

Media Release- For immediate Release

Gasworks and Web Prophets- this is the start of a beautiful friendship

The launch of the Gasworks Arts Park fabulous new website on **Monday February 20 at 6pm** is the result of a new and burgeoning relationship with St Kilda based web site designers Web Prophets. The site will be officially launched by City of Port Phillip Mayor, Cr Janet Bolitho.

Gasworks Arts Park and Web Prophets have been working together on a partnership which will see a completely new website design for Gasworks and a range of partnership benefits for Web Prophets.

The friendship between Gasworks and Web Prophets was facilitated in the latter part of 2005 when both attended an ABAF (Australian Business Arts Foundation) Councils Arts Business Program at the St Kilda Town Hall facilitated and funded by the City of Port Phillip. The program provided some business case training for local arts groups and an opportunity to meet and network with small to medium local businesses interested in the benefits of partnering with the arts.

Emily McClean, Gasworks Marketing and Development Manager and Julia Topliss from Web Prophets started talking in a tea break at one of the networking sessions. They later took the opportunity to meet up to discuss potential mutual benefits of a relationship between the local business and Gasworks, a not-for-profit community arts organization.

Since then Web Prophets and Gasworks have entered a two year partnership valued at over \$10,000. Julia Topliss from Web Prophets says "This partnership provides Web Prophets with a way of interacting with our local community, providing an on-line resource for one of our best public art and cultural spaces, while showcasing what our business does best. The web site we have created for Gasworks, allows them the ability to totally self manage their site, providing them with a sustainable on-line solution. Like all good partnerships both Gasworks and Web Prophets have come out winners, receiving valuable contributions to our own enterprises while assisting our partner."

The partnership sees Web Prophets contribute web design, hosting, and e-newsletter management to the partnership. Along with logo placement the partnership sees the Gasworks monthly e-newsletter acknowledged as powered by Web Prophets, a design credit and web link on the website itself, tickets and invites to theatre shows and exhibitions, as well as the ability to participate in community events. One such example of this is the Web Prophets activity stall at the *A Taste for Living* festival at Gasworks on Sunday March 5, a community event that attracts over 3000 visitors to the park. Web Prophets can also gain discounted hire of the Gasworks venues for planning days, functions or parties. Web Prophets also piggy backs on Gasworks networks and benefits from an association that acts as a valuable business referee.

Emily McClean, Gasworks Marketing and Development Manager says "This is a fantastic partnership for Gasworks as not only are we getting an amazing web site but it's been great working with a committed local business and being able to offer them the benefits we can to truly make the partnership beneficial. Gone are the days when business just expect logo placement, partnerships are about creative ways to work together for everyone's benefit. They are much more about ongoing relationships, developing trust and the ability to jump on additional opportunities as they arise."

The new Gasworks website will be launched at 6pm on Monday 20 February in the Gasworks Theatre Foyer and will include a viewing of the site by all of Gasworks' stakeholders profiled on the site including the artists, staff, board members the onsite bookshop Books Illustrated, the Café, theatre hirers and other sponsors and partners. Both partners will speak with Gasworks being represented by Gasworks Chair, James McCaughey.

www.gasworks.org.au
www.webprophets.net.au

Image Attached: *Julia Topliss of Web Prophets, Emily McClean of Gasworks, and Amber Henry of Web Prophets preparing the new Gasworks website for launch.*

Web Launch: Monday 20 February 6pm Gasworks Theatre Foyer

Press call: Monday 20 February 6pm Gasworks Theatre Foyer
Website and Partnership Launch

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