



audience development &
advocacy division

The Audience Development and Advocacy Division identifies arts industry needs and opportunities through research, consultation and ongoing communication with artists and arts organisations.

Divisional projects are in many cases managed and implemented through strategic alliances with peak arts bodies, State and Territory arts authorities and a range of partners in the private and public sectors.

The Audience Development and Advocacy Division (AD&A) has now completed two full years of operation. Established in 1996, the Division's initiatives aim to:

- strengthen existing audiences and build new audiences for the arts in Australia;
- enhance arts marketing skills and practices in Australia;
- promote Australian arts, both nationally and internationally;
- establish new international markets for Australian arts.

The three key operational areas of the Division are:

- National Audience Development;

- Marketing Skills Development;
- International Market Development and Promotions.

AD&A manages the Contemporary Music Export Development and Major Festivals initiatives, as well as a comprehensive, coordinated national audience development and marketing program which includes major audience development initiatives such as LOUD, the first national media festival of youth culture and the arts.

The Division is also responsible for the development of Council's International Policy, which includes the role of principal liaison on international activity and policy with relevant Federal Government departments, such as the Department of Foreign Affairs and Trade, Department of Industry, Sport and Tourism, and State and Territory arts agencies. This policy incorporates three key objectives: Artistic Development,

Council participates in bilateral cultural meetings such as the 9th Australia-Japan Cultural Mixed Commission held near Canberra in April. Photo: Department of Foreign Affairs and Trade



International Market Development, and Cultural Relations. Highlights of the Division's major activities for the year are detailed below.

3RD AUSTRALIAN PERFORMING ARTS MARKET

The Australian Performing Arts Market is an Australia Council initiative designed to allow key international and local presenters to view a comprehensive selection of the best Australian new work in one location. It allows participants to meet with key players and to negotiate future touring opportunities. The 3rd Australian Performing Arts Market was staged in Adelaide in February 1998, co-produced by the Australia Council and the South Australian Government through Arts South Australia. This Market was the biggest yet held, with over 400 participants, including presenters and programmers from 23 countries; and live performances by 67 Australian artists and companies.

A special feature was *embodying the information age*, a display and publication supported by the Division to showcase Australian New Media Arts and artists.

A comprehensive survey of Market participants to assess results is currently underway and early indications are extremely encouraging. As a result of their participation in the Market, seven

companies have been funded by the Division to undertake nine major international tours. In addition, a significant number of both international and national tours have been funded through other sources or are currently under negotiation.

IMAGINING THE MARKET - NATIONAL ARTS MARKETING CONFERENCE

Bringing together over 260 arts managers, marketing professionals, educators and practitioners, *Imagining the Market*, Australia's first truly national arts marketing conference, took place over 3 days in June 1998 at the Sydney Town Hall. A joint initiative of Audience Development and Advocacy and the Australian Institute of Arts Management (AIAM), the conference attracted delegates from all over Australia and from New Zealand.

The conference program, developed by a working party of AD&A staff and AIAM representatives, sparked lively debate and assured the arts high-profile media coverage during June. International keynote speaker, Director of the Museum of Contemporary Art in Chicago, Robert Fitzpatrick, spoke on the subject of 'How to keep your integrity and still sell tickets', whilst Sandra Yates of Saatchi and Saatchi spoke about the demographic and psychographic profile of consumers

in the 21st century, and the impact they will have on the business of marketing the arts in Australia.

In addition to keynote speeches, presentations and panel discussions, the conference also offered delegates the chance to participate in practical workshops and to network with their colleagues. AD&A provided program input and financial backing for the conference, subsidised the attendance of representatives from arts organisations, from all States, who would have otherwise been unable to attend; and organised the launch of a new Council publication, *The World is Your Audience: Case studies in audience development and cultural diversity*, during the conference.

fuel FOR ARTS MARKETING

In 1997 AD&A contracted the Open Training and Education Network (OTEN) and consultant Tess Dryza to research and develop the concept for an arts marketing website. The concept development phase of the project identified a need to develop the website as an open space for artists and arts managers to gain an understanding of arts marketing and to develop marketing skills. Central to this concept is facilitating the distribution of existing arts marketing resources as well as the

encouragement of new ideas, innovative practice and partnerships in the arts.

