

THE INDEPENDENT ARTS  
**IAF**  
FOUNDATION (S.A.) INC.

Patrons: Diana Laidlaw AM  
Frank Ford AM

PO Box 452  
NORTH ADELAIDE SA 5006  
SECRETARY – JEANETTE ROULSTON  
PHONE: 0457 857 385  
EMAIL: [secretary.iaf@gmail.com](mailto:secretary.iaf@gmail.com)  
Website: [www.iafoundation.com](http://www.iafoundation.com)

*\*\*All monies raised go to support the  
Arts in South Australia\*\**

IAF is proudly supported by  
Arts SA  
Carclew Youth Arts  
Trak Cinema  
Wakefield Press  
Em-Kay Design Jewels  
Skye Cellars

### CHANGES TO IAF BOARD

The twenty-fourth Annual General Meeting of the Independent Arts Foundation and the 25th Year of the establishment of IAF was held on 19<sup>th</sup> July 2016 at the Public Schools club. At this meeting,



Frank Ford handed over the Chair to Deputy Chair, John Holmes saying “after many very enjoyable years I am retiring from the IAF Board. It has been an honour and pleasure to help carry out IAF’s noble aims and very satisfying to see the results of

our help and how it has often made a significant difference to many emerging artists’ careers.”

Frank also acknowledged and thanked our retiring Board Members for their many efforts and dedication to IAF....

# NEWSLETTER JULY 2016

**Beverley Miller** who organised so many successful events and especially her brilliant Breakfasts at Government House;  
**John Hillier** successfully gained IAF Tax Donation status and initiated the June S. Tanner Memorial Scholarship;  
**Margaret Kellett** for co-editing the very informative IAF Newsletter and as IAF representative for the Neil Curnow award administered by the Helpmann Academy;  
**Jessica Dames AM**, Founding Chair of IAF and the IAF Clare Branch whom we paid tribute to in the January Newsletter for her many achievements for IAF and the Arts in South Australia;  
lastly our much loved, recently deceased **Lynn Crosby** who gave so much of her time and energy to making IAF successful and her generous support of all the arts. Her tribute vale is included in this Newsletter.

At the AGM nominations to join the Board were received and accepted unopposed from **Jill Argent, David Lampard, Sally Michael, Helen Onopko, and Moira Simpson**. Profiles on our new Board members are included in this Newsletter. **John Holmes (Chair), Mary Odlum (Treasurer), Jeanette Roulston (Secretary), David Gosnell (Membership Secretary) and Cheryl Appelkamp de Valenzuela (Chair, Literary Club)** were re-elected. Frank thanked them for their past and continuing efforts.

### A LITTLE BIT OF HISTORY

#### ..... FROM FRANK FORD

Within months of arriving in Adelaide in 1974, I met Lynn Crosby and before I knew it, I was a member of her Performing Arts Committee of the Australian Elizabethan Theatre Trust. Thus you could see, with dynamos like Lynn, why the Adelaide Committee of the Trust was so successful. So when the Sydney Trust headquarters got into financial trouble and collapsed, Jessica Dames with Lynn Crosby and other Adelaide members decided they would carry on their very successful work of supporting the arts in South Australia. They formed a new organisation the Independent Arts Foundation in 1991 and I continued to work with them.

I have a great respect and thanks to Lynn Crosby and Jessica Dames for always encouraging and

assisting me in my efforts in the arts. For example: at every Adelaide Festival the Elizabethan Committee would organise a stunning social function usually in a marquee on the lawns of some notable building and invite distinguished guests and international Festival artists.

In 1976 I helped make the Adelaide Fringe into an official organisation and was the founding Chair. It was hard getting recognition and acceptance of the Fringe as a showcase of then mainly local talent. So it was a wonderful surprise when I received an invitation from the Elizabethan Committee through Lynn and Jessica to the 'posh' Festival function and also to bring along a couple of Fringe artists. In other words, they were giving recognition and encouragement to our local artists and to the newly formed official Fringe organisation. I can't tell you how important this gesture was in making my efforts and the Fringe all worthwhile. In one stroke they had made the Fringe an important compliment to the premier Adelaide arts event, the Adelaide Festival.

