

Creative Brimbank

Market
research 2022:
external

October 2022

**STUDIO
BINOCULAR**

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Introduction and research methodology

Project background

Creative Brimbank undertook this research project to better understand the familiarity and reach of the Creative Brimbank brand, the role it plays in the community, and the possibilities it could explore.

The project goals included a focus on The Bowery Theatre as a key venue in the Creative Brimbank portfolio.

Methodology

To gather the data, this study used a combination of digital surveys and online discussion groups.

Survey Monkey was used for both surveys and data was processed using Excel, Survey Monkey analytics, and notes taken by the researchers.

Digital survey x 2

Two different surveys were designed to align with the two separate cohorts identified by Creative Brimbank.

It is worth noting that 'unengaged' 'engaged' are not absolute terms, and so some respondents to the 'unengaged' survey were actually 'engaged' to some extent.



'Unengaged audiences' - Survey 1: *People not engaged with arts & culture*

This survey:

- » was promoted via QR code on printed What's On guide (see left) and postcards; through the Your Say Brimbank consultation platform, in printed Brimbank newsletter, and via Creative Brimbank's social channels
- » was available from 4 August to 9 October
- » attracted 164 respondents

'Engaged audiences' - Survey 2: *People who are engaged with arts and culture*

This survey:

- » was promoted via email to recent Bowery Theatre ticket purchasers
- » was available from 19 September to 9 October
- » attracted 27 respondents

'Deep Dive' Discussion Groups x 3

Three separate groups were planned with participants recruited by a market research recruiter.

Recruitment focused on participants who lived in the postcodes of Brimbank and surrounds, and included a broad range of people of varying ages, life-stages, family types, households and backgrounds. All participants nominated themselves as either: not engaged at all, somewhat disengaged, neither engaged nor disengaged with arts and culture.

We held 3 x 90minute online groups:

- » Discussion Group 1: 3 participants
- » Discussion Group 2: 4 participants.
- » Discussion Group 3: 4 participants.

Each session comprised participatory design activities and facilitated discussion. They were recorded and transcribed, and the activities were documented digitally in Miro.

Total participation

The total participation in this research project was 202 people.

Survey 1:	164 people
Survey 2:	27 people
Groups:	11 people

Data was analysed quantitatively in Excel and qualitatively using thematic analysis.

Creative Brimbank

Engagement
with arts and
culture

Engagement with arts & culture

What we learnt about the Brimbank community, and how they engage with arts and culture.

The arts and culture offer



The data indicates that many people in Brimbank and surrounding areas are not choosing between going to a headline event in the CBD over a local show or exhibition.

These are considered different kinds of offering; CBD and surrounds as a destination with a bigger commitment in terms of time, effort and spend vs Brimbank and surrounds as local and convenient with less investment in effort and planning.



I like theatre. I like concerts. I like art exhibitions. I like the cultural part of life and this is the good part about living in this area.

We are close enough to the city to participate in those things. I lived in the country earlier and there was just always a whole day trip. From this area, it's 15-20 minutes to the city. So it's a lot easier to participate in those events.

Brimbank community / audiences



Creative Brimbank has good and regular support from people who are aware of and engage with its activities. The community/audience reach is not limited to the LGA boundaries given proximity to other LGAs and access by private transport and some public transport.

The data also shows that market segmentation needs to be more nuanced than geo-demographics to reflect the diversity of the Brimbank community and their differing needs, motivations and goals when seeking arts and cultural entertainment and activities.

People pursue a broad range of activities and interests from fitness to musical performances with their kids, and some have defined routines based around work, education and family as well as recreation and leisure. They are as passionate about walking their dog and caring for pets, going to support a local sports team

or seeing movies at the local cinema because they're close by and cheap, as they are about hiking in nearby state parks and going to the gym. Family, friends and a new-found feeling of being comfortable at home post-pandemic are key influences.

The survey data suggests that pricing may be a determining factor in event attendance however there are multiple other emotional and rational factors that influence people's purchase decisions including low awareness of the brand and its programming/scheduling.



There was a Korean art festival...my friend wanted to go and she had no one to go to. So I went with her.

