



## **National Cultural Policy Submission**

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This submission is provided on behalf of Google.

### Google Arts and Culture

Google Arts & Culture is a non-commercial initiative where we work with cultural institutions and artists around the world. Our aim is to bring the world's art and culture online for everyone. Our team [helps partners](#) digitise, manage and publish their collections online. We provide easy-to-use tools with which partners' stories can be told beautifully to a local and global audience.

People around Australia and the world [are able to](#) experience collections as if they were there; and even zoom in to selected masterpieces, discovering hidden details in the world's greatest treasures with ultra high-resolution images.

Australian arts and culture features heavily among Google Arts & Culture's offerings. For example, Google Arts & Culture includes collections from a broad range of [Australian institutions](#); a collection on Aboriginal and Torres Strait Islander peoples' [connection to Country](#); and a collection showing the history of the Sydney [Mardi Gras](#).

### YouTube

YouTube provides a platform for creators to share their content and build a community. Australian creators use YouTube to express their creativity, share their skills with digital communities, and in turn, build local businesses. Each day, YouTube allows scores of new voices to be heard and stories to be told, and provides a place to belong. This helps diverse and undiscovered talent thrive, both in Australia and overseas.

Anyone can start a channel, offering people with different backgrounds and from all parts of Australia, the opportunity to share their voice. Because of this open culture, YouTube has now become a kind of content library. This content not only has the potential to generate a social dialogue and build new communities, but also to drive social change.

YouTube enables Australian creators to reach more people at home and overseas, providing a solid base on which to thrive and grow. YouTube provides a vehicle for local creators to reach international audiences, and for Australians overseas to stay connected

with what's happening at home. From a consumer perspective, Australians use YouTube to discover new music, the arts and entertainment, to learn new skills and to get informed.

Question 3: Please tell us how each of the 5 pillars are important to you and your practice and why

First Nations

- As noted above, Google Arts & Culture features a collection on Aboriginal and Torres Strait Islander peoples' [connection to Country](#).
- [Woolaroo](#), is a [Google Arts & Culture](#) project using the [Google Cloud Vision API](#) to preserve, teach and celebrate Indigenous languages. Using machine learning, it recognises objects from your camera and translates them. It can be accessed [here](#). We are proud that Yugambeh is one of the first languages to be featured globally. The Yugambeh language people are the traditional custodians of the land located in south-east Queensland and north-east New South Wales, now within the Logan City, Gold Coast, Scenic Rim, and Tweed City regions whose ancestors all spoke one or more dialects of the Yugambeh Language. To bring this project to life, we partnered with the [Yugambeh Museum](#), which has been working for three decades to help gather local language and cultural stories. More information about the partnership is available [here](#).
- YouTube supports a diverse range of creators, including First Nations creators. This has included:
  - support for eight First Nations artists, producers and songwriters as part of the [BVF program](#);
  - support through the Foundry program for [Sycco](#) who was the 2021 AU alumni of this program supporting independent artists;
  - Creator workshops in partnership with [IndigenousX](#); and
  - Funding for First Nations creator projects through [Skip Ahead](#), such as Gabriel Willie from [Bush Tucker Bunjie](#).
  - And, ongoing YouTube funded Creator skilling, trainings and programs across the year

A Place for Every Story

- A diverse range of Australian arts and culture features heavily on Google Arts & Culture. By way of example, Google Arts & Culture includes collections from a broad range of [Australian institutions](#); a collection on Aboriginal and Torres Strait Islander peoples' [connection to country](#); and a collection showing the history of the Sydney [Mardi Gras](#).
- A recent [Oxford Economics report](#) examining YouTube, found that:
  - 76% of creators agreed that YouTube provides a platform for undiscovered talent that is not being surfaced by traditional media;
  - 64% of creators who self-identified as a minority agreed that they feel like they have a place to belong as a YouTube creator; and
  - 77% of users agreed that YouTube is home to diverse content.

