



Media Release – For immediate release

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LPA WELCOMES ALBANESE GOVERNMENT'S \$286M STRATEGIC INVESTMENT IN CREATIVE INDUSTRIES - NATIONAL CULTURAL POLICY SETS STAGE FOR CONFIDENT, CULTURALLY VIBRANT AUSTRALIA

The National Cultural Policy, released today, is a significant investment in Australia's creative capabilities and potential. It underscores the deep contribution of our cultural and creative industries to our economic, cultural and social well-being.

Live Performance Australia, the peak body for the live arts and entertainment industry, welcomes the Albanese Government's announcement of close to \$300 million dollars in new investment in the creative industries over the next 4 years and the key initiatives set out in the policy.

LPA President, Richard Evans AM said: 'Across the board, the policy is a strong vote of confidence in Australian creative talent and enterprise. Live Performance Australia and its members look forward to working with government on its implementation and delivery.'

LPA Chief Executive Evelyn Richardson said: 'The policy provides the kickstart our industry has been looking for, and the foundations from which to further develop our strategic investments in the people, organisations and businesses which make up our industry.'

'LPA strongly endorses the broader remit for the Australia Council and its renaming as Creative Australia, an approach we have advocated for several years.

'It better reflects the contemporary workings of the cultural and creative industries and the range of interdependencies across both the not for profit and commercial sectors.

'The Creative Australia model also acknowledges the significant contribution of the commercial sector which supports around two-thirds of audience attendance and revenue, including contemporary music and musical theatre', Ms Richardson said.

Other highlights from the policy include:

- Establishment of a First Nations-led body as a key priority, and development of a First Nations creative workforce strategy
- \$69.4 million over 4 years for the establishment of Music Australia to drive the growth of Australia's world-class contemporary music sector
- \$19 million over 3 years, then \$4.5 million a year ongoing to fund the development of original Australian works of scale
- Deliver a triennial State of Australian Culture Survey to help measure impact of the policy

'The establishment of a Centre for Arts and Entertainment Workplaces will be an important complement to industry-led initiatives such as LPA's *Live Performance Industry Code of Practice to Prevent Workplace Discrimination, Harassment, Sexual Harassment and Bullying* introduced in 2018 and supported by a national training program. LPA looks forward to working with the new Centre on



building on the work already done through this initiative and extending its impact across the arts and entertainment industry.

'A key issue that has not been substantively addressed in detail in the policy are the critical skills and training needs for the arts and entertainment industry. Achieving and sustaining the ambition of the policy will require a larger, skilled industry workforce which has been profoundly impacted by the pandemic.

'This will require a whole of government focus, including through vocational education and industry training programs and a review of migration settings so that we can attract and retain talent from around the world. There is much more work to be done in this area. LPA looks forward to working with the government, including through its Jobs and Skills Council framework, to address these challenges', she said.

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About LPA

LPA is the peak body for Australia's live performance industry. Established over 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 ensure industry sustainability and future growth.