Engagement with arts & culture (cont.)

Pricing



Pricing was not considered a significant barrier in the Discussion Groups, however it was noted as a barrier to purchase in Survey 1.

Lower prices may increase the frequency of attendance/participation at some events however the data also shows that people in Brimbank attend arts, cultural and entertainment events and activities that command significantly higher price points than Creative Brimbank programming.

Affordability (perceived or real) and value (perceived or real) are factors in decision-making along with awareness of what's on, location, accessibility, parking, travel time, transport (mostly private), ease/convenience, and health and safety.

The overall appeal or relevance of the event or activity (i.e. international performers, 'Broadway' shows and other high-profile events) is a key influence on the choice to purchase tickets for specific events that may then affect purchase decisions based on affordability rather than price itself. Creative Brimbank is not always perceived overall as unaffordable or expensive.



It's \$12 to go the movies there. So it's really good – big cinemas with the reclining chairs. You end up spending more on your popcorn.

The data shows that while 'free' events and activities are welcomed and supported, and that people in Brimbank (and surrounding areas) do pay entry/ticket prices to attend a wide variety of arts, cultural, entertainment and leisure events (many international musicians, bands, theatre, exhibitions and musicals were all cited in the data).



There are things that we can save on – so we don't really go out dining very much, because five of us going out to dine is quite expensive.

Engagement with arts & culture (cont.)

Location



The Discussion Groups data suggests that The Bowery Theatre has low recall and recognition from the name and brand to location and scheduling/programming, despite it being supported by parking, cafes and other amenities.

Signage (informational, wayfinding and directional signage) may be a factor limiting recognition and identification of the location of The Bowery Theatre and other Creative Brimbank venues/sites.

Programming and 'safety'



Current outdoor events throughout Brimbank are liked and considered relatively accessible, 'safe', and appropriate.

The Discussion Groups data shows that 'safe' means 'COVID-safe' as well as referring to spaces that support people with disability and marginalised groups.

Feedback suggests that more outdoor events and activities would be welcomed in Creative Brimbank's arts, culture and entertainment programming; 'safe' is directly associated with COVID-safe measures and with outdoor events and activities in general.

The Discussion Groups data also shows that feeling safe is a factor influencing purchase decisions; it is a key consideration for people when they choose to engage in an events or activity (paid or unpaid).

Feeling safe is a significant factor in the choices people make about the locations, venues, events and activities they attend or participate in whether in Brimbank or other areas.

It is important for Creative Brimbank to provide all the relevant information to people – to help them feel safe and make an informed decision.

An appetite for more



The Discussion Groups show strong interest and support for family-oriented activities and outdoor festivals, however the survey data shows that awareness of upcoming events – such as the Be Bold Festival – is limited.

The variety of locations within Brimbank offers scope for diverse and exciting events and activities as well as opportunities for on-site promotion and road/kerb signage.



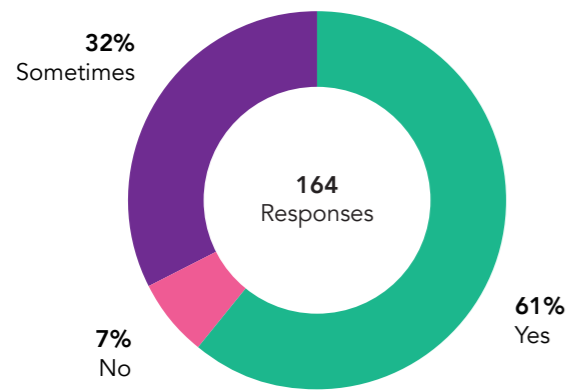
We walked past and joined the festival.