Likewise when I started the Adelaide Cabaret Festival, IAF gave money towards establishing master classes for budding young local cabaret performers. So I am very grateful to IAF and it has been such an honour and so satisfying to have been a Board Member, Deputy Chair and Chair of this wonderful organisation.

#### **OUR NEW PATRON – FRANK FORD AM**

At the 2016 AGM, John Holmes announced a new Patron for the IAF:

"At the July Board Meeting it was suggested that we thank our current Patron, Diana Laidlaw, for her services and to seek her continuation. During my conversation with her, as she was walking into the city and preparing to leave for wanderings around the Scottish Islands, we spoke of our outgoing and long-serving President, Frank Ford. Diana was ecstatic to think that the Board had considered Frank as a Patron and that on the Board's behalf I would ask both her and Frank to be Patrons of the Independent Arts Foundation.

So, it is with considerable pleasure that I announce this evening that the Board, and this Annual General Meeting, wishes to seek Frank's agreement to become one of our two Patrons. Frank, will you accept our invitation in recognition of your services, your knowledge and the high esteem in which all Members of the IAF hold you?"

There was long and heart-felt applause, as Frank accepted the position of Patron of the IAF.

In case newer Members do not know of Frank's influence on the Arts in South Australia, here are a few notes.

Frank Ford is a freelance writer, director, dramaturg and drama lecturer.

He has studied acting, drama theory, dramaturgy,



directing and cinema in his degrees: M.F.A. [Theatre Arts] from Columbia University, New York (Awarded the

Richard Rodgers Scholarship); Certificate in Arts Administration, Harvard Business School; A.D.B., [Associate of the Drama Board] London and B.A. University of Sydney.

He is an author and director of opera, music theatre, cabaret, experimental theatre, modern and classic drama and multi-media productions. His plays, adaptations and cabarets have been performed in Australia and overseas. He was former Head of the Department of Drama at the University of Adelaide and has held various teaching, directing and arts administration positions here and overseas.

He was Founding Chair of Adelaide Fringe Festival and its first Honorary Life Member. He initiated the Adelaide Cabaret Festival and is Chair of the Advocacy Committee. He has served on many arts boards such as Country Arts SA, Adelaide Festival and as Chair of the Australian Dance Theatre and as Chair of the Independent Arts Foundation.

In 1999 he was awarded Member of the Order of Australia for service to the development of the performing arts in South Australia as a director, playwright, administrator and educator. In 2003 he received the Centenary Medal for services to the community, particularly through the performing arts. In 2006 he received the inaugural Premier's "Life Time Achievement" Ruby Award for the Arts. He is an Australia Day, South Australian Senior of the Year Finalist 2015 and City of Adelaide, Citizen of the Year 2015.

IAF is extremely appreciative of the many years that Frank served as Board Member, Deputy Chair and nine years as Chair.

**John Holmes - Chair**

## SA SCREEN AWARD – IAF 2016 Best Emerging Producer

The 2016 South Australian Screen Awards were held at the Mercury Cinema. This year's winner of IAF Best Emerging Producer \$1000 cash award was **Tess Flaherty**.



A graduate of MAPs, Tess started in the film and TV industry as a nine year old actor. She has been involved in the production of 10 short films and is a previous SASA best comedy winner. She is incredibly active member of the emerging film

sector and is a go to person for many in the sector.

## Good news Story from 2015 IAF Best Emerging Producer – Anthony Frith

Recently, Anthony Frith, wrote to the Board saying "On a personal note, I'd like to mention I was the recipient of this award last year for the film 'Servo'. I'd love to take a second and let you know how much that helped me! I received \$4000 from the MRC as part of their Raw Nerve initiative to make a short film, and I contributed the extra money I received from my award to the project which I wrote, directed and edited. That extra financial help went a long way and helped us make something that we are all quite proud of. Thank you very much for your support!"

