

## Media Release **No. 623**

**For release 6 May 2015**

### **ARTIST FORUM HELD WITH FOCUS ON ARTS MARKETING**

A two-day artist forum was recently held at the Gab Titui Cultural Centre (GTCC) with a strong focus on arts marketing for the Torres Strait.

The forum was an initiative of the Torres Strait Regional Authority (TSRA) Culture, Art and Heritage Programme and delivered by industry professionals in marketing, branding and product development.

TSRA Chairperson, Mr Joseph Elu, said the TSRA's Culture, Art and Heritage Programme presented the forum to aid its efforts in promoting a skilled and professional Torres Strait Islander arts industry.

"The forum focused on arts marketing, with workshops on marketing for artists, product development and pricing, and regional branding of Torres Strait art," Mr Elu said.

"There were 33 artists and arts-workers participating in the forum, from communities throughout the Torres Strait and Northern Peninsula Area.

"Representatives from the region's art centres – Erub Arts, Badu Island Art, Moa Arts, NPA Art Centre – also participated in the workshops over the two days."

Mr Elu said the forum was an undertaking of the TSRA's Arts Development initiative, which is responsible for providing support to art centres and individual artists in the region.

"Support is provided through the facilitation of training and skills development, marketing and promotion for artists and arts practice, exhibition opportunities, and direct funding," Mr Elu said.

"The outcomes of this forum will feed into ongoing Gab Titui operations and marketing planning, and allow individual artists to better understand the opportunities, processes and challenges they're presented with."

Mr Elu said the TSRA has an array of outcomes it aims to achieve for artists in the Torres Strait.

"We are striving to achieve a skilled and professional arts industry; a regular supply of diverse Torres Strait Islander art to all identified markets, all with a focus on high-quality work; as well as an increase in Torres Strait Islander art sold across all markets.

"We hope regular artist forums such as the one held earlier in the year will contribute to achieving these goals."

**ENDS**

TSRA Media Contact – Bruce Nelson on 0423 403 449