



## News release

Thursday 5 December 2024

### Eric Lassen appointed as CEO of Live Performance Australia

Live Performance Australia is pleased to welcome Eric Lassen as Chief Executive Officer to lead the peak body for Australia's live arts and entertainment industry.

Eric brings significant leadership experience to the role, including as CEO of PayPal Australia and Senior Vice President and Deputy General Counsel for Live Nation Entertainment. Eric has also served on a number of not-for-profit boards, including as President of the Music Forward Foundation. He will take up the position in early January 2025 and succeeds outgoing Chief Executive Evelyn Richardson who has served in the role for the past 18 years.

LPA President **Richard Evans AM** said Eric's appointment came at an important time for the live arts and entertainment industry.

'While audiences have returned in strong numbers since COVID, our Members are rebuilding and adapting to the post-pandemic environment, and dealing with a challenging economic and business environment, as well as managing policy and regulatory change.

'Eric's demonstrated leadership experience and ability to successfully navigate complex business, policy and regulatory issues will ensure that LPA stays at the forefront in representing our Members' best interests and supporting their growth and success,' Mr Evans said.

**Eric Lassen** said: 'I am delighted to be taking up this role and look forward to working with LPA's Executive Council and team to support our Members across the live arts and entertainment industry.

'Australia is home to some of the world's best creative talent and arts and business leaders, and I'm keen to work alongside them in building and advocating for a sustainable, successful and growing industry which will excite, engage and entertain current and future generations of Australian and international audiences.'

LPA's outgoing Chief Executive **Evelyn Richardson** said it had been a privilege to represent Australia's live arts and entertainment during her tenure at LPA.

'The industry has grown strongly and evolved significantly over the past couple of decades, notwithstanding the disruption inflicted by the pandemic and other challenges along the way.

'It is driven by the passion and resilience of those who create, produce and present live performance. While the current economic and business climate continues to pose challenges, I have every confidence the industry has a bright future and that LPA will continue to play a leading role as its advocate and champion,' Ms Richardson said.

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