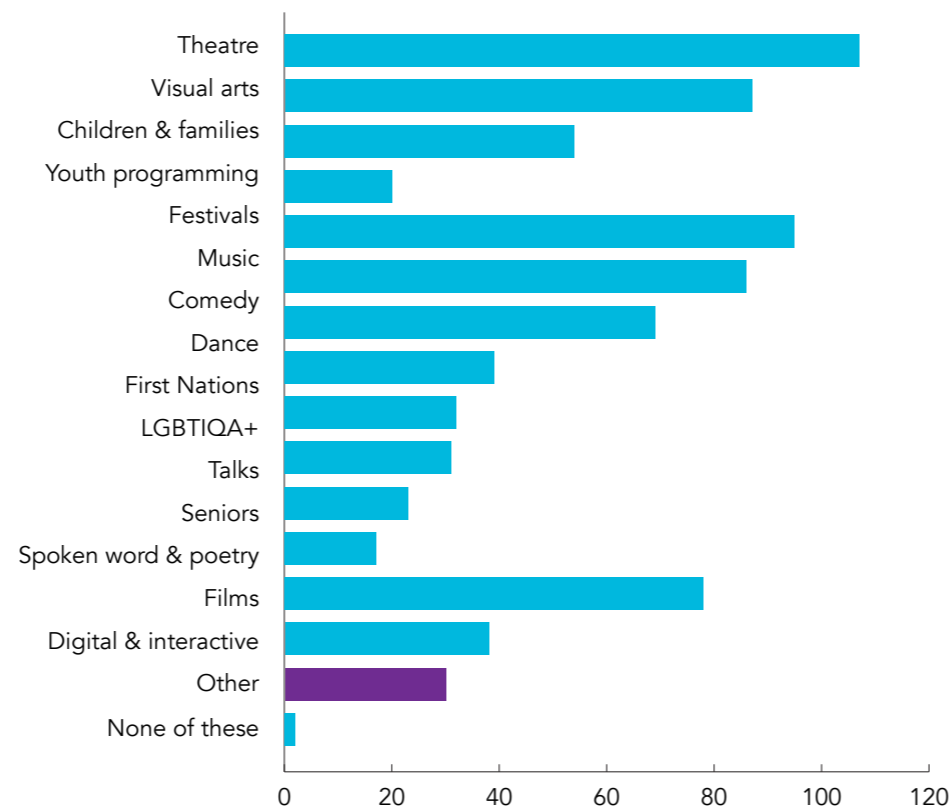
Engagement with arts & culture (cont.)

From audiences not currently engaged with Creative Brimbank

Do you go to arts/cultural events?



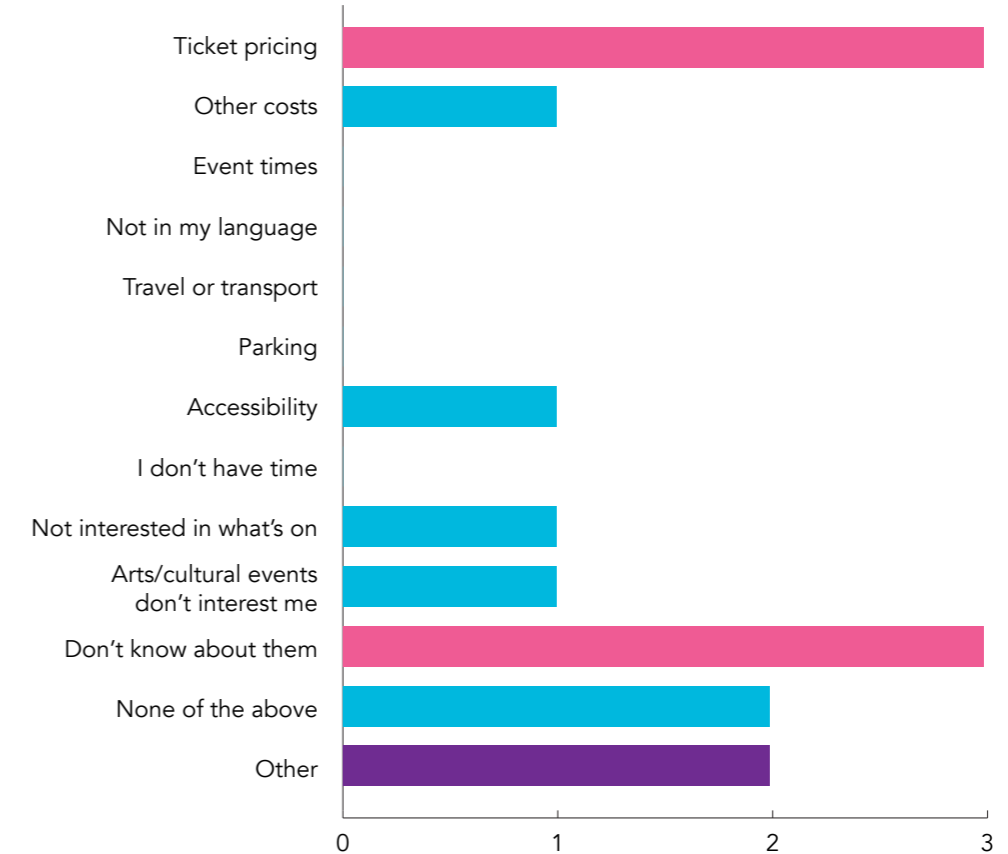
If yes, what kind of arts/cultural events do you like to go to?