## JUNE S. TANNER MEMORIAL SCHOLARSHIP



Congratulations to **Gabrielle Cirocco** who is the recipient of the 2016 June S. Tanner Memorial Scholarship.

The June S. Tanner Memorial Scholarship is offered annually by Carclew in conjunction with the Independent Arts Foundation and the Italia-Australia Association. Now in its second year, the \$4,000 Scholarship supports an emerging South

Australian artist, aged 26 years and under, working in any art form, to further develop their practice through a professional development program (of their choice) in Italy.

Gabrielle completed her Bachelor of Visual Arts from Adelaide Central School of Art in 2015, majoring in Sculpture, Painting, Drawing, Professional Studies and Art History. During this time she started up Floating Goose Studios with fellow ACSA students. The Floating Goose has flourished with an exceptional exhibition program featuring local and international artists.

Gabrielle is embarking on a residency and cultural exchange at the SINCREISIS D'Arte Studio in Empoli, Italy in September, alongside other international and local artists, resulting in a group exhibition in Florence in October.

## IAF GRANTS

In the period January to June 2016, IAF has supported –

**Corey McMahon** - \$1000 towards a mentoring opportunity with Max Stafford at the Out of Joint Theatre Company, London

**Geordie Little** – \$1000 to assist with a Regional/Rural Performing Tour of SA and NSW in October/November 2016.

**Jacqui Carias** - \$1000 to undertake further studies in Tango music in Buenos Aires, Argentina and to then partake in a tour to Montevideo, Uruguay with Argentina's Orquesta Escuela de Emilio Balcarce.

**MRC (Media Resource Centre)** - \$1000 grant to contribute towards 20 students attending the new Screen Makers Conference run by MRC. The conference focuses on how to get on winning pathways and find an audience quick. This year the key areas under discussion were comedy and social impact documentaries and we had some stunning speakers coming. All of them work with new talent.

Expect to see reports from the above recipients in the January newsletter!

## MID NORTH COAST STRINGS ALLIANCE INC. (MNCSA) – SUMMER CAMP 2016

This year's Summer Music Camp was the 4th Annual Summer Music Camp run by the Mid North Coast Strings Alliance Inc. (MNCSA). The MNCSA was established in 2012 to provide opportunities for string playing youth on the Mid North Coast. The Mid North Coast is an area

where string playing youth exist in small numbers and are often geographically isolated from each other. The numbers of advanced string players in the region are low as players often give up in the early stages of learning. The first Summer Music Camp was held in 2013 to bring string players together for 3 days in the summer holiday break. In 2014, the vision of MNCSA expanded to include other orchestral instrumentalists. The first MNCSA Music Camp was held on the rural property owned by the MNCSA Musical Director and attracted 18 string playing youth. Each year the camp has grown and this year, 50 young orchestral musicians from the region attended the camp.

The grant from the Independent Arts Foundation has been a significant contribution to the success of the 2016 camp. The provision of the grant assisted in encouraging MNCSA committee members who work tirelessly to prepare and run the camp. The receiving of this grant also assisted to validate the summer camp vision.

However, most importantly the IAF grant made accessible to the Mid North Coast Region the talents and knowledge of two inspiring South Australian musicians. These musicians in turn gained knowledge and experience of the challenges faced in regional areas, along with experience of working alongside other talented musicians and under the Conductor Neil Thompson.

One of the SA Musicians funded by the IAF grant, Jacqui Carias writes, "It has been such a wonderful opportunity having been invited to tutor at the Mid North Coast



Strings Alliance 4th annual Summer Music Camp. I have learnt how to be an empathetic and inspiring teacher, I've learnt the importance of being able to depict an individual's learning style and adapt to their individual needs even within a group tutorial. It is this skill which has helped me to gain

employment as a violin/viola teacher in a school string program in Adelaide since I have returned from the music camp.

Given that the Mid North Coast area doesn't have a strong tradition of classical string playing, I've learnt the value and importance of student/teacher relationships and this will greatly influence my

teaching back home in Adelaide. I can see how learning a stringed instrument on the Mid North Coast requires commitment from the student, family and teachers to overcome obstacles which prevent students having regular lessons such as distance and socioeconomic considerations."

