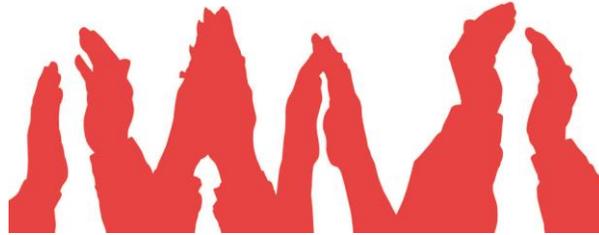


AMPAG



Australian Major Performing Arts Group

THE AUDIENCE



www.ampag.com.au

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THE AUDIENCE

Australians are actively engaged with the performing arts

In 2011–12 over 16 million tickets were sold to live performance events.¹

It's not all about adults at mainstage performances. Children are also keen consumers of performing arts.

- 39 per cent of children attend performing arts events outside of school hours.²
- One-third of children are involved in cultural activities, such as singing, dancing, acting, playing an instrument, **outside** of school hours. Nearly half (47 per cent) of all females participated in at least one organised cultural activity, compared with 24 per cent of males.³

The major performing arts companies are extending the reach of live performance

Between 2001 and 2011 the MPA companies have grown audiences in proportion to population growth in most capital cities. The most significant change is the growth in breadth of access over the period. In 2011 the companies reached a further 800k paid attendances in outer metro, regional centres, schools performances and workshops.⁴

The major performing arts companies also provide free outdoor performances individually and within major city festivals, special artist talks, rehearsal sneak peeks, as well as special free ticket performance days for the unwaged and free live remote telecasts of mainstage performances.

Attendances in 2012 reached 3.6 million, growth particularly strong in regional and outer metropolitan performances and community and school workshops. This reflected an increase of 118,000 compared to 2011.⁵

Many MPA companies' seasons reached on or very near full houses in 2011.⁶

The major performing arts companies are exploring new ways of reaching audiences

The major performing arts companies have partnered with national broadcasters ABC and SBS to record and broadcast their live performances for radio and television. They have also developed additional digital content for cinema screenings, live digital simulcasts around regional Australia and are offering program and behind the scenes interview downloads on the internet.

¹ [LPA Ticketing Attendance and revenue Survey 2012 Live Performance Australia July 2013](#)

² Australian Bureau of Statistics, Children's Participation in Cultural and Leisure Activities, Australia, April 2012 (cat. no. 4901.0)

³ Ibid.

⁴ Snapshot of key MPA company trends 2001-2011

⁵ [Snapshot of MPA company key trends from 2012 data, Australia Council, July 2013](#)

⁶ The numbers of seats available are finite with major performing arts companies rarely having the option to extend popular season. This combined with venue availability in major venues such as The Queensland Performing Arts Centre, Sydney Opera House and Melbourne Performing Arts being in high demand and the finite optimum performance hours a dancer or musician or actor can contribute in a given are all influence the number of performances and occupy an allocation of seats not included in this figure.

In 2012, 308,000 people were social media friends or followers, an increase of 51 per cent from 2010.⁷

The companies are using and exploring digital media in new and innovative ways—for example:

- Musica Viva has developed interactive music education software.
- Circus Oz has created a dynamic online performing arts archive of videos stretching back more than 30 years.
- The ACO has launched a world first fully interactive 3D orchestral experience
- Bell Shakespeare's new digital education incursions, developed in partnership with Sydney Opera House, have not only received booking requests from regional Australia but also from schools in Asia.
- Black Swan State Theatre, recognising the particular challenge the size of its state of Western Australia places on community access, broadcasts an annual simulcast to regional theatres of a mainstage performance.

A recent Boston Consulting Group report predicts online media will boom. The national and international audience for online content is rapidly evolving—for example, a fifth of Opera Australia's audiences are now online.⁸

The major performing arts companies help to promote an Australian identity in a global world

The companies build an identity for Australia internationally as a sophisticated, creative, intelligent and culturally rich nation.⁹ The companies are world standard, as defined by overseas critics.

Sunday's impassioned, full-metal performance by the young players of the ACO was riveting ... Tognetti's artful arrangement varies the voices with great skill, often shearing the textures down to one solo player to fine effect ... the tonal refinement and high-wire intensity demonstrated by Tognetti and his 16 colleagues also revealed the ACO as one of today's finest chamber orchestras. —*Chicago Classical Review*, 17 April, 2012

This show is plucky and sassy and worth every bit of its two hours.—*The City Wire*, Fayetteville, Arkansas, USA (about Circus Oz *Steampowered*)

Lavish and spectacular ... The strength and masculinity of the male dancers is revealed in partnering work that is complex and difficult. *Romeo & Juliet* is not the kind of ballet that is easily forgotten.—*Dance International*, December 2011 (about The Australian Ballet)

In 2013 the major performing arts companies are touring all over the world, including to Vietnam, Britain, Japan and America. In 2012 they performed 259 times in Asia, Europe and North America to 97,000 people.¹⁰ Sydney Dance closed 2013 with international tour through Russia, South America and the USA, while Bangarra opened its 2014 performance year as special guest to the 14th Holland Dance Festival. 2014 will again see strong intentional engagement with a range of confirmed international tours and workshops in Asia, North America and Europe.

⁷ [Snapshot of MPA company key trends from 2012 data, Australia Council, July 2013](#)

⁸ Boston Consulting Group 2012 Cultural boom How Digital media are invigorating Australia

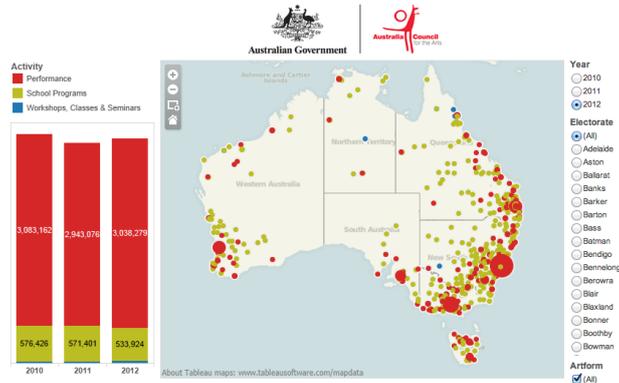
⁹ Australia Council for the Arts. (2009). *Securing the Future 2001–2008: An Assessment of Progress*.

¹⁰ Australia Council for the Arts, 2012 Snapshot of MPA company trends.

The major performing arts companies build communities

Over 8,000 people attend a performance by a major performing arts company every night of the year with 3.6 million attendances at a performance, school activity or workshop by an MPA company in 2012, a small increase of 118,000 compared to 2011.

The companies tour across Australia to regional and remote communities in all states and territories. (You can visit the dynamic interactive touring map on the AMPAG website www.ampag.com.au)



They conducted 137 programs in 2011 to engage with Aboriginal and Torres Strait Islander people, emerging artists, older people, people from culturally and linguistically diverse backgrounds, people living in regional or remote communities, people with disabilities and disadvantaged youth and young children.