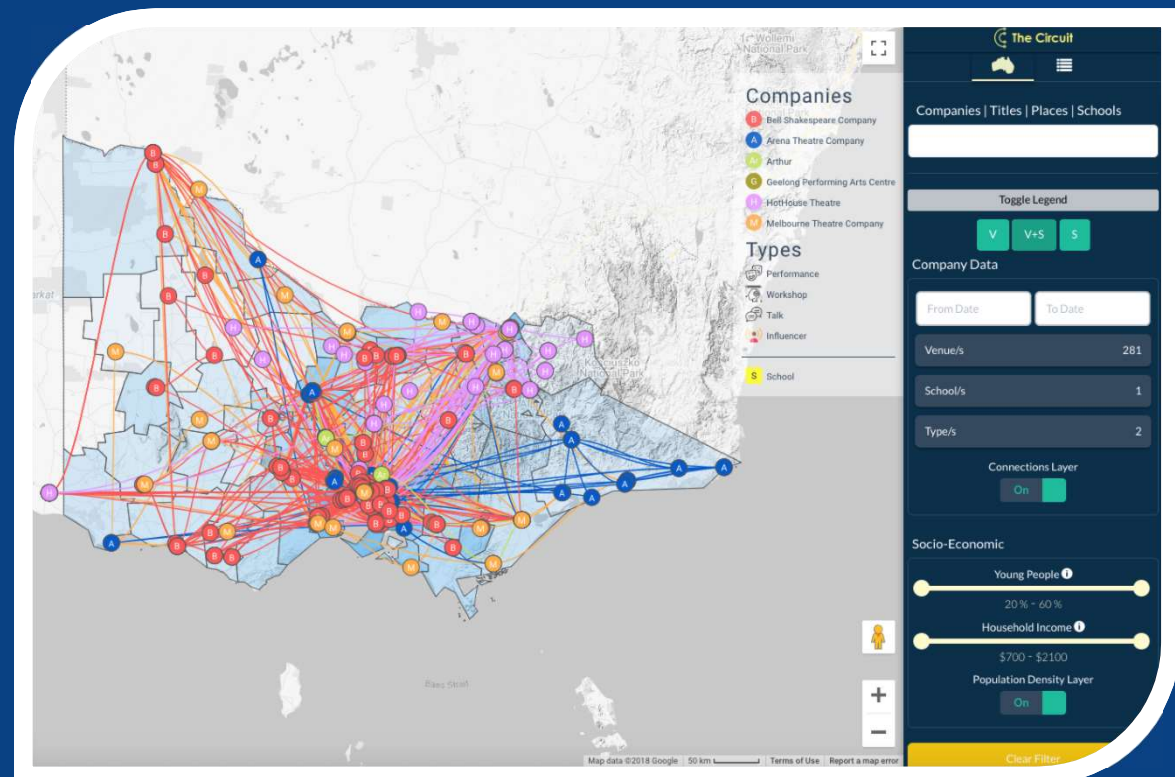


Performance Venues and Cultural Impact: mapping The Circuit

**Professor Rachel Fensham and
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University of Melbourne
On behalf of “Creative
Convergence: Evaluating the
Impact of Theatre on Young People
in Regional Victoria”, ARC Linkage
Project





Aims of Creative Convergence

To evaluate the impact of regional theatre for young people in Victoria

By assessing the opportunities for convergence between People, Place and Media.



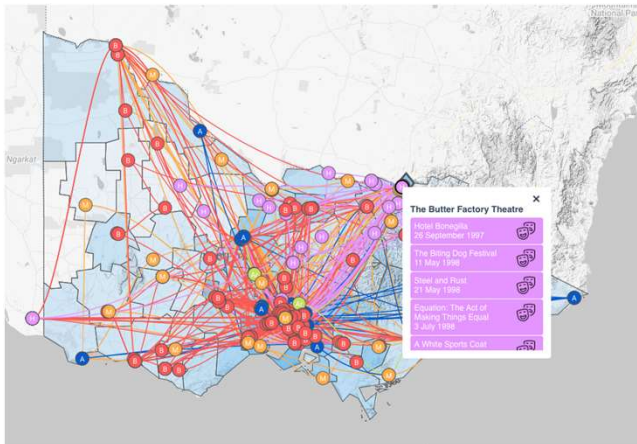


Data inputs

AusStage live performance database contains over 100, 000 performing arts events including full metadata with contributors, dates, and venues.

