

# LA MAMA MARKETING AND COMMUNICATIONS STRATEGY 2022 - 2025



La Mama Theatre is on traditional land of the Kulin Nation. We give our respect to the Elders of this country and to all Aboriginal and Torres Strait Islander people past, present and future. We acknowledge all events take place on stolen lands and that sovereignty was never ceded.

La Mama is financially assisted by the Australian Government through the Australia Council – its arts funding and advisory body, Restart Investment to Sustain and Expand (RISE) Fund - an Australian Government initiative, the Victorian Government through Creative Victoria, and the City of Melbourne through the Arts and Creative Partnerships Program. We are grateful to all our philanthropic partners and donors, advocates, volunteers, audiences, artists and our entire community as we work towards the La Mama rebuild. Thank you!



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# La Mama Mission and Purpose

'Our Mission is to discover, uncover, and provide a platform for new voices and ideas through theatre and art.

Our Fundamental Purpose is to provide independent artists from across Australia with opportunities to develop, practice and present work.'  
- La Mama's Strategic Plan 2022 – 2025

## Marketing and Communications Mission:

We are the link between Art and Audience. We facilitate this encounter by producing and curating rich content about La Mama's productions that's readily accessible within the digital realm.

La Mama's marketing/communications mission is to promote and celebrate our artists and their art, whilst giving audiences bold, accessible and diverse content to engage with online, in turn motivating them to enjoy meaningful experiences and a sense of connectedness by attending a La Mama event.

## Marketing and Communications Vision:

La Mama is the home of new Australian\* theatre. La Mama's marketing/communication vision has three core priorities:

- **AUDIENCE:** connect and engage through quality multimedia content showcasing independent live performance.
- **ART:** celebrate the bold and diverse work made by independent artists presented by La Mama.
- **ARTISTS:** highlight the practices and processes of La Mama artists through our digital marketing and communications.

La Mama's content is artist-focused, digitally-led, and reinforced by a consistent and robust La Mama brand strategy.

\*By Australian we mean work made in Australia by anyone (regardless of VISA status or nationality) about anything

Core Values: Freedom, Courage, Connection, Transparency, Diversity, Change.

# MARKETING AND COMMUNICATION 2022 – 2025: INTRODUCTION

We will innovate our digital communications channels to empower independent voices to dive deeper into the themes and ideas that La Mama presents on our stages by creating a multimedia content hub that highlights La Mama productions, the artists behind the work and La Mama as a relevant and thriving independent theatre institution. This will also create alternative ways for audiences to engage with La Mama. La Mama is a loved brand with a supportive and generous community and as such draws respect and positive engagement.

To summarise our marketing and communication story – in terms of avenues to eventual ticket sales – our website is the fundamental destination and the traffic is driven by organic search, Facebook and Instagram. Google search plays an important role, together with the listings on What's On Melbourne. Audience attendance at La Mama is mainly driven by word of mouth, whilst traditional print media is losing impact and relevance due to dwindling readership.

## 2022 – 2025 Objectives/goals:

Our objectives and goals are created to align with our strategies and actions and bring this document together with clarity. We will continue to grow local and national awareness of La Mama productions and brand. Whilst increasing and maintain audience engagement with all La Mama communications and productions, through curated, high-quality content and targeted communications that are accessible and representative of La Mama's community of diverse voices. We will optimise resources to achieve greater reach and impact.

- **Awareness:** Ensure theatre artists and theatre-goers in Victoria and Australia are aware of La Mama and La Mama's vital activities in the sector.
- **Access:** *La Mama is for everyone.* Live streaming, digital content platforms and facilities put in place to promote theatre for educational/regional audiences, disabled audiences, sole caregivers and audiences with other access requirements.
- **Diversity:** Reach and engage new and diverse audiences from all sectors of society. Make sure all people feel welcome and feel represented at La Mama's premises.
- **Reach:** Utilise digital marketing assets/technologies and content to increase audience attraction and retention.

# Strategies & Actions

## Strategies:

This marketing strategy focuses on digital communication and engagement where we take the publishing power into our own hands and empower artists working with La Mama to do the same. We will create a hub space on our website to share video, audio and written content created internally and by artists working at La Mama.

- **Awareness strategy:** Dedicated annual marketing and communications campaign to promote the La Mama brand and strategically chosen productions that align with La Mama's core values.
- **Access strategy:** Focus on capturing La Mama productions and La Mamica events on video for live streaming and the production of other content pieces. Highlighting AUSLAN interpreted shows and ALT text for low vision descriptions for all content where possible. Include image descriptions on all social media posts. Keep up to date with new access technologies in digital marketing.
- **Diversity strategy:** Through La Mama's commitment to varied and diverse programming, focus on e-comms, social media messaging and content that celebrates our diverse artists, audiences and community.
- **Reach strategy:** Innovative and creative approach to marketing/communications/content creation that attracts new and retains existing audiences.

