# **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.

#### 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.

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.

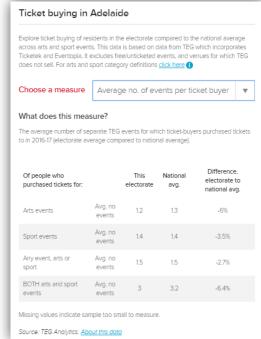
### **Key insights**

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.







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