

OFFICIAL

SAVE OUR ARTS

MORE AUSTRALIAN CONTENT ON OUR SCREENS, STAGES, SPEAKERS, WALLS & SHELVES

POLICY SUBMISSION

SAVE OUR ARTS

PH: _____

WWW.SAVEOURARTS.COM.AU

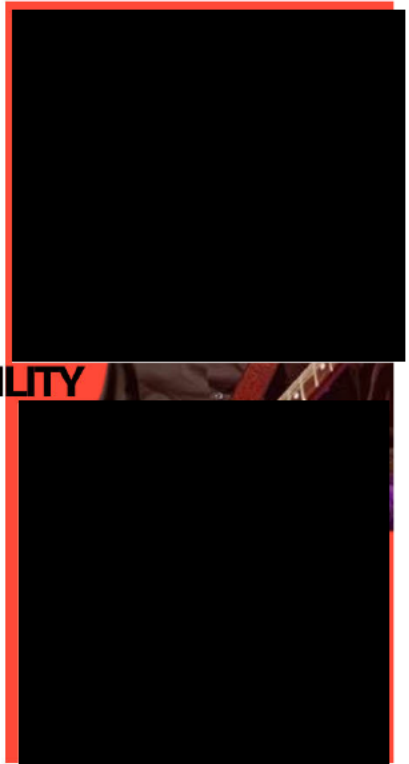
OFFICIAL

**AUSTRALIA DOESN'T HAVE A TALENT PROBLEM WHEN IT COMES TO THE ARTS
-IT HAS A REVENUE, REGULATORY & INVESTMENT PROBLEM**

After consulting with artists, arts businesses, arts peaks, arts academics & looking at the best pilots, programs, and policies domestically and abroad, Save Our Arts' policy development team has produced a slate of policy asks that are high impact, cultural and economic multipliers, & compelling.

FIVE KEY REFORMS

- 1. STREAMING & AI MODELS LEVY**
- 2. ARENA LEVY**
- 3. AUSTRALIAN CONTENT & DISCOVERABILITY OBLIGATIONS**
- 4. YOUTH CULTURAL VOUCHER SCHEME**
- 5. FAIR PAY FOR CREATORS (STREAMING RESIDUALS + ARTIST FEES)**



A SYSTEM TO REBUILD AUSTRALIAN ARTS

REVENUE + REGULATION + INVESTMENT

PILLAR	OBJECTIVE	KEY MEASURES	IMPACT
● REVENUE GENERATING	Capture value from digital platforms and major events	<ul style="list-style-type: none"> • Music Streaming Levy (5%) (~\$25M p.a.) • Arena Ticket Levy (3%) (\$100M+ potential) 	<ul style="list-style-type: none"> • Sustainable funding for Australian music • Reinvestment from global platforms & major event
● REGULATORY	Fix market failure and rebalance power	<ul style="list-style-type: none"> • Discoverability obligations (music + screen) • Local content quotas (streaming + audio) • Streaming residuals • AI & creator rights • ACCC inquiries (live music) • Insurance reform • Support act requirement 	<ul style="list-style-type: none"> • Increased visibility of Australian content • Fairer pay for creators • Reduced structural barriers
● INVESTMENT	Targeted public investment for cultural return & economic multiplier	<ul style="list-style-type: none"> • Youth cultural vouchers (\$180M) • Creative fellowships (\$60M) • SME funding uplift (~\$45M+) • Writing sector investment (~\$20-30M) • Translation/export funds (~\$10M+) • Playing Australia uplift (\$10M) • Visual arts touring (\$5M) • Export funds (\$10M) • Support Act mental health (\$2M) 	<ul style="list-style-type: none"> • Increased participation • Stronger creative workforce • Regional + export growth

PAN-ARTS | PRIORITY REFORMS

1. Youth Cultural Voucher Scheme

PROBLEM

Young Australians face increasing cost barriers to accessing culture, contributing to declining engagement with Australian arts and weakening future audiences and participation across all disciplines.

SOLUTION & ANTICIPATED OUTCOME

Introduce \$100 annual cultural vouchers for 16–21 year olds to spend on Australian cultural products (books, music, film, live performance). This would increase participation, support local industries, and build lifelong cultural engagement.

IMPLEMENTATION & ELIGIBILITY

Federally administered (Services Australia or similar). Applies to all Australians aged 16–21, redeemable through registered cultural providers.

COST

~\$180M p.a.

