



Friday 19th August 2022

**CREATIVE PLUS BUSINESS GROUP SUBMISSION ON THE
PROPOSED NATIONAL CULTURAL POLICY**

**Submitted on behalf of an organisation with arts components,
by founder and director Monica Davidson**

ABOUT US

Creative Plus Business is a social enterprise dedicated to helping creative practitioners and arts bodies develop their entrepreneurial skills, founded in 2016. We support practitioners at all stages of their professional careers and across all areas of the creative industries, including the visual and performing arts, design, screen and sound, music, writing and publishing, digital and interdisciplinary mediums. Our programs include workshops, advisory services, consulting and more covering a range of topics including small business skills, financial literacy, and marketing. Our team of creative business specialists also provide personalised advisory and mentoring services to help individuals and organisations work towards professional success. Our clients include recent graduates and professional artists to tertiary institutions and government departments, and we provide both off-the-shelf and bespoke solutions for learning and mentoring. We help by sharing practical knowledge in a fun and irreverent way, and everything we do is designed to help creatives to feel more confident and comfortable about the entrepreneurial aspects of their professional practice.

Creative Plus Business Group Pty Ltd

HEAD OFFICE: 227 Commonwealth Street SURRY HILLS NSW 2010
hello@creativeplusbusiness.com office: 02 8091 2081 mobile: [REDACTED]

SUBMISSION: Strong Institutions

For the sake of brevity, this submission only addresses the pillar of **Strong Institutions**.

The original goal for this pillar was to “strengthen the capacity of the cultural sector to contribute to national life, community wellbeing and the economy”. This goal does not directly correspond to the ideal of ‘strong institutions’, because increasing the capacity of the cultural sector will be impossible without strengthening the resilience of the individual practitioners that make up our creative industry. In fact, none of the pillars mentioned in this proposed policy will be possible without supporting the creatives who make the work. Some existing institutions have acted in direct opposition to the wellbeing of our creative economy because they are not always connected to the reality of creative people’s working lives. Many practitioners also don’t partner or interact with the current arts or screen institutions, especially those working in the more commercial aspects of the sector.

Creativity and cultural practice are far more than just our institutions. The cultural sector is made up of PEOPLE - the diverse and eclectic community of people who are working in a myriad of ways to ensure their creative and economic wellbeing, whilst also contributing to the broader cultural landscape. These people are trying, and many are succeeding, to turn their practice into their sole source of income, which is the hallmark of a healthy and thriving cultural sector in other countries.

Creative practitioners need more direct and appropriate support to help them navigate the realities of the portfolio careers that they will undoubtedly have. More consultation needs to be done about how to support and maintain the economic wellbeing of practitioners beyond the handing out of grants, administered by institutions, for short-term projects. There needs to be a longer vision and a more strategic plan in place for the economic betterment of the practitioners within this culture and community. This government is in an ideal position to realistically support the needs of creatives to become more independent, resilient, and proactive as they take their place in the wider creative economy, by helping them to develop their entrepreneurial skills, financial literacy, and marketing knowledge.

This approach will not decrease the cultural impact of our institutions. It will augment the strengthening of our culture by supporting the people that make the work, who must be respected and educated as necessary parts of the wider creative economy and culture.

Creative Plus Business Group Pty Ltd

HEAD OFFICE: 227 Commonwealth Street SURRY HILLS NSW 2010
hello@creativeplusbusiness.com office: 02 8091 2081 [REDACTED]

WHAT WE WOULD LIKE TO SEE: RECOMMENDATIONS

I would like to see recommendations considered from *Sculpting a National Cultural Plan: Igniting a post-COVID economy for the arts (Oct 2021)*, from the previous government's House of Representatives Standing Committee on Communications and the Arts. Although much of this paper is no longer relevant, and comes from the opposing party's reign, there were elements that could be profoundly useful if this government intends to support creative practitioners directly, and not just the institutions that keep our existing systems in place.

In particular, I believe that **Recommendation 18** is of vital importance: an '**ART STARTER PORTAL**' hosted online and containing information for artists, and those engaged in the creative economy, at all stages of their careers to enable Australia's arts industry to continue to grow and reach new audiences.

Recommendation 18 proposed that the portal should include information on:

- financial literacy, including information on taxation regimes and subsidies;
- digital literacy;
- intellectual property and licensing of designs;
- working with a business mentor to allow readiness for monetisation opportunities;
- services and support available across government to help businesses through business.gov.au (added by MD – or a dedicated platform);
- information on grants and funding opportunities, scholarships and prizes particularly for emerging artists;
- information for Aboriginal and Torres Strait Islander artists on protecting their work, and accessing advice on moving forward in the global art world.

The Committee further recommended that the Office for the Arts investigate the potential for an Art Starter portal with other relevant Commonwealth, State and Territory Agencies, and industry peak bodies.

Creative Plus Business Group Pty Ltd

HEAD OFFICE: 227 Commonwealth Street SURRY HILLS NSW 2010
hello@creativeplusbusiness.com office: 02 8091 2081 mobile: [REDACTED]

Given our extensive experience in supporting practitioners within the creative industries to develop these skills, I can attest to the need for a centralised source of this information, at a government level, which can be easily accessed and maintained. As mentioned in the paper's recommendations, "an 'Art Starter' online portal would allow a landing page for emerging and established artists to access up-to-date information, submit queries or suggest new features, and learn new skills to help empower Australia's creative community to showcase their work to domestic and international audiences."

A skilled, knowledgeable and empowered creative community will undoubtedly contribute to stronger institutions, and play a key part in the other four pillars and goals proposed.

The full paper can be found here:

https://www.aph.gov.au/Parliamentary_Business/Committees/House/Communications/Arts/Report

Thank you for taking the time to consider this submission.

I give permission for this submission to be published online, and please attribute this submission to Monica Davidson, Director of Creative Plus Business Group Pty Ltd.

Yours sincerely,

A solid black rectangular box used to redact the signature of the Director.

Director, Creative Plus Business Group

Creative Plus Business Group Pty Ltd

HEAD OFFICE: 227 Commonwealth Street SURRY HILLS NSW 2010
hello@creativeplusbusiness.com office: 02 8091 2081 mobile: 