

# A new National Cultural Policy - Public Consultation

## Queensland Government submission

### Introduction

The Queensland Government, through Arts Queensland, Department of Education makes this submission in response to the Australian Government's new *National Cultural Policy* consultation.

### Queensland's policy context

The Queensland Government's *Queensland's Time to Shine: A 10-year strategy for arts and culture 2025–2035* (QTTS) outlines a commitment to a thriving creative sector supporting a statewide vibrant arts scene. It aims to achieve this by strengthening arts and creative businesses and careers, delivering diverse arts experiences statewide, and showcasing Queensland's creative talent and stories to national and international audiences.

Centred on six key priorities, QTTS is designed to grow Queensland's creative economy and build a creative future that delivers on the ambition of the State's arts, cultural and creative sector. These priorities include:

- transformational arts and culture for Brisbane 2032 and beyond;
- uniquely Queensland arts experiences;
- maximising opportunities for Aboriginal and Torres Strait Islander creatives;
- future creative workforce for a creative economy;
- arts for all Queenslanders; and
- sharing our stories and celebrating our storytellers.

QTTS priorities support a range of Queensland Government plans and initiatives including *Destination 2045: Delivering Queensland's Tourism Future* and the *2032 Delivery Plan*.

### Revive's future opportunities

Queensland's arts, cultural and creative sector is entering a critical decade. The upcoming Brisbane 2032 Olympic and Paralympic Games (2032 Games) presents opportunity to realise our State's ambition to grow the experience economy and deliver vibrant cultural programming in the lead up to and during the Games.

Collaborative approaches and enduring new partnerships that cross regional, state, and country boundaries will be crucial to developing high impact work, strengthening the creative workforce, fostering global connections and building stronger communities. The creation and delivery of 2032 Games legacy outcomes underpin this response.

The Queensland Government recognises national cultural policy as vital for shaping Australia's cultural agenda, fostering investment, and enhancing collaboration across jurisdictions. *Revive's* pillars and the Queensland Government's priorities are well aligned, with a shared vision for a vibrant and inclusive arts and cultural sector.

The Queensland Government acknowledges the positive outcomes achieved through *Revive* to date and anticipates that the next iteration will serve as a robust framework that strengthens equity in funding, fosters collaboration across jurisdictions, and addresses the unique needs of geographically diverse states.

## **2032 Games: A transformative opportunity for arts and culture**

The 2032 Games present a once-in-a-generation opportunity to showcase Australia's unique stories, cultures, and creativity to a global audience. To fully capitalise on this, a skilled workforce, strong cultural assets, and fit-for-purpose infrastructure is needed, particularly as global attention shifts to Australia following handover at the 2028 Olympic and Paralympic Games in Los Angeles (LA2028).

The significance of the 2032 Games is acknowledged in key national strategies, including *Sports Horizon: National Sports Strategy 2024–2034* and *Thrive 2030: The Reimagined Visitor Economy*. Both strategies highlight the transformative impact the Games will have on Australia and emphasise the importance of investment and early preparation in the lead-up to the Games.

With the LA2028 Games just two years away and the 2032 Games six years away, the new National Cultural Policy underpinned by focussed actions and investment, will be critical to ensuring sector readiness and maximising opportunities for arts, culture and communities. As with previous Games, it is anticipated that cultural programming will be supported by many stakeholders including all levels of government and private sector.

Incorporating a focus on the 2032 Games within the new National Cultural Policy, alongside specific actions, would highlight the Games' significance to Australia's cultural and creative sectors. Targeted actions centred on investment, increased trade relations and partnerships, national and international collaborations, and opportunities provided by increased tourism would help build sector capacity and ensure the delivery of a vibrant cultural program and a legacy for future generations.

### **Addressing historical funding inequity in Queensland's arts and cultural sector**

Queensland's arts and cultural sector faces challenges shared across all jurisdictions—rising production costs, volatile fuel prices, technological disruption, workforce shortages and shifting audience behaviours. In Queensland, however, these pressures are intensified by the State's vast geography, highly dispersed population and one of the fastest population growth rates in Australia.<sup>1</sup>

More than 75 per cent of Queenslanders live outside of Brisbane<sup>2</sup>, which significantly increases the cost of delivering accessible, high-quality cultural experiences, particularly in regional and remote communities. Regional festivals, for example, are also reporting operating cost increases of up to 40 per cent.