In response to the concept, a prototype website was developed in September-October 1997 and underwent six weeks of user testing in November-December 1997.

fuel is designed for anyone working in the Australian arts industry wanting to know about arts marketing and how to develop useful arts marketing skills. *fuel* aims to establish networks and promote available resources and current opportunities for arts marketing skills development. *fuel* will be launched as a permanent website in 1998 at www.fuel.org.au

NEW IMAGES

The Australia Council took advantage of the opportunity presented by the bilateral New Images promotion to present a diverse program of Australian arts in Britain between June and November. New Images was conceived as a means to overcome outdated but persistent stereotypes of Britain and Australia and was timed to coincide with the British Council's 50th anniversary in Australia.

In consultation with the Arts Funding Division and British presenters, AD&A developed a program of 17 events



Leading publishers from the USA, UK and France attended the 1998 Australian Book Fair and met local publishers in an ADA initiative to boost overseas publication of Australian titles.
Photo: Luis Ascuí

encompassing theatre, music, dance, visual arts and literature. The program showcased the range and excellence of Australian arts and artists, including strong representation by Aboriginal and Torres Strait Islander artists and artists from culturally diverse backgrounds.

Several of these events came as a direct result of British presenters having attended the Council's Australian Performing Arts Markets in 1994 and 1996. The events were taken on by the British presenters on a commercial basis, with the Division only funding international fairs. The presenters responded positively to the partnership approach adopted, and as a result, firm foundations for ongoing relationships have been laid.

The program was extremely well received by audiences and generated extensive media coverage, leading to follow-on touring offers.

VENICE BIENNALE

fluent, the Australian exhibition at the 47th Venice Biennale ran between June and November 1997. The exhibition comprised works by three Indigenous women artists: Emily Kame Kngwarreye, Yvonne Koolmatrie and Judy Watson. It was supported by the Australia Council, through AD&A, and developed and managed by the Art Gallery of New South Wales. The exhibition will complete a national tour of Australia in January 1999.

ASIALINK RESIDENCIES

One of the most successful and popular programs for artists and arts managers in Australia is coordinated by the Asialink Centre of the University of Melbourne. The Australia Council has long supported this unique program offering important residency opportunities in arts institutions and companies throughout

Asia. A long-term partnership brokered in 1997 between Asialink and the Division ensures the future growth of the program, which currently offers more than 30 residencies annually, covering visual and performing arts, new media arts, literature, and arts management. The program has been broadened to provide opportunities for managers - both administrative and technical.

INTERNATIONAL BOOK FAIRS

In partnership with the Australian Publishers' Association, the Division supports the attendance of Australian publishers at international Book Fairs. In 1997-98 the fairs were the Bologna Children's Book Fair (2-5 April), Book Expo America (30 May - 1 June) and Frankfurt (7-12 October). In its second year of operation, the program has been refined in order to concentrate on 'export-ready' publishers and assist them with producing key promotional materials such as rights catalogues and translation samplers. Attendance at book fairs enables Australian publishers to negotiate rights sales for their Australian lists, thus assisting the viability of the Australian publishing industry and an increased international readership of Australian writers.

INTERNATIONAL VISITORS TO THE AUSTRALIAN BOOK FAIR

Eight high-profile publishers from the UK, USA and France were invited to attend the 1998 Australian Publishers Association's Book Fair in Melbourne 25-28 June. The visiting publishers from publishing houses such as Faber & Faber, Fourth Estate, Norton, and Grove Atlantic participated in industry seminars and extensive appointments with domestic publishers and agents. The Australian publishing industry enthusiastically welcomed the initiative which resulted in significant rights sales of Australian titles into key markets.

MARKETING WORKSHOPS

The Division funded a series of very successful arts marketing workshops in all capital cities and major regional centres. The workshops were designed to complement the release in November 1997 of *Marketing Strategies for Arts Organisations*, a practical guide commissioned by the Division and written by Dr Peter Steidl of Elephant Consultants. The response to both the guide and workshops has been extremely positive, with very strong demand for workshop places and enthusiastic reports from participants. Respondents indicated that they particularly appreciated the opportunity to apply arts marketing strategies to their own situation and in collaboration with other local arts organisations.

