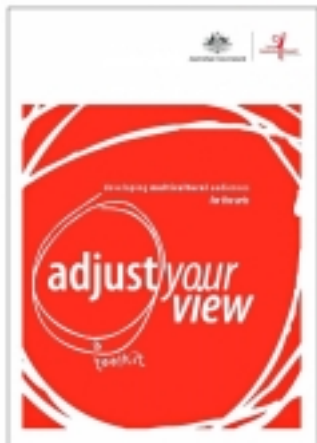


Adjust your view: Developing multicultural audiences for the arts - a toolkit

Published by [Interacció](#) [1] on 22/07/2014 - 11:14 | Last modification: 02/10/2019 - 06:14



[The Australia Council for the Arts](#) [2]

This toolkit is divided into four sections and each section can be used as a stand-alone component or be integrated to assist in attracting multicultural audiences to arts and cultural events.

This toolkit outlines clear steps and potential strategies for developing a multicultural marketing strategy. Case studies are included to illustrate specific examples and cite key challenges and lessons learned. The case studies are useful in terms of sharing strategy and in demonstrating that multicultural audience development is a long term process requiring serious commitment and a comprehensive approach.

The contextual information in the first section of the toolkit is specific to Australia, so reader awareness of the demographics and psychographics of the community and target audiences for their own organization(s) is necessary or would need to be secured from another source to provide similar context.

PDF [Adjust your view: Developing multicultural audiences for the arts - a toolkit](#) [3] (2009)

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Tags: públic

Tags: diversitat

Tags: màrqueting

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