

National Cultural Policy submission

Digital Preservation Coalition

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Submitted: On behalf of a not-for-profit arts organization; On behalf of an arts peak body; On behalf of an organisation with arts-components (e.g. community organisation, tourism, venue, health, education etc)

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:

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| 1. First Nations | Artists' career pathways and the growth of the creative industries will be supported by a network of strong institutions with the capacity to collect preserve and share artists' or groups' digital outputs or provide digital access to other creative outputs. Local expertise in digital preservation can strengthen individual artist careers, ensure their standing in the global community, and can capture and cultivate a holistic and representative picture of Australia's cultural industries and heritage into the future. |
| 2. A Place for Every Story | |
| 3. The Centrality of the Artist | |
| 4. Strong Institutions | Digital preservation is the series of managed activities necessary to ensure continued access to digital materials for as long as necessary. It refers to all of the actions required to maintain access to digital materials beyond the limits of media failure or technological and organisational change. It is one of the most critical challenges and opportunities facing Australia's cultural future. Over the last 20 years, digital delivery has become the most pervasive and effective methods for providing access to cultural content. However, it is unknown how much of the digital, or digitised, cultural content created over the past 20 years will remain accessible in the future. The vitality of our cultural community will be unsustainable if we do not have a community-wide commitment to digital preservation. This is |

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| | <p>not an impossible problem or something that cannot be addressed without million-dollar investments, it is solvable via collaboration, organisational commitment and ongoing support for appropriately trained staff and systems.</p> <p>As digital technologies become more pervasive throughout our community, it is clear that this challenge and opportunity applies equally to all the pillars being investigated for incorporation into the National Cultural Policy. The incorporation of digital preservation commitments into the future planning for all of Australia's cultural community at this critical point in history will provide an unmatched artistic, digital and commercial dividend for the country and the basis for a strong cultural future.</p> |
| <p>Reaching the Audience</p> | <p>To ensure ongoing access to digital content into the future requires a long-term commitment to digital preservation across the sector. Digital sustainability over the long (and short) term is a key necessity for reaching online audiences both now and into the future. To avoid aspects of our cultural existence disappearing as ephemera within 5 years or less, we need to ensure that Australian creativity at all levels incorporates an engagement with the requirements for the preservation of our digital heritage into the future.</p> |

Please tell us how each of the 5 pillars are important to you and your practice and why. Feel free to respond to any or all that are applicable to you:

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| <p>1. First Nations</p> | <p>Digital skills are important not only at the production point of creative practice they also extend across the whole lifecycle of digital content. If investment in digital creativity is to be maximised, planning for digital preservation needs to be incorporated into all stages of the digital lifecycle. Future cultural and <u>commercial sustainability will depend upon sector-</u></p> |
| <p>2. A Place for Every Story</p> | |
| <p>3. The Centrality of the Artist</p> | |

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| | wide commitment to the long-term preservation and management of digital content. |
| 4. Strong Institutions | <p>Through its over 20 years of experience the DPC understands that digital preservation does not arise simply from IT-based solutions. It takes a community to support the real long-term preservation of digital content and requires consideration of the broader social, cultural, commercial, and ethical considerations impacting the creation and use of digital content. This requires planning that extends across the whole sector and across time.</p> <p>The DPC can help to embed digital sustainability into the practice of Australian cultural creators and institutions. To establish a sustainable and comprehensive roadmap to transform and safeguard Australia's arts, entertainment and cultural sector now and into the future will require a sector-wide, embedded, and comprehensive approach to digital preservation by both commercial and noncommercial actors in Australia's cultural space. The DPC is aware that the importance of digital preservation extends across all 5 pillars of the proposed National Cultural Policy. To support all artists, strengthen the capacity of the sector and ensure Australian creativity thrives into the digital future requires an understanding of the importance of digital preservation and a commitment to its incorporation into future planning for our cultural and creative community.</p> |
| 5. Reaching the Audience | |

Are there any other things that you would like to see in a National Cultural Policy?

The DPC would like to see a commitment to digital preservation built into the strategic planning for all of Australia's major cultural organisations and funding bodies and simple, accessible and easily implemented pathways to digital preservation good practice made available to all practitioners within Australia's creative industries.