

## National Cultural Policy Submission

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Individual

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Short submission (text box 500 words or less)

I am an Australian citizen with a background in UX design, small business and disability services, making this submission as an interested member of the public.

Australia's cultural sector is a public good. It strengthens community identity, education, social cohesion, tourism, civic participation and our international reputation. However, cultural policy needs to move beyond symbolic recognition and address the structural conditions that allow artists, creative workers and cultural businesses to survive.

The next National Cultural Policy should prioritise long-term sustainability.

First, funding should provide greater certainty. Too much of the sector relies on short-term, project-based grants. This makes it difficult for artists and organisations to plan, retain staff, invest in capability or take creative risks. Multi-year funding should be expanded for organisations and initiatives that demonstrate artistic, cultural and community impact.

Second, cultural policy should treat creative work as real work. Many artists and creative workers face insecure income, limited career progression and weak professional pathways. Policy should support portable benefits, fair pay standards, professional development, mentoring and clearer career structures.

Third, Australia should invest in the business capability of the creative industries. Recent reporting on Screen Australia's Production Infrastructure and Capacity Analysis highlighted challenges in the screen sector including business scalability, skills gaps, limited career progression and infrastructure constraints. These issues are not limited to screen. Many creative organisations are highly skilled artistically but under-supported in business development, audience growth, technology, finance, export readiness and private investment.

Fourth, arts education and training should be strengthened. Creativity, storytelling, design thinking and cultural literacy will become more valuable as artificial intelligence and automation reshape the economy. Australia should support arts education in schools, vocational training, micro-credentials, university pathways and stronger links between education providers and industry.

Fifth, Australia should also strengthen its international cultural presence. Many countries maintain dedicated cultural institutes that promote their language, arts and contemporary culture abroad. Australia lacks an equivalent national institution. Establishing an Australian cultural institute would support cultural diplomacy, strengthen international audiences for Australian creative work, promote tourism and education, and better reflect the diversity and creativity of modern Australia on the world stage.

Finally, Revive should support innovation in how culture is created, distributed and experienced. This includes digital platforms, games, screen production, post-production, animation, online content and new audience models.

A successful policy should be measured by whether creative careers are viable, cultural participation is broad, and Australian stories can be developed, produced, shared and sustained over the long term.

Thank you for considering this submission.