



NATIONAL

# SLAM DAY

LIVE MUSIC in SMALL VENUES  
THU 23 FEB 2012 [www.slamrally.org](http://www.slamrally.org)

## **Why attend small venues?**

Because they are fun, dynamic, intimate, and compared to \$18 for a ticket to a film, they are great value for money.

## **What is National SLAM Day?**

On Thursday 23rd February, over 100 small venues in Australia will host local bands in one of the biggest musical celebrations in Australian history.

## **What is SLAM?**

SLAM (Save Live Australia's Music) started in 2010 in response to crippling Victorian liquor licensing laws which inappropriately linked live music to violence. The subsequent SLAM Rally, on the back of a flatbed truck through Melbourne on 23rd February 2010, was the largest cultural protest in Australia's history.

## **Why are small venues important?**

They are part of our cultural fabric. As Paul Kelly said at the SLAM Rally, "You don't learn how to write a song at school, you don't do a TAFE course on how to play in front of an audience. Small venues were my university."

## **How much does live music contribute to the economy?**

According to the 2011 report *Life's Better with Live*, live music contributes \$1.2 billion to the economy and supports nearly 15,000 jobs nationally. An estimated 42 million patrons attended 328,000 venue-based gigs at 3,900 venues in 2009/10.

**So get out there and support your local venues and musicians on Thursday 23rd February. For more information, or to register your venue for National SLAM Day, go to [www.slamrally.org](http://www.slamrally.org)**