

ARTS MARKETING

the Pocket Guide

by Dr Sharron Dickman

This project is undertaken jointly by the Australia Council, the Commonwealth Government's arts funding and advisory body, and Centre for Professional Development (CPD).



Centre for Professional Development



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ABOUT CPD

Centre for Professional Development (CPD) is one of Australia's leading business publishers of practical how-to information.

ABOUT THE AUTHOR

Dr Sharron Dickman is General Manager at Pathfinder Marketing and has extensive experience in public relations, marketing, research, and education. A Fellow of the Australian Institute of Travel and Tourism and the Australian Marketing Institute (AMI), she is a recipient of the AMI's Patron's Medal for services to marketing. She has lectured at Deakin University (Museum Studies and Arts and Entertainment Management), Melbourne University, James Cook University in Queensland, Glenormiston Agricultural College, and the Centre for Corporate and Industry Education at the Council of Adult Education.

Sharron's industry background includes experience in advertising and consumer research, first with J Walter Thompson Advertising and then as Marketing and Promotions Manager with Sovereign Hill Goldmining Township. Her publications include: *Tourism: An Introductory Text*, *The Marketing Mix: promoting museums, galleries and exhibitions* (published by the Museums Association of Australia) and *Promoting Small Tourism Businesses*. She is a member of the Victorian Arts Marketing Task Force.

FOREWORD

The Australia Council, through the Audience Development & Advocacy Division, is pleased to present *Arts Marketing: The Pocket Guide* to the arts community.

Arts Marketing: The Pocket Guide provides a starting point for those new to marketing, and can be read as a handy navigational tool on the road to successful arts marketing.

Arts Marketing: The Pocket Guide is designed to assist arts organisations and artists in determining and addressing their marketing needs at a fundamental level and will be complemented by additional marketing and audience development resources, produced as initiatives of the Audience Development & Advocacy Division. These will include a workbook titled *Marketing Strategies for Arts Organisations*, an audience research guide, a marketing planning guide, a study of arts marketing and audience development cases in regional Australia, and a set of Australian arts marketing case studies.

Marketing and audience development have been identified by many arts organisations as areas they would like to develop further, but for which they have limited resources. The range of initiatives being developed by the Council is designed to address this problem and help strengthen the operations of our arts organisations, wherever they may be and whatever artform they may work in.

Dr Margaret Seares
Chair
Australia Council