

## **Sector: Entertainment (Performing Arts)**

### **1. Major change drivers impacting on the sectors in the industry, now and over the next five years.**

#### **Internal Industry Issues**

##### **a. Current**

- Lack of audience numbers, a decline in government funding and a growth in the number of performances are the biggest issues.
- Too many venues, not enough productions being run to fill the venues.
- Work is increasingly becoming part-time in nature, most of the industry cannot afford to work part-time or casually.
- Industry is losing mid-career people
- Public liability for venues
- Festivals have peaked and are now on a downward slide, which will have effect on small, touring companies.
- Dance is fashionable but can't make a living because they don't value audiences
- Theory versus practice. There are deep-rooted attitudes where theoretical discourse is valued but not audience size.
- Too many events
- Too many people being trained for not enough jobs.

##### **b. Future (next five years)**

- Lack of audiences
- Festivals will become less prevalent
- Demise of small touring companies
- Public liability
- Audience capture and retention
- Growth in actor run organisations based in communities.
- Increasing growth in community based theatre
- Continuing to fight for discretionary dollar

#### **External Industry Influences**

##### **a. Current**

- Aging of theatre audiences
- Lack of cohesion in industry
- Competitive environment competing for audience dollar.
- Government funding declining

##### **b. Future (next five years)**

- Government funding declining
- Rationalisation across all art forms
- Closure of some major venues
- Increasing competition for leisure dollar
- Engaging audiences

## **2. Enterprise and sector strategies to address the impact of the change drivers.**

### **Internal Strategies**

Actors forming, actor-run organisations which can be run on tighter budgets than large productions.

### **External Strategies**

- More lobbying of government for extra funding.
- Increase audiences

## **3. Implications of these strategies for training need over the next five years, both positive and negative.**

### **Impact on Individuals**

- Decline in jobs

### **Impact on the Industry Sector**

- Decreasing industry