Finally, having Lee Thompson and Jacqui Carias (*pictured below left with two young violinists*) has been significant to many of the musicians who attended the Summer Music Camp as they now prepare for their tour to Adelaide in April 2016 with the recently formed Mid North Coast Youth Orchestra. Jacqui and Lee have become mentors and positive role models to these young musicians who are looking forward to seeing them again soon.

The Mid North Coast Strings Alliance sincerely extends its thanks to the Independent Arts Foundation for this grant.

### BOARD EVENTS

John Holmes as Deputy Chair organised two highly successful events at Living Choice with the assistance of Mary and Jeanette along with help from IAF Members and Living Choice residents, Helen Bonet and Sandra Maynard.

The first in February **'the 60 Four'** - four young performers who are taking Adelaide by storm with their remarkable 60's tribute show.

The second in May with the Cabaret show *Cole* starring Michael Griffiths recent recipient of the **Helpmann Award for Best Cabaret Performer** for his show *Cole*. Congratulations!



In June, we once again had the largest booking for the Cabaret Festival Gala and later that month many IAF members took advantage of the IAF group booking for the hilarious Wharf Revue.

### UPCOMING BOARD EVENTS

*Tentative dates for the diary!*

**Spring Event: Sunday October 16** - afternoon - Living Choice Grand Hall - violin and piano - Jacquie Carias [classical and tango violinist]

**Xmas function: Friday December 2** - early evening - 'Carclew' - Liz Tobias [jazz singer and pianist]

## FILM CLUB

There has been good attendance at the film nights which resumed in April this year with many members going on to enjoy the delicious banquet at The Empress (previously Eastern Gardens) Chinese Restaurant now under new management and highly recommended.

Many thanks to Beverley Miller who has tirelessly organized the films for many years with Lynn Crosby and more recently with Mary Odlum, Jeanette Roulston and David Gosnell.

Beverley is now retiring from the IAF Board and we wish her well for the future!

## TREASURER'S REPORT

We have had a very successful financial year and the IAF Finances are in a healthy state. IAF gave \$15,650 in grants to both our annual commitments and individual awards to emerging artists. In addition, the annual Neil Curnow Scholarship (\$10,000) bequeathed by long term IAF Member Neil Curnow and administered by IAF and the Helpmann Academy and the Biennial IAF Franz Kempf Print Maker Award (\$4,000) administered by Carclew Youth Arts totals \$30,000 in IAF support .

We received \$2,577 in donations into our Special Fundraising Account. Please remember that all donations are now tax deductible and very much appreciated!

## Change to Membership Fees

At the recent AGM, approval was given to increase the double membership fee to \$55 per annum and \$220 for a five year membership. Paying for a 5 year membership means you get 5 years for the price of 4 years! Single membership fee is to remain at \$30 per annum or \$120 for a five year membership. These changes will take effect from 1 September 2016 after the Membership form has been updated.

**Mary Odlum - Treasurer**

## MEMBERSHIP & DONATIONS

Current membership is 244 members. We do not advertise for new members but rely on existing members to 'spread the word' so please encourage your friends to join!

We gratefully acknowledge donations received from January to June 2016 from:

<i>Julie Almond</i>	<i>Patsy Bennett</i>
<i>Elaine Fardell</i>	<i>Delia Kennett</i>
<i>Lorraine Lillcrap</i>	<i>Jean Medley</i>
<i>Sandy Pugsley</i>	
<i>Grant &amp; Wendy Dolejs</i>	<i>Colin &amp; Sally Luke</i>
<i>Christopher &amp; Wendy Moten</i>	<i>Glen &amp; Robina Weir</i>

**David Gosnell – Membership Secretary**

## LITERARY CLUB

The Literary Club, again sponsored by Wakefield Press, has had a great start to its 2016 season at the Public Schools Club, a very convenient location on East Terrace, Adelaide. The Public Schools Club had a change of management early in the year, but the new Manager, Michael, has continued the excellent standard of food offered by his predecessor and at the same price. He also offers two very good choices for a main course each time and guests then have the option of paying extra if they want a dessert, all delicious choices, which most people find too tempting to refuse!