MODEL

France Culture Pass; Italy App18

<https://pass.culture.fr>

<https://www.18app.italia.it>

2. Creative Fellowships Program

PROBLEM

Early- and mid-career artists face unstable incomes and limited time to develop work, leading to attrition and loss of talent across all artforms.

SOLUTION & ANTICIPATED OUTCOME

Expand and enhance Creative Australia's Fellowships program (e.g. 200 fellowships a year, paid at \$100,000 p.a. over three years) to support outstanding artists across disciplines. This would enable sustained creative development, increase output, and celebrate the achievements of Australia's most talented artists.

IMPLEMENTATION & ELIGIBILITY

Administered via Creative Australia. Open to artists across all disciplines, with a focus on mid-career practitioners at the peak of their powers.

COST

~\$60M p.a.

MODEL

MacArthur Fellowships (US); Creative Australia Fellowships
<https://www.macfound.org>

3. AI & Creator Rights Framework

PROBLEM

AI systems are using creative works without consent or compensation, undermining creator rights and threatening long-term sustainability of creative industries.

SOLUTION & ANTICIPATED OUTCOME

The Commonwealth is currently reviewing the *Copyright Act*. This review must safeguard creators and artists' rights. Big tech must not be given special exemptions under the *Copyright Act* to datamine or steal artistic content.

New regulatory requirements must be introduced for consent, payment, and transparency in AI training and outputs. This would protect intellectual property, ensure fair remuneration, and establish clear rules for emerging technologies.

Standards Australia should develop a labelling and accreditation system for a "Made by Humans" labelling scheme for creative content.

IMPLEMENTATION & ELIGIBILITY

Federally legislated (Attorney-General's Department / Communications / Standards Australia). Applies to AI developers and platforms operating in Australia.

COST

Regulatory

MODEL

EU AI Act, GDPR

<https://artificialintelligenceact.eu>

<https://gdpr-info.eu/>

4. Sustained Arts Funding for SMEs

PROBLEM

Small-to-medium arts organisations are the lifeblood of Australian creativity, [producing the majority all new creative work](#) in many artforms. But they remain underfunded and reliant on short-term grants, limiting their ability to plan, grow, and support artists and cultural workers.

SOLUTION & ANTICIPATED OUTCOME

Increase multi-year funding for small-to-medium arts organisations. The available small-to-medium organisations funding pool should be roughly doubled to approximately \$90m a year for the next round starting in 2028. This would mean more organisations can be funded, and strengthen sector capacity, support employment, and improve long-term cultural output.

IMPLEMENTATION & ELIGIBILITY

Increase current 4-Year Investment Fund administered via Creative Australia to 5-years. Applies to eligible small and medium arts organisations across disciplines.

COST

~\$45M+ p.a. (additional) from 2028

MODEL

Existing multi-year funding frameworks such as the 4 Year Investment Fund (Creative Australia)

<https://creative.gov.au/investments-opportunities/multi-year-investment/four-year-investment-organisations>

5. Arts & Humanities Tertiary Fee Reform (Job-ready Graduates Review)

PROBLEM

The Job-ready Graduates scheme significantly increased student fees for arts and humanities degrees, creating a financial barrier to entry and discouraging enrolment in creative disciplines. This has contributed to declining pipelines of writers, artists, and creative professionals, despite strong demand across the creative economy. As the extensive review undertaken by Mary O’Kane’s Universities Accord found, Job-ready Graduates funding rules penalise students wishing to study arts and humanities subjects at university.

Solution & Outcome

Review and rebalance student contribution levels for arts and creative degrees to better reflect workforce demand and economic contribution. This would improve access, rebuild the talent pipeline, and align higher education settings with Australia’s growing creative industries.

IMPLEMENTATION & ELIGIBILITY

Federally led review via the Department of Education, with changes to student contribution bands under the Higher Education Support Act. Applies to university courses in arts, writing, and creative disciplines.

COST

Moderate (revenue foregone / rebalanced across disciplines)

MODEL

Newly-established university regulator ATEC is expected to review the Job-ready

Graduates funding rules. Current fees should be replaced by simpler, fairer tertiary fee schedules that don't penalise students wanting to study the arts.

Australian Association of the Humanities proposal on JRG:

<https://humanities.org.au/news/job-ready-graduates-requires-urgent-reform-but-current-proposal-risks-more-university-cuts/>

MUSIC | PRIORITY REFORMS

1. Australian Music Discoverability Obligation

PROBLEM

Australian artists are becoming increasingly invisible on streaming platforms, with a 30% decline in local artists appearing in top-streamed rankings. Algorithmic systems favour global content, limiting discovery. Emerging Australian artists are struggling to “break”.

