The main Australia Council goals addressed by the Audience Development and Advocacy Division (AD&A) are to increase participation in and appreciation of the arts, and to increase promotional opportunities for Australian artists.

Unlike Arts Funding Division, AD&A does not fund marketing and advocacy activity through a competitive grants round process; rather, it works proactively to develop and implement initiatives which complement the support available through the grant programs offered by the Funds and Board.

AD&A's initiatives aim to:

- consolidate existing Australian arts audiences;
- build new audiences for Australian arts, both nationally and internationally;
- enhance arts marketing skills and practices in Australia;
- promote Australian arts nationally and internationally;
- develop partnerships in the public and private sectors to increase audiences;
- establish new markets for Australian arts.

Its core activities are:

- national audience development and marketing;
- arts marketing skills development;
- international marketing and promotions.

AD&A also manages the Contemporary Music Export Development and Major Festivals initiatives announced in the 1996-97 Budget (see pages 17-18).

NATIONAL AUDIENCE DEVELOPMENT AND MARKETING

This program aims to develop new audiences and markets for Australian arts in response to ongoing demand from the field and in accordance with the Australia Council's policy objectives (including the Arts for a Multicultural Australia, Aboriginal and Torres Strait Islander Arts, Arts and Disability, and Regional Arts action plans).

Initiatives supported in 1996-97 include:

- Development of joint marketing strategies by two arts marketing consortia, Canberra Arts Marketing and Arts Around Adelaide.
- Publication of a high-quality national arts marketing newsletter, *am*.
- The State Theatre of South Australia's Young Audience Development Strategy, which includes an 'arts starter' mini-subscription package and web@state, a theatre entertainment package designed specifically for under 26-year-olds. The program will be marketed principally through a Web site as well as television, street press and cafe advertising.
- The Arts for a Multicultural Australia Audience Development Initiative, which distributed a total of $206,783 to promote the iniative and fund four arts organisations to enable them to extend their marketing to culturally diverse audiences. Sydney Symphony Orchestra, Johnstone Shire Cultural Association/Cairns Regional Gallery, Northern Rivers Performing Arts Inc and Victorian College of the Arts were supported under this initiative.
- LOUD: Australia's first national media festival of youth culture and the arts, which will run throughout January 1998, profiling the creativity and artistic vision of young Australians aged 12 to 25 through an extensive program utilising television, radio, print, and the Internet. LOUD was officially launched on 24 April 1997.

- *The Australian's Review of Books*, which publishes the work of Australian writers in a mass circulation format, was supported with the aim of increasing the national and international readership for the best of Australian writing on the arts.
- The Virtual Writer-in-Residence pilot project, managed by the SA Cooperative Multimedia Centre, Ngapartji, has completed its successful first year with many activities under way, including a Web site facilitating critical comment and audience interface with writers, networking between writers through a virtual 'salon', a virtual mentoring program, and links to publishers and other resources.
- A performance agreement negotiated with ArtsLink (formerly the Australian Centre of the International Theatre Institute) to provide a comprehensive, cross-artform information and database service to artists and arts organisations.
- The Queensland Theatre Company to provide resources for Internet activities; in particular an on-line booking facility feasibility study and a marketing survey and evaluation.
- The inaugural Brisbane Biennial Composer's Week, supported with the Music Fund, to develop national and international audience and market development components.

Australian Art Orchestra's Scott Tinkler performing at Bombay's Jazz by the Bay as part of the Australia-India New Horizons program. Photo: Peter Richardson

Wherever possible, AD&A seeks to work in partnership with other government bodies that have responsibilities in audience development and marketing or related industry development areas. A two-day meeting held in Sydney in April 1997 brought together staff from the Australia Council, State/Territory arts departments and ministries, the Department of Communications and the Arts and Creative NZ to consider the recommendations of Council's report *Marketing the Arts*; to exchange information on audience and market development activity and discuss possible collaborative ventures; and to agree on protocols, roles and responsibilities relating to the work of the various agencies represented.

A range of initiatives to do with the use of the Internet in arts marketing are planned, beginning with the collection of data (through AGB McNair) as a basis for developing on-line arts marketing projects.

ARTS MARKETING SKILLS DEVELOPMENT

The arts marketing skills development program was introduced to address a need identified during Council's arts marketing needs study, the results of which were published in May 1997 in a report entitled *Marketing the Arts*. The program includes the production of resource materials on specific marketing practices. So far, these include:

- A practical manual on developing effective marketing strategies, *Marketing Strategies for Arts Organisations*, which will be delivered through a series of workshops in eight capital cities and four regional centres around Australia in the latter half of 1997.
- An innovative Council research study into buyers and non-buyers of visual art, *To Sell Art, Know Your Market*, the findings of which were presented in a series of marketing seminars for commercial gallery operators in the five mainland state capitals in April 1997.

Partnerships to support AD&A's marketing skills development program include one with ArtsWA to conduct a seminar in Perth on the subject of arts marketing on the Internet, and a partnership with the Australian Institute of Arts Management to conduct similar seminars in Sydney and Melbourne. Strategic alliances are also being explored with a range of organisations in the public and private sectors including the Australian Marketing Institute and the Centre for Professional Development.

A concept has been developed by consultant Tess Dryza in association with the Open Training and Education Network for an arts marketing Web site to facilitate access to arts marketing resources, networking and skills development for a range of arts organisations and individual artists.

