

Victorian Association of Performing Arts Centres
Ticketing & Marketing Expo 2017

Marketing and communications – expanding your audience reach
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Starling Communications

Services

- > Marketing and communications
- > Publicity and media relations
- > Event management and project management

Clients

- > Federal, state and local government departments and agencies
- > Festivals
- > Major performing arts organisations
- > Small to medium arts organisations
- > Independent artists and projects
- > Tertiary education institutions



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Marketing and communications – expanding your audience reach

A reflection about marketing and communications

Client request – *We want to do more with less.*

My response – *That's impossible. Just do less.*

Tips

- > Keep it simple.
- > Just do it and do it well.
- > Plan and budget realistically.
- > Try not to speculate and overanalyse too much.
- > Keep messaging clear, concise and reduce over saturation.
- > Be conscious of activities, deliverables and potential team burn out.



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Marketing and communications

- > Integrated amongst most areas of the organisation.
- > Plans are influenced by organisational strategies and programming.
- > Box office contributes to accessing audience data for analysis and review.
- > Realistic timelines and budgets must be considered for all activities.

Marketing and communications plan

- > Goals and objectives
- > Stakeholder segments
- > Tools
- > Activities
- > Timelines
- > Budgets



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Australia Council for the Arts – Connecting Australians

June 2017

Findings

- > 98% of the Australian population believes that arts play a role in their lives.
- > 72% of Australians attend live events, including:
 - 53% attending dance and theatre
 - 45% attending festivals
 - 54% attending music
 - 35% attending First Nations events
- > Engaging with arts online:
 - 81% of Australians overall (*2009: 49% and 2013: 73%*)
 - 97% of Australians aged between 15 and 24
 - 90% First Nations people and CALD backgrounds
- > The arts play an increasingly powerful role in promoting social cohesion.



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Expanding audience reach

- > Growing an audience takes time – it won't happen overnight.
- > Investment must be made to understand audience needs and barriers.
- > It's important to periodically review and analyse audience data and targets.

Strategies

- > Find time to directly engage with audiences, including:
 - Diverse communities
 - Communities groups and facilities
- > Recruit arts champions and ambassadors – the gatekeepers to audiences.
- > Review membership programs and models.
- > Enable accessibility, inclusion and diversity across:
 - Organisational culture
 - Programming
 - Partnerships



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