order to successfully deliver your project or idea?
- 5 Are you interested in participating in a creative sector-based acceleration programme that uses a personal approach and group workshops to address your gaps and needs?
- 6 Are you prepared to make the necessary time commitment of at least 16 hours per month between February and December 2008 to participate in the formal part of the programme?

→ Before proceeding to the application form, you must have answered yes to all six questions.

Your application form should be attached with a one-page resume and both documents should be sent to:

**charlotte.johansen@tbi.co.nz no later than 5.00pm, Friday 10 August 2007.**