INTERNATIONAL MARKETING AND PROMOTIONS

Arts Export Strategy

The Arts Export Strategy is an extension across artforms of the Visual Arts Export Strategy, which was introduced in 1991. The new Arts Export Strategy supports the export of theatre, dance, music, visual arts, craft and literature. The Arts Export Group, chaired by Professor David Throsby, met for the first time in December 1996, and separate meetings of three artform export groups were held in early 1997.

- **Visual Arts/Craft Export Strategy**
  The core program has enabled 20 commercial galleries to attend ten international fairs in North America, Asia and Europe with considerable flow-on benefits expected. A commercial exhibition of Indigenous Australian art was supported to coincide with the Venice Biennale in June. Australian galleries participated in Art Chicago (May 1997) and Art 28 '97 in Basel (June). Craft Australia has received support to manage participation at Tresors '97 in Singapore, the San Francisco International Gift Fair and SOFA '97 in Chicago.

Artist Judy Watson prepares dancer Stephen Page for a performance at the Australian Pavilion at the Venice Biennale. The body paint includes a representation of the Ms Watson's painting, *Spine*, hung behind them. Photos: Sue-Anne Wallace

- **Theatre/Dance/Music Export Strategy**
  Continuing support for visits by key arts professionals to assess Australian artists/companies for inclusion in major international festivals; funding participation by Australian producers and arts managers in key arts markets overseas; limited strategic funding for international touring arising out of the Australian Performing Arts Market; and support for the third Arts Market in February 1998 are priorities for the strategic development of international markets for Australian dance, theatre and music.
- **Literature Export Strategy**
  The Literature Group resolved to work with the Australian Publishers' Association to increase marketing opportunities for Australian literature through participation in key international book fairs such as Bologna Book Fair, Book Expo Chicago and Frankfurt Book Fair; to support visits to Australia to coincide with key national literary events (eg APA Australian Book Fair) by interna-

tional literary professionals and promotional overseas tours by Australian authors; and to produce a Rights Catalogue, a catalogue of Australian literary publishers and titles.

AD&A has an ongoing partnership with the Asialink Centre, which runs an arts program in the Asian region comprising residencies in literature, visual arts and craft, performing arts and arts administration. Asialink, through its unique expertise and networks in the field of Australian-Asian cultural exchange, encourages business support for the Australian arts in Asia, and AD&A funded the development by Asialink of a domestic marketing/promotional campaign, launched in May 1997.

Indian and Australian artists were brought together for residencies and joint exhibitions as part of the Fire and Life visual arts exchange during Australia-India New Horizons. Photo: Alison Carroll

Major Organisations Fund International Touring Initiative

AD&A, under this initiative, has funded:

- the Australian Ballet tour to China;
- the Australian Chamber Orchestra tour to London (*new*Images);
- Meryl Tankard's Australian Dance Theatre tour to Germany, Belgium and Denmark;
- Bangarra Dance Theatre tour to the Edinburgh Festival (*new*Images);
- Playbox Theatre Centre tour to Croatia.

International Promotions

AD&A manages Australia Council participation in key international promotional events, increasing the international profile and expanding markets for Australian arts, and representing the professional interests of Australian artists involved in such events. Additionally, the Australia Council liaises with Australian and State/Territory governments, overseas governments and arts organisations on export opportunities for the arts.

The Australia Council took a proactive role in a Department of Foreign Affairs and Trade country promotion, Australia-India New Horizons, coordinating a comprehensive, multi-artform arts program across five Indian cities in October-November 1996. The program received unprecedented popular and media acclaim in India, with ongoing links created and commercial opportunities identified between artists, arts organisations and arts administrators. The Council was also instrumental in coordinating Federal-State cooperation in funding and delivering the cultural program, and received wide recognition for the effectiveness of its activity, resulting in closer cooperative links with a range of government agencies.

*new*Images '97 is a country promotion in Australia initiated by the British Council. As part of a reciprocal Australian response, the Australia Council program is a select group of high-quality events including a writers' exchange, contemporary Australian art exhibitions, and performances at key British venues and events, including the London International Festival of Theatre and the Edinburgh Festival.

AD&A coordinated a major performing arts promotion at two major arts events in North America in December 1996: CINARS in Montreal and the annual conference of the International Society of Performing Arts Administrators (ISPAA) in New York.

Management of Australia's participation in the 1997 Venice Biennale lies with AD&A. The exhibition, entitled *fluent*, comprised works by three indigenous women artists, Kwementyai Kngwarreye, Yvonne Koolmatrie and Judy Watson, managed by the Art Gallery of New South Wales and curated by Hetti Perkins and Brenda L Croft. The Commissioner was Michael Lynch, General Manager of the Australia Council.

International Advocacy

AD&A has developed a range of additional initiatives to enhance international recognition of the excellence of the Australian arts. These include:

- producing and distributing an international advocacy video, outlining the international roles of the Australia Council and highlighting innovative Australian arts practice;
- initiating and managing visits by key overseas arts journalists in conjunction with major promotional initiatives (eg by Japanese, Korean and Taiwanese journalists in advance of tours by major Australian companies; by the *Times of India* arts editor in advance of Australia-India New Horizons; by the *Times of London* arts editor in advance of *new*Images);
- initiating and managing Australia Council briefings for visiting overseas delegations and senior Australian diplomats.

As part of the *new*Images promotion, a team of British and Australian writers produced four special issues of *RealTime* during the London International Festival of Theatre in June 1997 (from left: Linda Marie Walker, Virginia Baxter, Gabriel Gbadamosi and Richard Murphet).
Photo: Keith Gallasch