



Media Release

Webinar series on the arts encourages rural and regional women to compete with self

10 June, 2010: Working towards increasing the voice and presence of women as leaders, the Foundation for Australian Agricultural Women (FAAW), will feature its first webinar series beginning Tuesday, 22 June 2010.

The new series will be led by Professor Nell Arnold, a strategic leader with expertise in rural and regional Australia, opera, the arts, and a professional photo journalist. The webinar will encourage participants to compete with themselves in the first instance, leading to the creation of new opportunities, new markets and new networks.

President of FAAW, Jane Cleeve, said launching into webinars provides more learning and networking opportunities for women in rural and regional areas. "We have previously run three tele-learning series and the women who participate in them find them extremely useful and inspirational. By exploring new technologies and ways of communicating with women, we are imbuing rural and regional women with the knowledge they can achieve anything they set their minds to."

Run over three weeks, each one hour session will explore different aspects of photography and the visual arts, including the process of entering and making yourself ready for art competitions, taking one image into 17 different art industries (new markets) and expanding your viewpoint to include global alliances and markets. The series runs in conjunction with the *FAAW Image Competition* and all rural and regional creatives are encouraged to engage with the foundation through the competition. Further details on the competition can be found on the foundation website.

Participants can login into the series from home with no travel or fuel costs and no time away from family or farm. In between each webinar there will be something to work on, and by the final session participants will have a new set of tools and resources to create new paths and opportunities. To register for the webinar series, participants should register and pay online at www.faaw.org.au.

"The Foundation is able to draw on our extensive network to partner with presenters with a proven track record and something unique to offer our participants. We look forward to developing many more series in the future to inspire women in leadership to reach their potential," Ms Cleeve finished.

The webinar series is supported by funding from the Australian Government Department of Agriculture, Fisheries and Forestry (DAFF) as part of its *Recognising Women Farmers* initiative.

Professor Nell Arnold has extensive experience across all areas of the arts. She came to Australia in 1992 and continued her work in the arts, the Cultural Olympics of 2000 and extended consulting into 76 countries serving as judge, juror and talent scout for major arts



organisations. Nell has spent 17 years in and out of rural Australia assisting artists and organisations to build opportunities.

What: The Arts – A Competition with Self
When: 11:00am, Tuesday, 22 June 2010
Where: Via webinar

Ends.

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About FAAW

The Foundation for Australian Agricultural Women (FAAW) is a national, independent, non-profit organisation dedicated to supporting women in leadership who are increasing information access and career mobility for women in rural and regional communities.

www.faaw.org.au