



Live Performance Australia Position Description

Position title: Senior Policy Advisor

Employment status: Part-time 3 days per week, 12-month fixed term contract

Date: February 2025

Location: Level 1, 15-17 Queen Street, Melbourne

1. ABOUT LIVE PERFORMANCE AUSTRALIA

Live Performance Australia is the peak body for Australia’s live arts and entertainment industry. Established over 100 years ago in 1917, LPA has approximately 400 members nationally. LPA is the trading name of the Australian Entertainment Industry Association (AEIA), a registered employer organisation under the *Fair Work (Registered Organisations) Act 2009*.

LPA has a broad membership that covers all performing art forms (including contemporary and classical music, music and arts festivals, musical theatre, theatre, comedy, dance, opera, cabaret, and circus/physical theatre) and organisations of all sizes (spanning small-medium organisations and not-for-profit organisations to large commercial entities).

Our members include: commercial and independent producers, music promoters, performing arts companies, venues (performing arts centres, commercial theatres, stadiums and arenas), arts festivals, music festivals, service providers (such as ticketing companies and technical suppliers), independent cinemas and exhibition providers.

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.

As part of our values, LPA seeks to attract and retain the best employees as well as form strong relationships with our members and external stakeholders. We’re committed to fostering an inclusive environment free from discrimination where diversity is celebrated.

2. ABOUT LPA’S POLICY TEAM

The Policy team is responsible for:

- Advocating to government for policies and initiatives that support the best interests of the industry
- Developing best practice guidelines to support the industry, such as the Ticketing Code of Practice, Guide to Child Safety, and Code of Practice to prevent workplace discrimination, harassment, sexual harassment and bullying
- Undertaking research, such as the annual Ticket Attendance and Revenue Report

The scope of issues overseen by the Policy team includes:

- Ticketing – including ticket scalping and card payment surcharging
- Discrimination, harassment, sexual harassment and bullying
- Privacy
- Disability and arts access
- Venue infrastructure
- Child safety and employment
- Copyright and licensing
- Investment incentives
- Diversity and inclusion
- Skills and training

3. POSITION DESCRIPTION

Reports to: Director, Policy & Governance

Direct reports: This position has no direct reports. However, the Senior Policy Advisor is required to maintain a successful working relationship with LPA staff, members, industry stakeholders and external service providers (e.g. our research partner, EY).

Duties and responsibilities:

a. Policy and advocacy

- i. Track and review policy developments and industry practices in the performing arts and live entertainment industry
- ii. Interpret and assess impact of policy changes on the industry
- iii. Undertake research and analysis to support LPA's policy positions
- iv. Consult with and coordinate input from key industry stakeholders and members on policy issues. Coordinate and manage working groups or committees, if necessary
- v. Synthesise information from research and consultation in a concise and easy to understand way
- vi. Research and prepare briefing papers, reports, submissions, correspondence and other material on policy issues, for internal (e.g. Executive Council) and external (e.g. government) stakeholders, both when requested and on a proactive basis
- vii. Formulate possible solutions to address policy or industry issues
- viii. Provide strategic analysis and advice on the development of relevant policy issues
- ix. Develop and implement LPA codes and guidelines. Communicate and educate LPA codes and guidelines and policy issues to key stakeholders including members, the broader industry and governments
- x. Brief the Executive Council on proposed LPA policies, codes and guidelines in order to obtain their formal endorsement
- xi. Assist the Director, Policy & Governance, Head of Public Affairs and the Chief Executive with lobbying and advocacy on behalf of the industry
- xii. Work directly with the Chief Executive and Head of Public Affairs on policy and advocacy projects as required.

b. Research and projects

- i. Manage, develop and deliver projects relating to specific research, policy or programs on industry-related issues. This may include undertaking desktop research, conducting surveys, stakeholder consultation, and managing working groups, committees or external consultants
- ii. Work with the Director, Policy & Governance and external consultants to undertake complex research projects for the benefit of the industry
- iii. Research and prepare policy papers, reports and other material on industry-related issues for internal and/or external purposes
- iv. Disseminate research results and project reports to LPA membership, industry colleagues, government and other stakeholders.
 - i. Undertake research projects, as required.

c. Membership advice

- i. Provide information and advice to members on policy-related matters, legislative changes, compliance with LPA's codes and guides and other issues, with little direction from the Director, Policy & Governance or Chief Executive.

d. Governance

- i. Act as secretariat for LPA's Executive Council
- ii. Support the Director, Policy & Governance during the biennial Executive Council election process
- iii. Undertake other governance tasks, as required.

e. Additional tasks

- i. Act as LPA's Complaints Officer and maintain complaints register
- ii. Prepare communication materials related to the Policy team's work:
 - o Electronic direct mail (EDMs)
 - o Media releases
 - o Social media
 - o LPA website
 - o Newsletter articles
 - o Annual report
- iii. Represent LPA on external committees or working groups, as required
- iv. Prepare reports for the Executive Council, Management Committee and other LPA Committees, as required
- v. Undertake other administrative tasks, as required
- vi. Work collaboratively with other LPA teams, as required.

4. KEY SELECTION CRITERIA

The ideal candidate is someone who is an enthusiastic, smart and friendly team player with strong attention to detail, excellent proficiency in Microsoft Office and online literacy. The ideal candidate must demonstrate:

1. At least 4-7 years' professional experience in a similar role.
2. Tertiary qualifications in public policy, economics, law or other relevant field.
3. Demonstrated ability to undertake research and analysis and formulate policy positions and best practice.
4. Demonstrated ability to understand, interpret and communicate complex ideas and legislation.
5. Clear, concise and persuasive writing.
6. Excellent understanding of government and policy making processes.
7. Demonstrated ability to manage complex projects and stakeholders to deliver strategic outcomes.
8. Demonstrated ability to manage multiple projects/tasks concurrently and operate in an environment with short and competing timeframes.

Desired experience/qualifications

- Knowledge of and passion for Australia's live entertainment and performing arts industry.
- Sound quantitative analytical skills.