

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 issue facing these industries

- 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 I (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 to 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

4. Potential impact of changing training need on training resources in the industry.

Training Needs

Delivery Methods

Funding/Resourcing