

FOR IMMEDIATE RELEASE
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P•L•A•Y•W•A•V•E

Sydney's major cultural institutions brought together for the launch of bold new youth arts initiative; Playwave.



Image: Inside//Outside, 2016. Maja Baska

Sydney, Australia: Playwave is a new initiative connecting Young People to the best of Sydney's Arts and Culture. Created by Shopfront Arts Co-op, in partnership with the City of Sydney and Sydney's premier cultural institutions, Playwave is set to officially launch in October 2017, but is already providing local teenagers aged 15 – 19 exclusive access to an exciting mix of theatre, dance, music, film, opera, literature and visual arts across Sydney.

When it comes to arts and culture, it's hard for parents to know what their kids are into. Truth is, many teenagers do not know themselves. Playwave has launched a new initiative that makes it easy for adults in the Sydney area to expose the Young People in their lives to the Arts.

According to audited research from the Advocate for Children and Young People NSW, Young People aged 15 – 19 in NSW google 'I'm bored' more than any other phrase. They also don't connect with the words 'arts' or 'culture', potentially missing out on experiences they'd love because they're not perceived as 'for them'. To address this, Playwave has launched a range of initiatives, led by a mobile-friendly online platform, created with and by Young People.

Launching alongside Sydney Festival 2018, Playwave will provide young members access to discounted tickets, exclusive events, bespoke content, and curated online and in real life experiences.

With the aim to foster a community of Young People to become engaged with arts and culture in Sydney, Playwave will champion equitable access and inclusion for all Young People. It will achieve this with events and experiences acting as soft entry points into the Arts for teenagers, including virtual and in real life foyer experiences, cultural launches and performance events across the city. With over 40 years of experience

working with Young People, Shopfront Arts Co-op has gained valuable insight into creating inclusive youth arts experiences.

“Shopfront, with their experience in working with children and Young People and their connections to performing arts companies in Sydney, are well placed to lead the development and implementation of this platform.” **Caroline Spence - Sydney Dance Company**

In a step toward affordable access and unrivalled cultural experience, there will be multiple price point options ranging from free events to a notional \$30 maximum, and exclusive monthly experiences such as digitally-led scavenger hunts across the city to explore, create and celebrate the latest events, gigs and festivals.

“The idea of giving Young People the ability to access cultural offerings off their own steam is such an exciting one. When a similar scheme was implemented in Adelaide in the 80s it created a whole generation of arts lovers, its impact was legendary. No one knows Young People like Shopfront, they are the ideal organisation to work with Young People on how they can best access a program like this.” **Brenna Hobson – Belvoir Street Theatre**

By utilising a small guaranteed ticket allocation and activating unused assets within cultural venues to provide to Young People at a low cost, Playwave looks at connecting our high school aged students to the Arts and artists of our city. It is an initiative that creates a space where they can feel that the Arts are there for them; removing barriers, enticing them with relevant and engaging experiences and creating new opportunities to connect with our artists, stories and venues.

The mobile friendly website has been designed and developed in consultation with Young People. Playwave sign up is free and members can claim tickets to a vast range of events and experiences at discounted prices not available anywhere else.

Members receive

- Discounted and sometimes even free tickets to an exciting mix of theatre, dance, music, film, opera, festivals, literature and visual arts across Sydney.
- Exclusive experiences - Playwave creates bespoke experiences across the city for members to explore, create and celebrate our latest events, festivals or gigs.
- Online access – an exclusive web platform for Young People along with regular texts and email updates featuring special offers and original content.
- Rate & Review – Members are encouraged to review shows, events and experiences they've been to, plus post their own pictures at Playwave events for the chance to win free tickets to new things.
- Access to Playwave Creative, an initiative launched alongside Playwave to champion Young People's artistic expressions and creative responses to our cultural offerings.

An exclusive platform created by young influencers

Playwave members will be able to meet as a community to engage with and recognise their natural connection to the Arts, in a way that's not just meaningful, it's inspiring.

By creating an active online community of Young People already engaged with culture, ideas and inspiration can be shared through posts, video uploads, show reviews or comments. A schedule of upcoming events will be curated by different Young People and guest curators, making it easier for new members to discover the best in the business.

Helping parents help their kids

By gifting membership to Playwave to a Young Person, adults can share a range of exciting, yet affordable, new experiences. Parents can:

1. Gift Premium Membership for \$30 a month
For the price of a standard cinema ticket, adults can gift a young adult Premium Membership to Playwave, giving them two tickets a month to exhibitions and shows, invites to exclusive events, priority access to deals, and the chance to take part in creative workshops.
2. Load Credit to a named account with Playwave's Credit-Cruncher
Rather than becoming a Premium member, adults can pre-load credit into a young person's account, leaving them free to spend it on a wide range of shows, events and experiences.
3. Give a Playwave gift voucher.

With parents worried about how much time kids are spending in front of the TV, playing games, or on their phones, Playwave gives them an easy, affordable, sociable way to experience new forms of culture.

Playwave.com.au is now live and open for 15-19 year olds to sign up to the Playwave platform.

Presenting Partners

ATYP	Ensemble Theatre	Riverside Parramatta
Australian Museum	Ensemble Offspring	Spark Youth Theatre
Bangarra Dance Theatre	Griffin Theatre Company	Sydney Festival
Bell Shakespeare	Hayes Theatre Company	Sydney Film Festival
Carriageworks	Museum of Contemporary Art	Sydney Symphony Orchestra
Campbelltown Arts Centre	National Theatre of Parramatta	UTS (Art Gallery)
Casula Powerhouse Arts Centre	Performing Lines	Shopfront Arts Co-op
Darlinghurst Theatre Co	Powerhouse Youth Theatre	Sydney Dance Company

END OF RELEASE

ABOUT PLAYWAVE

Playwave is a new initiative created by Shopfront Arts Co-op and the City of Sydney, with the mission to connect Young People to the best of Sydney's art and culture. Playwave is an experimental arts space creating connections between Young People and the Arts through immersive online and in real life experiences. Through the Playwave membership platform, Young People aged 15-19 can see and curate their own original content, and gain unprecedented access to discounted tickets, exclusive and bespoke events, and connect with a diverse range of art and culture across Sydney.

Playwave is Art. But different.

www.playwave.com.au

ABOUT SHOPFRONT ARTS CO-OP

Shopfront is for Young People, by Young People - we make sure their voices are heard. Shopfront has been creating socially relevant, youth-led, multi-art form work since its inception in 1976.

Shopfront is a space where Young People come together to express themselves. To learn, share and bring their imaginations to life. A space for celebrating the amazing ideas and creativity generated by Young People and emerging artists.

We're known for our daring, adventurous and socially relevant work with Young People across Australia and internationally, and are still the only dedicated youth-led arts organisation in the Southern Sydney and Illawarra region.

We've got big plans for the future, and we hope you'll join us in promoting our mission to empower the young artists and social change makers of tomorrow. Starting today!

www.shopfront.org.au

We acknowledge the Bediagal and Kameygal people of the Eora nation who are the traditional custodians of the land on which Shopfront is built. We pay our respects to those elders past and present, and to all our brothers and sisters of our first nation's people.

Shopfront acknowledges the assistance and generous support from our core funding bodies: The Federal Government through the Australia Council for the Arts, the Commonwealth Government's funding and advisory body Arts NSW, Bayside Council and Georges River Council.

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