

**Boomers or Bust, Pilot Project  
Second Report: January 2018 – June 2018  
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In August 2017 I was invited to coordinate a pilot program to engage older people in the arts, as a result of the Boomers or Bust Report, 2012. Vincent Burke's research, initiated by IAF was the first attempt in Australia to focus on the needs and expectations of older audiences for arts and entertainment events.

The IAF's original purpose of embarking on this project, at the invitation of Office for the Ageing SA, was to broaden the attendance base at arts events. It is recognised that social interaction is considered vital in helping older people to get out and about and avoid the risks of social isolation. To achieve these goals and to engage and retain the loyalty of arts attendees, the IAF actively promotes a range of affordable, accessible arts events for its members.

Since January 2018 most IAF events have been ticketed using the Trybooking system. This has made booking easier and safer for members.

Monthly Literary and Film Club attendance has increased and Ticket sales have been boosted by the steady flow of in house emails, reminders and press releases published by The Advertiser and Messenger newspapers.

Membership has steadily increased and renewal is made easier with the introduction of the Trybooking ticketing system. Current members have introduced friends and family to the IAF and some new members joined after attending an event advertised in the 'Arts Diary' and 'What's On in Adelaide' features in The Advertiser, local Messenger newspapers and SA Life magazine. It can be difficult to accurately assess how members have discovered IAF. A new member could be introduced by a friend when in fact it was an article read in a paper or segment on radio, television or promotional flyer that sparked their interest.

During the Adelaide Festival of Arts and Fringe, weekly emails were sent to IAF members advertising carefully selected events from the

extensive Festival programs. Events were selected due to cost, access, location, matinee and performance times, content or the performer/artist has been a recipient of an IAF award, grant or sponsorship e.g. Joanne Hartstone and Charles Sanders.

There were two Adelaide Festival and Fringe shows that were particularly relevant to both our audience and the ethos of the Boomers or Bust project. Actor and writer, John Sabine's show 'Power Lines by Old Jack' at The German Club and 'Adventure Before Dementia' at the Stirling Community Theatre was advertised to our members. John was a great inspiration and example of arts in action as a senior. John is in his 80's.

We also promoted the 'Fringe it Up' program hosted by Southern Cross Care. A carnival atmosphere was recreated in the grounds of Southern Cross Care centres throughout Adelaide. 'Fringe It Up' provided an opportunity for SCC residents, their family and friends and the local community to experience all the fun of the festival with hands on workshops, market stalls, food, drinks, concerts and carnival acts in their own "back yard". SCC also had an extensive program of affordable, daytime concerts performed by major AF artists. SCC Marketing and Events Coordinator, Natalie Koufos and I met to discuss continued cross promotion which augers well with guidelines of the Boomers or Bust report. Natalie continues to promote our special events (Cabaret Festival Gala Concert) and monthly events to SCC independent residents.

Liaison between amateur theatre groups and IAF continues to be popular. Group bookings and discounted tickets have been negotiated and promoted with Therry Dramatic Society's production of 'Glorious' and 'Holiday Inn'; Independent Theatre's Born Yesterday and soon 'Old Wicked Songs', Red Phoenix/Holden Street Theatres, Caligula; Scarlett Productions and Bakehouse Theatre's 'The Maids'. Stirling Community Theatre, Brighton Players and many more are to follow. (Several shows were promoted during 2017- see previous report).

Therry Dramatic Society has offered IAF an ad in their next program in support of cross promotion.

Mercury Cinemas, Seniors on Screen program has been advertised to IAF members. The program provides films, workshops, Q&A's and special events, during the day at low prices offering an opportunity to meet other people with refreshments in the foyer included in the

ticket price. I have met with the CEO of Mercury Cinema, Gail Kovatseff to organise continued cross promotion and a fundraising event to be held at the cinema later this year. I have also met with Mat Kesting, General Manager, Adelaide Film Festival who offered complimentary tickets to our members for the premiere of the new Australian movie 'Breath'. Mat has also offered IAF the opportunity to host an exclusive special event/fundraiser during the Adelaide Film Festival in September. Mat and I met when networking at the recent SASA awards and introduced by Amanda Duthie, CEO, Adelaide Film Festival and past (Dec '17) guest speaker at an IAF Literary Club Dinner. Again, cross promotion and networking are always at the forefront of what I do.

