

## **Marketing & Development Report – Jen Dunstan, Chair**

Since I joined 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 Board Members whose positive approach and support I have greatly appreciated. I have also had the pleasure of meeting and enjoying the company of members at our regular and special events throughout the year. It is my intention to meet many more members during 2018 as we continue to expand our programme of events, marketing strategies and membership campaigns.

Although I had been an IAF member for many years, prior to 2017, I rarely engaged in IAF activities much beyond the purchase of my membership. Why? The usual reasons and excuses can be cited. For me it was a busy lifestyle; for others who may share this dilemma it could be difficulty in getting to events, who to go with, how much will it cost? There are many people who feel this way and as a result the 2012 'Boomers or Bust' research project, convened and researched by IAF member Vincent Burke, uncovered the many reasons that dissuade older Australians from attending the arts and offered solutions to encourage arts attendance, social interaction and avoid the negative effects of social isolation.

As a proactive move by the IAF I was invited to action these goals and co-ordinate the following:

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

As a start, a series of regular, informative event updates have been emailed to members offering discounted tickets to carefully selected events based on accessibility, performance times and affordability. New marketing strategies have been introduced and our media profile has increased with the Film and Literary Club and special events regularly included in the editorial diary sections of local newspapers, radio and TV programmes. This has attracted a greater awareness of IAF and introduced new guests and members to films, dinners and shows.

IAF has been reacquainted with old friends from amateur theatre and introduced to new theatre and music groups with many more to be explored.

My aim is to continue what has been started and re-ignite the enthusiasm of our founding IAF members to deliver a diverse programme of events to members and reconnect with arts venues, retirement groups, social, community and service groups in South Australia. The rewards we share are many. As members we enjoy the benefits of being part of a strong arts

community, sharing good times, friendship and the opportunity to support emerging South Australian artists.

Thank you for your support, generosity and company throughout the year. It's been fun. Hopefully we can continue to inspire your interest in the arts. See you at the next event.

Bravo IAF.