

Goldfields Arts Centre

building

arts

audiences

2 0 1 9





01

Take out the guess work

OBJECTIVES

Who the heck are we?

An Important Question

Who is GAC to the Goldfields community?

Who do we want to be?

GAC's objectives when undertaking research were to...

- Identify who our disengaged, engaged and advocate audiences are,
 - Identify our target demographic for development, &
 - Make informed programming choices based on the research.
-



02

What we did next

S T R A T E G Y

What we did next

01



EXTERNAL ACTIVATIONS

Exiting the building and stepping into the community was a key strategy to learning more about our audiences.

02



COMMUNITY OPEN DAY

Throwing open the doors and inviting the community in for a Market Day was our plan to help eliminate barriers.

03



SURVEYS

We surveyed the community during our activations to gain insights into how they spent their time, what they like to do and what they think about the GAC

04



FOCUS GROUPS

Focus groups allowed us to hone in on the target audiences we identified during the survey process.

Key Findings

01

Brand is important, but will Stevo be there?

Males aged 25 - 40 reported they needed to know the show before they go – unless their mates would be there.

03

Enriched Kids

Feedback from Mums was that GAC isn't the place you want to take kids – unless they'd get enrichment from going.

02

Participation Matters

Both men and women at focus groups indicated that their idea of a good night out meant socializing and chatting with friends, rather than sitting and spectating.

04

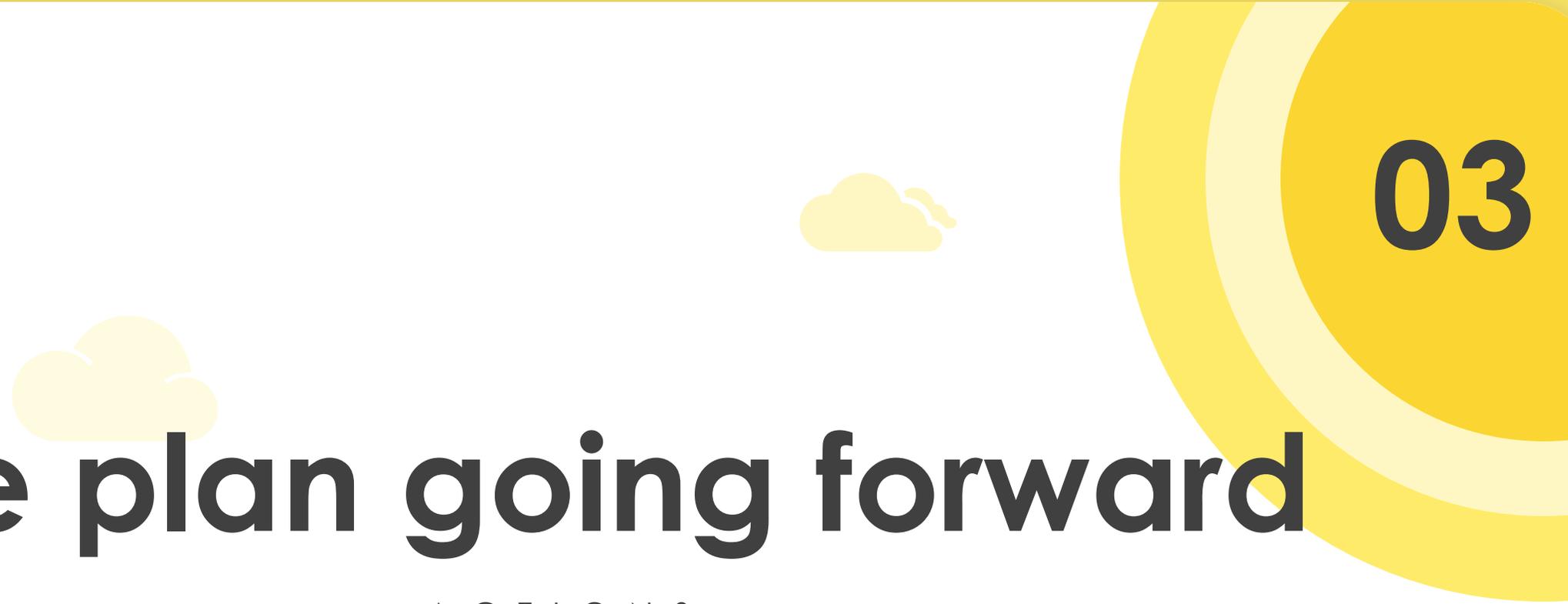
Our Secret Competitor

The Kalgoorlie-Boulder backyard BBQ came back as our Number 1 competitor for a good night out.

05

TARGET AUDIENCE

We determined our new Target Audience...

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03

the plan going forward

ACTIONS



Our Target Audience

Young Women aged 25 – 40 years

This demographic was identified as our target group to grow.

They indicated attendance motivators include:

- Will friends be there?
- Can I make new friends?
- Can I have a drink?
- Will my partner like it?
- Will I feel safe?
- Is it different from my normal social routine?

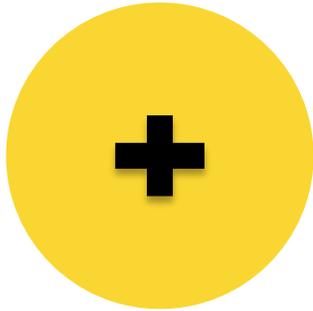
Inclined audience



We can meet a need



Easy Wins



Performance Plus

Experiences that add onto a performance, making a whole night out rather than “just a show”. Partnering with local restaurants, hosting pre or post-show parties and ladies night events.



Get Ready with Me at GAC!

A huge social driver, where attendees can get ready at the GAC in the backstage dressing rooms before an event.
Social? Unique? Tick and tick!



Food & Bev

The local hospitality scene closes up early in Kalgoorlie so we're planning to bring a coffee van after a show, with temporary outdoor seating, to create a space for continued socializing.

We'd like to thank...



CIRCUITWEST

CircuitWest

Thank you to the whole team for enabling GAC to undertake this project and assisting at every step!



Dr Bob Harlow

Thank you for your advice and guidance during the process, it has been invaluable!



Government of **Western Australia**

Department of **Local Government, Sport and Cultural Industries**
Department of **Primary Industries and Regional Development**



Julian Canny

Thank you for facilitating our focus groups, creating a comprehensive document to work with in decision making processes.