



FROM BOORLOO TO NYINGGULU: JOURNEY WITH THE MAAMANG AUDIENCE DEVELOPMENT PLAN

OVERVIEW

Boss Arts Creative aims to create meaningful audience engagement through culturally grounded contemporary performance experiences that connect music, storytelling, language, and environmental awareness.

This project is designed to engage audiences across metropolitan, regional, and remote communities through accessible live performance and community participation opportunities.

TARGET AUDIENCES

Primary audiences include:

- General public audiences
- First Nations communities
- Families and young people
- Festival audiences
- Community event audiences
- Schools and education groups
- Regional and outer metro audiences
- Arts and cultural audiences

The work is intentionally designed to appeal across generations and cultural backgrounds.

AUDIENCE ENGAGEMENT STRATEGIES

Community Connection

The project will prioritise engagement with local communities through:

- Community workshops
- School visits
- Artist talks
- Q&A sessions
- Informal cultural exchanges
- Local partnerships

Digital Engagement

Digital engagement strategies will include:

- Social media storytelling
- Behind-the-scenes content
- Artist interviews
- Community stories
- Educational content about Maamang migration
- Video performance content

Regional Engagement

The project aims to increase access to contemporary First Nations arts experiences in regional and outer metro communities.

Where possible, local cultural groups, schools, and community organisations will be invited to participate in engagement activities connected to performances.

ACCESSIBILITY & INCLUSION

Boss Arts Creative prioritises inclusive and welcoming creative environments.

The project supports accessibility through:

- Family-friendly performance environments
- Outdoor and community-based presentation options
- Youth engagement opportunities

- Intergenerational participation
 - Inclusive cultural storytelling
 - Diverse artist representation
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LONG-TERM OUTCOMES

The project aims to:

- Strengthen community connection through arts and culture
- Increase access to First Nations contemporary performance
- Support pathways for emerging artists
- Build audience understanding of cultural and environmental themes
- Encourage ongoing engagement with music, language, and storytelling
- Develop sustainable touring opportunities for First Nations-led performance work