

Summary of Linkage Projects Proposals for Funding to Commence in 2008

Victoria

Deakin University

LP0882060 Prof RN Shaw

Approved Project Title **Understanding innovative opera attendees: modelling the responsiveness to marketing alternatives in a dynamic subscription market.**

2008 : \$ 130,000

2009 : \$ 100,000

2010 : \$ 85,000

Primary RFCD 3502 BUSINESS AND MANAGEMENT

Collaborating/Partner Organisation(s)

Opera Australia

Administering Organisation Deakin University

Project Summary

Opera performances are valuable components of Australia's performing arts profile, both historically and currently. However, in an increasingly competitive and commercial environment, opera marketers need to understand better how to match potential consumers to the available operas, including inexperienced consumers and unfamiliar or esoteric operas. This research project will inform opera marketers of the major influences in a dynamic opera environment, and provide an improved understanding of how to address market segmentation and product portfolios in an optimal way, so that consumer satisfaction and company profitability are maximised, while encouraging innovation of an international standard and employment opportunities locally.