Responses for 'Other' included:

- » Music representing diverse cultures within community
- » Relaxation, meditation and yoga
- » History of racing (motorsport)
- » Photographic exhibitions
- » Leadership Alumni Events
- » Video game launches

If you don't go to arts/cultural events, why not?



Responses for 'Other' included:

I do not have anyone who has my interest to join me.

Ticket pricing or awareness?

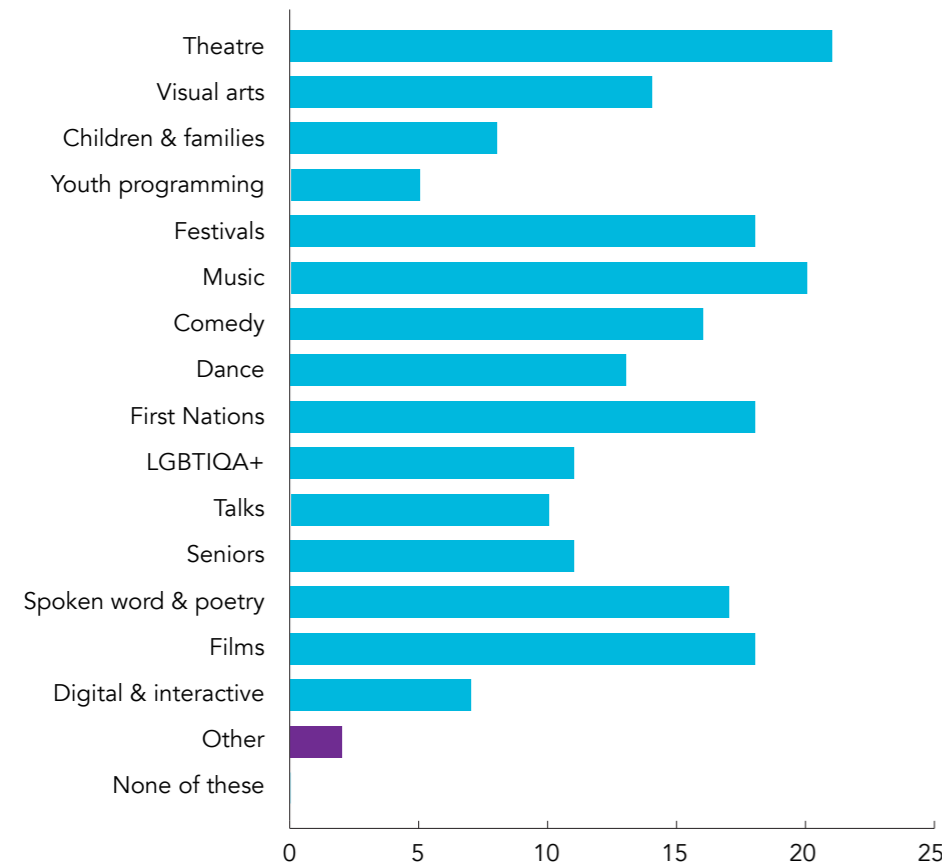
Whilst ticket pricing was noted as a barrier, this may relate to the high costs of 'blockbuster' CBD shows rather than more local offerings. Perhaps more importantly, some respondents mentioned not knowing about the events.



