



Local Artist Clive Takes Big Strokes Toward Creative Enterprise



Campbelltown resident and accomplished artist Clive is making amazing progress in his creative journey, turning his passion for painting into a growing small business.

Clive has been a proud participant in the last two SALA Festival exhibitions supported by DLi, with his work attracting strong interest from the community.

One of his standout pieces even sparked a friendly bidding frenzy, resulting in canvas reproductions of one of his pieces so that more people could enjoy the artwork. The successful sale of the original canvas and reproductions, provided an opportunity for Clive to earn additional income and gain confidence in the value of his creative talent.

Most recently, Clive attended the RED Workshops, where he took another major step toward building an independent art business. With support from DLi staff, he developed a business name, tagline, elevator pitch, and gained a clearer understanding of the start up costs involved in selling his artwork professionally. The workshop also opened the door to one on one coaching with a RED Enterprise business mentor, giving Clive ongoing guidance as he refines his ideas and strengthens his entrepreneurial skills.



DLi staff will continue to support Clive as he works toward launching his own creative enterprise and sharing his artwork with an even wider audience.

Clive's journey is a powerful example of how local talent can flourish with the right encouragement, opportunities, and community support.

**Interested to find out more about what's happening at DLi? Reach out to us at:
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