

## new audiences 2002

### AUDIENCE AND MARKET DEVELOPMENT



The New Audiences program, an initiative of the Audience and Market Development Division (AMD), aims to test *imaginative*, *innovative* and *strategic* approaches to reaching new younger audiences and arts participants by encouraging their participation and involvement in arts and cultural events and activities. The 2002 program is the third-year of a three-year strategy that targets young audiences under 35. In 2000 and 2001, \$1 million in assistance was provided to over 100 arts organisations through 40 projects.

### GETTING THE WORD OUT THERE!

On 6 October 2001 an advertisement announcing New Audiences 2002 was placed in the arts pages of weekend newspapers nationally. The advertisement invited arts organisations to contact the Division to receive a New Audiences Information Pack, which included selection criteria and guidelines, descriptions of the 40 projects supported from 1999-2001, and information on AMD publications and resources.

In addition to advertising, AMD provided information to:

- each State and Territory arts funding and development agency about the Program and asked that they forward the information to appropriate organisations in their respective State or Territory;
- Australia Council Councillors, Board members, Regional Arts Panel members, Arts in a Multicultural Australia Advisory Committee members, and the Youth Arts Panel members;
- representatives of the key organisations listed in the Council's Handbook, and those who requested guidelines in 2000 and 2001 received an information pack prior to the advertisement date – 422 packs were emailed and 249 posted;
- appropriate organisations were sourced through consultation with relevant Council staff;
- a news article about the New Audiences program appeared in the *Koori Mail* and in the Aboriginal and Torres Strait Islander Arts Board's newsletter;
- an announcement was also placed on the Australia Council's website, fuel4arts.com, Dramatic Online, and the Federal Government's grants website ([www.grantslink.gov.au](http://www.grantslink.gov.au)), as well as on the websites of the State and Territory arts agencies and key arts industry associations; and
- Information Packs, or information on how and where to obtain Packs, were available at key industry events such as conferences and seminars; for instance *Critical: YPAA National Conference 2001*.

Altogether, AMD distributed over 1200 Information Packs to potential applicants (roughly 44% as direct unsolicited mail and 56% on demand). As in previous years, the program encouraged applicants to receive their packs by e-mail, to save on paper and postage costs; resulting in 59% being sent electronically.

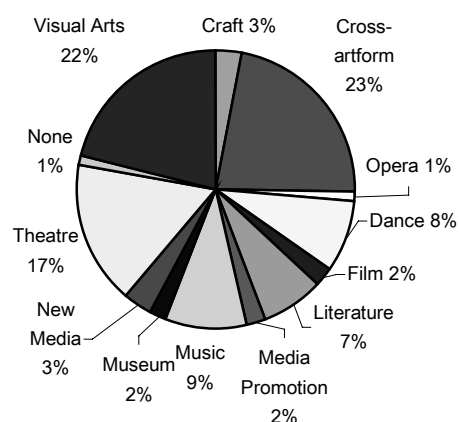
### PROPOSALS RECEIVED

As a result, a total of **95** proposals were received, requesting a total of \$2,930,311; almost 6 times the available budget. In 2001 a total amount of \$2,448,724 was requested over 82 proposals; and in 2000 the request was \$2,677,822 over 64 proposals. AMD had approximately \$500,000 available from its 2001-2002 budget allocation for the third year of the New Audiences program. Following is a detailed breakdown of the proposals received by artform and regional/metropolitan location.

*taking the arts to new audiences; bringing new audiences to the arts*

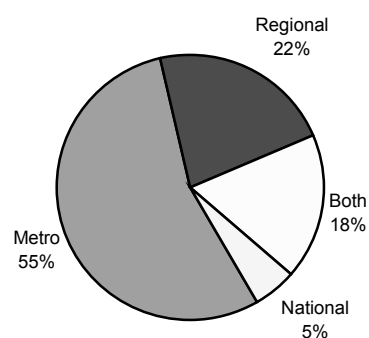
### Break down by Artform

Craft	3	\$46,357	2%
Cross-artform	21	\$680,508	23%
Opera	1	\$50,000	2%
Dance	8	\$223,122	8%
Film	2	\$40,000	1%
Literature	7	\$185,760	6%
Media Promotion - Cross Artform	2	\$79,779	3%
Music	9	\$273,767	9%
Museum	2	\$73,700	3%
New Media	3	\$50,800	2%
Theatre	16	\$481,636	16%
None	1	\$81,804	3%
Visual Arts	20	\$663,078	23%
<b>Total</b>	<b>95</b>	<b>\$2,930,311</b>	



### Break down by Regional/Metropolitan

Metropolitan	52	\$1,563,401	53%
Regional	21	\$625,885	21%
Both	17	\$568,272	19%
National	5	\$172,753	6%
<b>Total</b>	<b>95</b>	<b>\$2,930,311</b>	



Note: Both refers to regional and metropolitan, where a work may be developed and showcased in Perth, and then toured to the Pilbara or Kalgoorlie regions.

