



CALL TO ACTION: LPA Members Federal Election 2016

WE NEED YOUR HELP NOW

DO WHAT YOU CAN AND WHAT YOU FEEL IS APPROPRIATE FOR YOUR COMPANY

CONTACT US IF YOU NEED HELP

Dear Member,

LPA needs your help this Federal Election to:

- 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.

LPA Guide and Federal Election Tools:

We have developed a Guide that outlines what you and your company can do to advocate for our industry over the next 5 weeks, including tools that you can use and templates for contacting local candidates.

A full copy of the Guide and other Federal Election resources can be found [here](#), including:

- [Call to Action: LPA Members Election Engagement Guide](#)
- [Summary Infographics - Stats & Facts](#)
- [List of Candidates - Contact details](#)
- [LPA Media Releases](#)
- [LPA Federal Election Policy Priorities](#)

WHAT CAN YOU DO TO HELP?

You can help by using our key messages, templates and tools provided in the Guide to 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.

2. Highlight the economic, social and cultural contribution made by your company in terms of opportunities for professional 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.

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.

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.

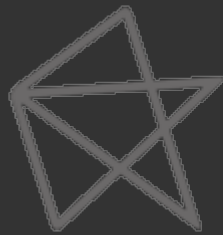
9. Join the conversation on LPA's [Facebook](#) and [Twitter](#) sites. Repost and tweet our key messages through your social media channels.

IF YOU NEED HELP

Should you have any queries please contact Holly (hcrain@liveperformance.com.au) or Elsa (egreguric@liveperformance.com.au) via email or call 03 8614 2000.

Kind regards,

Evelyn Richardson
LPA Chief Executive



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