Engagement with arts & culture (cont.)

From audiences who already attend Creative Brimbank events

What kind of arts/cultural events and activities interest you?



Responses for 'Other' included:

- » Multicultural events

Results demonstrate an even mix of attendance across many programming areas. This demonstrates the value and appeal of varied programming.

What other venues have you been to in the last six months?

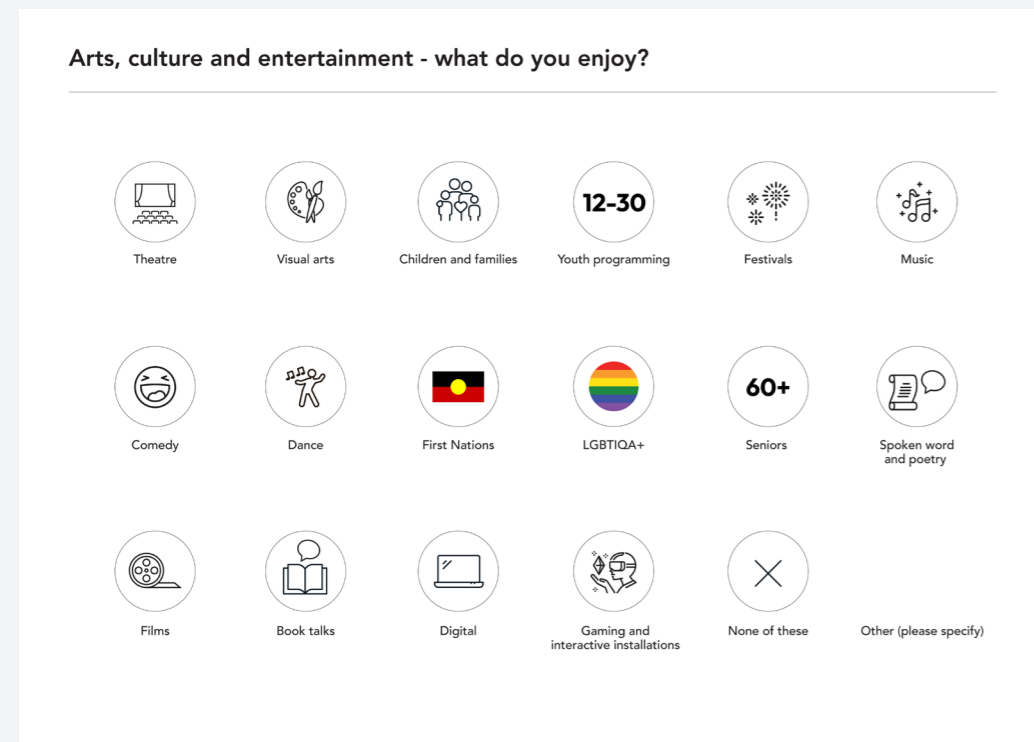


Responses for 'Other' included:

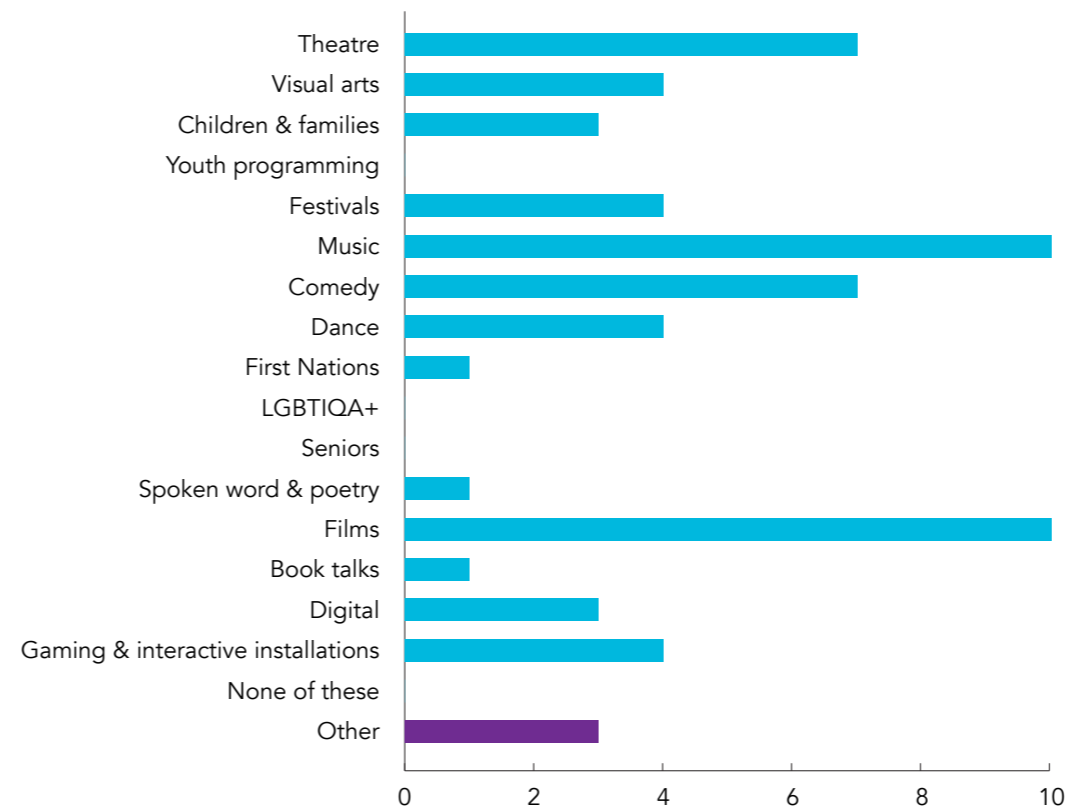
- » Local galleries
- » Wyndham Cultural centre (before lockdown)
- » Thornbury Theatre
- » Sun Theatre
- » Altona Theatre
- » Lots of films and film festivals especially at Pentridge Palace Cinema and Nova Carlton
- » Vietnamese community events in local temples, churches, community halls in Brimbank
- » MRC, Arts House, MTC, B'East, Bar Oussou, Dudly House Bendigo, Capital Bendigo, Abbotsford Convent, ACMI

Engagement with arts & culture (cont.)

Participants in the discussion groups were asked to place a green tick on the types of arts, culture and entertainment they enjoy. The groups demonstrated the broad range of lifestyles, considerations and preferences which affect their engagement with arts and culture.



What kind of arts, cultural and entertainment do you enjoy?



Notes on Theatre:

The groups considered 'theatre' to be CBD shows. How often do they go to the theatre?
 "Maybe once a year – we saw Jersey Boys."
 "Once or twice a year with family."
 "I missed out on Dolly Parton 9-5."
 "We go every few years for special occasion."
 (saw Book of Mormon & Matilda)

Visual arts:

"My friends recommend and organise going to art galleries" (both CBD and locally)

Comedy:

The Melbourne International Comedy Festival was often mentioned as a fun night out to see "whoever is playing"

Music:

Events at the music bowl, QVM night market, Athetheum cover bands, MSO performances of film soundtracks

Interactive:

Digital detective game, AR walking tour in the city, arcade games, VR gaming



We have limited social activities due to young children.



I like being at home – it's comfy, the dogs are here, it's easier. We like having friends over for dinner.



We go out separately with friends (not together) because we can't leave our son alone at home.



We're never home – I would prefer to go out to eat, not entertain at home.



When we go out it's a more social event with friends and family.

Responses for 'Other' included:

- » rock-climbing
- » monster trucks
- » Silvers circus / magic shows
- » sports - rugby, UFC
- » dog-owners meet up
- » carnivals
- » community events
- » Airport West mini-carnival
- » Moonee Ponds community events

Creative Brimbank

Finding
& sharing
information

How do people find information?

The role of social media and e-newsletters



The data shows that online communications such as social media (Instagram or Facebook posts and digital advertising) and newsletters are generally a significant source of information about arts, cultural and entertainment activities.

The data also shows that newsletters and digital communication are considered a reliable source of information about arts, cultural and entertainment activities for Creative Brimbank.