## **THE STEPS IN THE ASSESSMENT PROCESS**

AMD established an assessment panel of audience development industry specialists to advise on and assist in the decision-making process. AMD developed a list of potential panelists from a range of sources including the Council's Register of Peers, consultation with State and Territory arts funding and development agencies and the Council's Boards and Committees. The final constitution of the panel hinged on the analysis of the proposals received to ensure a solid representation across artforms, regions/States and relevant experience.

The 2002 assessment panel comprised the following five industry specialists:

- Cheryle Yin-Lo (Consultant, Museums and Galleries Foundation of NSW, Penrith Regional Gallery) NSW,
- Garry Watson (Executive Officer, National Capital Tourism Project) ACT,
- Katrina Sedgwick (Artistic Director, Adelaide Fringe) SA,
- Vicki Simon (Recreation and Leisure Manager, Pine Rivers Shire) QLD, and
- Vida Hustas (Publicist, SciTech Discovery Centre) WA.

Prior to the meeting, the Panel was asked to read, analyse, assess, and score each proposal against the selection criteria. These scores were collated and analysed prior to the meeting.

The panel meeting was facilitated by AMD staff. The assessors met on 23 April 2002 to consider the proposals against the selection criteria and to consider the proposals' overall merit and their potential to fulfil the Program's aims to:

- increase young audiences for the arts;
- target potential arts attenders;
- convert non-attenders into attenders;
- provide short-term, cost effective (or neutral) activities to introduce new audiences to a range of artforms and to maintain the highest percentage of these possible through carefully tailored follow-up activities;
- make the arts more accessible to a wider range of people; and
- promote the value of the arts and encourage attitudinal change.

A priority list of proposed projects with a recommendation for support was formed from the outlined assessment process. The Panel's recommendations were based on a combination of scores and assessment of the proposals' overall merit and their potential to fulfil the Program's aims.

## SO, WHAT WAS THE RESULT?

Twenty-two proposals were selected for funding:

### **Arena Theatre Company Limited**

VIC **\$25,000**

*To develop, produce, promote, and evaluate 'p>review', an audience development strategy for Arena Theatre Company's production, 'Petrol Head', targeting senior secondary school and university students.*

### **Arts Tasmania**

TAS **\$42,308**

*To develop, produce, distribute and evaluate, in conjunction with The Mercury and the University of Tasmania, 'artsPRINT' an arts-specific newspaper supplement targeting readers under 35, to be researched and written by mentored journalism and media studies students.*

### **Australian Science Festival**

ACT **\$45,000**

*To develop, produce, promote and evaluate, in association with Canberra Arts Marketing, 'artSci', an audience development program combining arts and science in and around the central Canberra's shopping mall and surrounding cultural district, in conjunction with the Australian Science Festival held during National Science Week.*

### **Australian Theatre for Young People**

NSW **\$25,000**

*A 3 month residency working towards a self-devised outdoor, community spectacular involving all the local communities in collaboration with Karratha Youth Theatre.*

### **Backbone Youth Arts Association Inc**

QLD **\$9,000**

*To promote, implement, and evaluate an audience development project in conjunction with Queensland Art Gallery targeting young women aged 14-25 years in Brisbane and the outer regions. The program will be run by women for women and the outcomes will be showcased during the TWO HIGH Young Women and the Arts Festival.*

**Bathtub Productions Pty Limited**

NSW \$20,650

*To develop, produce, promote and evaluate an educational kit and school-visit program for 'Sculpture by the Sea' and to undertake a tour of the exhibition to Campbelltown and Gymea; targeting 5-12 year old children and including artists' school visits in Bondi, Campbelltown, Gymea and surrounding regions.*

**Biennale of Sydney Limited**

NSW \$18,500

*To develop, promote, distribute and evaluate an educational kit on contemporary visual arts targeted at young adults, teachers and secondary students nationally.*

**Bunbury Regional Theatre Inc**

WA \$10,000

*To produce, promote and evaluate an audience development program around the Bunbury Regional Entertainment Centre's contemporary production of 'Macbeth' targeting high schools students in the Bunbury region.*

