



# **Audience Diversity Academy**

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# Vision

A flourishing society where culture is part of everyone's life.

# Mission

The AMA supports the cultural sector to reach even more audiences. We do this with our community of members, influencing organisational change and inspiring individual development.



# AMA 360° diversity and inclusion strategy

**Our goal is that people across the whole of society are engaging with arts, heritage and culture.**

By 2020, AMA members will be leading the way in transforming the inclusivity of the arts.

Diversity to the AMA encompasses all aspects of people's differences including all of the protected characteristics and socio-economic status. It's about the AMA team, board members and member reps, our members and audiences, visitors and participants.

We believe that diversity must start in our own backyard and have a ripple effect throughout our organisation, our membership, their organisations and their audiences.

The **AMA 360° diversity and inclusion strategy** has been designed to provide focus on inviting, welcoming, including, and engaging a broad, diverse mix of people and perspectives across all areas of the AMA.



# Audience Diversity Academy



## Mentors



Pauline Bailey  
Visual Artist/Creative  
Director



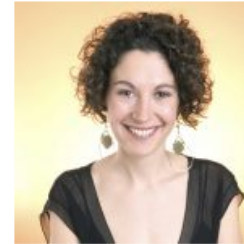
Auriel Majumdar  
Creative Business Coach  
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Monica Montgomery  
Co-founder  
MuseumHue



Rachel Grossman  
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Mel Larsen  
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Sara Devine  
Brooklyn Museum



# Experiments

- moving Access tab to home page
- trying out new #hashtags
- quick and dirty research: vox pops, surveys
- artist take-over of instagram account
- staff diversity discussion
- cross-borough development network
- targeted postcard drop with offer for first-timers
- post-show discussions/local discussions



# Results

- attracting x4 usual audiences with disability for a show
- doubling audience for an annual, national community event
- creating a family afternoon for over 50 local refugees on a first-time visit
- attracting x5 the no. of disability access-buddies hoped for





FILM HUB NI PRESENTS

# CINEMA DAY





# Challenges faced by ADA participants

- building support from **internal stakeholders**: CEO, colleagues
- lack of **market information** about target audience interests and needs
- **confidence** to make change happen
- **prioritising** the work required





# Tips from ADA participants

*“Avoid making assumptions about the needs and wants of a specific community”*

*“We can all say, ‘we’ll get on to that later’. The suck it and see approach works – just do it!”*

*“If you encounter a barrier, think around it”*

*“Have the confidence, you don’t have to be in charge to be a leader”*

*“Record the positives and every mini victory”*



**What impact could a programme like ADA have on a sector?**



# Discussion

What Experiments might *we* try?





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[a-m-a.co.uk](http://a-m-a.co.uk)

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