



Australian Government

National Cultural Policy Advisory Group

REVIVE

Independent advice to the Minister for the Arts

January 2023



We acknowledge the Traditional Custodians of Country throughout Australia and their continuing connections to lands, waters and communities. We pay our respects to their cultures and their Elders, past and present, and to all First Nations peoples.

Our membership

- Ms Janet Holmes à Court AC (WA) is an Australian businesswoman and arts philanthropist, and has served as Chair of the Australian Children's Television Foundation, Art Gallery of Western Australia, Black Swan State Theatre Company and the West Australian Symphony Orchestra, and on the Board of the Reserve Bank of Australia.
- Mr Adrian Collette AM (NSW) is Chief Executive Officer of the Australia Council for the Arts and has held previous roles as the Chief Executive of Opera Australia and in the higher education and publishing sectors.
- Ms Alysha Herrmann (SA) is a writer, performance-maker, creative producer and youth arts worker from regional South Australia.
- Ms Sinsa Mansell (TAS) is a Trawoolaway muka nawnta pakana woman from larapuna (the Northern region of lutruwita / Tasmania) and a proud mother of two. She is a knowledge-keeper in ceremonial dance. She is the co-founder, creative producer, project officer and choreographer with pakana kanaplila, a traditional and contemporary Tasmanian Aboriginal dance troupe.
- Ms Kitty Taylor (TAS) is a visual artist from lutruwita / Tasmania. She is co-founder and Co-Executive Director of RANT Arts, a peak arts organisation that administers the Regional Arts Fund in Tasmania. Her passion is for socially engaged practice and creating programs that build the capacity of both individuals and communities. She is a member of the Institute of Community Directors Australia.
- Mr Christos Tsiolkas (VIC) is an award-winning Australian author and a patron for the Victorian Writers Centre and Outer Urban Projects.
- Professor Clare Wright OAM (VIC) is an award-winning historian, author, broadcaster and public commentator, and is currently a Professor of History and Professor of Public Engagement at La Trobe University.

Our role and approach

Since being appointed on 26 August 2022, we met on 7 September, 30 September, 5 October, 24 October and 11 November 2022. These meetings were in addition to our meetings with you, the Hon Tony Burke MP, Minister for the Arts, on 13, 17, 18 and 21 October 2022.

Consistent with the Terms of Reference of this Group, we took a high-level and strategic approach to the consideration of the new National Policy and the development of this advice. Informed by the work of the five expert Review Panels, we discussed and workshopped the scope of the new policy, the main themes and issues it should address, broad issues of language, culture and history, and the current state of the Australian arts, entertainment and cultural sector. We considered and

provided feedback on the draft policy document, case studies for inclusion in the policy, and the vision statement written by our members, Clare Wright and Christos Tsiolkas. We also developed overarching principles to guide the policy, and looked ahead to the future of the Australian arts sector to develop a series of short, medium and long-term priorities.

Across all these discussions was respect for the diverse voices and perspectives of the sector and the extensive work undertaken by the Review Panels in reviewing over 1,200 submissions, as well as a commitment to all five policy pillars of the new policy, beginning with 'First Nations first.'

Our advice

Core principles: guidance for future investment

A key outcome from our deliberations was the development of a series of policy principles designed to act as bridges across the five pillars to bind them together and inform Government actions and investment over the next five years. Australian Government decision-makers should consider these principles going forward in order to achieve the objectives of the new National Cultural Policy:

- First Nations arts and culture are First Nations-led
- All Australians, regardless of language, literacy, geography, age or education have the opportunity to access and participate in arts and culture
- Artists and arts workers have career structures that are long-term and sustainable, supported by vocational pathways
- Australian students have the opportunity to receive an education that includes culture, creativity, humanities and the arts
- Creative talent is nurtured through fair remuneration, industry standards and safe and inclusive work cultures
- Arts and cultural organisations have representation and leadership that is reflective of contemporary Australia
- Cultural infrastructure, including galleries, libraries, museums, archives and digital collections, is restored, built and maintained
- Australian stories are seen and heard, regardless of platform
- Creative industries and practice are future-focused, technology enabled, networked and globally recognised, including through reciprocal exchange, export and cultural diplomacy
- Arts and culture are generative (creating new works and supporting emerging artists) and preservative (protecting heritage and conserving cultural memory).