## Actions:

The actions align with our values, mission, vision, objectives and strategies to guide us with practical steps to achieve our goals. This list of actions is not exhaustive but provides us with the stepping stones and clarity over roles and responsibilities.

- **Awareness strategy action:**
  - Seasonal/quarterly video trailers to promote what's On Stage at La Mama. Video content for all shows that is captured at photoshoots by Online and Content producers.
  - Dedicated social media advertising spend for seasonal trailers managed by the Social Media Coordinator
  - Precinct collaboration – Carlton as a destination for food, entertainment and culture. Build on existing partnerships and start to measure success through visits via giveaways to reach new audiences in the precinct. Managed by the Marketing and Communications Coordinator.

- Radio sponsorship/partnership with radio stations that are popular within our target audience e.g. RRR, Joy FM, Radio National. Managed by the Marketing and Communications Coordinator.
- Annual La Mama artist engagement campaign - e.g. 'How do you get a show on at La Mama' video/podcast interview, Explorations call-out video, Script appraisal call-out campaign etc. Managed in consultation with the Co-CEO's, Artistic Director and Creative Producer and implemented by the Content Producer.
- La Mama awareness branded content - four pieces of content each year that exclusively highlights La Mama (the company). Managed in consultation with the Co-CEO's, Artistic Director and Creative Producer and implemented by the Content Producer.
- Industry connections - build on growing database of peers and industry experts we've worked with. Managed by the Marketing and Communications Coordinator with input from whole marketing team and leadership at La Mama.
- Transition to four seasonal media releases per year, in line with current trends. Managed by the Marketing and Communications Coordinator
- Listings on What's On Melb and Arts Hub managed by Social Media Coordinator

- **Accessibility/Inclusion strategy action:**

- Mainstage shows are filmed and streamed in by our Online Producer.
- La Mamica's filmed and live streamed by our Online Producer.
- Training in accessibility for communications team and all La Mama staff. Managed by Outreach and Engagement Producer
- Investment in Way finder video and Virtual tours of all La Mama spaces by Online and Content Producers.
- Artist resources page built into website with marketing pack/logos/ mockups to download. Web page to have three headings: **Marketing and Communications, Social Media, Content Creation**. Created by La Mama's marketing team
  - Ensuring La Mama marketing material and artist information is accessible and available in a variety of formats and through a variety of channels to suit different needs. Managed by Marketing team in consultation with Outreach and Engagement Producer.
  - Ensuring website meets accessibility guidelines, is screen reader friendly and print material is in appropriate formats. Managed by marketing team with support from Online Producer in consultation with Outreach and Engagement Producer.
  - Ensuring accessible performance and other relevant information is easily locatable on our website and targeted communications reach relevant communities e.g. Listings on Choose Art. Managed by the marketing team.



- **Diversity strategy action:**

- Close collaboration with our Outreach and Engagement Producer, First Nations Producer and Online Producer to ensure La Mama strives to be as inclusive, accessible and as safe as possible.
- Social Media Content Calendar that includes local and global events according to La Mama's mission, vision and values. Managed by Social Media Coordinator
- Align programming announcements with national days/events e.g. NAIDOC week acknowledgment (Yirramboi, Indigenous Theatre Festival), Disability awareness day acknowledge and highlight this community within our program etc.
- Use our platforms to take a position and have a voice on issues that impact our artists and our communities, in consultation with La Mama's leadership team.

- **Reach strategy action:**

- Bi-annual content strategy meetings with leadership minimum 3 months out from each season launch with marketing team.
- Produce engaging content that continues to grow social media following (combined Facebook, Instagram and Twitter). Managed by Social Media Coordinator.
- Audience data management and segmenting. Implement targeted communication strategy over 4 years. Managed by Marketing and Communications Coordinator.
- Content creation for shows specified by leadership in bi-annual content strategy meetings. Managed by Content Producer.
- A multimedia content hub. Set up with support of the Online Producer, managed by the Marketing and Communications Coordinator, populated by artist-made content (written, video, audio, photographic) and by the Content Producer.
- Digital budget plan to distribute our resources strategically (shows and content assets). Managed by the marketing team in consultation with Co-CEO and Creative Producer.

## MEASUREMENTS:

KPIs: Please see KPI's in La Mama's 2022 – 2025 Strategic Plan [[link](#)]