The first meeting was held on 19 April and there have been three others since then, all with interesting guest speakers sourced through Wakefield Press, which continues to support local writers and to publish books from a variety of genres, which are reflected in our choice of guest speakers. Michael Bollen, Publisher of Wakefield Press, continues to generously support our Club by providing books as prizes for the winners of the quiz which he and his staff prepare each month and by his presence as compere for most of our meetings.

Carol Lefevre was our first guest speaker for the year, talking about her first history book, "Quiet City: Walking in the West Terrace Cemetery". Her tales of the history of some of the early settlers buried in this cemetery fascinated everyone and provoked lots of comments and questions. John Hill, a former Minister of Health and Minister for the Arts in the Rann and Weatherill Governments, was our guests speaker in May and had so many fascinating anecdotes to recount about his life in politics that guests were loath to let him finish!

Thanks to Mary Odlum for taking over from me when I was unable to attend the June meeting, when Patricia Summerling (*pictured*) was guest speaker, talking about her book, "Elephants and Egotists".

Many members remembered Patricia from another occasion when she talked about her book on the Adelaide Parklands and enjoyed hearing her again on this occasion. At our most recent meeting, the July one, we again had a 'repeat' guest speaker, Mike Ladd, whom many would know through his ABC Radio National program, 'Poetica', which he hosted for





Mike Ladd, John Holmes

eighteen years. On this occasion Mike talked about the inspiration behind some of his poetry and prose in his latest book, "Invisible Mending", and read examples of both, which were very moving stories to hear.

Thanks to Susan Bardy for taking the phone bookings and greeting guests at the door and to Sally Luke for assuming this role when Susan was away in July. Thanks also to Board Member, David Gosnell, for taking care of the monthly raffle, which he does so charmingly. Finally, thanks to all of you who attend the Literary Club and add to the enjoyment of the evening with your poems and good humour.

**Cheryl Appelkamp de Valenzuela - Chair**

**CLARE REGIONAL BRANCH  
CLARE VALLEY FILM CLUB**

We have had four of the nine planned film clubs this year- always held on the 4th Wednesday of the month from March to November. We gather about 6pm in the cinema foyer for tasting from a Clare Valley winery, a different one each time. The committee provides nibbles (always eaten with gusto). Then we move into the cinema (previously the building was the Masonic Lodge and holds 110 proper movie seats on a sloping floor, run very successfully by volunteers). A committee member introduces the film. Following this, we move to the Blyth Hall next door for dinner. There are 3 choices for main course plus a dessert - always delicious! The tasting winery sells their wines to have with dinner. We have a raffle and a quiz, relevant to that night's movie and some discussion about the movie. There is often a wide range of opinion which is very good.

We have made around \$1400 so far this year and have some new members which is very pleasing. I have reintroduced name tags which have been found useful.

New projecting equipment has allowed new releases to be shown which have proved popular, but stopped us showing a variety of old movies which is disappointing, but probably unavoidable. Attendance has ranged from 27 to 48 it is difficult to predict this. No more than 10 people have attended all 4 nights.

It would be good to welcome IAF members to Blyth.

**Sally Michael – Chair**

**VALE LYNN CROSBY  
(19th January 2016)**

On behalf of IAF members I wish to pay tribute to the contribution of our much loved Lynn Crosby. Lynn, throughout her life, has been a most generous contributor to the arts in South Australia.



In 1974, I met Lynn and before I knew it, I was a member of her Performing Arts Committee of the Australian Elizabethan Theatre Trust (AETT). Lynn had the great ability of being able to charm even the most reluctant participator into supporting her fundraiser or event and turning them into a most enthusiastic supporter.

It is easy to understand how the Adelaide Committee of the AETT was so successful with dynamos like Lynn at the helm. When the AETT headquarters in Sydney got into financial trouble and collapsed, Jessica Dames with Lynn Crosby and other Adelaide members decided they would carry on their very successful work of supporting the arts in South Australia. They created a new organisation, The Independent Arts Foundation in 1991.

