

National Cultural Policy Submission

Name: Geoff Baguley

Organisation: Country for Kids Ltd (NQ's Rock'n Country Music Festival)

Submitted: On behalf of a not-for-profit arts organisation

What challenges and opportunities do you see in the pillar or pillars most relevant to you? Feel free to respond to any or all pillars:

First Nations

Aboriginal culture is part of Australian culture. People pay to see the combination of both. I run a Country Music Festival which celebrates all Australian culture and people love it.

A Place for Every Story

Australian culture is unique as we are a combination of so many backgrounds. Live performing arts events enable Australians to participate.

The Centrality of the Artist

The artist is the center of creativity. Live performing arts events allow the artist to express their culture in front of Australians. This interaction drives the direction of the artist's future cultural creativity.

Strong Institutions

I run a Country Music Festival as a fund raiser for a children's charity. Australians are very generous people and will happily support fund raisers if the entertainment is first class. Governments need to invest in quality events to not only help charities, but to deliver ongoing economic benefits for local communities. I believe Governments can play a role in helping organisations build their events initially. When events are established and can self-fund, Government funding should be scaled back. Too many events vanish prematurely as operators cannot continue to sustain loss after loss during the first few years. The ongoing benefits of long-term successful events will quickly pay back any Government funding.

Reaching the Audience

In the performing arts space, the only way we can reach our audience is live events. This costs a lot of money but there are a lot of people that will benefit. Local communities, artists and performers, production and stage crews, food and stall vendors etc. And live events allow the artists to interact with the crowd. This is most important to shape the future works of each performer in shaping Australia's ever-changing culture.