

The Big Idea Fact Sheet

WHAT IS THE BIG IDEA | TE ARIA NUI?

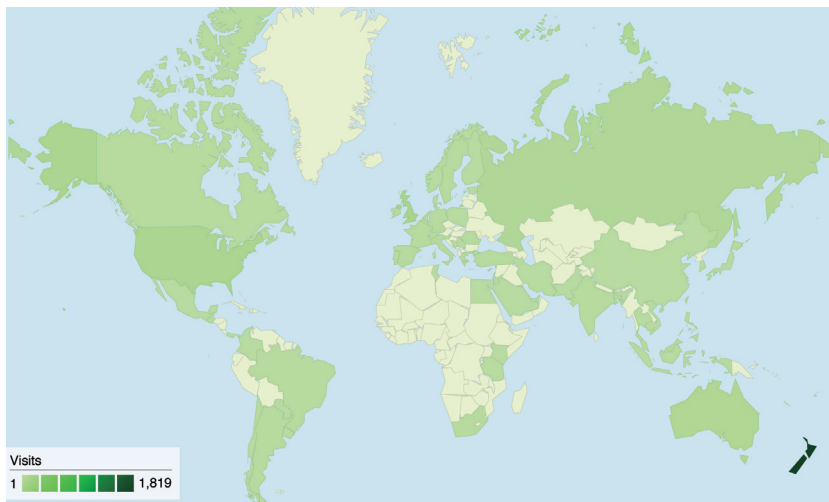
Te Aria Nui | thebigidea.co.nz is the on-line home of New Zealand's creative community – the space where creative people find the confidence, inspiration, networks, opportunities and tools to grow their big ideas into viable careers, projects and enterprises.

It's the place where creativity, innovation and enterprise connect to inspire and activate creative thinking and innovation across sectors, disciplines and communities.

With over 30,000 registered members (and growing) and many thousands of visitors every month, The Big Idea is the most visited creative sector website in New Zealand. As well as featuring the latest creative industry news, topical interviews and informative columns, the site features job and opportunity listings, tools for career development, profiles of creative practitioners, forums and a gallery where members can showcase their work (whatever the medium).

Through the website and weekly e-newsletter, the Navigator Bulletin, **The Big Idea informs, discusses, debates and promotes.**

THE BIG IDEA WORLD



TE ARIA NUI | THE BIG IDEA COMMUNITY IS WORLDWIDE. REF: GOOGLEANALYTICS

QUICK FACTS (AVERAGE TO JUNE 2011)

- More than 98,000 visits monthly
- Around 50% of visits are repeats
- On average, 2.7 pages viewed per visit
- Average 150 jobs listed every month
- Over 51,000 unique visitors monthly
- Each visitor stays for an average 3.2 mins
- Average 300+ new members per month
- Navigator e-bulletin to 12,000 weekly

WHAT DO OUR MEMBERS SAY? A SELECTION . . .

When I was starting out it let me know that I could become part of this creative industry before I was already a part of it, helping break that Catch-22 that used to seem so hard for up-and-comers to get past, but now seems a lot less difficult since The Big Idea sprung up.
– Post-production specialist in moving image

I love your eclectic mix of updates on the art happenings in NZ and beyond. Keeping art real and keeping it exciting. And I also love that you do not over bomb my inbox. You have got it just right! – Artist

I have made significant contacts and gained some wonderful friends through the opportunities created for me by The Big Idea. It's amazing how truly talented people can be so generous with their time, their knowledge and their ideas. – Actor

As a new comer to the field of film & documentary making; I use the specialist reports as an educational tool as well as the links to corresponding articles. – Film maker