**Catalyst Youth Arts Organisation Inc**

QLD \$36,500

*To research, implement and evaluate the 'Northern Exposure Initiative' an audience development project targeting young people aged 12-25 living within the Pine Rivers, Caboolture and Redcliffe Shires.*

**Sebastian Chan**

NSW \$12,000

*To produce, promote and distribute 'Cyclic Defrost', a bi-monthly magazine promoting electronic music.*

**Dakota Films**

WA \$10,000

*To market and evaluate a young audience development program targeting 18-35 year olds, as part of the REvelation Perth International Film Festival.*

**Embroiderers' Guild ACT Inc**

ACT \$4,200

*To develop, produce, promote, and evaluate 'Taking it to the STREETS', an audience development project in local Canberra shopping centres targeting young women under 35 years.*

**Festival of Darwin Association Inc, AusDance (NT), Tracks, artsMARK**

NT \$37,077

*To develop, promote and evaluate an audience development program for the 'Rivers of the Underground' production, targeting young people in Darwin and the surrounding regions.*

**Natasha Cho and Footscray Community Arts Centre Ltd**

VIC \$5,866

*To develop, distribute, through 'Beat Magazine', and evaluate a 'zine' targeting 15-29 years old in Melbourne and its surrounding regions;*

**Gadigal Information Service Aboriginal Corporation**

NSW \$30,000

*To develop, implement, promote, and evaluate three Klub Koori Youth events in three Sydney suburbs targeting Indigenous people under the age of 18 years. Research will be conducted at each of these three events to inform the further planning of Koori Radio's outreach programs.*

**Geelong Performing Arts Centre Trust**

VIC \$10,704

*To produce, promote and evaluate 'RED RAMPAGE', an all ages event in the south-west region of Victoria, which will include live music from local bands, theatre sports workshops and theatre sports performances with audience participation; to be produced by the youth arts management team 'Red Mouth', and supervised by Geelong Performing Arts Centre's Education Coordinator, targeting students independently of schools and teachers.*

**Melbourne Fringe**

VIC \$10,000

*To develop, implement, promote, and evaluate the 'Party Animals' program offering incentives to encourage 18-35 year olds, who regularly attend the Fringe Street Party event, to attend other events within the Fringe program.*

**Patch Theatre Company Inc Friday 30 July 2004,**

SA \$33,000

*To implement, promote and evaluate audience development strategies around Patch Theatre Company's Big Hand Little Hand program of performances and associated activities targeting children aged 3-8 years, their carers, and grandparents.*

**Perc Tucker Regional Gallery**

QLD \$17,880

*To target, promote and evaluate audience development strategies for young people aged 8-17 years in 12 selected schools that have not previously participated in Perc Tucker Regional Gallery programs.*

**Performance Space Ltd**

NSW \$38,400

*To develop, implement, promote, and evaluate 'Performance Space Currency', a pilot loyalty program targeting young people aged 20-30 years; the evaluation will inform future planning and the development of a communications plan that links offline activities with online spaces and audiences.*

**Queensland Museum and Queensland University of Technology**

QLD \$45,000

*To develop, produce and promote a set of audience development resources and programs for the Queensland Museum targeting children aged 3-8 years and to conduct research identifying the impact of the resources and programs with a specific focus on children from the Indigenous and Chinese communities in Brisbane and surrounding regions.*

**School of Art and Culture, Royal Melbourne Institute of Technology**

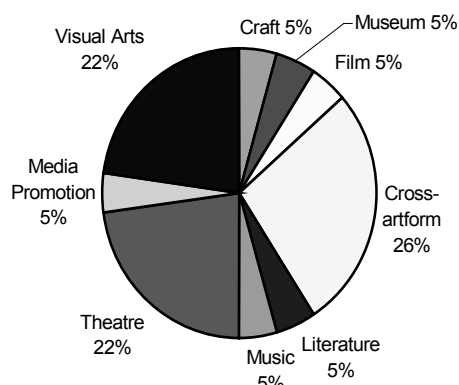
VIC \$30,000

*To develop, produce, promote and evaluate 'fART', an exhibition of humorous contemporary visual art, to be held in conjunction with the Melbourne International Comedy Festival and the Next Wave Festival, targeting 18-35 year olds.*

