



Media Release
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Cate Blanchett Puts Spotlight on Australian Performing Arts

Acclaimed actor Cate Blanchett has been announced as the keynote speaker at the Australian Performing Arts Market (APAM) in Adelaide next month (22 – 26 February).

Securing Cate Blanchett to deliver the keynote address is a major coup for the Market, given her high profile and intimate knowledge of the performing arts and film industries both in Australia and abroad.

Her experience as the Co-Artistic Director of Sydney Theatre Company, combined with her recent return from the outstandingly successful tour to New York and Washington with *A Streetcar Named Desire*, means she will bring a fresh, 'on the ground' perspective to APAM.

She will address an audience of Australian and international delegates at the event, which plays a major role in launching Australian artists onto the international stage.

Since 1994, the Market has resulted in more than 70 Australian performing arts companies touring to over 1200 venues, generating in excess of \$30 million in revenue.

In 2008, APAM had a record year, attracting 560 delegates from over 26 countries – with high numbers anticipated once again in 2010.

More than 450 delegates from all corners of the globe have already registered for this year's Market, including the USA, Europe, Asia and the United Kingdom.

Those considering attending APAM 2010 are encouraged to register now, as the 2008 event sold out well in advance.

APAM 2010 will showcase 55 Australian and New Zealand performing arts companies through its Spotlight program – excerpts of full-length, established works - and the Searchlight program that allows companies to pitch new works and concepts. The program this year includes works from the Australian Dance Theatre, David Page, Yirra Yaakin Aboriginal Corporation, Australian Art Orchestra, Chunky Move and Company B Belvoir.

Held in conjunction with the Adelaide Festival and Adelaide Fringe, APAM allows international and national presenters and producers to see a selection of the best new Australian works over five days in one location. It also

provides an opportunity for key arts funding and development agencies to develop and negotiate international and national tours.

APAM 2010 will be held at the Adelaide Festival Centre from Monday 22 to Friday 26 February 2010.

www.performingartsmarket.com.au

The 9th Australian Performing Arts Market is funded by the Australian Government through the Australia Council for the Arts and the South Australian Government through Arts SA. It is presented with the invaluable support of the Adelaide Festival Centre and has been produced since 1998 by Arts Projects Australia. For registrations and further information go to www.performingartsmarket.com.au

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