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Submission to the Review of Revive National Cultural Policy

My name is Helene George. I am the Founder and Director of Creative Economy, an advisory practice in sustainable economic development that specialises in cultural and creative industries.

I am asking for the following changes and improvements to the national cultural policy which will lead to Australia reclaiming its position as a global leader at the forefront of the Creative Economy.

- 1. The Creative Economy is seen as a National Sustainable Economic Development Policy**
Internationally the creative economy is recognised as a vital engine for economic and social development in national development policy. The global creative economy is estimated to currently generate over \$2.3 trillion in annual revenue. Beyond direct financial returns, these industries offer a powerful multiplier effect, where every dollar spent is estimated to create \$2.50 in total wealth through indirect activity. There is a clear shift: cultural and creative industries are becoming central to how nations diversify their economies, strengthen soft power, and shape global identity. The next phase of growth will depend not only on creativity itself, but on how the nation designs the systems that allow creative ecosystems to thrive sustainably. Australia risks getting left behind.
- 2. Culture is seen as a Strategic Asset (Cultural Diplomacy)** - Cultural diplomacy in the creative economy represents both a strategic opportunity and an urgent imperative for Australia to build regional cooperation, connect with global audiences, and build future-facing, resilient societies. Cultural diplomacy in the creative economy is central to how nations grow, engage, and lead. It is time for Australia to utilise its strengths in the creative economy and get serious about cultural diplomacy in the region and globally. Australia needs a well-resourced, strategic program that provides coordinated cultural diplomacy that enables Australians to participate in international platforms, strengthening soft power through cultural diplomacy. This needs to be extended beyond ad-hoc exchanges and one-off small grants.
- 3. Culture as a Vehicle for Social and Economic Inclusion** - Culture and cultural programs add value to other sectors and are effective ways to engage and create more inclusive and holistic outcomes. Culture, cultural knowledge, and creative expertise and talent drive the creative economy and create a vehicle for social and economic inclusion. These abilities are found equally in people with less social and economic mobility including remote communities, First Nations, migrant, young, aged and disability communities. In turn, this provides an effective vehicle for social inclusion that can lead to greater economic participation and development.

4. **Prioritisation of Small to Medium Cultural Enterprises** - Most of Australia's investment in the cultural ecosystem is in major institutions and major performing arts that are in the cities where access to resources of state and local government as well as philanthropic and corporate support are available. A healthy cultural ecosystem requires prioritisation of small to medium cultural enterprise across the diversity of cultural expression, especially in regional and remote areas.
5. **Build Management Capacity and Systems** - Adopting innovative business models that improve viability and sustainability of participants within the cultural and creative industries is vital. A manager in the creative economy today is required to be a cultural entrepreneur, equally adept at dealing with local artisans, and generating revenues while understanding increasingly complex regulations and compliance in global markets. The sector requires skills development in management that is not generic management theory based on industrial engineering and production lines, but specific to the creative economy.

Thank you for your consideration.

Yours sincerely

Helene George
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2005 Convention for the Protection and Promotion of Diversity of Cultural Expressions