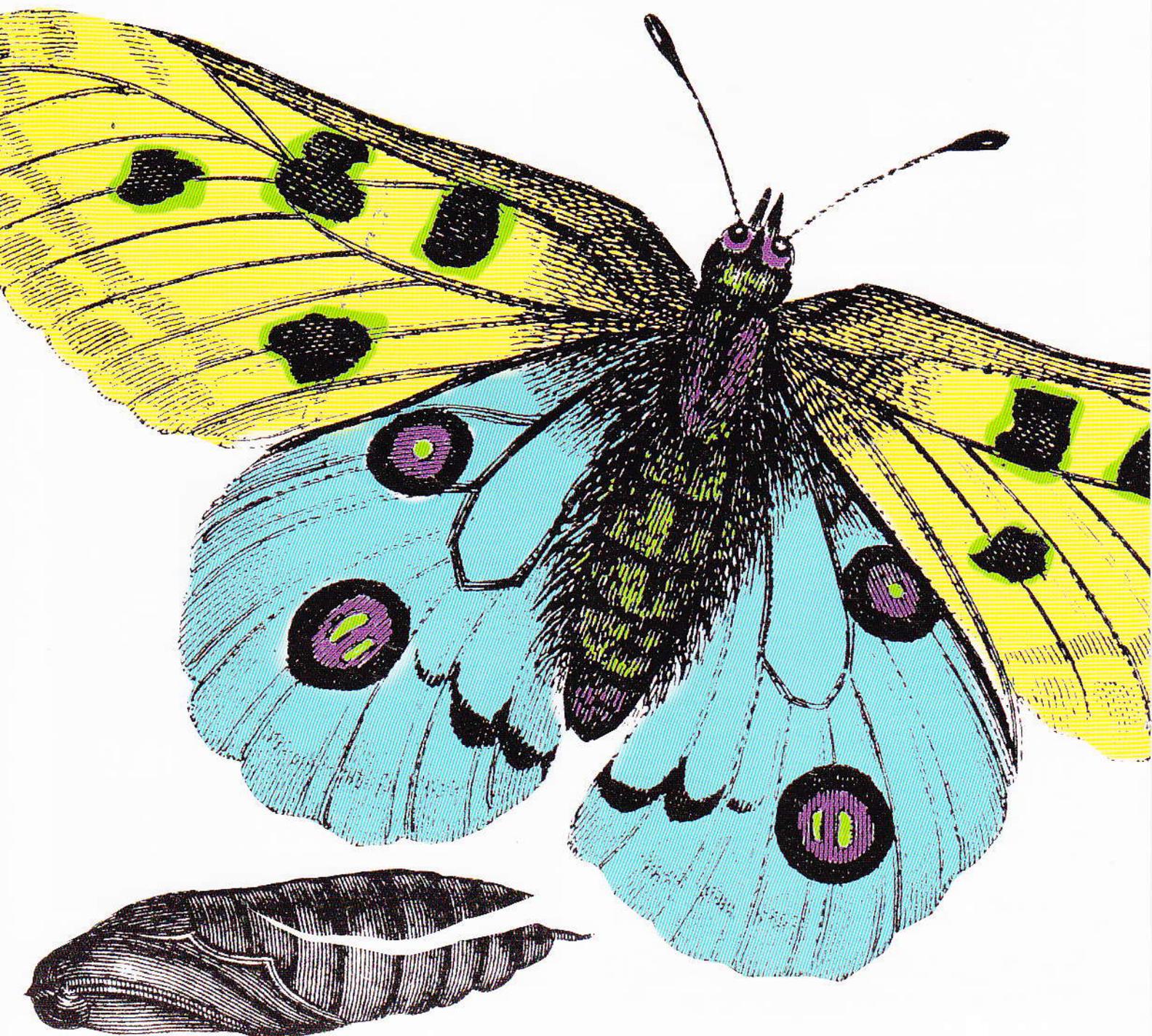


PRESENTING...



LOWDOWN online

Presenting *Lowdown Online*: the national information and discussion resource supporting youth performing arts in Australia. Scheduled for launch in February 2010 *Lowdown Online* goes for virtual gold in the world of arts publishing.



Supporting youth performing arts in Australia

Lowdown Magazine is the only national publication for youth performing arts in Australia and has served the arts community Australia wide for over 30 years. It is the only publication dedicated to profiling youth performing arts companies, practitioners and young and emerging artists working across art forms.

Throughout its history, *Lowdown* has provided a national forum for practitioners and emerging artists, delivering resources, opportunities and audiences for Australian youth arts. It is acknowledged as a world leader in its field. The publication has been a passionate advocate and a bold supporter of diverse, innovative performing arts practice for, with and by young people.

