pac Australia

The national voice for performing arts presenting.

PAC Australia is the national voice for performing arts presenting.

For over 30 years we have performed a key role as Australia's primary national industry connector through our membership program and our flagship event, the Australian Performing Arts Exchange (APAX).

We support the performing arts industry to tell more stories, to more people, in more relevant ways. We unlock the potential of performing arts presenters and creators, to transform and expand opportunities for artists and audiences across Australia.

PAC Australia, Strategic Plan 2023-2026 Goals

CONNECTION

We enable and support the connection between art and audience, creator and presenter, presenter and presenter, and the sector with the three tiers of government—local, state and federal.

BETTERMENT OF PRACTICE

We empower our members to build their own capacity, and to craft compelling cases for support and development, through our research initiatives, advocacy and training programs.

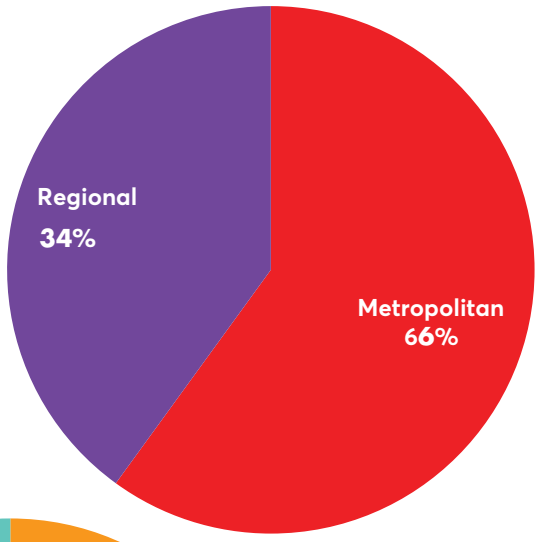
LEADERSHIP

We create and enable the conditions for presenters, artists and audiences to thrive.

SUSTAINABILITY

We are an ambitious, strong, and sustainable organisation.

Our 275+ members include performing arts centres, independent producers and producing companies, festivals, consultants, agencies and funding bodies.

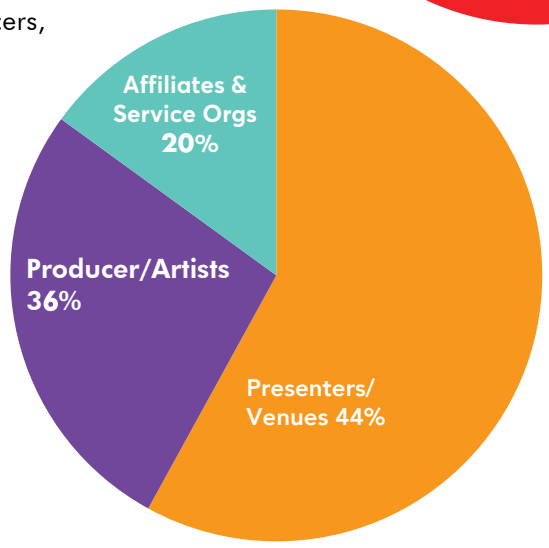


Annually PAC Australia members present in excess of 70,000 events, with over 13.5 million attendances.

Our network spans commercial and subsidised activities and is brimming with cultural leaders, influencers, changemakers, community champions, and creative visionaries.

Visit our Membership Directory to see who else is a member:

paca.org.au/membership/members



PAC Australia delivers a range of services and activities for members and the broader industry.

- Training and professional development programs
- Research and advocacy
- National Arts Market gatherings and conferences
- Collaborative sector development projects
- A national network of peers, collaborators, and partners for resource sharing

PAC Australia key programs and initiatives

- **APAX** – The largest annual gathering of performing arts professions in Australia that connects presenters, producers, and artists to ensure that the right work reaches the right audience, at the right time.
- **APAM 2026 - 2030** - an internationally focussed platform for Australian theatre, dance, music and experimental arts to connect with both national and global opportunities.
- **Training and Development programs** – peer-to-peer professional development programs for presenters and tour producers.
- **Third Thursday Exchange** - monthly online sessions to keep members informed and connected on the latest trends, research and policy developments.
- **National Biennial Benchmarking** – Building on 15+ years of accumulated data, PAC Australia produces biennial benchmarking reports with insights on economic activity, venue fees, and salaries across the national presenter network.
- **Australian National Touring Charter** - an industry-led and principles-driven framework that sets the expectations of our members, and anyone engaging in tour development and delivery.
- **Australian Presenter Guide** - a new project which will support the identification of strategic and programming priorities across the Australian presenter landscape.
- **National Presenter Outlook** - a qualitative and quantitative pulse-check on the past 12 months of activity and the next 1-2 years for presenting organisations.
- **Culture for Climate** - research partnership with Griffith University and One Stone to develop sustainability frameworks for the performing arts sector.
- **Research studies and insights** - PAC Australia in partnership with Creative Australia convened a series of leadership dialogues, Centering Audiences, to understand changing audience and participation behaviours.
- **IMPACT Awards** – annual awards celebrating the contribution of producers and presenters to the sector, and to their communities.
- **A strong voice at a national level** – making a difference and guiding policy updates and frameworks.

Plus much more.

Your PAC Australia membership includes:

- Access to benchmarking data and other research
- Discounts and priority access to PAC Australia training programs
- Monthly online exchange sessions for members only
- Online discussion groups with hundreds of national colleagues
- Members-only portal on website with resources, recordings, and reports
- Discounted fees for professional development programs
- Discounted registration for APAX and other gatherings
- Detailed membership directory with contact information for all PAC Australia members
- Free access to the biennial benchmarking report, Venue Charges and Salaries
- Regular PAC newsletters and tailored member updates
- Participation in industry research projects and access to outcomes

Membership types and fees

PAC Australia membership is based on a calendar year and renews each January.

There are three categories of PAC Australia membership:

- **Presenters / Venues / Festivals / Service Organisations / Government**
- **Producers / Tour Producers**
- **Affiliates** * - Consultants or providers whose central business is not the direct creation or promotion of the performing arts but who provide support services to other member organisations e.g. architects, venue planners and business consultants.

Annual membership fees are tailored to your organisation's turnover.

Complete your membership application at paca.org.au

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533 Hay Street
Perth WA 6000

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paca.org.au

PAC Australia, and our members, have a role in creating workplaces, opportunities and communities that value, support, and uphold the rights of Aboriginal and Torres Strait Islander peoples.

We acknowledge the Traditional Owners of Country throughout Australia and recognise their continuing connection to land, waters, and community. We pay our respects to them and their culture; and to Elders both past and present.

Images: Cover - Adelaide Fringe, East End 2023, photo by Jenny Kwok. Page 2 - Darwin Entertainment Centre, photo by Helen Orr. Page 3 - Air Time World Premiere at Wollongong Town Hall, photo by Johhny Chaing. Page 4 - APAX 2023, photo by Alex Sibbison. Page 5 - Our Story, Drum Theatre Youth Project, photo by Thomas Barnes. This page - Come From Away opening night standing ovation, Civic Theatre Newcastle, photo by Angela Maloney.