

National Cultural Policy Submission

1471347

Public

Individual

Lucy Potter

Short submission (text box 500 words or less)

As Sales Director at JamFactory Contemporary Craft & Design, I work primarily in the commercial promotion and sale of work by artists within Australia's craft and design sector. JamFactory plays many roles within the cultural landscape: from supporting artists financially through our Shops and Galleries, to delivering our Associate training program for emerging practitioners, from building and preserving traditional craft skills, to providing facilities where artists can make their work. We are also a public-facing organisation, with visitors from all over the world coming to experience contemporary Australian craft and design firsthand, and to witness the level of excellence being produced here.

All five pillars of the National Cultural Policy strongly align with JamFactory's own strategic goals, but I would particularly like to highlight the importance of Pillar 4: Strong Cultural Infrastructure. To sustainably support artists through all these activities, organisations like ours also require adequate and ongoing financial support from the Federal Government.

Many Arts organisations, which include artist-run and not-for-profits, have effectively operated on the same funding (in real terms) for years, despite rising operational costs and continually expanding the services and opportunities we provide to artists. Across the sector, organisations are being asked to deliver more with relatively less.

Despite these pressures, we continue to put artists first in everything we do and produce work of exceptional quality. However, it is becoming increasingly difficult to stretch limited resources across all aspects of our programming, skills development, public engagement, and artist support. Increased Government investment, including mechanisms such as a Futures Fund, would help secure the long-term resilience of Australia's cultural infrastructure and ensure organisations like JamFactory can continue to deliver meaningful outcomes for both artists and audiences.

Australia's craft and design sector consistently achieves excellence with limited resources, and artists across the country rely on organisations such as JamFactory to help develop, grow, and maintain their practices. Increased and strengthened support for cultural infrastructure would not only help to sustain Arts organisations, but also the artists whose work reflects and contributes to Australia's cultural identity. With stronger long-term Government investment, we can continue supporting the vital role art and artists play in shaping Australia's cultural future.