

DESIGN Canberra Dashboard: Festival 2016 at a glance

DESIGN Canberra audiences

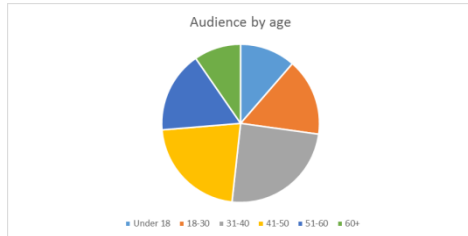
Over **67,000 people** attended the DESIGN Canberra festival in 2016, an increase from 26,000 in 2015.

Majority of events were free, ensuring accessibility among a diverse audience

- Events –22,000+
- Exhibitions – 40,000+
- Living Rooms – 2,800+
- Open studios – 1,000+
- Tours – 160+
- Activations –500+

Audience development: 73% of festival audiences were experiencing DESIGN Canberra for the first time in 2016.

New audiences in the under 18 group with focus on programming for children and young people including successful Creative Careers workshop and Emerging 2016 exhibition at Radford college and Kidscape by the Australian Institute of Landscape Architects.



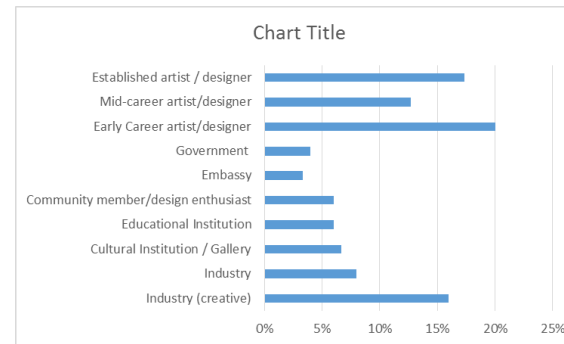
DESIGN Canberra program

170+ festival events were presented over 32 days:

- 52 Events (add opening events)

- 56 Exhibitions
- 16 Living Rooms
- 27 Open studios
- 10 Tours
- 14 Activations

Participation across diverse sectors



Over 100 sponsors and supporters from business, tertiary, cultural, industry sectors as well as the broader Canberra community helped to make the DESIGN Canberra festival a success in 2016.

DESIGN Canberra income generation: Nearly \$60,000 income was generated by artists and designers as a result of DESIGN Canberra 2016 including open studios, exhibition sales, an increase from the previous year. This outstanding result does not include the highly successful Undercurrent Market sales by artists which could increase total income generated by 400%.

DESIGN Canberra visibility and impact

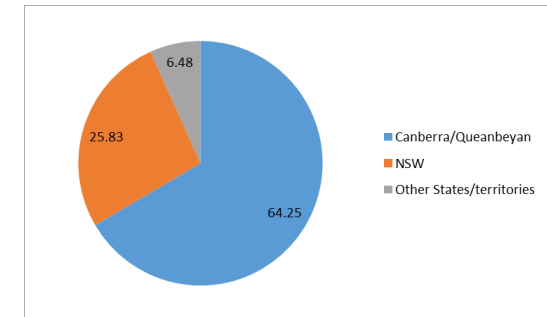
Huge growth and impact from active, strategic and engaged social media and digital marketing in 2016. Word of mouth remains the major **source of awareness** in line with most cultural activities.

Media - XXX

Social media reach (unique accounts): 190,011

Engagement (likes, comments, shares): 34,961

Digital (web/email): 65,966 page views, ave 3.09 minute duration. EDM newsletter subscriber reach: 24,541.



Opportunities for growth in 2017-2020

1. Marketing – expand and grow marketing budget from modest \$22k in 2016
2. Reach – expand visibility beyond ACT border and the design sector
3. Buy-in – seek enhanced buy-in from the design and tourism sectors to help DESIGN Canberra realise its potential

Quotes – if space:

“We learned so much, saw and experienced so much more, and felt blessed to be temporarily included in the Canberra design community.”- Deborah Biancot

“I think this event gives permission for people who don't know artist or mix in art circles to connect with artists and their making environments. It is beneficial to us all as educators, contribution to public activities, gaining and sharing knowledge, appreciation and making connections across the whole community we live in and create.”- Bev Hogg, open studio participant