

# National Cultural Policy



## Introduction



- **The arts and creative industries** are fundamental to **Australia's identity** as a society and nation, and increasingly to our success as a **national economy**.
- 4 decades since establishment of **Australia Council**
- 20 years since **Creative Nation**
- **Time for a new phase of policy development...**

## What will the National Cultural Policy encompass?

- **Core arts:** music, performing arts, literature, visual arts
- **Creative industries:** include film and television production, broadcasting, electronic games, architecture, design and fashion, publishing, media and advertising
- **Cultural heritage:** strong recognition of Australia's cultural heritage, in particular, Australia's Indigenous culture

## How does the Australian Government support Arts and Culture now?

### Diversity of ways including:

- **Financial support** through variety of funding programs – direct grants, to funding through agencies
- Through **regulation, legislation, standard setting**
- Support for **international conventions, taxation offsets**
- Support for **training and education**

## Key components of Australian Government support for Arts and Culture

- **Australia Council** is main arts funding body across visual arts, performing arts and literature
- **Screen Australia** provides grants for film, television and online/digital content
- **Training: NIDA, AFTRS**
- **Indigenous cultural funding:** supports a network of community based arts, cultural and languages centres across Australia
- Funding for **national collecting institutions**
- More than \$740 million per annum directly on arts activity through the **Office for the Arts and related portfolio agencies**

## Other agencies

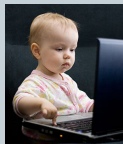
- **Department of Broadband, Communications and the Digital Economy:** ABC, SBS, Indigenous broadcasting
- **Treasury and ATO:** Screen Production Incentive
- **Innovation, Industry, Science and Research** provide creative industries support through Creative Industries Innovation Centre, supports the Australian Institute of Aboriginal and Torres Strait Islander Studies
- **Education Employment and Workplace Relations** supports arts in the National Curriculum, funding for cultural studies, creative arts and humanities in higher education and teacher training and Indigenous employment

## Associated Reviews

- Review of Private Sector Support for the Arts
- Review of Major Performing Arts Sector
- A Creative Industries Strategy for 21<sup>st</sup> Century Australia
- Convergence Review
- Review of the National Classification Scheme
- **National Design Policy**
- National Arts Curriculum

## The impetus for change

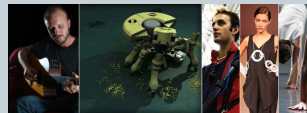
- **The cultural sector and global environment have changed significantly since the last cultural policy statement in 1994.**



**Australian household internet access has more than quadrupled since 1998 - from 16% to 72%.<sup>1</sup>**

More than half of all 15-24 year olds use the internet to research, view or create some kind of music, writing or artistic performance. Younger audiences also regularly access multiple viewing platforms, including social media, online video and cinema, signalling a **generational shift from more traditional platforms.**<sup>2</sup>

- **New methods of communication** have changed the way we access and participate in the arts.
- **Young people** provide a new, tech-savvy audience.
- There has been **huge growth in our creative industries**, highlighting the need to develop new skills and provide **career pathways.**



**The creative industries have grown by 5.8% per annum, outpacing overall economic growth.<sup>3</sup>**

1) ABS, cat. No. 8146.0, Household Use of Information Technology, 2008-09-2) Australia Council, More Than Burns on Seats: 2010, Screen Australia, Beyond The Box Office: Understanding Audiences in a Multi-screen World, 2011, 3) Centre for International Economics (CIE), Creative Industries Economic Analysis: final report (2009), produced for the Creative Industries Innovation Centre (CIIC), Queensland University of Technology.

## The impetus for change

- **Our society has changed, and arts needs to keep up with its potential audiences and encourage participants.**



The demographic of attendees has changed – audiences have continued to increase for contemporary art forms – the gap between traditional and new forms has widened.<sup>1</sup>



New demographics can be targeted – the needs and interests of inner-city younger people, outer-metro families, and expanding regional communities are not being met (particularly in the 20-40 year old age group) and Australian Government funding is invisible.<sup>1</sup>

- **Our audiences have changed** – they want and expect different things.
- The focus of our **support does not reflect the preferences** of the growing audiences for: contemporary music; multi-cultural arts; modern art; community-based activity.
- **Our suburbs contain many cultures**, and increasingly there is an expectation for multi-cultural arts activities
- **People are more positive and appreciate the arts** (80% positive in 2009 compared to 71% in 1999<sup>2</sup>) – but there is little recognition of the role of the Government in fostering and supporting the arts.