It is mostly reliable but not comprehensive, and we added items to the database from the companies.

We also collected additional data internal to the companies, such as audience size, schools participation, type of program and in some cases, cost.

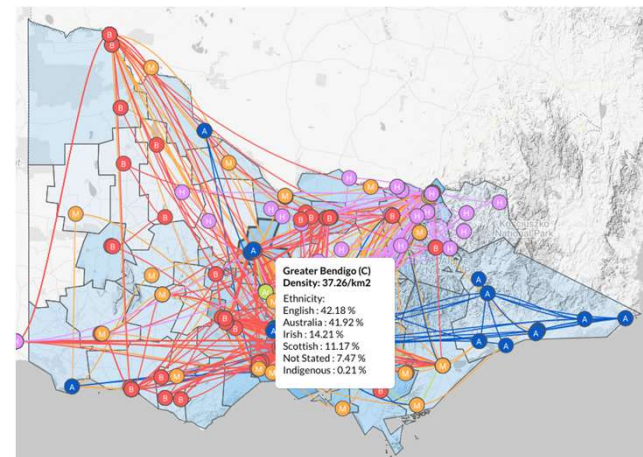


We added:

ABS data collected through the 2016 Census to provide information by local government area (LGA)

on population density, average household income, youth population (under 18), and ethnicity (by ancestry).

Some of these datasets were sourced from AURIN, the Australian Urban Research Infrastructure Network.





What software was applied or developed for data integration?

The tool was created on **HTML/JS/CSS** stack which is usually used for the front-end (user interface) side of a web application.

In modern web browsers, this storage is called "**Local Storage**", and it stores all data fetched from AusStage, ABS, and AURIN.

For the map, we used **Google Map APIs** (Application Programming Interface), to show the map layer and standard map functions such as zoom and pan.

- On top of that layer, we used **D3.js**, a library for JS to create the nodes, lines, population density layer. This library eases makes "svg" (a picture format) representation of the stored data based on our instructions.

We also used **Datatables**, a library which consists of JS/CSS that makes it easier to show the data in table format. All standard table functions, such as sort, filter, and paging are handled by the library, however, to match our need we introduced many modifications, for instance to our search fields.



