

National Cultural Policy Submission

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Public

Individual

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Short submission (text box 500 words or less)

There are domains where government consistently underperforms private industry, and the creative sector is an increasingly clear example. Bureaucratic frameworks that prioritise process over outcomes, however well intentioned, tend to produce exactly that: process, not outcomes. Inclusivity was a necessary foundation and Australia built it well. But foundations are not destinations, and the industry has been treading water on that ground for too long. The private sector figured this out. Policy needs to catch up.

Infrastructure tells you a lot about institutional competence. I am literally submitting this comment unable to see what I am typing because the text disappears behind the input field on mobile. If the people responsible for this policy cannot build a form that works on a phone in 2026, that is not a minor complaint. It is a pretty telling signal about the quality of thinking, resourcing and accountability that underpins the broader framework. You cannot credibly claim to be stewarding a major national industry if you cannot get the basics right.

Then there is Bluey. One of the largest children's media franchises on the planet, genuinely a generational cultural export, and the rights were effectively given away. The billions of dollars in value that followed flowed largely offshore. That capital could have funded years of further Australian content production and compounded into lasting national wealth. Instead it was a gift to an international corporation. This should be the defining case study in what not to do, and the fact that it has not prompted urgent structural reform to how Australian creative IP is valued and negotiated is frankly inexcusable.

We built an inclusive industry. Now let's build a profitable one.