

National Cultural Policy Submission

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Public

Individual

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Short submission (text box 500 words or less)

Unfortunately, the policy is too broad because it treats the arts as a single homogenous industry while seemingly ignoring creative industries reliance on broader economic performance. Each sector within the arts would benefit from specific and bespoke frameworks aiming of increasing the financial viability of each sector. Including, increasing the reach and participation levels for each sector, reducing reliance on government funding, while improving the salaries and earning potential all artists and creatives. The strategic direction for film and television differs from the strategic direction needed for authors and publishers; musicians and bands; and further from influencers / predominately online creatives. Bespoke sector specific policies would ensure each creative industry obtains the strategic direction it needs to thrive. Key measures for industry specific policies should include:

- the number of creatives who move from hobbyists into paid creative roles
- the FTE creatives spend moving from being a hobbyists into paid creative roles
- The money spent / investment made by creatives versus the funds earned from creative pursuits.
- The proportion of total art sector revenue (streaming services, album purchases, ticket sales, fine art auctions and purchases, and book sales ect) generated from domestically produced artists and creatives.

These key measures would identify what works when supporting creatives while affording accountability that cultural policy supports all sectors to improve and expand.

The policy also does not sufficiently consider creatives reliance on the performance of the broader economy for their creative practice to be financial worthwhile. For example, efforts to increase the earning potential for musicians intersects with the financial viability of the hospitality sector. Whereas visual and fine artist increase their earnings only because of higher discretionary spending from individuals, households and businesses. Creatives are less likely to move from being a hobbyist into a paid creative role if their creative practice is not financial worthwhile. A comprehensive arts policy should acknowledge that broader financial risks, including inflation and lower consumer confidence, negatively impacts the viability of each creative / artist.

Thank you for taking the time to consider my input and I look forward to an arts policy which supports the financial viability of each sector. So its investigable and sustainable, to allow more people to pursue a career as a creative / artist.