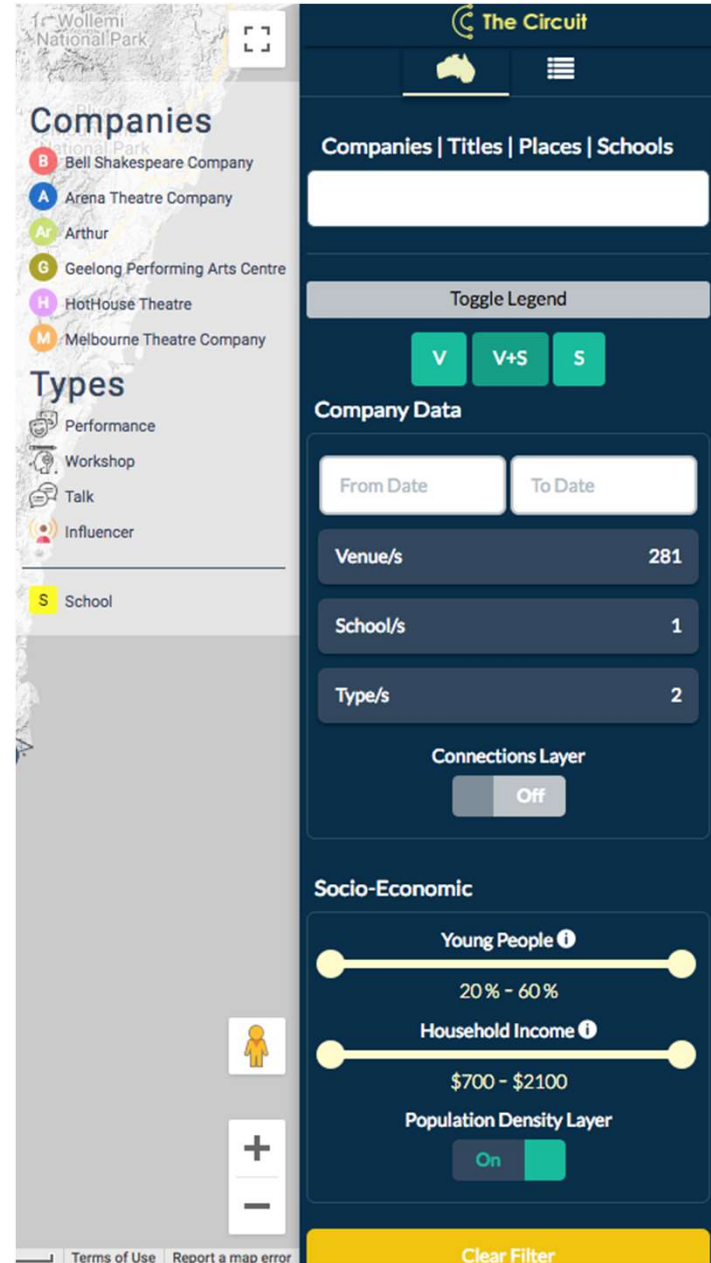
Visual display

Originally, adopting the **Unimelb colour scheme**, the map theme was changed to a lighter colour to make the nodes, lines, and density layers more prominent.

The 'I want hue' tool from the Sciences-Po Media Lab generates the colour of the nodes and lines, with awareness of using **colourblind-friendly** colours to accommodate various users, although it reduces some colour contrasts.

The layout is inspired by the **Gutenberg Diagram**, which recommends the left side of a computer screen. As our main content is the map and the table, the filters are on the right.

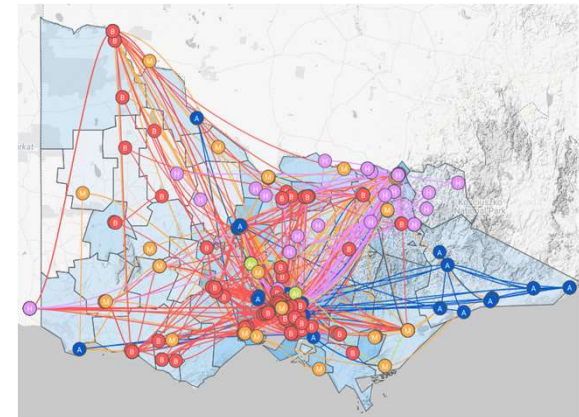
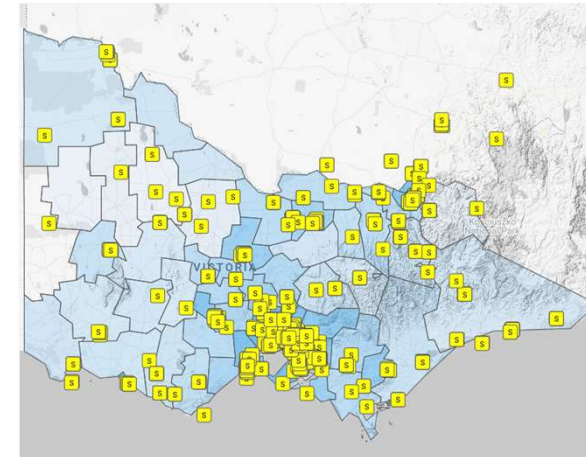
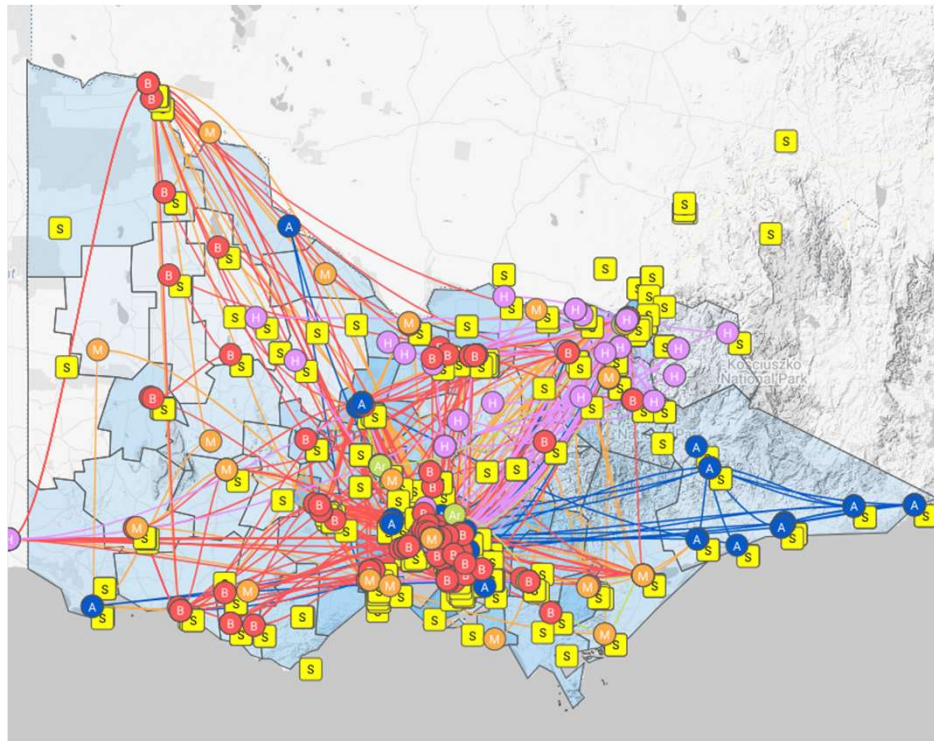
The filter groupings and general layout of objects were mostly based on **Gestalt Principles** (a common practice of web design layouts) and has been subject to continuous modification.