I regret not going online to find out what events are held at the Bowery Theatre. I intend to rectify this.

However people are not always getting the information they need, partly because they do not recognise the brand, and partly because they are not identifying the brand as providing relevant and useful information.

People often don't connect the term 'Creative Brimbank' with activities and shows for audiences – they see it as something for artists.



The Creative Brimbank website - I would only go to if I see an ad and if it interests me, then I'll go there. I would not actually go there to look.

There is possible confusion about the sources of some newsletters in Brimbank with some participants unable to recall the correct name of the newsletter or the source i.e. Creative Brimbank or City of Brimbank.



I know that Brimbank have a Facebook account. So I get this and markets and things that are on.

The role of print and offline materials



Print media such as posters and flyers are considered useful for general information about arts, cultural and entertainment activities. The data also shows that posters and flyers are considered useful for information about arts, cultural and entertainment activities for Creative Brimbank.



I have lots of billboards around my area. And I always notice them while I'm driving.

Distribution/availability and reach of print media (including paid advertising) is as much a success factor as the impact of the information provided to engage and attract a response. The data shows that event/activity communication that highlights key information and is easy to read and understand is readily shared with family and friends.



I get a lot of information on Facebook. There's quite a number of things that I subscribe to, I like and follow.

[Information from] YouTube is more from the ads – I think as I've got children and my children watch a lot of Minecraft stuff on that. So a lot of the festivals or exhibitions pop up quite frequently.

I do a lot of internet searches in terms of where we want to go during school holidays as well.



What about radio?

Radio is also a big part of people's lives – from community radio (RRR and PBS) to mainstream broadcasting (3AW, Smooth, MMM) – and is an accompaniment to travel/commuting in private cars and public transport as well as walking.



I work as a tradesman. So we've got the radio in the background...it's always saying something that's on.

How do people share information?

Being able to share information quickly and easily is key to how people organise attending events and activities.

The importance of making it “easy to share” information



The Discussion Groups confirmed the vital role of technology and word of mouth for sharing in personal and professional social networks.

The data shows that people share promotional event material or information using social media tools (especially Facebook Messenger and WhatsApp) often accompanied by an internet search for further information.

That information is often passed to through family and friends social groups including making group bookings for events for family and friends.



I have a lot of group chats and it's usually organising catch ups and things like that with friends.

Integrating technology such as QR codes with communication and promotional materials was viewed positively and aligns with the need for easily shareable information about events and activities.

This is supported by the use of the QR code to response to Survey 1 and the ongoing mainstream use of QR codes since 2020.



Local advertising: I sometimes look in the local paper and see if there's anything on. Or they put up flyers sometimes, like a local market or a festival or something like that.

Overall, the data suggests that people in and around Brimbank regularly use, and rely on, more than one source for information about arts, culture and entertainment events and activities. In general, Creative Brimbank and City of Brimbank communication does not appear to be the clear primary source of information about its events and activities.

Many people use and rely on sources of information such as enewsletters or social media more often than other sources such as radio. Facebook features strongly in social media sources and word-of-mouth is noted almost as much in the data as a source of information.



I get sent events if there's something that I've subscribed to like a DJ or something like that. So you get like a direct invitation with all the details like the date and time and cost of the ticket. Same with Instagram if you follow an events page or a DJ page. You do see the listings come up there, so you can follow over to the website for more information.

The Discussion Groups data highlights that Facebook content (paid or unpaid) may prompt word-of-mouth sharing with family and friends.

This sharing occurs in other social platforms and tools such as WhatsApp and Messenger as well as SMS, usually in response to promotional/communications in social media or print.



I don't really use the text message feature on my phone. I just use Messenger.

Older audiences still share digitally



Older users use social media platforms such as Facebook and Instagram less than others but are still strong at digital sharing of information received via enewsletters, other email subscriptions, radio and print media.

Outdoor, ambient, and recommendations by friends and family are vital sources of information and what's on.