Lynn had a life-time interest in the arts, in particular encouraging young local artists. Lynn used to joke that she was a "Friend" (Member) of every cultural institute on North Terrace. In fact Lynn was quite a wit and her humorous comments livened up many an IAF Board Meeting. Lynn did a splendid job as Deputy-Chair of IAF and as Chair of the Film Club for many years.

The Independent Arts Foundation's success is greatly indebted to Lynn's efforts over her many years of dedicated and generous commitment to the aims of IAF.

**Frank Ford AM**

**NEW BOARD MEMBERS**



**JILL ARGENT**  
Jill has been a member of the IAF for fifteen years, and a member of the Burnside Painting Group for about the same time. She has

exhibited and sold paintings, and in 2016 was asked to open three art exhibitions, as *President of the Friends of Carrick Hill*.

During her time as a volunteer at 'Carrick Hill' over the past twenty six years Jill has been the buyer for the gift shop, the membership officer, designed and ran a children's art program. The Friends of Carrick Hill have 411 Members and 110 Volunteers – all of which come under the President's umbrella.

Jill's main reason for becoming the President was to get a book written about the Haywards. This took two and a half years to research and produce with the help of a small committee, and taught her the value of archives! The book won an award as it went into second print.

Jill was stage performing at the age of nine culminating after nine years of study in two gold medals from the London Academy of Music and Dramatic Arts. She has held teaching positions in England, Australia, and New Zealand, before retiring, and was the Drama specialists in a range of schools.

#### DAVID LAMPARD



David Lampard's theatre credits include work as a director, production designer, performer, writer and producer. He is a former emerging artist with State Opera SA. For this company he has directed and designed new productions of *The Magic Flute*, *Bluebeard's Castle*, *Il Segreto di*

*Susanna*, *Bastien und Bastienne* and *La Chanson de Fortunio*. He has also served as an assistant director for new productions of *La Traviata* and *The Flying Dutchman*. David is a co-founder of Six Foot Something Productions, producing, directing and designing *Picture Perfect* (Adelaide Cabaret Festival), *Next to Normal*, *Elegies* (with SINGular Productions) and *The Last Five Years*.

As a performer, David's professional credits include *The Beauty Spot*, *A Wild Evening With Andrew Lipka* and *Take Flight* for the Adelaide Cabaret Festival and *South Pacific* for Seabiscuit Productions. David is perhaps best known as the presenter of the children's television program *Y?*. Other television credits include *Nexus* (ABC Asia-Pacific), *Behind The News* and *AM Adelaide*. David is a former recipient of an Independent Arts Foundation grant – for his work as director/designer on *Picture Perfect* (Adelaide Cabaret Festival).

Upcoming projects include directing/designing *Die Fledermaus* for State Opera SA / Elder Conservatorium.

#### SALLY MICHAEL

In January 2016 Sally was invited by Jessica Dames to take over the Clare Valley Film



Club which is held at Blyth. From acceptance of that invitation flowed Membership of the Board. Sally was happy to accept because, as she says: "I enjoy going to the theatre very much to see both plays and musicals and also enjoys cinema outings and visiting galleries. I have had no arts

training. My husband has been heavily involved in performing arts. I have been involved vicariously through his activities for 30 years."

Since March Sally has run four successful film evenings, both financial and social, and brings ideas for fund-raising and country emerging artist support to the Board.

#### HELEN ONOPKO

Helen holds a Bachelor of Arts (Psychology & Politics) from Flinders University and a Master of Arts (Archives & Records) from Monash University. Currently she is Chair of the National Working Party of the Australian Society of Archivists for the Royal Commission into Institutional Responses to the Sexual Abuse of Children, and in 2013 was appointed by the Attorney General as Chair of the State Records Council.



Helen's Information Management experience is detailed and varied, and she has been involved with many community sector organisations including State Parliament, mining, Pacific Island governments and retail.