SOLUTION & ANTICIPATED OUTCOME

Require streaming platforms to embed Australian content into editorial and algorithmic systems, alongside mandated reinvestment in local discoverability. This would increase visibility, rebalance algorithmic bias, and strengthen the domestic music pipeline. This policy should be pursued in tandem with extending Australian content obligations to streaming music platforms (see below).

IMPLEMENTATION & ELIGIBILITY

Federally administered (Arts/Communications, ACMA/ACCC). Applies to streaming platforms above a national subscriber/revenue threshold.

COST

Regulatory

MODEL

EU Digital Services Act; Canadian discoverability frameworks

<https://digital-strategy.ec.europa.eu/en/policies/digital-services-act-package>

2. Streaming Platforms and AI Models Levy (5%)

PROBLEM

Streaming platforms and AI models generate significant revenue from Australian audiences and users, but do not systematically reinvest in the local cultural ecosystem. This is weakening the long-term sustainability of Australian arts, culture, literature and music. In the case of AI, the work of Australian artists is being stolen without attribution to “train” models, destroying their livelihoods. Nearly all these platforms are foreign-owned and run.

SOLUTION & ANTICIPATED OUTCOME

Introduce a 5% levy on streaming platform and AI model revenue from Australian subscriptions to fund artist development, local content, discoverability, and industry infrastructure. This creates a self-sustaining funding model linked to digital consumption. As AI grows in use, this also represents a growing revenue source.

IMPLEMENTATION & ELIGIBILITY

Federally legislated and administered via the ATO and Creative Australia (or equivalent), with funds distributed across artists, smaller creative companies, venues, and industry programs. Levy administered by ATO/Treasury. Funds distributed by Creative Australia.

COST

Revenue generator (industry-funded) \$25-\$150mn per annum

MODEL

France’s streaming levy (Centre National de la Musique)

<https://cnm.fr>

3. State-Based Arena Levy & National Music Trust Alignment

PROBLEM

Australia's live music sector generates significant revenue at the top end but lacks a mechanism to reinvest that value into grassroots venues, artists, and touring infrastructure, leading to increasing ecosystem fragility.

SOLUTION & ANTICIPATED OUTCOME

Introduce a 3% ticket levy on large-scale concerts in venues with a capacity of 3,000+, with revenue reinvested into local music ecosystems. This creates a sustainable "top-to-bottom" funding model in which commercial success directly supports future Australian artists and venues.

IMPLEMENTATION & ELIGIBILITY

State governments implement levies via major state-owned venues and ticketing systems, aligned to a common national framework. For state government owned venues, revenue to be collected by state revenue offices and passed on to state-based music trusts. For privately owned venues, levy collection and/or distribution is coordinated federally via the ATO, and distributed via existing Music Australia funding programs.

Applies to all ticketed live music events in venues with 3,000+ capacity.

COST

Revenue generator (\$100M+ p.a. potential depending on uptake and touring volume. Revenue approximately 70/30 state/fed)

MODEL

Victorian Music Trust (ticket levy on major venues)

UK arena levy; France CNM redistribution MODEL

<https://www.ukmusic.org>

<https://cnm.fr>

4. Venue Insurance Reform Package

PROBLEM

Public liability insurance costs for live music venues have increased dramatically, with premium rises of up to 400–1000%, creating a market failure that is forcing closures and undermining the live ecosystem.

SOLUTION & ANTICIPATED OUTCOME

Implement coordinated reform, including tort reform, government-backed underwriting, and industry risk pooling. This would stabilise insurance COSTs and protect essential cultural infrastructure.

IMPLEMENTATION & ELIGIBILITY

State-led (insurance and liability frameworks), with federal coordination and potential underwriting support. Applies to compliant live music venues.

COST

Regulatory + contingent underwriting support

MODEL

New Zealand ACC; UK and Canadian liability frameworks

<https://www.acc.co.nz>

5. National Support Act Requirement (“Michael’s Rule”)

PROBLEM

Opportunities for Australian artists to access large touring audiences are restricted and inconsistent across states, limiting exposure and career progression.

SOLUTION & ANTICIPATED OUTCOME

Introduce a national requirement for international touring acts to include Australian support acts, ensuring consistent opportunities and strengthening artist pathways. The recent House of Representatives Inquiry into Live Music, *Am I Ever Gonna See You Live Again?*, also recommended this reform.

