

National Cultural Policy Submission

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Public

Organisation

Briefs Factory International Pty Ltd

Short submission (text box 500 words or less)

Briefs Factory International welcomes the opportunity to contribute to the review of Australia's National Cultural Policy, Revive.

As one of Australia's leading independent exports in queer, drag, burlesque and contemporary circus performance, Briefs Factory has spent more than fifteen years creating distinctly Australian work that tours globally while sustaining long-term creative employment at home.

At the heart of Briefs Factory's success is the recognition that artists are workers. The "Centrality of the Artist" pillar is critical to the sustainability of Australian culture and requires policy settings that support artists not only as creators, but also as employers, producers, technicians and exporters. Briefs Factory directly employs approximately 15 people on an ongoing basis, with artists and creative workers engaged around 80% of the year across touring, rehearsals, development and production delivery.

This level of sustained employment is rare within the independent performing arts sector and demonstrates the economic contribution contemporary performance companies can make when properly supported.

Independent companies like Briefs Factory operate within a highly complex ecosystem. Artists are expected to create original work, maintain international competitiveness, tour extensively, market productions globally and adapt to rapidly changing audience expectations, often without the structural support available to larger institutions. Greater access to touring investment, export support, industrial protections, affordable rehearsal infrastructure and multi-year operational funding is essential if Australian artists are to maintain viable long-term careers.

The "A Place for Every Story" pillar is equally vital. Briefs Factory's work celebrates queer Australian identity through a uniquely local lens — irreverent, politically aware, inclusive and deeply connected to Australia's contemporary cultural landscape. At a time when conversations around identity, gender and representation are increasingly contested, companies that platform LGBTQIA+ stories play an important role in ensuring the diversity of Australian life is reflected on our stages and recognised internationally.

These stories are not niche. Briefs Factory has toured throughout Europe, North America, Asia and the United Kingdom, demonstrating strong global demand for contemporary Australian performance that is bold, diverse and authentic. International audiences actively seek Australian work that feels culturally confident rather than derivative of overseas models.

The company also strongly supports the "Engaging the Audience" pillar. Live performance remains one of the most immediate and transformative ways audiences connect with Australian culture. Briefs Factory's work fosters joy, inclusion and participation while contributing to Australia's reputation as a progressive and creatively dynamic nation.

As the Government reviews Revive, it is essential that independent contemporary performance companies are recognised as a key part of Australia's cultural ecology. Companies like Briefs Factory demonstrate that Australian stories can generate international impact, sustain creative employment and strengthen Australia's cultural identity simultaneously. Continued investment in artists, independent companies and diverse storytelling is culturally, economically and socially necessary.

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