



**MEDIA RELEASE – 13 March 2013**  
For immediate release

## **Black Swan welcomes the National Cultural Policy and increase in core funding**

**Perth, 13 March 2013. Black Swan State Theatre Company is delighted to be one of six Major Performing Arts Companies (MPAC) (out of 28) to receive additional core funding from the Australian Government in today's announcement of the National Cultural Policy by Minister Simon Crean.**

The MPAC have been jointly advocating for this additional funding for over two years. Black Swan, one of the companies previously determined as being under-funded in a 2011 national review of the funding framework, will now be able to increase the number of theatre productions it presents on an annual basis.

The additional funding will contribute to Black Swan's continued pursuit of its vision as WA's state theatre company and will support more new and innovative work including the commissioning of new plays, the focus on telling Australian stories and working with and developing WA's outstanding creative artists and performers.

Black Swan's Artistic Director Kate Cherry commented, "We congratulate Minister Crean on the launch of the policy and additional funding for the arts. The additional funding for Black Swan and WA Ballet is a great outcome for the arts in Western Australia".

Black Swan's General Manager Shane Colquhoun said, "Black Swan now calls upon the State Government to confirm its recurrent co-funding contribution as part of the 2013-14 budget process. The Barnett Liberal Government provided one off funding with the Australia Government for Black Swan's 2013 season, which has enabled Black Swan to present two additional productions this year, including a highly successful season for Perth's 2013 Fringe World Festival."

Kate Cherry continued, "Black Swan is amongst the national leaders in regards to innovation in theatre and has pioneered a number of ground-breaking initiatives, including the commissioning program, Rio Tinto Black Swan Commissions, annual live broadcasts from the State Theatre Centre of WA to regional WA, the inaugural 4Arts Education Festival involving all WA's Major Performing Arts Companies and a benchmark community engagement program titled WA Stories. Our vision is to be an internationally recognised company of scale and excellence, with regular national and international touring and creative partnerships."

A recent patron survey indicated that 97% of replying patrons support Black Swan's vision of up to six mainstage (Heath Ledger Theatre) and four Studio Underground productions. Black Swan patrons also support the request to government for the additional core funding.

Since taking up residency at the State Theatre Centre of WA in 2011, Black Swan's earned income (box office, sponsorship and donations) has increased by \$1.9m or 90% over two years. The much needed increase in Federal core funding and the continuing call for an increase in core funding from the State Government goes hand in hand with Black Swan's focus on its future creative and financial sustainability.

**ENDS**

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