Events, Venues, and Schools

A later addition to the datasets was more inclusion of schools data points in order to identify their proximity to events and venues. This independent dataset has been integrated as another layer.





Regional Distributions (2012-17)

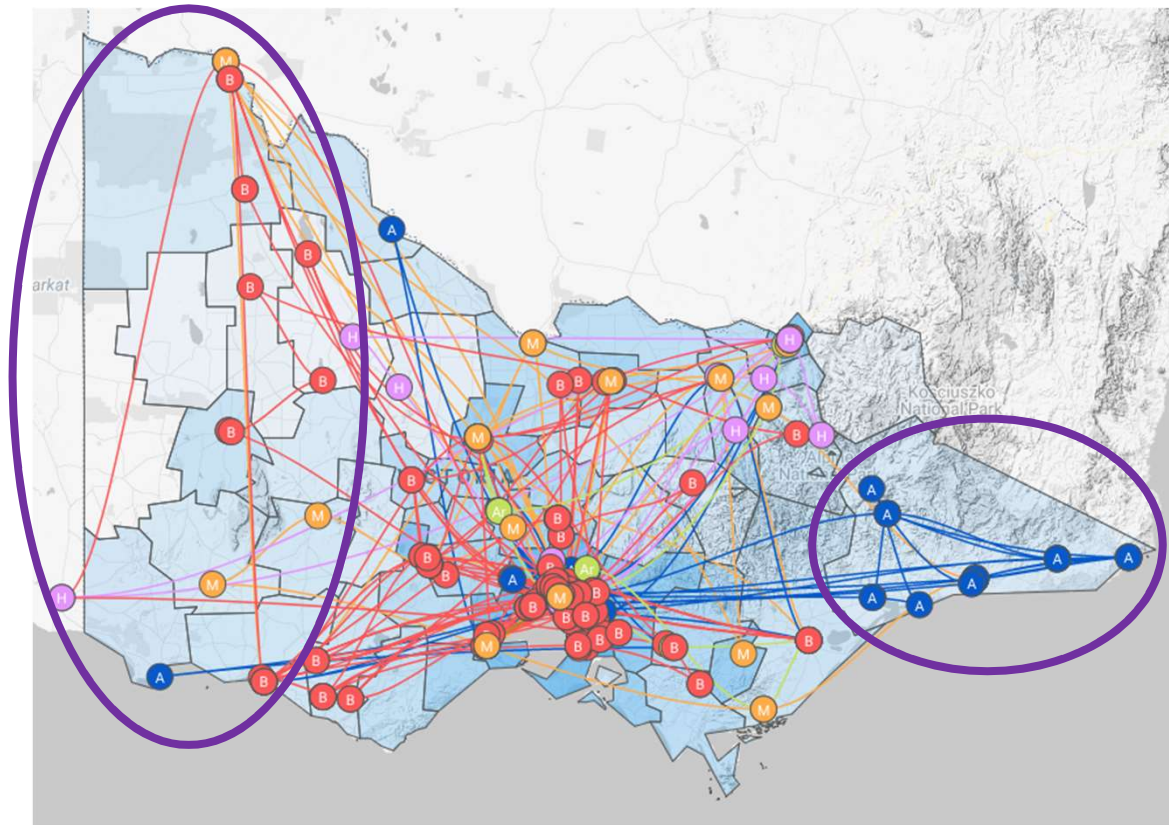
L-R, T-B: Bell Shakespeare, Melbourne Theatre Company, Geelong Performing Arts Centre, Hothouse Theatre, Arena Theatre Company, Arthur





