



Media Release – For immediate release

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## Music industry alliance launches #VoteMusic campaign in NSW

An alliance of music industry groups is taking the fight to protect live music in New South Wales to the voters for the upcoming state election.

The alliance today launched [#VoteMusic](#) to ensure that the voices of music fans, artists and the industry are heard during the election campaign.

The alliance issued the following statement: "Right now, live music in NSW is under threat through poorly-designed and heavy-handed new regulations for music festivals.

"The music industry was willing to work constructively with government before it introduced these regulations. That failed so we're now making sure our voices will be heard during the election campaign,

"More than 3.2 million people of all ages and backgrounds attended a live music event in New South Wales last year. The live music industry is worth \$1b nationally and a third of that revenue is generated in NSW.

"We're encouraging everyone whether they're 18 or 85 to ask their local candidate whether they support live music when deciding who to vote for on March 23.

"This is an issue for candidates in both country and city electorates. Live music events support local artists, local business and local economies.

"Our simple message is this: **If you care about live music in NSW, #VOTEMUSIC on March 23 (and make sure you preference every box).**

For more information about the #VoteMusic campaign, contact:

[julia.robinson@australianfestivalassociation.com](mailto:julia.robinson@australianfestivalassociation.com) For a copy of the clip [https://youtu.be/esYgoQi7\\_Kg](https://youtu.be/esYgoQi7_Kg)

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**ENDS**

**Statement issued by:**

Live Performance Australia

Australian Festival Association

APRA AMCOS

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PPCA

ARIA



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### **About LPA**

LPA is the peak body for Australia's live performance industry. Established 100 years ago in 1917 and registered as an employers' organisation under the *Fair Work (Registered Organisations) Act 2009*, LPA has over 400 Members nationally. We represent commercial producers, music promoters, major performing arts companies, small to medium companies, independent producers, major performing arts centres, metropolitan and regional venues, commercial theatres, stadiums and arenas, arts festivals, music festivals, and service providers such as ticketing companies and technical suppliers. Our membership spans from small-medium and not-for-profit organisations to large commercial entities.

LPA has a clear mandate to advocate for and support policy decisions that benefit the sustainability and growth of the live performance industry in Australia.