

## Reaching New Audiences

Emma Blackman, Theatre Delicatessen  
Kerry Tuhill, Action Factory Community Arts

Notes by Chiedza Mhondoro

The workshop started by looking at which audiences participants had worked with in the past or are planning to work with and the barriers faced in reaching those audiences. Some of the hard to reach groups included:

- The 'anxious middle'
- Individuals against migration
- Smaller non-metropolitan communities with little opportunity to meet refugees
- Students
- Parents

Barriers included:

- Parent / public attitudes and perceptions of immigrants and refugees
- Lack of awareness and opportunities to consider different ideas
- Geography
- Political and media perceptions
- Language misconceptions (e.g. misunderstanding of meaning of asylum seeker etc)

Key questions to ask when trying to reach new audiences:

- Which audience are you trying to engage
- Why should they connect with you
- Why do you want to connect with them
- How are you going to engage them

Ways to engage these new audiences:

- Programme (variety)
- Partnerships (e.g. working with a local cafe)
- Position (access, distance, atmosphere, regular visitors)
- Pennies (cost for you and for audience)
- Promotion (e.g. local media)
- People (e.g. volunteers, ambassadors, core staff)