

MEDIA RELEASE

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Guildhouse Incorporated
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Ambitious new mentoring program set to catapult South Australian artistic careers

Guildhouse Chair, Jane Jeffreys, is thrilled to announce a new three-year career development mentorship program for South Australian artists, craftspeople and designers, generously funded by visionary philanthropic organisation, The Ian Potter Foundation.

The program, aptly titled *Catapult*, will provide creative professionals with essential funding and support to allow them to further develop their careers through a 6 to 8 month funded mentorship.



Jeffreys says “Catapult builds on the learnings we have gained over the past 50+ years from working with artists in varied career development initiatives, including mentorships.”

“The Ian Potter Foundation generously funded a pilot project in 2015 which we are now able to build upon, reflecting the ongoing creative and professional needs of artists. This new funding is a significant acknowledgement of Guildhouse’s vision and purpose to recognise the contribution creative professionals make to our rich cultural environment and develop opportunities to enable them to build sustainable careers.”

CEO, Emma Fey, who has just seen in her first year at Guildhouse, says “Catapult addresses a challenge faced by many creative professionals - as independent artists and

microbusinesses, there is no formal organisational structure to support professional development. Taking time away from the studio is really difficult to justify when there is no safety net. Catapult will allow artists to be ambitious.”

Mr Charles Goode, Chairman of The Ian Potter Foundation said, ‘The Foundation is pleased take a partnership approach in again supporting this excellent arts organisation to build the next iteration of a proven model. Catapult’s multi-disciplinary approach to providing independent artists with individualised professional development aligns well with the Foundation’s Arts Program objectives.’

Catapult will offer 23 funded mentorships over three years, including 20 mentorships at \$5,000 and three \$10,000 mentorship opportunities for more established artists. The project also includes an important research study in partnership with the University of South Australia to examine the impact of mentorships on artistic careers over time.

The program will have a strong focus on regional artists, both as mentees and mentors, and Guildhouse is partnering with Country Arts South Australia to support regional artists to be involved. The South Australian Government South Australian Excellence in Business Fund is also contributing to this initiative.

As the peak membership body for artists in South Australia, Guildhouse engages and supports artists with creative and career development programs such as Australian and international residencies, mentorships, one-on-one advice, tailored business skill development, network development and exhibition opportunities.

For more information, contact Emma Fey via email emma.fey@guildhouse.org.au or on 8410 1822.

Image: Fran Callen with mentor Christopher Orchard. Photograph Alse Dillon.

Guildhouse is supported by the South Australian government through Arts South Australia and by the Visual Arts and Craft Strategy, an initiative of the Australia, State and Territory Governments.