In 2008 *Lowdown* and its sister publication *Directions—the national guide to tertiary education in the arts* underwent significant changes and improvements, reinvigorating the publications. With a bright and funky new design, *Lowdown* was produced in full colour for the very first time. In a climate where print publications were failing to retain readership and clientele, *Lowdown* was experiencing an increase in both readership and advertising revenue. It became apparent that further development was required to remain relevant in a competitive environment.

In 2009 with the announcement of two year funding agreement with the Australia Council theatre board, *Lowdown* will take the next step in its evolution and become *Lowdown Online*: the national information and discussion resource that supports youth performing arts in Australia.

Lowdown Magazine will gradually transition into *Lowdown Online* from June to December 2009, offering more to the current readership as well as developing new audiences across Australia. The official launch of *Lowdown Online* is scheduled for February 2010. Development of the site is now underway.

Why Lowdown Online?

Online delivery offers benefits that far outweigh what a print publication can offer. Through greater participation and engagement with a much broader audience, *Lowdown Online* will present more youth arts information and facilitate critical discussion, with a national and international audience.

- **Lowdown Online** will provide more coverage of performances and industry related news and information for performance for, by and with young people.

- **Lowdown Online** will provide a responsiveness and immediacy that is required in today's information rich climate.

- **Lowdown Online** will provide more reviews – more discussion – more news and information – more currency and up to date feature articles.

- **Lowdown Online** will provide a high level of critical dialogue and feedback

- **Lowdown Online** will provide information and resource sharing

Lowdown Online: what is it?

Lowdown Online will be an online information and discussion resource for youth performing arts in Australia, adding to the benefits of the print publication by providing a responsive and interactive resource that a print publication cannot deliver.

Targeted to organisations, practitioners, stakeholders, government and educators interested in youth performing arts, the website will not be a static information resource. Through dynamic functions and interactive networking services we aim to increase connections within the youth arts sector and associated sectors and industries.

Subscribers and members of *Lowdown Online* will have the opportunity to: interact through discussions about reviews and articles through online forums and discussion boards; access information and in depth articles providing critique and review; network and share information; develop audiences and engage in critical dialogue.

Lowdown What's On listings will inform the online calendar and provide even more information about workshops and performances for, by and with young people across Australia. Examples of the work will be available as well as comprehensive information about the companies that produce the work through their company profiles.

Regular news and information will be distributed to subscribers keeping you up-to-date with all the latest news, events and information relevant to youth arts in Australia.

Lowdown Online will also provide a wonderful opportunity for promotion of youth performing arts and theatre for young audiences nationally and internationally. Automated information sharing with other major online publications will benefit those wanting to enter information only once.

An online web hosting service will provide *Lowdown Online* clients with their own website, which will automatically interact with *Lowdown Online* and its readership and networks. All the benefits of the *Lowdown Online* website and platform will be made available to *Lowdown* Web Clients including: member management system, blogging and interactive components and a very simple Content management system.

Lowdown Subscribers: how to get involved

If you are a *Lowdown* subscriber you will have automatic subscription to *Lowdown Online*.

Until December 2009 all *Lowdown* subscribers will receive their youth performing arts news and information via a combination of the print publication of *Lowdown Magazine* and *Lowdown Online* e-updates. In 2010 the publication will be delivered digitally through *Lowdown Online* and its services. Print publication will cease after 2010. At this stage funding for the *Lowdown* 2010 program does not include the support for print publications. *Lowdown* is sourcing potential partners and sponsors to support quarterly print publications which capturing articles and reviews published online.

As the site develops through the remainder of 2009 all *Lowdown* subscribers will have automatic access as members of the site. In addition to the print publication all subscribers will receive extra articles, reviews and news items in addition to the print publication.

Lowdown subscribers will receive:

- online access to state, territory, music and arts and education columns
- online access to the 'What's On' event listings and calendar
- regular updates on youth arts activity in Australia
- access to all levels of features articles and reviews
- access to online forums, blogs, discussion groups and commentary
- industry specials for shows and events
- access to the online market place

Schools Membership

Schools and libraries are a very important part of the *Lowdown* family. Access to *Lowdown Online's* content will be available to ALL teachers and students through a schools membership. This means any student, teacher or librarian will have access to the best quality information and discussion of youth arts practice that covers theatre, dance, puppetry, music, hybrid arts practice and performance that is for, by or with young people in Australia.

Lowdown Online is cutting edge online publishing and will be an amazing resource.

The official launch is scheduled for February 2010.

If you are a subscriber now you will have automatic membership until the end of 2010.

If you have any questions or comments for the *Lowdown Online* development team please call on (08) 8267 5111 or email lowdown@carclew.org.au