IMPLEMENTATION & ELIGIBILITY

Federally administered via visa conditions (*Migration Act*) and additionally via Creative Australia, supported by state-based incentives in publicly owned venues.

COST

Regulatory

MODEL

NSW Government “Michael’s Rule”

<https://www.nsw.gov.au/departments-and-agencies/sound-nsw/funding-and-support/michaels-rule>

6. Live Music Market Competition Review (ACCC Inquiry)

PROBLEM

Australia’s live music market is increasingly concentrated, with vertically integrated companies controlling promotion, ticketing, and venues. This reduces competition, limits opportunities for Australian artists and independent promoters, and restricts reinvestment into the local ecosystem. In the US, prominent company Live Nation has recently been prosecuted for illegal price fixing and anti-competitive practices.

Solution & Outcome

Direct the ACCC to undertake a formal inquiry into competition in Australia’s live music market, including promoter dominance, ticketing practices, and vertical integration. This would identify anti-competitive behaviour, improve market transparency, and support a more open and competitive live music sector.

IMPLEMENTATION & ELIGIBILITY

Federally initiated via the Treasurer or Minister for Competition. Conducted by the ACCC under existing inquiry powers. Applies to major promoters, ticketing platforms, and venue operators.

COST

Low (regulatory inquiry)

MODEL

US Department of Justice antitrust action against Live Nation/Ticketmaster

UK Competition and Markets Authority ticketing investigations

<https://www.justice.gov/atr>

<https://www.gov.uk/cma>

WRITING | PRIORITY REFORMS

1. Public Lending Right (PLR/ELR) Uplift

PROBLEM

Australian authors receive limited income from library lending, with current lending rates failing to reflect the real value of their work or provide sustainable earnings.

This contributes to the collapse of mid-career writing careers, harms local publishers, and reduces long-term literary output.

SOLUTION & ANTICIPATED OUTCOME

Increase PLR/ELR payments (e.g. 30–50% uplift) to better compensate authors for public use of their work. This would provide a stable baseline income, support career sustainability, and strengthen the national writing ecosystem.

IMPLEMENTATION & ELIGIBILITY

Federally administered via Creative Australia/ Office for the Arts. Applies to Australian authors and eligible titles held in public and educational libraries.

COST

Modest program expansion (~\$10–20M p.a.)

MODEL

Australian Lending Rights Scheme <https://www.arts.gov.au/funding-and-support/australian-lending-right-schemes-elrplr>

2. Publishing Tax Offset (20%)

PROBLEM

Australian-owned publishers face increasing pressure from global consolidation, rising COSTs, and reduced margins, limiting their ability to invest in new Australian authors and local intellectual property.

SOLUTION & ANTICIPATED OUTCOME

Introduce a 20% tax offset for eligible Australian publishers investing in local authors and content. This would incentivise local publishing, increase output, and retain Australian IP ownership.

IMPLEMENTATION & ELIGIBILITY

Administered via Treasury. Applies to Australian-based publishers meeting local content thresholds and investment criteria.

COST

Tax expenditure (scalable)

MODEL

Australian screen production offsets

<https://www.ato.gov.au/forms-and-instructions/film-industry-incentives-2020/the-producer-tax-offset>

3. International Publishing & Translation Fund

PROBLEM

Australian books are underrepresented in global markets due to limited investment in translation, international marketing, and export development, particularly in high-growth regions such as Asia.

SOLUTION & ANTICIPATED OUTCOME

Establish a dedicated fund for translation, international marketing, and participation in global literary markets and festivals. This would expand export

opportunities, increase international readership, and grow Australia's cultural footprint.

IMPLEMENTATION & ELIGIBILITY

Administered by Creative Australia / Writing Australia. Applies to publishers, authors, and literary agents pursuing international markets.

COST

Program expansion (~\$10M+ p.a.)

MODEL

Canada Council translation programs; EU Creative Europe

<https://canadacouncil.ca>

<https://culture.ec.europa.eu>

4. Bookseller Tax Offset (20%)

PROBLEM

Independent Australian bookshops face rising operational COSTs and competition from global online retailers, reducing their capacity to stock and promote Australian titles.

SOLUTION & ANTICIPATED OUTCOME

Introduce a 20% tax offset for Australian-based bookshops, tied to the stocking and promotion of Australian-authored titles. This would strengthen local retail, increase visibility of Australian books, and support the broader publishing ecosystem.

