



Level 1, 15-17 Queen Street
Melbourne Victoria 3000
T 61 3 9614 1111
F 61 3 9614 1166
W www.liveperformance.com.au
ABN 43 095 907 857

PRESS RELEASE

Media Contact:
Susan Fitzpatrick
DatelineMedia USA/Australia
Office: +1 61 2 9006 1614
susan@datelinemedia.com

For Immediate Release

LIVE PERFORMANCE AUSTRALIA BACKS \$8 BILLION INDUSTRY WITH NEW ADVOCACY CAMPAIGN "WE ALL PLAY A PART"

Sydney/Melbourne, Australia - April 2, 2008 – Live Performance Australia [LPA], the peak body for Australia's live entertainment and the performing arts industry, both nationally and internationally, and the presenters of the Helpmann Awards®, today co-launched the first industry advocacy campaign at the Sydney Opera House.

The LPA today partnered with the Australian Major Performing Arts Group (AMPAG), and the Media, Entertainment and Arts Alliance and launched "We All Play a Part" designed to promote the business, cultural and national identity value of the industry for all Australians.

LPA President Andrew Kay welcomed Federal Arts Minister, The Hon. Peter Garrett to today's launch saying Government backing is crucial for the long term health and sustainability of the industry.

Kay said "we know the industry touches the hearts and minds of Australians, with over 13.7 million people attending live shows in venues around the country each year.

"With 'We All Play a Part' we want to make sure the full value of the industry's contribution, reach, and impact on our economy and national image is fully understood and appreciated," said Kay.

"The performing arts industry contributes around \$8 billion to the Australian economy every year, and boosts skills in our workforce, develops world class talent that tours the globe, improves education, and builds stronger communities."

The launch today brought together Australians from across the industry, including campaign ambassadors Louise Withers, Don Spencer and Leah Purcell along with other commercial producers, non-profit companies, performers, set designers, school students, school teachers and tradespeople. Other ambassadors supporting the campaign include commercial producer John Frost, music promoters Michael Coppel and Vivian Lees, and Chief Executive of the Sydney Opera House, Richard Evans.

LPA's Chief Executive Evelyn Richardson, said: "The LPA is keen to work with the Government to ensure growth and the ongoing sustainability of both our commercial and subsidised sectors. We're all part of a global market and if we want to create and present new Australian product here and offshore, attract international shows and provide opportunities for all our talented and skilled people, we need a proactive partnership with Government."

About the LPA www.liveperformance.com.au

Live Performance Australia (LPA) is the peak body for Australia's live entertainment and performing arts industry, and the presenter/producer of the Helpmann Awards®. Established in 1917 and registered as an employers' organisation under the Workplace Relations Act 1996, LPA's activities centre around three core areas:

- Workplace Relations
- Policy & Strategy
- Membership Services & Events

Our members work in the live performance sector across all artistic genres, including contemporary and classical music, musicals, theatre, comedy, dance, opera, circus and physical theatre. We represent producers, venues, promoters, performing arts companies, festivals and industry suppliers such as ticketing companies and technical specialists.

LPA also services the cinema and exhibition industries.

LPA is the trading name of the Australian Entertainment Industry Association (AEIA).

For Editors

LPA's Chief Executive Evelyn Richardson will be available in Adelaide on Monday March 31st and Tuesday April 1st, and in Sydney on April 2nd, 2008 for interviews. [phone interviews can also be arranged through DatelineMedia Australia 02 9006 1614 or 0400246010]

Now available: Case Studies of *Billy Elliot* and *Global National Pride*.

Additional media collateral can be downloaded at:

www.weallplayapart.com.au