

National Cultural Policy Submission

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Public

Organisation

National Capital Attractions Association



Short submission (text box 500 words or less)

National Cultural Policy submission – National Capital Attractions Association

National Cultural Institutions (NCIs) are owned by all Australians; for the good of our nation we must nurture them.

NCIs record and make available our shared history, ranging from the nation's founding documents to the latest innovations in digital culture, however no warehouse of artefacts related to history, culture, arts, science and democracy is useful unless the public that owns it can engage with it and the ideas it generates.

NCIs receive visitation from across our land, have a proud history of sending travelling exhibitions to connect with Australians everywhere, and have built online presences that enable new forms of interaction that bring us closer together.

As the site of the oldest continuing cultures in the world, Australia owes its own citizens, and people everywhere, the right to the highest possible level of engagement with its stories ancient and modern.

Among other documents this submission is informed by the 2024 report of the Joint Standing Committee on the National Capital and External Territories – A Capital for All Australian – which contains 21 relevant recommendations.

In particular, the NCAA strongly supports the following recommendations, in the context of Australian cultural policy:

Recommendation 8

Develop a single online platform that provides useful visitor information on all NCIs and points of interest. Information should include access and transport options, current events, and exhibitions, and ways to link and explore people, places, and themes across NCIs.

Recommendation 9

Develop a Canberra Pass that provides entry to range of NCIs, including ticketed exhibitions and shows, and provides discounts and offers for Pass holders.

Recommendation 12

A review of the PACER program examine the potential for more flexibility for schools to visit institutions that support particular learning or education programs within schools.

Recommendation 13

Develop a National Capital welcome and information pack to be provided to visitors and participants of national programs such as PACER and Australian citizenship ceremonies.

A range of online activities should be developed – focussed on making life easier for audiences wanting to access and interact with NCIs – including:

- A unified online collection search, to enable easy discovery of the full range of NCI cultural assets.

- A shared services audiovisual team producing live interactive streams of NCI events, so Australians everywhere can always participate together in nationally important cultural experiences as they occur.

Establishment of a single ticketing system for Canberra-based NCIs, so visitors can easily book into exhibitions and events using 1 platform, rather than the 10 or so currently in use.

Establishment of a mobile device app that enables visitors to the National Capital to navigate from NCI to NCI and within each NCI in a way that suits their individual interests.

Establishment of a Digital NCIs Membership, enabling the comprehensive monitoring, collecting and analysing of visitor information to inform marketing and planning.

Establishment of an online NCIs shopping mall, where citizens can easily access commercial products produced and sold by all NCIs.