IMPLEMENTATION & ELIGIBILITY

Administered via Treasury. Applies to Australian bookshops meeting local content and sales thresholds.

COST

Tax expenditure (moderate)

MODEL

Retail support and cultural tax incentives (France/Europe book sector support)

<https://www.culture.gouv.fr>

5. National School Libraries & Australian Book Quotas

PROBLEM

Access to books and Australian literature in schools is inconsistent, with many schools lacking adequate library infrastructure and limited exposure to Australian authors in curricula.

SOLUTION & ANTICIPATED OUTCOME

Commit to a library in every school and introduce a minimum 15% quota for Australian-authored books in school collections. This would improve literacy outcomes, increase access to local stories, and build future audiences for Australian writing.

IMPLEMENTATION & ELIGIBILITY

Joint federal–state delivery via education systems. Applies to public and private schools receiving government funding.

COST

Capital + program investment (scalable, multi-year)

MODEL

UK school library standards; Canadian education content frameworks

<https://www.gov.uk>

6. Writing Australia Sector Investment

PROBLEM

Australia’s writing ecosystem — including writers’ centres, festivals, independent

publishers, and literary journals — is underfunded and fragmented, limiting development pathways and sector sustainability.

SOLUTION & ANTICIPATED OUTCOME

Increase funding to Writing Australia and associated organisations to support career development, publishing pathways, festivals, and literary platforms. This would rebuild the national writing pipeline, support a healthy publishing sector, and celebrate Australian novelists, poets and non-fiction writers.

IMPLEMENTATION & ELIGIBILITY

Administered via Creative Australia / Writing Australia. Applies to writers' centres, festivals, independent publishers, journals, and sector organisations.

COST

Program expansion (~\$20–30M p.a.)

MODEL

Writing Australia <https://creative.gov.au/writing-australia>

Arts Council England literature funding programs
<https://www.artscouncil.org.uk>

SCREEN & STAGE | PRIORITY REFORMS

1. Streaming Residuals for Australian Creators

PROBLEM

Australian writers, actors and creatives do not receive fair residual payments from streaming platforms, unlike traditional broadcast models. This weakens income stability and reduces the sustainability of screen careers.

SOLUTION & ANTICIPATED OUTCOME

Mandate residual payments for Australian creatives in streaming contracts,

ensuring ongoing compensation tied to the success of content. This would improve income security and align streaming with established industry standards.

IMPLEMENTATION & ELIGIBILITY

Federally legislated (Attorney-General's / Communications), administered by ScreenRights. Applies to streaming platforms and production agreements involving Australian creatives.

COST

Regulatory

MODEL

Existing Australian secondary royalty distributions administered through ScreenRights

US WGA and SAG-AFTRA streaming residual agreements

<https://www.wga.org>

<https://www.sagaftra.org>

2. Local Content Obligations for Streaming & Broadcasting

PROBLEM

Australian stories are underrepresented on streaming platforms, while existing local content rules are limited and inconsistently applied across broadcasters and digital platforms. Current streaming obligations apply only to video, not audio.

SOLUTION & ANTICIPATED OUTCOME

Lift existing local content quotas from 10% content or 7.5% of revenue, to 20% content or 15% of revenue, across streaming platforms. Apply content obligations to audio platforms like Spotify. This would increase production of Australian content and ensure visibility of local stories, especially music and podcasting.

IMPLEMENTATION & ELIGIBILITY

Federally administered (ACMA/ Department of Communications). Applies to

streaming platforms operating in Australia and national broadcasters, including audio platforms.

COST

Low (regulatory with some public investment uplift)

MODEL

SVOD content obligations already in place <https://www.acma.gov.au/subscription-video-demand-services>

EU Audiovisual Media Services Directive (AVMSD)

<https://digital-strategy.ec.europa.eu/en/policies/audiovisual-media-services-directive>

3. Enhanced funding for Playing Australia

PROBLEM

Australian theatre and performing arts productions face high and rising touring costs and limited support, restricting access to regional audiences and reducing the viability of national touring circuits.

SOLUTION & ANTICIPATED OUTCOME

Increase funding to the highly successful Playing Australia program. This would expand access, create jobs, and strengthen the performing arts ecosystem.

IMPLEMENTATION & ELIGIBILITY

Playing Australia program administered via Creative Australia. Applies to theatre companies, producers, and performing arts organisations.

COST

~\$10M p.a.

