



Results from Repertory Club and Community Theatre Survey 2021/22

1. There is a high awareness of repertory clubs across WA
2. There are plenty of new people who could attend – around half of the survey respondents were unaware of their local clubs
3. People who experience repertory club theatre tend to rate it as of good quality, with around half attending.
4. Many respondents say they would attend if they knew about the club.
5. Awareness of the local repertory clubs, community or amateur theatre is mostly through friends and relatives and word of mouth.
6. The non-sports entertainment preference when going out are live plays, dances or classical performances.
7. The respondents with the most interest and knowledge tend to be females.
8. The reasons people don't attend tend to be COVID-19 but also lack of interest, busy life schedule, work, lack of awareness and time, health and money issues, and location. COVID-19 will change. In the meantime, everyone needs to think about the lack of awareness of their club.

So what are the actions repertory clubs need to consider?

- Are you marketing enough to reach the 50% of the population who don't know about you?
- What are you doing to keep the people who see your work and rate it as a high quality coming to your theatre?
- How are you ensuring your happy ticket buyers use word of mouth and bring their friends and family next time they come?

If you want some help go to the Marketing Community Theatre guide [here](#) or watch the video [here](#).

**THE THINGS
EVERY
REPERTORY
CLUB SHOULD
KNOW**