

WHO ARE WE?

Live Performance Australia (LPA) is the peak body for the live performance industry.

- LPA, since its inception, has always been led by industry leaders
 - It has always been owned and driven by Members
 - It has always been concerned with industry matters
 - In the last decade there has been significant growth in Membership which parallels industry growth and diversification
 - At the same time, LPA has grown the range and scope of its activities
 - Established in 1917 as the Theatrical Proprietors and Managers Association of Australasia, LPA's main focus was to protect and further the interests of its Members, working in conjunction with unions and government to promote a healthy and vibrant live entertainment industry in Australia
 - Now, almost 100 years later, LPA continues to do this, helping to foster a harmonious policy and industrial relations environment, and supporting an industry with an annual gross output of \$2.5 billion
- LPA has over 400 members nationally, including:
 - 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
 - Festivals
 - Music Festivals
 - Service Providers (ticketing, marketing, production)
 - Independent Cinema Companies
 - Exhibition and Event Companies

The Executive Council is elected every 2 years, is nationally representative and comprises 18 Members from across the industry.

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VISION

Ensure the growth and long term sustainability of the Australian live performance industry.

STRATEGIC INTENT

As the peak body for the live performance industry LPA will continue to meet the needs and interests of Members through the delivery of core services, communication and influence.

Strategic flagship areas for LPA in the next three years are:



LEAD

- Lead industrial relations development that reflect the global nature of our industry
- Negotiate industrial and commercial arrangements that support industry growth and stability



ADVOCATE

- Use industry knowledge to position and influence to advance the business interests of our industry
- Build and strengthen strategic alliances



CELEBRATE

- Celebrate our industry through engaging Members in strategic initiatives that enhance and raise our profile



STRATEGIC PRIORITIES

Workplace Relations

- Lead industrial vision and policy for the industry
 - Develop industry policy that provides opportunities for a range of employment
 - Negotiate new industrial agreements consistent with our policy position and which reflect Australia's geography and the global and digital environment
 - Present industry views on the development of appropriate industry training packages
- Develop best practice frameworks
 - Support industry Work Health and Safety compliance and practice
 - Advise and support Members on new and changing industrial relations environments

Policy and Programs

- Advocate for industry interests
 - Actively engage in the Government policy arena, with a particular focus on:
 - Cultural Policy
 - Industrial environment and conditions
 - Infrastructure and Cultural Precincts
 - Investment
 - Negotiate equitable Licensing agreements e.g. APRA
 - Build alliances with key like-minded industries
- Build knowledge and information about the industry
 - Research audiences and understand the impact and relevance of digital developments, diverse leisure offerings, and changing demographics for our industry
 - Track and measure economic and cultural indicator data

- Expand and promote our Greener Live Performances resources and tools
- Develop and review Industry Codes and Guidelines
 - Educate Consumers and improve their protection
 - Achieve industry compliance through increased awareness and commitment

Communications and Events

- Host a national Industry Summit
- Strengthen Membership engagement
 - Ensure Members are well informed about, and can easily access, LPA resources
 - Encourage Member engagement around key industry issues and policy positions
- Deliver Producer Development initiatives with a local and global focus
- Present the annual Helpmann Awards
- Celebrate 100 years of LPA in 2017

Governance, Compliance and Finance

- Maintain strong governance and compliance
 - Balance the Executive Council's role of governance oversight and strategy development
- Increase financial sustainability
 - Review and ensure LPA's revenue model supports LPA's strategic priorities