MODEL

Playing Australia <https://creative.gov.au/investments-opportunities/playing-australia-project-investment>

UK Arts Council touring funds
<https://www.artscouncil.org.uk>

4. Screen Industry Mental Health & On-Set Wellbeing Standards

PROBLEM

The screen industry faces an ongoing mental health crisis driven by long hours, insecure employment, and the project-based nature of production. Most productions lack formal HR structures or consistent wellbeing support, leaving cast and crew without adequate care before, during, or after projects.

Solution & Outcome

Introduce national on-set wellbeing standards, including mandatory mental health support roles on productions above a defined budget threshold. This would improve working conditions, reduce burnout, and support a safer, more sustainable screen workforce. Fund respected charity Support Act

IMPLEMENTATION & ELIGIBILITY

Screen Australia should work with MEAA, Screen Producers Australia and Australian Directors Guild to develop and improve on-set work practices. Funding for better mental health support to be administered by charity Support Act. Applies to publicly funded productions and productions above a defined budget threshold; includes requirement for a designated wellbeing officer and access to mental health resources.

COST

\$2m for extra funding for Support Act

MODEL

UK Film & TV Charity “Whole Picture Programme”; emerging industry-led wellbeing standards; Support Art’s existing work in the music industry

<https://filmtvcharity.org.uk>

<https://supportact.org.au/about-support-act/>

VISUAL ARTS | PRIORITY REFORMS

1. Increase funding to Visions of Australia

PROBLEM

Regional Australia has limited access to high-quality contemporary visual art, while Australian artists face restricted exhibition opportunities beyond major cities. Visions of Australia is successful, but underfunded.

SOLUTION & ANTICIPATED OUTCOME

Increase funding to Visions of Australia program to support touring exhibitions of Australian contemporary art to regional centres. This would expand access, increase artist exposure, and strengthen regional cultural ecosystems.

IMPLEMENTATION & ELIGIBILITY

Visions of Australia program via Creative Australia. Eligibility rules should be eased to make smaller tours eligible.

COST

~\$5M p.a.

MODEL

Canada Council touring programs

<https://canadacouncil.ca>

2. International Visual Arts Export Fund

PROBLEM

Australian visual artists and galleries are underrepresented in global markets due to limited support for international exhibitions, fairs, and promotion.

SOLUTION & ANTICIPATED OUTCOME

Create a dedicated fund to support Australian artists and galleries exhibiting internationally. This would increase export income, global visibility, and Australia's cultural presence abroad. When Australian artists like Archie Moore are supported to exhibit globally, they are often highly successful.

IMPLEMENTATION & ELIGIBILITY

Administered via Creative Australia. Applies to artists, galleries, and curators participating in international exhibitions and art fairs.

COST

~\$10M p.a.

MODEL

Canada Council international touring programs

<https://canadacouncil.ca>

3. Public Art Investment Mandate

PROBLEM

Public investment in infrastructure is not consistently leveraged to support Australian artists, missing opportunities to embed culture into the built environment.

SOLUTION & ANTICIPATED OUTCOME

Introduce a "percent for art" scheme requiring a small percentage (e.g. 0.25%) of federal infrastructure spending to be allocated to public art commissions. This would create jobs, increase visibility, and integrate art into public life. Queensland's *Art Built In* public art policy (1999-2007), although only running for less than a decade, left a lasting legacy of high-quality public art in the state.

IMPLEMENTATION & ELIGIBILITY

Federally mandated across infrastructure projects, delivered in partnership with states and local governments, coordinated via Creative Australia.

COST

Embedded within existing infrastructure budgets

MODEL

Percent-for-art schemes (US, UK, Europe)

<https://www.americansforthearts.org>

4. Artist Fee & Fair Pay Standards

PROBLEM

Many visual artists are not paid properly for exhibitions, commissions, or public programs, leading to widespread income insecurity and unsustainable careers. Some institutions are still not paying artists a fair fee.

SOLUTION & ANTICIPATED OUTCOME

Audit and enforce minimum artist fees in publicly funded exhibitions and programs, aligned with NAVA's Code of Practice. This would ensure fair remuneration and improve career sustainability.

IMPLEMENTATION & ELIGIBILITY

Enhanced audit and compliance activity through Creative Australia, and in line with funding agreements. Applies to all federally funded galleries, institutions, and projects.

COST

Modest program uplift

MODEL

NAVA Code of Practice; Canada CARFAC fee schedule

<https://visualarts.net.au>

<https://carfac.ca>

For further information contact:

[REDACTED]
[REDACTED]
[REDACTED]