

ENGAGING AUSTRALIANS WITH THE ARTS

How Australia's leading arts body made arts event data more accessible



The Australia Council for the Arts is the Australian Government's arts funding and advisory body.

It enriches the life of the nation by supporting and promoting the arts. An important aspect of its work is to also increase engagement with the arts by a broader range of Australians.

A new online resource

In July 2018, Australia Council launched an interactive web resource providing new insights into the arts sector, including engagement, employment and business activity across Australia.

The Electorate Profiles is a unique interactive online resource which brings together research on arts engagement, employment and ticketing trends in each of Australia's 150 federal electorates.

The resource enables general users and arts planners to:

- see audience engagement across arts and sport by geographic area
- investigate the willingness of audiences to travel for arts and cultural events.

Approach

By commissioning TEG Analytics to undertake analysis into arts and sporting events across every federal electorate, the Australia Council was able to expand knowledge about the preferences, behaviours and purchasing patterns of arts audiences.

Outcome

The analysis by TEG Analytics was a key input into the development of new electorate profiles.

Users select an electorate on the website to display constituent and behavioural data, including audience engagement with the arts, ticketing trends across arts and sport as well travel to events outside the electorate. By profiling the electorate using actual attendance data, insights become more accurate and planning more relevant.

The online portal also debunks some common myths about participation in the arts.

Key insights

The analysis by TEG Analytics uncovered a number of insights:

- Audiences overwhelmingly engage with both the arts and sport, debunking the myth of 'two tribes'
- Australians in all corners of our nation have a keen appetite for arts and culture, and will regularly travel to events
- People in Melbourne are much more likely than the national average to have purchased tickets to both arts and sports events.



Ticket buying in Adelaide

Explore ticket buying of residents in the electorate compared to the national average across arts and sport events. This data is based on data from TEG which incorporates Ticketek and Eventopia. It excludes free/unticketed events, and venues for which TEG does not sell. For arts and sport category definitions [click here](#)

Choose a measure

What does this measure?

The average number of separate TEG events for which ticket-buyers purchased tickets to in 2016-17 (electorate average compared to national average).

Of people who purchased tickets for:		This electorate	National avg.	Difference, electorate to national avg.
Arts events	Avg. no events	1.2	1.3	-6%
Sport events	Avg. no events	1.4	1.4	-3.5%
Any event, arts or sport	Avg. no events	1.5	1.5	-2.7%
BOTH arts and sport events	Avg. no events	3	3.2	-6.4%

Missing values indicate sample too small to measure.

Source: TEG Analytics. [About this data](#)

To see Electorate Profiles in action, visit:
www.australiacouncil.gov.au/research/electorate-profiles/