## SUMMARY OF RECOMMENDED PROJECTS

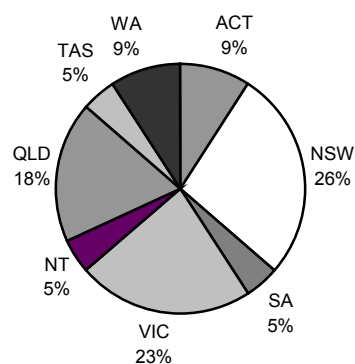
### Break down by Artform

Craft	1	\$4,200	1%
Museum	1	\$45,000	9%
Film	1	\$10,000	2%
Cross-artform	6	\$172,281	34%
Literature	1	\$5,866	1%
Music	1	\$12,000	2%
Theatre	5	\$128,400	25%
Media Promotion	1	\$40,000	8%
Visual Arts	5	\$96,030	19%
<b>Total</b>	<b>22</b>	<b>\$513,777</b>	



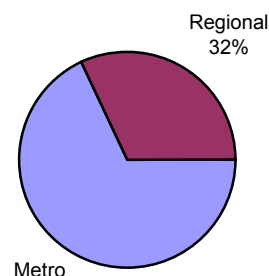
### Break down by State

ACT	2	\$49,200	10%
NSW	5	\$119,550	23%
SA	1	\$33,000	6%
VIC	5	\$81,570	16%
NT	1	\$37,077	7%
QLD	4	\$108,380	21%
TAS	1	\$40,000	8%
WA	3	\$45,000	9%
<b>Total</b>	<b>22</b>	<b>\$513,777</b>	



### Break down by Regional/Metro

Metropolitan	15	\$394,011	77%
Regional	7	\$119,766	23%
Both	0	\$0	0%
National	0	\$0	0%
<b>Total</b>	<b>22</b>	<b>\$513,777</b>	



## THE ISSUES FOR 2002

The following summary comments concerning proposals received for New Audiences 2002 are collated from analysis during the assessment process. Please note that the following issues identified are not necessarily relevant to all proposals but reflective of the Program as a whole:

1. The Panel noted the lack of truly ground-breaking, innovative projects but acknowledged the difficulties faced by organisations with respect to a lack of resources for basic audience development activities.
2. A lack of an understanding of the fundamentals of audience development and arts marketing and drawing a distinction between this and artform development activities was an issue in certain cases. AMD staff received several calls from groups and companies considering projects that really focussed more on the development of 'arts product', artform practice development, or workshops for young people to develop artistic skills. Considering that one of the objectives for the program is to 'promote the value of the arts

and encourage attitudinal change', some artform development is warranted in terms of it being an integral and strategic part of an audience development project.

3. Another area of concern was a perceived lack of clear targets. Some proposals made only cursory references to youth audiences. Whereas the strongest proposals had concisely mapped-out very specific target audiences within well planned and clear strategies.
4. Several proposals focussed on the establishment of websites; however, the Panel was not confident that funding a raft of new websites would necessarily be the most sound approach to attracting young people to the arts especially when there is scope to partner or link with existing online opportunities. Examples cited included **club 26**, **noise** or **The Program**.

It is noteworthy, that whilst a website can be a tool for communication, an audience also needs to be 'educated' in accessing that tool. As a result, the most promising proposals for website developments are solidly linked back to an organisation or specific programs through tangible offers, incentives, access to off-line activities as an integral part of a robust audience development strategy.

5. Again, proposal budgets were a major concern, in particular
  - staffing expenditure (only 20% of this budget item could be included as part of the funding request) and ticket subsidy limits require more careful consideration in the development of budgets.
  - some budgets lacked detail, requesting large amounts and not breaking these amounts down sufficiently to show the different components.
  - some organisations did not read the guidelines carefully enough and did not asterisk budget items making useful analysis impossible.
6. Often information of importance to staff and the Panel was buried within appendices. The Panel also commented on the copious amounts of support material provided in some of the proposals, which had no relevance to the proposed project. Attention will be directed towards improving and streamlining this process in future.

Finally, the Panel viewed the Program itself, and the top-scoring proposals, very highly. The New Audiences program is regarded as an important and exciting program, offering arts organisations the opportunity to test-out new ideas, explore potential new audiences and learn what works, what doesn't and why. In particular, the Panel noted the need for the evaluation of the 2002 New Audiences proposals and those of the preceding two years to be treated as case studies to be shared with the arts community and that this need not necessarily be about the projects that succeeded or, perhaps, did not succeed fully. The Panel endorsed the solid evaluation of the three-year initiative to be undertaken by AMD during 2002-2003.

16 May 2002