Regional Exposure and Geographic Isolation

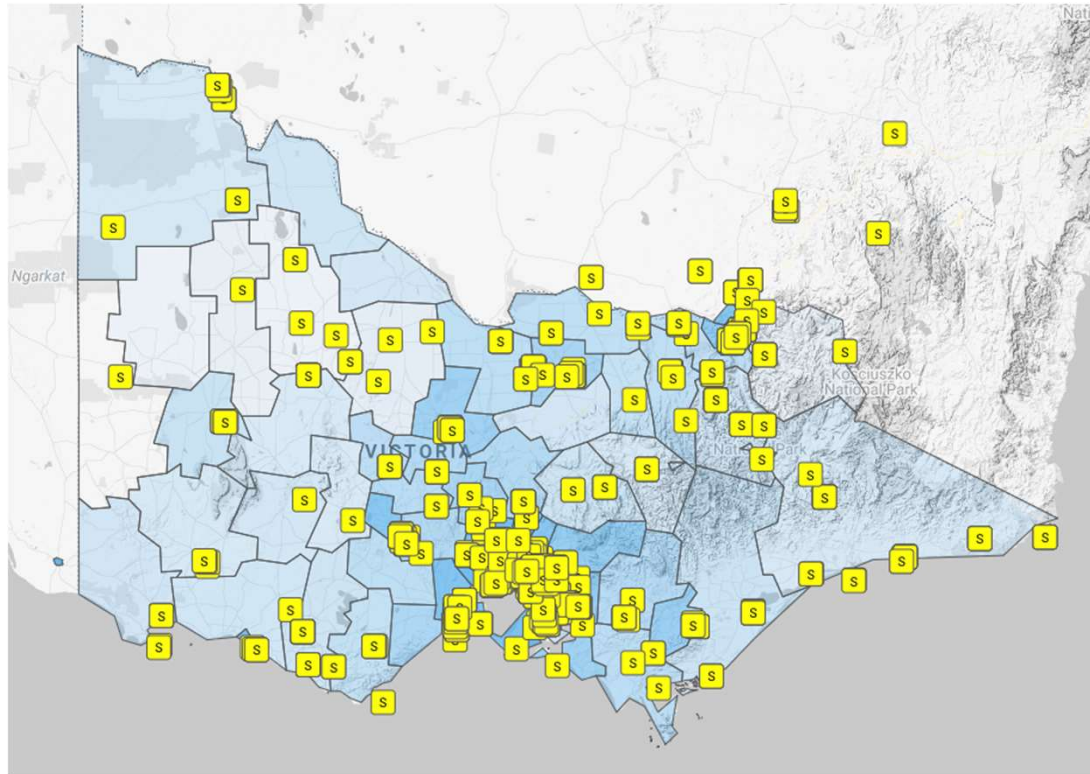
L-R: Western Victoria, East Gippsland





Schools Involvement and Access (In Development)

Hothouse, MTC Melbourne, Arena Touring, Bell Education Performances and Regional Mentorship



The information points do not provide representations of scale although we have discussed whether these might be added, for instance, to show an audience of 1-50, 50-200, 200+



THE UNIVERSITY OF
MELBOURNE

Thank you

The CIRCUIT, will be
available from the Digital
Studio project page,
Creative Convergence

also:<http://projects.ritotombe.com/cc/>

Professor Rachel Fensham

University of Melbourne