



Don Harwin
Minister for Resources
Minister for Energy and Utilities
Minister for the Arts

MEDIA RELEASE

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SUSTAINABILITY TOOLKIT LAUNCHED AT ARTSTATE BRINGS NEW BUSINESS TO CREATIVE INDUSTRIES

Creating New Income, a new toolkit aimed at helping small to medium arts, screen and cultural organisations to flourish was launched by Minister for the Arts Don Harwin at Artstate Bathurst today.

The toolkit has been developed by Create NSW in consultation with the industry to educate those working in creative industries and businesses on strategies that could help them to generate alternative income streams, increase their sustainability, leverage new commercial and philanthropic opportunities, and improve their overall business practice.

Offered as an online resource on the Create NSW website, the comprehensive set of 50 articles and case studies is an outcome of the recent *Arts 2025 Summit* held in March this year, where business sustainability and new income sources were one of five main themes explored by the sector meeting.

“Helping the sector to broaden its income streams by not only fostering but facilitating improved business skills is a key initiative under *Create in NSW*, the NSW Government’s 10-year strategic policy framework,” Mr Harwin said.

“By sharing our gathered industry expertise and practical experience, we are keen to help organisations to become financially sustainable through strategies including philanthropy, sponsorship, crowdfunding and the introduction of new products.

“This toolkit has been developed in direct response to sector feedback that asked us to share best practice advice on how to build skills and capacity across these key areas. I’m certain this will be an invaluable asset across the State.”

Creating New Income: a toolkit to support creative practice is available on the Create NSW website [here](#) and will also form part of the discussion across the agency’s ongoing regional roadshows.

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