

Research Participant Database

Background

Since 2021, Patternmakers has maintained a database of research participants dedicated to culture, creativity and community (a 'panel').

The panel is made up of Australian audiences who have participated in Patternmakers' research projects in the past, such as the Australian Audience Outlook Monitor. They have opted-in to be contacted by email about future research related to culture, creativity and community, and agreed to the panel's Privacy Policy.

Panel objective

The goal of the panel is to make it easier for arts organisations and researchers to gather useful data from cultural audiences when they need to. Without it, arts organisations often rely on their own databases, which are made up of people already engaged with their work, and may not be representative of the market.

The panel allows organisations to contact other adjacent audiences, who may be in the market for cultural experiences. These audiences can be invited to respond to surveys or to participate in focus groups. Past projects with the panel have demonstrated strong response rates and quality input, with participants showing a willingness to share their views and engage in valuable discussion.

The objective of the panel is also to ensure that audiences have a secure and trusted way to opt-in for research, which complies with the Australian Privacy Act and The Research Society Code of Professional Behaviour.

Use of the panel

From 2023, Patternmakers is incorporating the panel into all of its consultancy research projects, as well as market insights projects like the [Audience Outlook Monitor 'Pulse Check' research](#). This means that in any Patternmakers study, participants will have the opportunity to opt in to the panel, and hear about future research opportunities. There are a range of benefits for participants in doing so, including access to incentives and advance knowledge of new cultural products and experiences.

Any organisation contributing to the panel via commissioned research is able to access samples of audiences on the panel. Fees may apply for using the panel, to ensure that Patternmakers can cover the costs of establishing and maintaining the panel, and advising on use of the panel.

For more information visit: <https://www.thepatternmakers.com.au/panel>



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