Topic	**How to develop new audiences**		
Date	**January 25, 2019**	Location	**The Haviland Club**
Host(s)	**Marissa Ladéroute, Program Coordinator, CreativePEI**		
Participants	Lori MacAdam - Arts Smart Becca Griffin - Theatre performer Rebecca Parent - Theatre performer Kevin Rice - Director Art Gallery Confed Andrea Surich - Watermark Daniel Ohaegbu - Event management Sarah Hagen - Pianist and humorist Shannon Pratt - Creative Industries Development Officer, Innovation PEI Louise Lalonde - Project Manager, PEI Screenwriters Ellen Theuerkauf - Development & Events Coordinator Carrie-Ann Lunde - Chief Marketing & Development Officer		
Notetaker(s)	**Nicole Allain, La Fédération culturelle de l'Î-P-É**		
Facilitator(s)	**Becka Viau, President - Becka Viau & Associates**		
Invitation	CreativePEI is hosting a Mass Culture gathering and you're invited! Mass Culture is a national organization that partners with local organizations like CreativePEI to explore issues facing artists and culture sector workers across the country. One of their main tools is bringing groups of people together in informal, facilitated gatherings to discuss the challenges they face. CreativePEI is hosting a gathering in January, facilitated by Becka Viau. This gathering is for us to discuss and explore together in a casual, easy-going atmosphere how to develop and build new and diverse audiences in Prince Edward Island. This is a topic that has come up in multiple conversations and we believe that coming together as local cultural sectors will help us understand this question better. During the event we will collect ideas, resources, needs and success stories from participants (without taking any names).		
Perspectives and thoughts	The gathering started off with an icebreaker game with name tags and stickers. It led people to introduce themselves to one another. Easygoing atmosphere with refreshments and snacks. The location we were at had a bar service (2 drink tickets per invitee). Once everyone had arrived the facilitator asked the participants to take a seat, introduced themselves and their profession. After the question "What is audience development" was asked and discussed as a group. The facilitator wrote down answers on a big post-it on the wall. This process got the group to open up and be more comfortable. People weren't afraid to say if they didn't agree with something. For example, a participant said that for them audience development is "providing		

content people want" and someone spoke out in disagreement. The group agreed and the point got changed to "balance of audience needs vs. art being made". Having a mix of emerging artists and policy makers was interesting and an important asset. It was great because it led the discussions in different directions. There were 3 more big post-its up on the wall:

- What audiences are we missing? Or poorly serving?
- How can we solve this?
- Parking lot for sharing great ideas / Resources and Links

Participants were asked to place themselves into small groups, take a small post-it note pad to write down their ideas and discuss these points. Little notebooks were also available for personal use. We realized that people were still talking about the audience development question and so, we added another questions/discussion point on the wall:

- Problems with the discussion of audience development

As the evening went on, ideas were flowing and a lot of post-it notes were attached to each question. Fixation on tourists when there is a diverse audience here on PEI was a point made by a few participants. On PEI we tend to concentrate more on the tourist season when there are plenty of locals that are part of the scene during the season and during the off season. In 15 mins intervals everyone changed groups. This went on for about an hour. For the last half hour we gathered as one big group again. We asked what were the main points that stood out for everyone during these 15 mins discussions. The main point that seemed to come into conversations was "youth". Specifically youth in schools. Where does the problem start? At a young age, in schools, where kids learn. If art was taken more seriously as an academic class in schools there might be more interest in it when they're older. More interest in going to a show. Two points that made us think and discuss how to make our audience more diverse and have them trust our work and company were indicated on a post-it by a participant: "Empowering audiences. Audiences want experience. As a result, we need to empower our audience to feel useful to our creation or events. In essence, create for an audience without losing your identity. As a creator looking for a diverse audience, how diverse is your creation team process and creation?" and "How to attract new audiences? How do you reach out to your audience without losing your identity? Communication (broad), broader content is constant communication, develop trust for your brand or service". This is something we will be looking into more. Trust, diversity and communication. Overall, the participants were grateful to have been invited. They believe it's important. Connections were made. Networking is a big part of these gatherings. We had an artist interested in early childhood education in arts and we had an employee from ArtsSmarts which is a program that brings art into schools for children. They spoke about similar interests and now know about each other. The idea of having another gathering for youth was mentioned and we agree. We believe if we were to speak directly to them they might be able to explain to us the situation youth are involved in regarding the arts since they are currently living in it. Successful evening and people left with more knowledge and new connections. The honorarium was a great bonus. It's important to recognize our artists. After all, the time they spent at the event could have been spent working

	on their art or at their job.
What research would be useful?	● Research on schools. Arts in schools. Teachers who would be willing to have artists come into their classes. ● Research on what kind of events demographics attend and how to attract outside of this demographic. ● Diverse events, dry events, youth events.
Whose voices are missing around the table?	● Youth (high-school, college) ● Teachers (kindergarten, elementary, middle) ● The elderly ● Bipoc ● Dry events ● Indigenous ● Newcomers ● People with disabilities
Resources & Links (mentioned during discussion or shared afterwards)	● Slam poetry organizers - popular for youth ● Health Arts (performing arts) for care homes - Google
What next steps were mentioned as a result of the Gathering?	● How do we approach youth audiences/artists and empower them? How do we get them involved and interested in this topic. ● The idea of hosting a Mass Culture gathering for youths would be our next step. Perhaps involve teachers as well. Dry event. ● Host another gathering for newcomers. To know what it's like for them to arrive on PEI and if it's difficult to get involved in the arts industry. ● Arts in school. How to get artists into schools to teach a workshop or a class on their art. And get paid.