



Dear Member,

Today we celebrate 100 years of serving our Members.

At the height of World War I, the Australian Government was promoting enlistment in the armed forces with pre-curtain speeches in theatres. The Government also proposed the introduction of an entertainment tax to fund the war effort. In response to these issues, a group of Australian theatre owners came together to form The Theatrical Proprietors and Managers Association in 1917.

Since its formation the Association, now known as Live Performance Australia, has represented our Members in industrial negotiations and on all major issues that impact the viability and integrity of the entertainment and live performance industry.

It's been a roller coaster ride of adaption and creative ingenuity for our industry since 1917. The industry has seen two world wars, a depression in-between, talking movies and the birth of television – at which time many foreshadowed the end of the live performance industry.

One hundred years later the Australian live performance industry is worth a staggering annual \$1.43 billion in ticket sales with 18.78 million attendees.* Our industry is now a significant contributor to our national culture and economy. The live performance industry creates and presents the stories of contemporary Australia.

LPA's national membership is diverse and strong. With over 400 Members nationally, representing all genres and spanning small-medium and not-for-profit to large commercial companies, LPA's mandate to lead, advocate and celebrate our industry has never been stronger.

We look forward to continuing to work with our Members to support this remarkable industry that we all love, for the next 100 years!

Warm regards,

Evelyn Richardson
Chief Executive

*LPA 2016 Ticket Attendance and Revenue Survey



**LIVE
PERFORMANCE
AUSTRALIA**

[Live Performance Australia](#)

Level 1, 15-17 Queen Street
Melbourne, VIC 3000
Australia

Ph: +61 3 8614 2000

[Edit your subscription](#) | [Unsubscribe](#)

Live Performance Australia (LPA) and the Live Performance Australia logo are trademarks of the Australian Entertainment Industry Association.

ABN 43 095 907 857

The information in this email is confidential and may be legally privileged. The views and opinions expressed in this email are the author's and do not necessarily reflect those of LPA as an organisation. If you are not the intended recipient of this email, please delete the original message and notify the sender immediately by return email, or telephone on +61 (0)3 8614 2000. Any disclosure, copying, distribution or action taken or omitted in reliance on it may be unlawful.

Powered by  **Bridgeway Mailer**