

To Whom It May Concern

RE: National Cultural Policy Regional Response

Latrobe City Council thanks the Australian Government for this opportunity to respond to the next National Cultural Policy and in particular the five pillars of Revive.

This response will focus on our commentary on each pillar:

Pillar 1 First Nations First

We support First Nations First approach and the need to embed stories and culture into the intricate fabric of the Australian arts tapestry. A challenge that we face is working within the RAP territories and complexities that this map brings in being able to support all First Nations creative practitioners. The RAP requires organisations to work with the registered and recognised Aboriginal organisation and for First Nations people who are not as aligned with these organisations this equates to limited opportunities.

Pillar 2 A Place for Every Story

To reflect the full breadth of our stories and to fully realise that all Australians as creators of culture, we implore the government to ensure that the policy and subsequent investment centre upon educations. Early Years through to tertiary level, we must have arts education as part of core curriculum through the entirety of a child's development. Appreciation and participation of our cultural art forms cannot exist broadly without it being a part of everyday life and understanding that the classroom plays a vital role. Tertiary institutions can also support the arts through implementing arts into a majority of broad course, the arts is a crucial factor in developing innovative problem solving, strong decision making and analytical skills. Arts education is not stand alone; it is a core integration into almost every facet of life.

Pillar 3 Centrality of the Artist

To better support artists as workers, the policy should focus on the strengthening of the payment standards for creatives. NAVA and LPA have informative resources but without a strong standard of pay and pay terms, it will always be a challenging area for both artists and employer. Resources that impact artists as workers and employers who contract artists such as Arts Law are behind exclusionary pay walls and therefor inaccessible to the majority. Making these resources accessible is critical.

As a regional council who works with artists in regional Australia, we see that the lack of business and administration skills, is often the difference between a regional artist missing a job compared to a metropolitan based artist who has access to training and resources.

Funding and support to upskill regional creative practitioners through the policy would be hugely advantageous to seeing regional communities and economies grow due to the arts.

Pillar 4 Strong Cultural Infrastructure

As a regional council with multiple creative venues in both performing arts and visual we rely on the large cultural institutions to be cutting edge and innovators in the sector as this is crucial for a gold standard to be clearly exemplified and provides all other regional centres a point of reference.

What we would encourage is for our national cultural infrastructure bodies to also look outside of their spaces and find connections into regional Australia. It is crucial to seek ways to upskill regional arts workers and looks outwards for presenting partnerships.

Pillar 5 Engaging the Audience

The policy should include a marketing strategy for arts and culture broadly, a truly creative advertising campaign that showcases the best of our sector across the nation would be a welcomed initiative. The arts are very insular and also very metropolitan focused; a full and creative ad campaign could put regional arts on the map. It would also bring those who do not engage with the sector the permission to feel more a part of it and break down some of the barriers of 'it's a need to know or must educated to know' silo.

We would like to applaud Creative Australia for the Giving Day to the Arts initiative however it did fall flat due to lack of advertising and media campaign. We hope that this initiative continues, and it becomes a part of the natural giving landscape cycle.

Thank you again for this opportunity and we welcome any and all measures to bolster arts and culture and will staunchly advocate alongside the policy to see regional arts and culture as a key component to achieving all five pillars.

Please don't hesitate to contact me with any questions you may have.

Yours Sincerely,



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Latrobe City Council