

## **FAMDA Audience Development Plan**

This plan sets out strategies to attract, engage, and retain audiences for FAMDA's productions and festivals. Developing and sustaining audiences is vital for the Association's artistic impact, financial stability, and community presence.

### **1. Purpose**

- To build loyal and diverse audiences who regularly attend FAMDA events.
- To ensure FAMDA remains visible and relevant in the local community and broader arts network.
- To support financial sustainability through consistent ticket sales and membership growth.

### **2. Audience Research & Engagement**

- Collect audience feedback through surveys, feedback forms, and informal conversations.
- Analyse ticketing data (via TryBooking) to understand audience demographics and attendance patterns.
- Tailor programming to reflect community interests while balancing artistic growth.

### **3. Marketing & Communications**

- Maintain an up-to-date website and social media presence for event promotion.
- Use local newspapers, community radio, and posters in key locations across South Gippsland.
- Coordinate with schools, libraries, and local groups to share information.
- Develop consistent branding for all FAMDA marketing materials.

### **4. Community Partnerships**

- Strengthen ties with the Bendigo Bank Community Enterprise Foundation and other local sponsors.
- Collaborate with schools and youth groups to encourage student and family attendance.
- Build reciprocal relationships with neighbouring theatre companies (e.g., Lyric Theatre, Wonthaggi Theatrical Group).

### **5. Retention & Loyalty**

- Maintain and grow FAMDA's mailing list and social media following.
- Explore a Friends of FAMDA or membership program offering ticket discounts, early booking, or recognition.
- Recognise and thank loyal audience members in programs and at events.

### **6. Evaluation & Improvement**

- Review audience numbers, ticket sales, and feedback after each production.
- Adjust marketing strategies and programming based on audience response.
- Report key audience trends at committee meetings for ongoing monitoring.

This plan provides a practical framework for audience development, combining community engagement, targeted marketing, and retention strategies. It should be reviewed annually and updated as new opportunities arise.

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