COOPERATIVE MARKETING

AD&A continues to provide assistance to arts organisations to more effectively market their artistic products and services through collaboration. Examples of initiatives funded by the Division include:

- the New Music Network, a consortium of groups collaborating to raise the profile of new music in Australia;
- the Arts Around Adelaide and Canberra Arts Marketing consortia;
- the first-stage development of a Best in Sydney consortium to market contemporary Australian fine craft to the conventions market.

UN LIVRE UN JOUR

The 12-part special on Australian books in French translation was broadcast before the nightly news on the national broadcaster, France 3, throughout December 1997. The series was a major success, with peak audiences of 4.5 million, and resulted in a surge of interest in Australian literature and reprints of several titles. Titles featured in the series included David Malouf's *Remembering*



Slack Taxi performed at the opening of the Australia Council's 3rd Australian Performing Arts Market in Adelaide in February.
Photo: Eric Algra

Babylon, Fiona Capp's *Night Surfing*, Tim Winton's *The Riders* and Sally Morgan's *My Place*.

VISUAL ARTS INTERNATIONAL MARKET DEVELOPMENT

In partnership with the Australian Commercial Galleries' Association (ACGA), AD&A supports Australian representation at significant international art fairs such as Art Cologne, ARCO Madrid and Art Basel. The program aims to promote and sell the work of contemporary Australian visual artists in key markets.

Support was also provided to the Australian Contemporary Art Fair and the Biennale of Sydney for their international marketing programs.

ART/TEXT

Art/Text magazine was assisted with planning, implementation and evaluation of its three-year international market development strategy with the aim of increasing circulation.

CRAFT INTERNATIONAL MARKET DEVELOPMENT

In partnership with Craft Australia, the Division supports attendance at a range of international craft fairs including the Munich Craft Fair, Sculpture Objects Functional Art (SOFA) and the San Francisco Gift Fair. Additional support

was provided in 1997-98 to research the USA market for Australian craft, including information about current and projected USA buying trends.

ACCESS TO MARKETING PROFESSIONALS

The Division provided assistance to arts organisations which had identified a need for professional marketing expertise.

AUDIENCE AND MARKET RESEARCH

The Division funded a range of research designed to inform its own strategic initiatives and to provide arts organisations with essential data on audience trends.

ARTS MARKETING PUBLICATIONS

The Division commissioned and distributed a number of publications designed to assist arts organisations in their marketing initiatives. These include:

- a practical, self-guided workbook, *Marketing Strategies for Arts Organisations*;
- both print and audio cassette versions of an introductory guide, *Arts Marketing: The Pocket Guide*.

Both publications have gone into reprint due to strong demand. An audio version of *Arts Marketing: The Pocket Guide* has been produced by the Royal Blind Society and a Chinese translation is being produced by the Hong Kong Arts Development Council.

Fire Child produced by REM Theatre and presented in Lismore by NORPA, which received funding to develop audiences amongst the regions culturally diverse community. Photo: Jacklyn Wagner



Forthcoming publications include: *Miles Ahead!*, case studies of arts marketing in regional Australia; a guide to marketing the arts to disabled audiences; an audience research guide; and a guide to developing marketing or audience development plans.

INTERNATIONAL COORDINATION

Consistent with the responsibility of developing Council's International Policy, AD&A fulfils the important function within Council of maintaining communication between the organisation and the numerous other bodies and agencies dealing in international cultural and arts activities. Prime amongst these is the Department of Foreign Affairs and Trade, which runs a centralised cultural relations program, coordinates integrated country promotions and administers specific bilateral programs between Australia and key countries. In its communications, AD&A provides strategic input and assistance to advance the interests of Australian artists. This includes sending current arts material to all Australian embassies and posts, briefing Heads of Mission and key cultural staff on current and forthcoming activity in their country or region, and coordinating regular briefings for cultural relations officers from Australian overseas posts, most of whom have had little prior contact with Australian arts and cultural agencies.

The Division maintains regular contact with key cultural relations staff at overseas posts, provides information and contacts to Australian artists and companies planning overseas activity, and provides advice on sources of support within other government cultural programs.