
Submission in response to the Australian Government's *Towards a New National Cultural Policy* Consultation Paper

The University of Technology Sydney (UTS) and Powerhouse welcome the opportunity to contribute to the Australian Government's development of a new National Cultural Policy. Our submission seeks to showcase the importance of cultural ecosystems and place in nurturing creative talent and innovation.

Maintaining cultural infrastructure that is resilient, adaptable, and fit-for-purpose does not rest with institutions alone. It requires reimagining of how foundational institutions including museums, universities, broadcasters, and the creative industries can leverage shared geography, purpose, and investment to generate lasting cultural impact.

UTS is the Foundation University Partner of Powerhouse Ultimo. This significant \$10 million investment in the museum's revitalisation reinforces its commitment to developing the next generation of Australian creative leaders and amplifying NSW creative talent through partnerships with industry. This partnership is a structural realignment of two major public institutions around a shared civic mission, one that draws strength from their proximity, complementary functions, and overlapping communities.

At the heart of this partnership is a recognition that existing infrastructure, when activated collaboratively, can do far more than when siloed. The two institutions are reimagining common ground in Ultimo to establish a dynamic Creative Industries Precinct, which will include shared creative studios and learning facilities, joint research projects, and collaborative outdoor activations.

To activate the Ultimo Creative Industries Precinct UTS and Powerhouse have established Ultimo Creative. This group brings together organisations already embedded in the precinct including APRA AMCOS, the ABC, Screen Australia, TAFE NSW, and the Australian Fashion Council under a shared governance structure. The group is committed to supporting shared infrastructure, identify co-commissioning and residency opportunities, and enable funding partnerships across organisations and disciplines. Precisely the kind of systemic collaboration needed to build long-term sustainability across the creative industries.

The Precinct will be the largest of its kind in Australia, amplifying the profile of Sydney's diverse creative industries community nationally and internationally, and enriching the University's leadership in transdisciplinary research and innovation. It sits within Tech Central, a \$42 billion economy employing 100,000 people and is exceptionally well positioned within Greater Sydney's transport network, with around 200,000 passengers passing through Central Station each day. The surrounding precinct is already home to more than 3,000 creative businesses and 20,000 workers, underscoring the depth of the creative ecosystem this initiative is designed to strengthen. This scale matters. It signals to government, funders, and international partners that Sydney's creative sector can operate as a coherent and supportive ecosystem rather than a fragmented collection of individual institutions competing for the same limited resources.

The UTS and Powerhouse partnership and the establishment of the Ultimo Creative Industries Precinct demonstrates that Australia's cultural infrastructure becomes most resilient not through individual institutional strength, but through deliberate, structured, and equitable collaboration.

UTS and Powerhouse would be pleased to engage further on the issue raised in our submission. Please contact Lisa French, Director Strategic Projects at Powerhouse l.french@powerhouse.org.au and Danielle Woolley, Director Government Relations and Policy at UTS d.woolley@uts.edu.au to initiate further discussions.

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