



## **Audience Development – A Workgroup on Building for the Future**

Arts organisations around the world all grapple with challenges of developing new audiences and sustaining engagement in a digitally connected world. Audiences' attention, time, and money have become increasingly difficult to capture within saturated live events and entertainment markets, as well as in an online world of information and content overload.

In this context, what approaches can arts organisations take to cut through the noise and remain relevant to different communities? As civic and community spaces for people to encounter, experience, and participate in arts and culture, what leading role can arts centres and precincts play in building meaningful connections and long-term relationships between artists, artworks, and communities?

The workgroup may engage with but is not limited to the following topics:

- Engaging Young Audiences
- Public Programming
- Leveraging on Data Analytics
- Subscription and Membership Models
- Measuring Impact and Success

The objective is to provide **a space for discussions, collaborations, reflections, new perspectives** and **solidarity** on the big but also smaller challenges of working in these fields today. We welcome colleagues working in (but not limited to) Marketing, Audience Development, or Programming to join us in this workgroup.

### Workgroup Meeting Dates

**Dates:** Every other Wednesday Afternoon from 1 Jul – 23 Sep (inclusive).

- #1: 1 Jul 2026 (Welcome / Introductions)
- #2: 15 Jul 2026
- #3: 29 Jul 2026
- #4: 12 Aug 2026
- #5: 26 Aug 2026
- #6: 9 Sep 2026
- #7: 23 Sep 2026 (Wrap Up)

### **Time:**

- 9am – London
- 10am – Paris
- 4pm – Singapore / HK / Taipei / Shanghai
- 5pm – Tokyo / Seoul
- 5.30pm - Adelaide / Darwin
- 6pm – Brisbane / Canberra / Sydney / Melbourne

**Duration:** 1hr/session



To ensure a collaborative environment, we aim for the workgroups to be as inclusive as possible, without the imposition of hierarchies. **Participants will be encouraged to contribute actively within the sessions with their peers.** If you are unable to attend one of the sessions, you may forward the meeting invite to a colleague to attend the meeting on behalf of your organisation.

To maximise positive contribution, we will produce a short summary briefing of the workgroup after its conclusion, exclusively to share within the memberships of both networks.

**We invite you to register your interest for this workgroup by 19 Jun 2026:**

[Workgroup Registration Form](#)

If you have any questions, please feel free to reach out to us.

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