

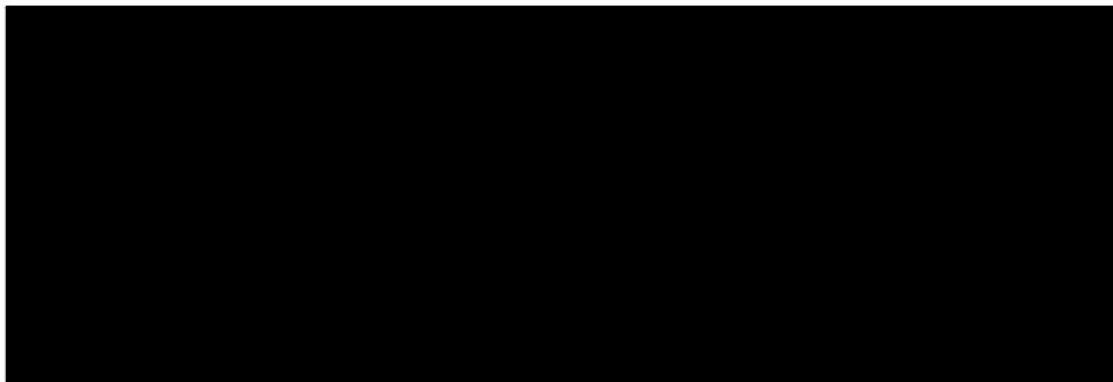


Illustrators Australia

Australia's leading illustrators organisation. Est. 1989

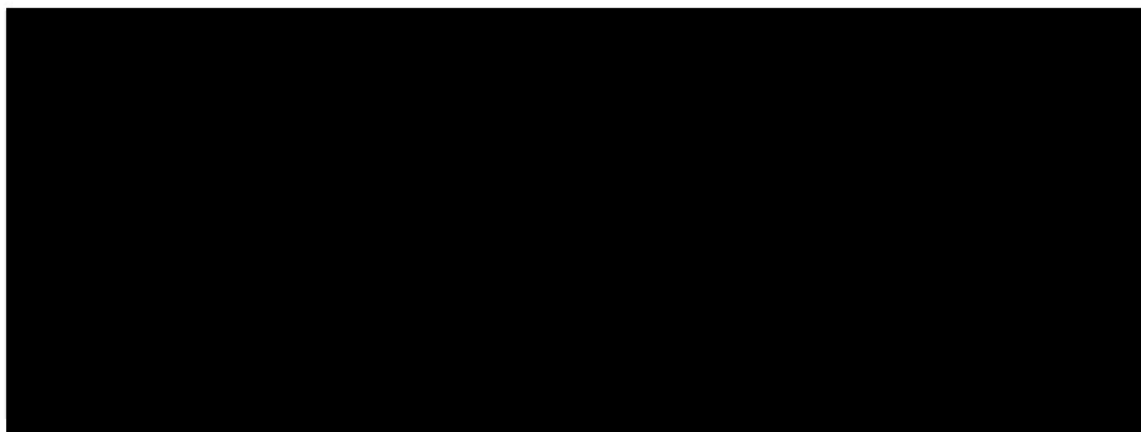
Illustrators Australia is a leading non-profit arts organisation, with over 150 members. We are the professional association for Australian illustrators, formed in 1989. Illustrators Australia's mission is to advocate, educate and build business and community for illustrators.

As a community of mostly freelance illustrators we are aware of the increasing difficulty in maintaining an adequate and stable income; with the challenges of globalisation, cost-cutting practices, and AI competing in the market. The impact of these changes leads to harder to secure paid work which adequately remunerates us for producing high quality artwork.



Australia prides itself on a culture of unique and ground-breaking artwork. The character and culture of Australian illustration, animation, art and design is one of our defining qualities and greatest assets, (as Bluey will testify). We currently risk losing this wealth and resource to mass-market and cost cutting drivers. This is being addressed by the current policies supporting local content, and centrality of the artist. Yet an ongoing commitment to infrastructure and policies that support illustrators' careers is necessary to ensure we do not lose our unique talent. Australian illustration needs protection.

To foster the illustration industry we must have more surety of pay, rights and recognition.





Illustrators Australia

www.illustratorsaustralia.com

Establishing an Award Wage for illustrators and artists, (or a basic income for all), subsidies, tax breaks, protecting copyright, ensuring our work is safe from AI would be a lifeline for illustrators. Maintaining a pursuit of excellence by reviving and supporting courses such as the BA Natural History Illustration course (at Newcastle University), more university and TAFE courses in illustration, (there are currently only two BA Illustration courses nationally). Quality of education will ensure work for future generations of local Australian illustrators, while guaranteeing career paths for illustrators, passing on their knowledge and expertise.

The establishment of courses, galleries, collections and infrastructure dedicated to illustration in Australia and the region would cement into place the importance of our role.

The devaluing of creativity and lack of recognition of our work is a deeply demoralising force in our community. Many of our members face extreme challenges staying in the industry, due to health issues, caring and parenting. Illustrators face food insecurity and housing instability due to the irregularity of payments. Difficulty negotiating for fair pay, and the expectation of working for free or lower prices, the fear of loss of work, competing for work all lead to mental health issues and career instability. Despite this, illustrators invest enormous amounts of energy, time, skill, and dedication to their work.

The least we deserve is acknowledgment of illustrators' names on covers, in promotion and catalogues, which still has to be fought for. The industry needs to pay us what we deserve. We need the government to intervene to create a culture and policies that ensure we are valued, acknowledged and paid.

The most vital changes include:

- * Establishment of Award Wage and fair pay rates and rights for artists and illustrators, including paying us on time, paying what we are asking, payment of licensing fees.
- * Basic income for artists: including leave entitlements, superannuation etc
- * Ensuring respect and protecting our rights, with agencies, publishers, commissioners
- * Support for libraries, local book production, independent bookshops and distribution
- * Galleries, museums, collections and preservation of illustration as an artform
- * Education in Illustration, in schools and higher education courses.
- * Tax reduced for artists, especially art materials, subsidies on expenses.
- * Acknowledgment by Centrelink of the length of time a project takes before payment