Looking ahead: key priorities for the future

The development of the new National Cultural Policy was an opportunity for our Group, comprised of members from across Australia and the arts and culture sector, to consider and articulate priorities for the future. Divided into short, medium and long-term priorities, these are relevant to not only this version of the new policy but for future iterations.

Short-term priorities (1–2 years)

- Existing Lending Right Schemes expanded to include digital rights (e-books and audiobooks)
- A new Fair Work Commission-style independent body to support the arts sector
- Professional artistic activity counted towards meeting mutual obligation requirements for Centrelink payments
- Young people have access subsidised arts and cultural activities (e.g. Youth Pass)
- Board representation/diversity for Australian Government arts and cultural organisations linked to funding
- Increased representation of artists/cultural practitioners on boards of Australian Government organisations
- Arts and culture touring programs fund intrastate touring activities in larger states such as Western Australia and Queensland
- The central role of Australia's national broadcasters is recognised and supported
- Quotas for streaming services operating in Australia, particularly in relation to children's content and documentaries
- Gender equity in Australian Government decisions on commissioning programming/grant-making Uniform Codes of Practice/Conduct and remuneration rates
- Arts and cultural organisations exempted from the efficiency dividend to support improved financial sustainability

- Digitisation of cultural material including continuation of funding for Trove
- The current operation of the Producer Offset reviewed
- New legislation to better protect Indigenous Cultural and Intellectual Property and collective ownership of stories and culture
- A national body to lead on issues of First Nations protocols and implementation
- New standards for the cost of providing First Nations cultural advice
- Compulsory training and education on cultural protocols and cultural safety and working with vulnerable people and communities linked to funding for all arts and cultural bodies
- Self-determination is defined, cultural protocols standardised and a strategy is developed to embed these in the core of an organisation as a value or principle
- Additional two year funding for the Australian Children's Television Foundation
- Recognition that withdrawing sponsorship from companies involved in fossil fuel businesses may require increased government funding
- Recognition of architecture as part of the arts.

Medium-term priorities (3–5 years)

- An 'AusArts' community-based arts program for kids, similar to the successful Auskick program
- A dedicated youth arts and culture funding stream, for eligible young people aged 30 years or under
- An artist in residence programs in schools, prisons and youth detention
- An accessible, transparent, comprehensive central data source for arts and cultural activities, and support better data sharing and access
- Long-term sustainable career structures: fellowships, mentorships, residencies, exchanges for arts and cultural professions

- An 'Arts Law'-style agency with core funding, not grants, to provide legal advice and information on arts and cultural matters
- STEAM not STEM embedded within the Australian Curriculum
- Broader Australian content quotas for streaming services
- New arts infrastructure funded for maintenance (not just initial construction)
- Schools have quality arts and music education, for example, by embedding artists in schools
- A national literature strategy
- Literature and other arts prizes are tax-free
- Translating streams in First Nations languages and in community languages to ensure key and core Australian cultural works are accessible in community languages
- Artists are recognised as small businesses and provided with business development support
- The recommendations and practices proposed in the Raising Their Voices report on the music industry are implemented, along with similar reports in the screen sector
- Opportunities in the vocational education sector are promoted, for example existing qualifications in production and technical work
- The imbalance in fee costs for arts and humanities degrees is addressed
- The 2003 UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage is ratified.

Longer-term priorities (5–10 years)

- Investment in arts and culture in Australia is incrementally increased to meet the Organisation for Economic Cooperation and Development (OECD) average of percentage of Gross Domestic Product
- A Ministry of Arts, Culture, Heritage, Media and Sport at a senior Cabinet-level
- Australian Curriculum to recognise languages and arts education
- Tax incentives for creating new Australian live performance works of scale
- A strategy for the ageing volunteer workforce in arts, culture and heritage organisations
- Australian War Memorial responsibility moved back into the arts portfolio.

Our concluding comments

Arts and culture play a fundamental role in the Australian community, economy and our cultural life. Proportionate to its cultural value, arts and culture should be regarded as a priority across government.

The new National Cultural Policy is an opportunity to set a path for the future, to promote representation across the sector, support First Nations self-determination in all forms and to achieve meaningful outcomes across the Australian Government.