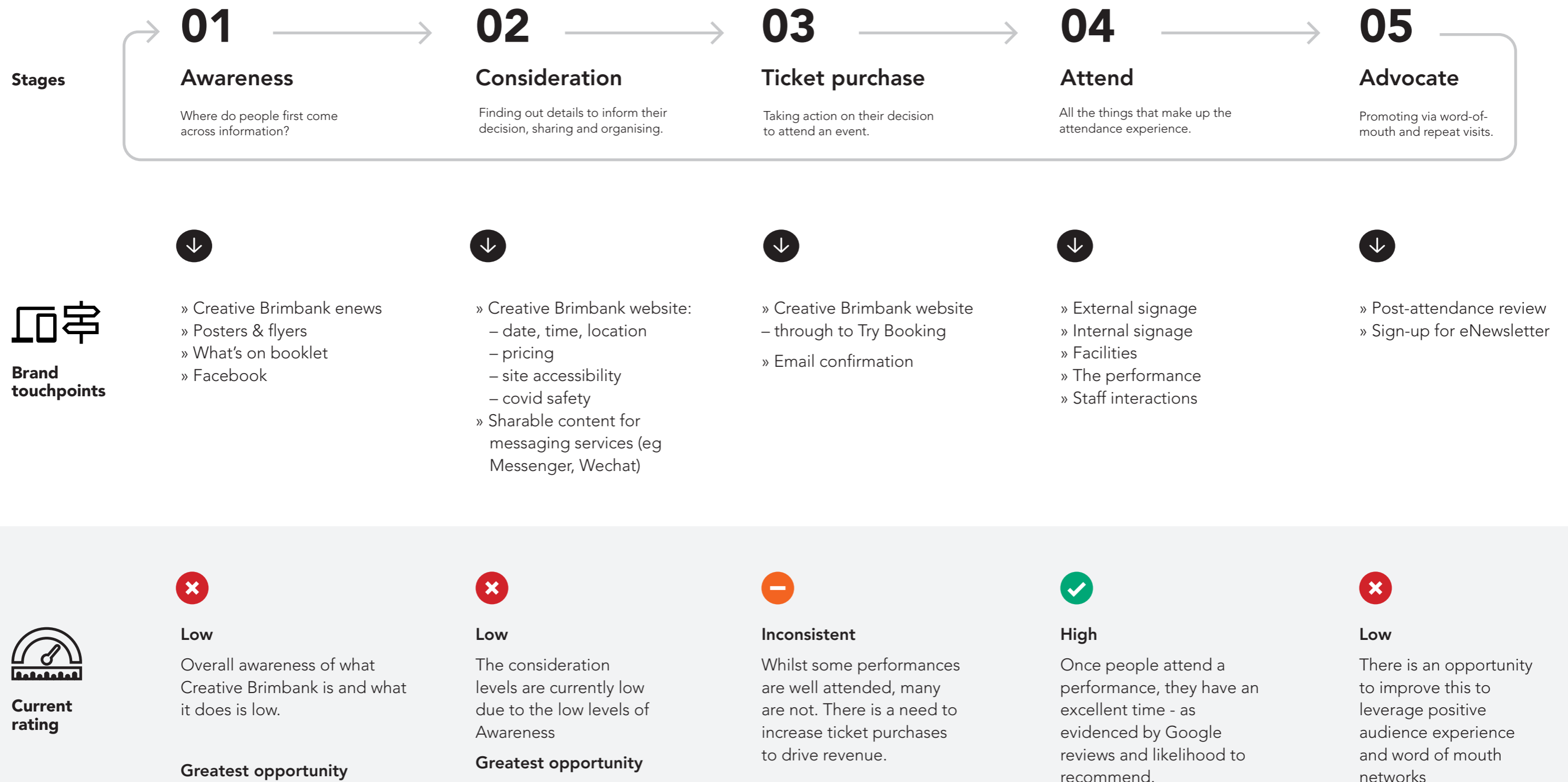
If you go through Facebook, everyone can see what you're writing, but Messenger is a bit more private. I find it goes to who I want it to go to.

Creative Brimbank

Audience
user journey

Looking at your audience user journey

By looking at each stage of the audience’s journey, we can see where the Creative Brimbank brand is working well, and where there are opportunities for growth.



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