

The following Guide outlines what you and your company can do to advocate for our industry over the next 5 weeks. We have prepared some tools that you can use.

We need your help now.
Do what you can and what you feel is appropriate for your company.
Contact us if you need help.

OBJECTIVE

- Ensure policy priorities for the live performance industry and support for the arts more generally are consistently and effectively raised with local candidates in the lead-up to the Federal Election on 2 July
- Demonstrate local importance of Government funding for the arts and impact of funding cuts on the live performance industry in local community

1. KEY MESSAGES

- The forthcoming election is an opportunity for our political parties to pledge their support for our small to medium live performance companies and **commit to restoring \$72.8 million funding to the Australia Council.**
- Australia Council funding cuts to small to medium live performance companies that were announced recently will have a lasting impact on the diversity, creativity and potential of Australia's live performance industry
- These cuts are the legacy of Coalition cuts to the Australia Council in 2014 and 2015 federal budgets.
- At a time when the Government is talking about jobs, growth and innovation, and supporting small business it is doing exactly the opposite to Australia's live performance industry
- Live performance is a \$2.5 billion industry for Australia – our small to medium companies are a critical part of this industry. They are innovators, they develop new and emerging talent, they provide jobs and career paths for talented Australians on and off the stage
- More than 18 million Australians attend a live performance each year – that's more than all of the major sporting codes put together.
- These cuts will have huge flow on effects impacting all parts of our industry including the major performing arts companies, venues, festivals and the commercial sector.
- Our creative and technical talent may be forced to move interstate or offshore for work and career development opportunities

If asked about Catalyst: Catalyst is no substitute for the Australia Council investing in small to medium companies which builds longer term capability and sustainability as opposed to one-off project grants.

- But there needs to be more strategy behind funding decisions – **almost 40 per cent of companies that won project funding also lost their Australia Council operational funding**
- The program should be more transparent
- We believe the Catalyst program is a useful additional funding source for arts companies outside of the Australia Council but not at the expense of the Australia Council's Budget allocation

2. TAKE ACTION

1. Contact your local federal candidates to voice your support for live performance and concern about the impact of funding cuts on live performance in your community:

- Send them an email or ask to meet in person (at your venue / company) – template below
- Candidate information is available from LPA or political party websites – see Tools below

Dear [candidate]

On 13 May, the Australia Council announced cuts in funding for small to medium arts companies which are the legacy of the Coalition Government's 2015 budget cuts to the Australia Council.

Our small to medium companies are a vital part of the live performance industry in our state.

They are innovators, they develop new and emerging talent, they provide jobs and career paths for talented Australians on and off the stage. These cuts will have flow on effects across the live performance industry, including performing arts companies, venues, festivals and the commercial sector.

We risk losing our creative and technical talent overseas in pursuit of job and career opportunities no longer available to them in Australia. I am writing to seek your support for the return of \$72.8 million in funding to the Australia Council that has been cut by the Coalition so that we can continue to support a dynamic, growing and sustainable live performance industry in Australia.

I look forward to hearing from you.

[name /email]

- ### 2. Highlight the economic, social and cultural contribution made by your company in terms of opportunities for development of creative and technical talent as well as enabling audiences to experience live performance.
- ### 3. Use your social media channels including Facebook and Twitter to highlight your achievements and the importance of parties committing to restore funding to the Australia Council:



[company] supports restoring funding to the Australia Council so we can support our small to medium performing arts companies.

Our performing arts companies create jobs, support growth and innovation and should be supported. Restore funding to the Australia Council.

Dear [candidate]

What's your position on funding for live performance in Australia? Will you support the return of funding to the Australia Council to ensure our small to medium performing arts companies continue to grow and support jobs for talented, innovative and creative Australians?



What's your view on funding for our performing arts companies [@candidatename]?

I'm calling on [@mycandidatename] to stand up for live performance [or local company name] & return funds for @auscouncilarts cut by @LiberalAus #ausvotesarts

Use hashtags such as #ausvotesarts, #election2016, #auspol and #IStandWithTheArts to have your post appear in newsfeeds

4. **Personalise your message:** highlight the creative and technical people who make up your company; the distinctive features of your company and the works it produces; your engagement with different audiences.
5. Use **local media** including regional and suburban newspapers to highlight the impact of funding cuts in your community – including on jobs, fewer opportunities for creative and technical talent, fewer performances etc.
 - **Focus messaging on local candidates:** [company] has asked the Labor/Liberal candidate [name] for [electorate] where they stand on support for the performing arts’
6. **Engage your supporters** on the impact of funding cuts to the company they support and the live performances they attend – **ask them to contact their local candidate and voice their support** for the performing arts and restoring funding to the Australia Council.
7. **Spread the message** through your local network about the impact of the funding cuts on your company and the people who are part of it and how this might affect other suppliers or contractors- tell them to speak to their local candidate about how important it is to continue supporting live performance.
8. **If your company has not been directly impacted**, spread your message of support using the channels above, highlighting your support for our small to medium companies.
9. **Join the conversation** on LPA’s [Facebook](#) and [Twitter](#) sites. Repost and tweet our key messages through your social media channels.

3. TOOLS FOR YOU TO USE

LPA has prepared the following tools that you can use available on [LPA’s website](#):

- Summary infographics – Stats & Facts
- List of Candidates – Contact Details
- LPA Media Releases
- LPA Federal Election Policy Priorities

If you require help, any further content or information, please contact us:



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