## The Centrality of the Artist

- YouTube enables Australian creators, artists and media companies to generate revenues. A recent [Oxford Economics report](#) found that the YouTube creative ecosystem supported 15,750 full time equivalent Australian jobs in 2020. The number of Australian YouTube channels making five figures or more in revenue is up more than 30% year over year. In addition, YouTube helps many creators earn income from additional sources - whether that's generating revenue by promoting a brand on video, or selling more of a product thanks to their YouTube profile.
- The same report found that:
  - 67% of creative entrepreneurs said YouTube has had a positive impact on their professional goals;
  - 68% of creators agree YouTube gives them the opportunity to work in a way that suits their needs; and
  - 50% of creative entrepreneurs indicated YouTube had brought them additional opportunities away from the platform.
- YouTube and Google were active during the COVID lockdowns supporting artists and arts organisation including by:
  - [Commissioning 'made for digital' live performances](#) (aka. '[Theatre, Made for the Internet](#)') with partners including: The Last Great Hunt (WA), Sandpit (VIC) and Griffin Theatre (NSW).
  - Hosting "[The Shows Must Go On](#)" channel.
  - Creating [Performing Live, Online](#), a Performance Guide for AU Arts organisations to help get their work online. It includes best practices for live performance such as information on live streaming, ticketing and promotion.
  - Creating [Connected to Culture](#): a digital toolkit to help organisations continue their cultural programmes online.
  - YouTube Music making a \$250,000 AUD donation to Support Act.
  - Making a \$100,000 USD donation to the [APRA AMCOS sustainability fund](#), designed to directly support songwriters impacted by the loss of work due to COVID-19.
  - Hosting the exclusive live-stream of Australian band Powderfinger as they regrouped for 'One Night Lonely' on YouTube. The event resulted in more than \$460,000 to benefit Support Act and Beyond Blue, to which YouTube made a \$50,000 [contribution](#).

## Strong Institutions

- Google Arts & Culture partners with [Australian cultural institutions](#). Our team [helps partners](#) digitise, manage and publish their collections online. We provide easy-to-use tools, with which partners' stories can be told beautifully to a local and global audience.
- YouTube is committed to supporting Australia to have strong institutions. It has:

- Supported NIDA with \$100,000 USD in funding to provide three scholarships for students through the institute through the [YouTube NIDA scholarships](#). The aim of the fund is to support diversity in Australian stage and screen.
- For the past seven years [partnered](#) with [Screen Australia](#) through the SkipAhead program to contribute approximately \$1.4 million USD in funding toward projects including [Celebration Nation](#), [Bad River](#), [Van Vuuren Bros](#), [Superwog](#), and [Small Footprint](#).
- Google Australia has partnered with many Australian arts organisations, to amplify their content, and support capability development. Some examples include the digital transformation of the Australian Book Awards, the Biennale of Sydney, the Australian Ballet, the Sydney Writers Festival, Sydney Film Festival, Belvoir Theatre, the Art Gallery of NSW and APRA AMCOS. Read more [here](#).

### Reaching the audience

- People around Australia and the world [are able to](#) experience collections on Google Arts & Culture as if they were there; and even zoom in to selected masterpieces, discovering hidden details in the world's greatest treasures with ultra high-resolution images.
- YouTube enables Australian creators to export and share their content with audiences all around the world. A recent [Oxford Economics report](#) found that, in 2020, over 90% of watch time on content produced in Australian channels came from outside Australia.

Question 5: We may use some of your words as part of the National Cultural Policy Report. If we do, how would you like us to attribute your words?

Name: [REDACTED]

Organisation (if applicable): Google Australia

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### FOR REFERENCE:

#### [Google Research Australia](#)

In November last year, Google announced our biggest ever investment in Australia with the \$1 billion Digital Future Initiative. Through initiatives across digital infrastructure, research and partnerships, we're aiming to help contribute to a stronger digital future for all Australians.

One of the most exciting parts of the Digital Future Initiative is that we are building Google's first ever research hub in Australia. Based in Sydney and launching in late 2022, we'll work to use and advance AI and machine learning to tackle important challenges for Australians and people around the world.