The IAF sponsor the Emerging Producer Award at the annual South Australian Screen Awards (SASA), hosted by the Media Resource Centre at Mercury Cinema. I presented the award to Jodie Kirkbride. As part of our sponsorship deal the MRC offered IAF a six month cinema screen advertising contract at Mercury Cinema. A media student/intern from MRC will help design our ad.

A connection between the Media Resource Centre and IAF has further developed. Kath McIntyre, Production Executive at MRC has offered to meet me every 8 weeks to discuss cross promotion of events, offer workshops and professional development for our volunteers. At our last meeting we were joined by acting General Manager of Channel 44, Alex Sizer. The focus of our meeting was marketing and the impact of social media. Alex has offered a workshop session with a Channel 44 social media/marketing intern to help with the development of our emerging Facebook campaign.

This meeting resulted in booking a segment on Channel 44's lifestyle/current affairs program, 'Our Time', produced and hosted by Malcolm Harslett. IAF Chair, John Holmes recorded and interview about IAF history and current activities on March 19 at the Magill Studios. The interview aired on Wednesday 18 April and is on their iview and website. A subsequent interview with IAF patron, Frank Ford AM has since been recorded and will be screened in mid July.

Regular press releases continue to be sent to The Advertiser, Sunday Mail, Messenger Newspapers, The Weekend Australian and associated publications. Monthly Literary and Film Club events have been published in the local editions of the Messenger and the SA

Weekend (Advertiser) Magazine and Sunday Mail, including photos of guests in SA Weekend social pages edition (April 28-29, 2018). SALife Magazine continues to promote our events in their Arts Diary and supports our fundraising initiatives by donating magazine subscriptions as raffle prizes.

Generic business cards have been designed and printed by Lane Print and issued to IAF Board Members. DL flyers have also been made and distributed to appropriate cafes, theatres, businesses etc.

Our banner and flyer was displayed at the 41<sup>st</sup> Brain Impairment Conference held at the Hilton Hotel on May 3-5. IAF sponsored the conference exhibition "This is Me". We gained a new member from the conference and an introduction to the ECH residence arts program.

Introduced Sally Michael (Chair Mid North branch) to Balaklava Town Hall, General Manager, Brenda Nankivell. BTH offers a year long program of events that may suit our country members.

Special events have been offered to members. Adelaide Cabaret Festival Gala tickets and Cabaret Fringe tickets sold well, especially after reminder emails. Both were offered at a special IAF member discount.

A tour of the David Roche Foundation Museum has been organised for July. An invitation to the opening of the Janet Bridgland exhibition, 'Imaginary Friends' and subsequent talks/afternoon tea with the artist has been advertised to members. An Afternoon Tea/Film screening has been trialled as a daytime alternative to our monthly evening film. An opportunity to audition and volunteer for various front of house and production positions in Rachael Williams, community theatre project, 24:2, scheduled for October 2018 has been offered.

I have received positive feedback from many IAF members regarding the increased volume of informative emails. By advertising a range of activities, ticket offers and sending event reminders more members are actively engaging in the arts.

To continue to achieve our objectives and goals I still have much to do. My action plan for the next month (plus) will be:

- Engage contract delivery agency Pass It Out to distribute flyers
- Continue media releases and add extra publications e.g. Seniors Newspaper, Adelaide Review
- Contact ABC 891 radio
- Contact Southern Cross Care to organise further cross promotion, in particular their SALA project
- Contact other independent retirement groups, community associations and clubs to market IAF membership and events
- Investigate ECH arts program
- Contact more amateur theatre/music groups and follow up with those already contacted.
- State Opera, Co Opera and State Theatre Company aligned with possible transport to events
- Adelaide Film Festival Event (waiting on confirmation from AFF)
- Mercury Cinema Fundraiser
- Franz Kempf/Exhibition/Fundraiser possibly at Carclew as an end of year celebration
- Adelaide Central School of Art, Adelaide University, Unley and Marion City Councils.

The coordination of projects is wide ranging and requires constant maintenance. There is so much on offer in Adelaide and rural South Australia. My aim is to connect our members, in particular senior arts supporters, with a variety of carefully selected, eclectic events and activities to be enjoyed amongst friends of similar interest.

Bravo! IAF.

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