

Strength in Numbers



Strength in Numbers programme

Working alone or with just one or two others is very common in the creative sector. It's how most people start out.

But it's hard to build a business on your own. And keep it going.

STRENGTH IN NUMBERS is about working with others to grow your business, make money, and do the work you want to do.

Six good things about Strength in Numbers

ECONOMIES OF SCALE

Things get easier and cheaper when you do more of them.

ECONOMIES OF SCOPE

Bigger businesses can do things smaller businesses can't.

SMOOTHING

Business smooths out revenues and risks.

RESILIENCE

Team spirit sustains the enterprise.

VISIBILITY

You get noticed.

BARGAINING POWER

Size commands respect.

Strength in Numbers curriculum

1

BRINGING PEOPLE TOGETHER

Finding the structure that best fits your business and closely aligns the interests of everyone working in it.

2

CREATING VALUE

We explore how creators can move up the value chain and improve the risk/reward profile of their business.

3

GROWTH STRATEGIES

Growth is not about doing 'more of the same'. We investigate four proven growth strategies.

4

UNDERSTANDING INVESTORS

We get creative about finance.

5

THE WAY AHEAD

Working backwards from an imagined future, we will change the way you think about business.

6

THE GREENLIGHT PROCESS

We draw on 100 years of Hollywood wisdom to help you design your own greenlight process.

7

LEGAL INSTRUMENTS

We unpick a key legal instrument, the shareholders' agreement.

Strength in Numbers delivery

The course will be delivered over four two-day workshops, combining lectures, discussions and group exercises.

Participants will work in groups on a live case study that draws on elements of their own business.

On the final day, the groups will pitch their work to a panel of experts.

There will be a maximum of 12 participants.

COURSE LEADER

Dr David Court, Executive Director, Compton School



David is the founder of Compton School, Australia's first business school for creative people. As Head of Screen Business at the Australian Film Television & Radio School, David led the highly regarded Masters of Screen Arts & Business program. He has been involved in the financing of more than a dozen film and television productions including Baz Luhrmann's *Strictly Ballroom*, Dean Cavell's *The Wiggles Movie*, Robert Connolly's *The Bank*, John Weiley's *Solarmax* and Andrew Horne's *The Animated Leung*. As author of *Film Assistance: Future Options* (Allen & Unwin, 1986), he was policy architect of the Film Finance Corporation established by the Australian Government in 1988. In 2010, with Sir Peter Jackson, he conducted a review of the New Zealand Film Commission for the NZ government. David holds a PhD from the Crawford School of Public Policy at the Australian National University.

PROGRAMME FACILITATOR

Esther Cahill-Chiaroni, Executive Director, Script to Screen

WHAT PARTICIPANTS WILL TAKE AWAY:

- A blueprint for growing your business
- A worked example
- One-on-one feedback
- A peer group with a shared understanding



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