



## **National Live Music Office appoints new Director of Audience and Sector Development.**

### **New role to support live music sector development and increase performance opportunities.**

The **National Live Music Office** has appointed **Damian Cunningham** as the new **Director of Audience and Sector Development**. He will work with government and the music and hospitality industries to maximise live music performance opportunities for artists and to assist the growth and sustainability of the venue-based live music industry.

Damian joins the Live Music Office with over ten years experience in the Australian live music industry. He has worked in booking and logistic roles for festivals including the Big Day Out, Splendour in the Grass, Peats Ridge, Surry Hills Festival and the Newtown Festival. He also runs his own live music services company **Elastic Entertainment**. Over the years he has handled tour support for **Lorde, The Griswolds, Jon Cleary** and **The Good Lovelies**.

**Policy Director of the National Live Music Office John Wardle** says his appointment is a great outcome for the office and its future strategies.

“Damian’s knowledge, capacity and practical experience is a great boost for the Live Music Office. We’ve made some great progress in strategic policy supporting the development of local government live music and performance plans. We are now well placed to work towards supporting the development of audiences and live music venues. We want to ensure new live music opportunities are created and existing live music venues maintained”

The National Live Music Office was founded in July 2013 through Federal Government funding and in partnership with **APRA AMCOS** and the **Australia Council**. It aims to revitalize and nurture the venue-based live music sector through policy development – playing a leading role in policy dialogue and design across all levels of government, supporting venues and artists.

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#### **Notes for Editors:**

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##### **About APRA AMCOS:**

APRA AMCOS has 87,000+ members who are songwriters, composers and music publishers. We license organisations to play, perform, copy, record or make available our members’ music, and we distribute the royalties to our members.

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