

## D'Art question 14: Audience Development Initiatives

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### CONTEXT

The Australia Council has commissioned consulting firm Positive Solutions to review the Council's investment in audience development activities over the last 7 years, and to prepare a Council-wide policy framework for future audience development activities. The key terms of reference are:

- a) review and evaluate audience development initiatives supported or implemented by the Australia Council between 1996 and 2002; and
- b) produce a strategic, long term plan or framework as the platform for the Australia Council to develop an audience development policy and a range of initiatives to be implemented by the Council over the next six years.

The Australia Council defines 'audience development' as 'a strategic, dynamic and interactive process of making the arts accessible. It aims to engage individuals and communities in experiencing, enjoying, participating in and valuing the arts through various means, including arts marketing.' There is an emphasis, therefore, both on increasing the number of attendances and on enhancing appreciation of the arts.

### QUESTIONS

We are keen to learn about:

- initiatives, policies and funding programs of other funding agencies in regard to audience development
- audience development activities that have had demonstrable success (these may or may not have been supported by government)
- evaluation methodologies used by Government agencies to measure the success of their audience development policies and programs

We are interested in initiatives that have:

- targeted audiences for specific artforms
- targeted specific sections of the community, such as young people, older people, people with disabilities, infrequent attenders, or specific geographic locations (outer metropolitan, rural or remote, etc.)

We would like to try to secure copies of any reports evaluating the success of audience development initiatives. Where there is no report, or it cannot be made available, it would be helpful to be provided with a contact with whom we can discuss the initiative or project further. We would be happy to share the results of our international trawl, and a summary of the Australia Council's policy review with you.