

National Cultural Policy Submission

Anonymous

Submitted: As a worker /professional in an industry who uses arts

What challenges and opportunities do you see in the pillar or pillars most relevant to you?

Strong Institutions

Art activities are nurtured by strong institutions. As I see it from the outside, current policies appear to favour those institutions that are already somewhat stronger than others. This extra strength often comes from the audience, directly or indirectly, even via behind-the-scenes networks. Institutions on the peripheries of popularity seem struggle to reach out to a sizeable audience, for numerous and various reasons. I'd like very much if government subsidies were distributed not equally, but justly, in proportion to merit.

Reaching the Audience

I wish I could support art more than I can afford now. Naturally, art institutions should generate a great part of their operating funds from ticket sales, but when they are obliged to set the ticket prices at levels too high for everyday small-to-middle income audience members like me, they cannot reach the potentially available audience. Which leaves the potential audience unsatisfied and disappointed as well as the institution less exposed, less able to shine. Larger subsidies could be subject to reduced ticket prices which in turn would lead to a better reach.

Please tell us how each of the 5 pillars are important to you and your practice and why.

Reaching the Audience

As a translator, cultural and linguistic consultant I have been working for cultural and art institution over several decades. My role was small but enabled me a little insight into the industry. As an audience member, I wish I could attend more events than what my budget would allow.