These structural challenges are compounded by long-standing inequities in federal arts funding. Despite accounting for more than 20 per cent of Australia's population, Queensland has historically received the lowest per-capita investment among states under multi-year federal programs. Queensland organisations in the *National Performing Arts Partnership Framework*, for instance, receive just 10 per cent of total federal funding, with the Queensland Government shouldering a disproportionate share to ensure their viability.

The Queensland Government has invested heavily to offset this imbalance while meeting the additional demands of servicing a large, decentralised state so that all Queenslanders can access arts and culture.

However, addressing entrenched inequities requires increased federal investment in Queensland. This support is critical to enable equitable participation, accelerate economic growth and ensure Queensland's arts, cultural and creative sector can thrive—particularly as the State prepares for the global spotlight and legacy opportunities of the 2032 Games.

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<sup>1</sup> Queensland Government (2025) *Population growth highlights and trends*, Queensland, 2025 edition

<sup>2</sup> Queensland Government (2026) *Estimated resident population (ERP)* (table), based on 2024 data

## Revive's Key Pillars

Future implementation of *Revive* presents opportunities to broaden the focus of each of the five pillars.

### Pillar 1: First Nations First

The Queensland Government supports Aboriginal and Torres Strait Islander artists and businesses by promoting Indigenous-led arts, cultural recognition, and access to markets.

Key considerations for *Revive* include:

- expanding Indigenous-led fashion, design and production to meet market demand, especially ahead of the 2032 Games;
- ensuring authenticity by addressing cultural appropriation and promoting genuine Indigenous art and content;
- developing business capacity, creative entrepreneurship and global market access; and
- aligning with Closing the Gap targets to strengthen and sustain Indigenous languages.

### Pillar 2: A Place for Every Story

Queensland values diverse storytelling that reflects and engages its communities and drives cultural tourism, particularly in the lead-up to the 2032 Games.

Key considerations for *Revive* include:

- increasing investment in Queensland to offset systemic inequities in Federal arts funding;
- targeting regional investment that supports diverse, local storytelling;
- reducing barriers for Australian creatives to access international markets;
- increase collaboration with the tourism sector to promote cultural tourism boosting arts experiences; and
- investing in multicultural initiatives and Australian stories that highlight regional and community perspectives.

### Pillar 3: The Centrality of the Artist

A strong creative workforce is essential for a thriving arts, cultural, and creative sector. However, the sector faces critical skills shortages, particularly in production, technical and other specialist roles, with fewer people pursuing or sustaining full-time careers despite the growing creative economy.

Key considerations for *Revive* include:

- developing a national workforce strategy to address skills shortages and support career development;
- investing in skills and training programs, including business and technical training;
- strengthening career pathways through partnerships between arts, education, and industry sectors;
- promoting arts education to highlight its value and improve student engagement;
- enhancing diversity and inclusion through targeted initiatives for underrepresented groups; and
- working with the sector to maximise opportunities and develop best practises for technology use, while safeguarding creators' rights.

### Pillar 4: Strong Cultural Infrastructure

Creative businesses face rising costs and administrative burdens. Additionally, major cultural institutions must adapt their business models for sustained operations and responsiveness to 24-hour and visitor economies.

Key considerations for *Revive* include:

- building resilient businesses through mentorships, training, and resources;
- addressing regional challenges by investing in infrastructure and reducing operational costs;
- harmonising funding to reduce duplication and administrative burden on the arts sector;
- growing greater funding diversity through strong partnerships with philanthropic and private sectors;
- considering collaborative and collective purchasing and shared services to reduce operational costs and risk for creative businesses, including night-life enterprises, in areas like insurance, licensing, and marketing; and
- investigating sector-appropriate insurance models such as self-insurance or mutual insurance options to lower premiums, particularly for live music and night-life industries.

### **Pillar 5: Reaching the Audience**

Barriers such as cost, accessibility, a decline in arts education and declining volunteerism can hinder arts engagement.

Key considerations for *Revive* include:

- promoting inclusivity and accessibility through funding for measures like AUSLAN performances;
- supporting arts volunteering by recognising its value and promoting opportunities;
- reducing barriers to arts engagement, particularly in regional and diverse communities;
- investing in arts touring to bring high-quality experiences to wider audiences; and
- supporting arts education partnerships and initiatives that strengthen audiences' arts and cultural literacy.