

## AFTERWORD

Point me towards tomorrow...

'Kiss today goodbye, and point me towards tomorrow...' the words from one of the memorable numbers in *A Chorus Line*. The musical was a study in hopes, dreams, successes, failures, joys and disappointments. It's a play that anyone involved in any aspect of the arts can relate to easily.

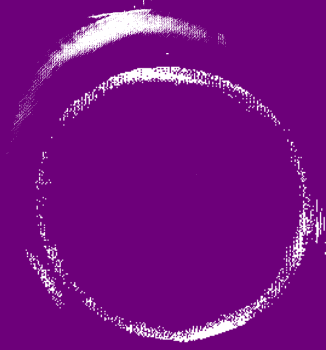
When you do something you've always wanted to do, or go off in a new direction, or do something you've never done before, the hardest steps are the first ones. Even if those first steps are hesitant or in the wrong direction, they are, indeed, the first steps. Once you're moving it's not all that hard to change directions – it's the starting up that can be difficult.

Planning can help you feel more confident about your direction, it can help you identify where you're going and recognise the milestones along the way.

Planning isn't a one-off activity. Hopefully by the time you reach this part of the Guide, you not only understand the basics of planning, you've done the exercises and you're here, now, with a plan. A realistic plan that identifies your dreams, considers your strengths and weaknesses, sets your goals, and provides you with practical, achievable tasks to complete as you progress.

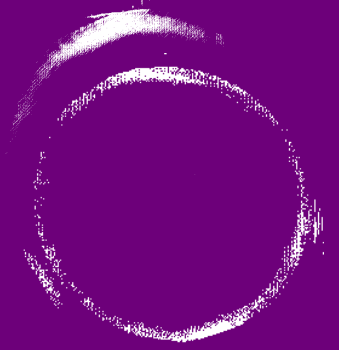
Of course over time your plans may change – but the dream will, hopefully, stay intact. It's your dream, your mission, your vision and your plan. Good luck.

If it is to be, it is up to me.



## RECOMMENDED READING

- Access All Areas: Guidelines to Marketing the Arts to People with Disabilities*, Australia Council, 1999.
- A Guide to Researching Audiences and Visitors, A Report to the Audience Development and Advocacy Division of the Australia Council*, January 1998.
- Arts Marketing the Pocket Guide*, Sharron Dickman, Centre for Professional Development, Kew, Victoria, 1997 (available from the Australia Council).
- Basic Marketing: A Managerial Approach*, Jerome McCarthy, et. al. first Australasian edition, Irwin, USA, 1994.
- How to Get Control of Your Time and Your Life*, Alan Lakein, Signet, 1973.
- I Could Do Anything, If Only I Knew What It Was*, Barbara Sher (with Barbara Smith), Hodder and Stoughton, 1995.
- Making It Happen: The Cultural and Entertainment Industries Handbook*, Centre for Professional Development, Kew, Victoria, 1997.
- Marketing Strategies for Arts Organisations*, Peter Steidl, Australia Council, 1997.
- miles ahead, arts marketing that works in regional australia*, Australia Council, October 1998.
- Promoting & Marketing Your Crafts*, Edwin M. Field & Selma G. Field, Macmillan Publishing, 1993.
- Similarity and Difference: Craftspeople and Visual Artists in Australia*, research report, Australia Council, February 1997.
- Standing Room Only. Strategies for Marketing the Performing Arts*, Philip Kotler and Joanne Scheff, Harvard Business School Press, 1997.
- The Art of Self-Promotion, Successful Promotion by Dancers & Choreographers*, Catherine Beall, Allen & Unwin in association with the Australia Council, Redfern, NSW, 1993.
- The Art of Self-Promotion, Successful Promotion by Musicians*, Richard Letts, Allen & Unwin in association with the Australia Council, Redfern, NSW, 1993.
- The Art of Self-Promotion, Successful Promotion by Visual Artists & Craftspeople*, Sue Forester, Allen & Unwin in association with the Australia Council, Redfern, NSW, 1993.
- The Art of Self-Promotion, Successful Promotion by Writers*, Marele Day, Allen & Unwin in association with the Australia Council, Redfern, NSW, 1993.
- The Great Yarn Event: and Other Stories From Regional Australia*, Regional Arts Australia, 1998.
- The marketing mix: promoting museums, galleries and exhibitions*, Dr Sharron Dickman, Museums Australia (Vic), Melbourne, 1995.
- The 7 Habits of Highly Effective People*, Stephen R. Covey, The Business Library, 1995.
- The world is your audience – case studies in audience development and cultural diversity*, Australia Council, June 1998.
- To Sell Art, Know your Market*, a survey of visual art and fine craft buyers, Australia Council, 1997.
- Who's My Market? A guide to researching audiences and visitors in the arts*, Helen Close & Robert Donovan, Australia Council, 1999
- Your Career as a Composer*, Richard Letts, Allen & Unwin in association with the Australia Council, Redfern, NSW, 1994.
- Art Beat*, (free subscription) Department of Communications and the Arts, GPO Box 2154, Canberra ACT 2601.



## RECOMMENDED INTERNET SITES

If you have access to the Internet, there are several addresses which will be of interest.

The Australia Council (<http://www.ozco.gov.au>) is not only full of useful information, it provides links with related sites in Australia and overseas. Also see its arts marketing web site (<http://www.fuel4arts.com>) – once you're in the Fuel web site, be sure to check out their resources section on marketing web sites. It lists more than 30 Australian and overseas web sites which cover all aspects of the arts.

The Department of Communications and the Arts (<http://www.dca.gov.au>) is also an excellent site, with useful information and links.

Arts information can also be obtained through the site (<http://www.artsinfo.net.au>) which provides information on current events, grants and activities.



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