Helen is a Member of the 'Australian Institute of Company Directors', 'Records & Information Management Professionals Australasia (RIMPA)', 'Australian Society of Archivists, Pacific Archives Branch of the International Council on Archives', and a valued Member of 'Women on Boards'. As a regular attendee of IAF functions Helen understands our history and brings a desire to add her skills and experience to contribute to the workings and planning of the 2016-17 Board.

## MOIRA SIMPSON

Dr Moira Simpson is an artist, art educator, and museum and art gallery curator, who runs



Evocative Art and Heritage, an art education and museum consultancy service from her home and studio in the Adelaide Hills (see [www.e-vocative.com](http://www.e-vocative.com)). Her formal qualifications include a BA in Art and Design, an MA in Museum Studies, a PhD, a Post-graduate Certificate of

Education, and Certificate 4 in Small Business Management.

Moira offers over thirty years experience of art teaching, exhibition curation, and researching and writing about art education, museums and art galleries, non-western arts, and Indigenous cultural politics. As a university academic, researcher and author of over 60 publications, Moira has experience of successful grant-writing and is as an independent assessor for the Federal Government's Ministry of Arts' grants program. She now works as a practising artist specialising in fibre arts and mixed media encaustic, and teaches workshops for adults, teachers and school students. She also organises workshops taught by Australian and international artists teaching painting, felting, dyeing, stitching, jewellery, sculpture, metal coloration, collage, and more. In addition, she offers museum and gallery consultancy services specialising in cultural diversity issues, interactive interpretation strategies for visitor engagement, and the design of exhibitions for young audiences.

## BOOMERS or BUST

### Older audiences, arts & entertainment AT A GLANCE SUMMARY

IAF has completed a major project to develop ways of encouraging older people to attend arts and entertainment events, and to make this an easier and more affordable proposition i.e. to ascertain people's attitudes and behaviour relating to attending arts and entertainment events, as they become more time-rich. As people grow older, we need to know what affects their decisions to attend, or not. Is it due to the cost, a reluctance to travel at night or a reluctance to go to the theatre if they are now alone? The Project was conducted by IAF Members: Frank Ford AM, Greg Mackie OAM, Convenor and Researcher Vincent Burke.

Overall contention: Boomers and older people are more cautious about their spending — not cashed up — their attendance at arts & entertainment events likely to decline

Main focus in arts audience development is on attracting the young — not enough being done to attract new older audiences or retain loyal attenders — despite average earnings for 65+ age group being less than earnings for under 35 age group — it's a social equity issue

### Key findings:

- 13% of current population aged 65+ - will double by 2024 — Boomers constitute 27%
- Big increase in boomers living alone — especially female — high divorce rate
- Most older people stay in own home — less than 10% in aged care — risk of isolation
- Growing reluctance to go out at night — anxiety about driving, public transport
- Overall cost a big factor — ticket prices, add-on costs, transport/parking, eating out
- Decline of groups market also a factor in declining affordability

Government ageing policies focused on "active ageing" and social inclusion — arts attendance a positive antidote to social isolation — need for strong social networks

### IAF commissioned extensive household and online research which showed:

- 35% of seniors market (retirees) attending less often — 26% attending more often
- cost singled out by 75% as main reason for decline plus family commitments
- 48% cite additional costs; 33% transport anxiety; 22% going out at night alone
- growing aversion to committing to season subscriptions (72% reluctant)
- social interaction a strong drawcard to attend arts events - only 7% attend alone
- 67% argue for better discounts for seniors who are not on pensions
- whilst many unenthusiastic about attending with a group, 41% had done so
- 58% perceive cost saving as key benefit of group bookings

### Overall conclusions of project:

- need to creatively address costs of arts attendance for all older people
- need for more attractive terms and rates for groups of older people
- need to avoid language that patronises older people
- today's older audience member is tomorrow's potential arts benefactor
- every empty seat represents lost box office revenue

IAF urges the performing arts industry to consider the data in this report, and to take note of the initiatives being taken elsewhere (US & UK) to attract older people to be regular attenders.