

## **Workshop 2C From Zero to Hero: Tales from our 24/7 Experience- Building a Creative Social Enterprise by Elisabeth Vaneveld.**

Work like an artist, think like an entrepreneur.

Three key learning/suggestions:

1. Prototyping – get it out there!
  2. Set up a board – governance/advisory, can never be sure where they come from, but they will be dedicated and tell it like it is( their reputation on the line)
  3. Leave behind the attitude – “I don’t know anything about ...”
- Sharing stories and experiences and encouraging others to do it more. You are what you share.
  - How to support people throughout their lifetime in the creative sector.
  - Balancing distributed leadership model while preserving/protecting integrity.
  - How to create the space for succession planning.

Role:

- Being a passionate advocate of the arts.
- Reframing the compelling arguments about the creative sector, especially economics.
- Expanding knowledge about the breadth and impact of the creative sector within the sector and outside of this e.g. 55,000 employed in creative sector in Auckland and 18 – 19,000 of these are embedded in another sector.