

National Cultural Policy Submission

Art Ink

Submitted: On behalf of a for-profit arts business

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

Reaching the Audience

Support for international engagement

- Support for local publishing practices including books and magazines
- Lack of opportunity to reach international audiences and markets – want the opportunity to distribute publications internationally, to connect with international institutions, collectors, writers & critics
- Increased cost of travel / freight is increasing difficulty for Australian publications to reach international audiences & opportunities – a specific fund dedicated to freight would assist publishers by making international opportunities financially viable / possibility of centralising freight to/from
- Generate market opportunities for creatives overseas – supporting activities around book fairs and/or other pop-up projects

Reaching local audiences

- Need for centralised (digital) resource about exhibitions and openings and events – a platform or technology for audiences to know what is on according to specific categories or sub sectors

Strong Institutions

Support for sustainability of commercial publishing sector

- If local publications can't operate sustainably to support creatives and employees, the industry will collapse – need to make the industry more sustainable – financially, environmentally
- Need to encourage the distribution of print and digital Australian publications around the world

The Centrality of the Artist

Support for writers and designers to produce strong, relevant and critical work

- A living wage for writers, designers and artists
- Research into other countries where publishers are thriving and what structures are in place to support the creatives
- Guidelines and educational resources for writers and artists to brief them on working with publications (eg. royalties, writing fees, design etc.)