

Independent Arts Foundation  
Half Yearly Report, December 2017  
Marketing and Development, Jennifer Dunstan

Since joining the Board in August 2017 I have learnt so much more about the history of the IAF, the impact of its founding members and the significant contribution the Foundation has made to the South Australian arts community. I have been welcomed by an enthusiastic and knowledgeable group of people whose positive approach I have greatly appreciated. Thank you.

As a result of the 2012 Boomers or Bust research project, convened and researched by Vincent Burke, I was invited to co-ordinate the following:

- organise event programs in liaison with various arts venues
- publicise programs to members
- organise ticketing and the distribution of tickets to members
- organise extra social activities associated with events
- general marketing and promotion of IAF
- to recruit new members to IAF.

I have divided the project into two sections. The first section covers liaison with arts venues, events, programs, marketing and ticketing/admin. The second covers recruitment of new members.

I began by ticking off the long list covered in the first section.

Changes in booking, ticketing and membership application have been introduced using the Trybooking system. It is a safe, user-friendly convenient method of booking and saves a great deal of administration work. It has been well received by most of our members. Some members who found it difficult at first have since embraced it and are happy to book through Trybooking.

I have made contact with some of Adelaide's amateur theatre and music groups.

My emails and phone calls have all been met with enthusiasm. I have negotiated group booking deals with Adelaide Concert Collective, BSO, ASO, Independent Theatre, Therry Dramatic Society, G&S Society, Bakehouse Theatre and The Rep.

State Opera, Co Opera, Stirling Players, Mercury Cinema, local councils and cultural centres, university groups and several more are works in progress. The list could go on and on and it will.

I have approached local print media including SA LIFE magazine, The Advertiser, Sunday Mail, Messenger Newspapers and their specialist magazine offshoots to advertise our events in the community diary sections of their publications. Our monthly Literary Club, Film Club and the Mem Fox Afternoon Tea have all been included in these editions. I have introduced myself to the various editors of these pages and have worked out a press release program for 2018. This will also include the SA Arts Diary in the Weekend Australian Review supplement.

I have also touched base with Radio 5mbs and Radio Adelaide 891. It is expected that we will have more radio coverage throughout 2018, especially on various daytime slots with Radio Adelaide 891 and the Kaleidoscope Program on 5mbs, talking about general interest stories related to IAF and IAF membership and event updates. The IAF media relationship needs constant attention to flourish. The aim of a regular, widespread advertising campaign is to boost recognition of the IAF and increase membership. Taking advantage of free print media and Not For Profit discounts is also cost effective.

Our first paid advertisement has been placed in the classified section of the Dec 2017/Jan 2018 issue of SALIFE Magazine. It is a general membership notice. IAF events have been included in the Arts Diary section of the October, November and December issues of the magazine at no charge.

A DL size flyer is under construction to advertise IAF membership. Flyers will be available at our events and distributed throughout Adelaide and Clare Valley e.g. displayed in appropriate cafes, theatres - Elder Hall etc., work places, universities, waiting rooms to raise awareness of what we do and how people can join. I am negotiating with PodArts re distribution and printing.

Madman Film Distributors kindly offered free tickets to some of our members this year. I contacted Georgina Wills from Madman who will continue this throughout 2018. Tickets will be offered to help promote art house and mainstream films at Georgina's discretion.

On Frank Ford's advice I contacted Vanessa Lionello at AFC in regard to a group booking for the 2018 Cabaret Gala Concert. Clare Mansfield, Development Coordinator, AFC has held 80, A Reserve, Dress Circle tickets at the discounted price of \$79.90. Numbers are to be finalised by 13 April, 2018 and Clare will be responsible for distribution of tickets to members.

Cabaret Festival Fringe director, Paul Boylon has also offered 100 discounted tickets to our members for their opening gala concert. Tickets have not been released as yet, as full event details have not been finalised.

The year ended with two pleasant and beneficial networking opportunities. Firstly, at the launch of House of Sand with Co Artistic Director, Charles Sanders and in December the 2018 Program Launch of the Media Resource Centre. Excellent contacts were made, especially with Kath McIntyre, Production Executive, Media Resource Centre and Gail Kovatseff, CEO, Mercury Cinema. Both Kath and Gail offer hands on arts workshops and matinee cinema programs aimed at an older age group. Appointments have been made to discuss further.

Now that some basics have been put in place it's time to meet the organisations that house or entertain our potential members and introduce them to the IAF.

The next step is to contact ACH, Southern Cross, Resthaven, Lutheran Homes, independent retirement villages, social and community clubs, retirement clubs, retired employee associations. Again, the list is endless.

I have contacted Southern Cross Care about the Fringe It Up program. As yet I have not had a reply and will contact David Moran, CEO, SCC in the new year to follow up.

Later, I plan to look into the possibility of transport packages with group bookings. Also developing a rapport with arts groups who could visit ACH and retirement groups to perform or exhibit.

Fundraising is an ongoing and important part of IAF events. All donations to fundraising events (raffle prizes, wine etc.) have been recognised with a certificate of appreciation.

This really is a Boomers or Bust marathon. An action plan has taken shape and I look forward to moving forward in the New Year to accomplish the goals set out. We are fortunate to have a supportive Board who work well together and achieve a great deal. We also have an excellent community of members. Indeed, it is a pleasure to be involved with the IAF.