There is greater diversity in our community, reflected in the fact that more than 43% of Australia's 21 million people were either born overseas themselves or have a parent who was.<sup>1</sup>



<sup>1</sup>ABS, cat. No 4113.0, 4114.0, Attendance at Selected Cultural Venues and Events, 2005-06, <sup>2</sup> Australia Council, More Than Bums on Seats, 2010.

## The impetus for change

- **Where we live and our expectations of what we require and deserve have changed.**



Regional Australia contributed \$65 billion, or about 67%, of our export revenue, in 2006 – this 37% of the Australian population deserves and expects better support – in some regions the arts scene is vibrant and exciting.<sup>1</sup>

Many residents of Australia's regional and remote communities express frustration at the lack of choice and promotion in relation to arts events – *"We're not spoiled for choice, 'cause beggars can't be choosers."*<sup>2</sup>

- **Australians deserve and expect more equitable access to arts and culture**, regardless of where they live – and in particular in regional Australia.
- Access to the arts covers both participation and audience.

- **Australians are active consumers and creators of art**, with regional Australia no exception. Over 85% of regional Australians believe arts play a vital role in community wellbeing and entertainment.<sup>3</sup>
- **Attendance rates are higher in our capital cities** than the rest of Australia. Similarly, although a similar percentage of regional Australians creatively participate in the arts as their inner-metropolitan counterparts, fewer receptively participate (attend events) – pointing to **issues of opportunity and access.**<sup>4</sup>
- **Community arts activities** touch around 25% of the population, with those living in rural areas more likely to attend than others.<sup>4</sup>

<sup>1</sup>Department of Foreign Affairs and Trade, <http://www.dfat.gov.au>, <sup>2</sup> Australia Council, More Than Bums on Seats, 2010 <sup>3</sup> Regional Arts Australia, Creating a Better Life for Regional Australians, 2009. <sup>4</sup> Australia Council, More Than Bums on Seats, 2010

## Some goals...

- **To ensure that what the Government supports – and how this support is provided – reflects the diversity of a 21<sup>st</sup> century Australia, and protects and supports Indigenous culture**
  - **More people experience** and are inspired by Australian arts
  - More Australians from diverse background and locations have the **opportunity to participate** in Australia's cultural life
  - Australia's **Indigenous arts and culture** are supported and developed
  - The arts and creative activity reflect and respond to our **multicultural society**

## Some goals...

- **To encourage the use of emerging technologies and new ideas that support the development of new artworks and the creative industries, and that enable more people to access and participate in arts and culture**
  - Organisations and artists are **encouraged to innovate** and push the boundaries to **explore new art forms**
  - **Diversity is nurtured**, supported and encouraged
  - Australia's **creative industries sector** continues its strong growth

## Some goals...

- **To support excellence and world-class endeavour, and strengthen the role that the arts play in telling Australian stories both here and overseas**
  - **Artistic excellence and talent** are supported and celebrated
  - **Australia's institutions, performance companies and artists** are increasingly celebrated as being **world class**.
  - **Indigenous arts, language and culture** continue to attract both domestic and international interest and recognition

## Some goals...

- **To increase and strengthen the capacity of the arts to contribute to our society and economy**
  - As part of their **educational experience**, all children and young Australians have the opportunity to learn about the arts
  - There is **increased training and more career opportunities** in creative industries, the arts and its many supporting industries
  - More **international visitors** target Australia as a cultural destination, supporting our economy
  - Arts and creativity are increasingly included in the **mainstream of broader government priorities** aimed at strengthening our society and economy

## How will the Policy connect traditional arts and mainstream popular culture?

- The Policy will look at ways that the arts can **underpin broader priorities**.
- For example, the ways that **arts and creative industries** can strengthen our **education system**, or the ways that arts and creative industries can strengthen the aims and outcomes of policies like **Closing the Gap**.

## Who will be consulted?

**All Australians can contribute to this process.**

Input is sought from individuals, organisations and government in metropolitan cities, regional towns and remote Australia to ensure that the National Cultural Policy reflects the interests and aspirations of all Australians.

## What are the next steps?

- After the consultation period closes, the Australian Government will develop the National Cultural Policy drawing on the feedback from individuals, the arts and culture sector and other sectors.
- The Australian Government is expected to release the National Cultural Policy in early 2012.

## We'd like your views

- **To have your say** on the National Cultural Policy discussion paper, visit: [www.culture.arts.gov.au](http://www.culture.arts.gov.au) or email [culturalpolicy@pmc.gov.au](mailto:culturalpolicy@pmc.gov.au)
- You have until **Friday 21 October 2011**

