

AUDIENCE GROWTH AND COMMUNITY ENGAGEMENT

A range of evaluative questions to help you strengthen the connection between Community Engagement and Audience Development.

	General questions for growing community appetite for cultural experiences	Questions to build audiences for a specific performance
Awareness of an offering:	Does this CE action enhance awareness of cultural activity/product?	Does this CE action enhance awareness of a specific performance?
A compelling reason to participate/witness:	Does this CE action meet a shared human need? Is that obvious to the individual? <i>Needs like for challenge, to belong, to contribute, for fun.</i>	Does this CE action demonstrate a compelling reason to participate in or witness a specific performance?
A pathway to participate/witness:	Does this CE action provide sufficient information to the individual to facilitate their active choice in cultural activity/product? <i>ie: do they become comfortable with entering the venue or purchasing a ticket or knowing how to search the website for information?</i>	Does this CE action provide sufficient information to the individual to facilitate their active choice to purchase tickets for a specific performance?
Watching others make an active choice:	Does our program allow for individuals to see others making an active choice and witnessing the benefits of that choice? <i>ie: media stories, personal recommendations, organisational storytelling, role models (ie: teachers), community events.</i>	Does our program allow for individuals to see others making an active choice and witnessing the benefits of that choice specific to a performance? <i>ie: social pages, blogging posts from audience members, chatting amongst community groups after event</i>
Support to expand range of choices:	Does our program provide a supportive environment for expanding range of choice? <i>ie: viewing something you wouldn't normally see with school group or community group. Seeing something new at an event or other relaxed environment.</i>	Do we provide support for people who are trying this genre of performance for the first time? <i>ie artist talks, program notes, suggestions of what to view next.</i>