

National Cultural Policy Submission

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Submitted: On behalf of a not-for-profit arts organisation

On behalf of a for-profit arts business

On behalf of an organisation with arts-components (e.g. community organisation, tourism, venue, health, education etc)

As a worker/professional in an industry who uses arts (e.g. art therapist, tour guide)

As an artist

As an individual

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:

First Nations

CHALLENGES

- if enacted, placing First Nations' culture ahead of all other Australian cultures might lead to less opportunities for more popular cultural activities
- might cause resentment among sub cultures who feel underrepresented

OPPORTUNITIES

- if enacted, it would hopefully create opportunities to develop and share and preserve the culture through funding opportunities and initiatives
- opportunities to CELEBRATE our First Nations peoples and their original, and emerging cultures
- opportunities for healing

A Place for Every Story

CHALLENGES

- the panels selected seem to not be a good representation of society in Australia – seems to be catering to minorities at various ends of the social spectrums

OPPORTUNITIES

- a voice, and place, for underrepresented stories and contributors – those who are, ironically, more 'mainstream' or colloquial, eg: contemporary artists, 'heritage' artists, classical rock and pop artists from the last several decades (these members of society often STRUGGLE to survive: an untold realization)
- a place to showcase artists such as the above, or any other 'mainstream' artist in other art disciplines, who also struggles, yet society has no idea an ability to

raise awareness and give voices THROUGH ART to those NON ARTISTS who struggle to be heard, eg: nurses, aged care workers, the elderly, people living on their own, overworked and under-resourced sector professionals like doctors and the healthcare system, emergency services, first responders, volunteers, lifesavers, everyday true 'superheroes' – these stories will in turn improve morale for these and other parts of society AND WILL INVOKE CHANGE through societal awareness and government change and policies

- a voice for the voiceless; innocent creatures, the environment – CRITICALLY IMPORTANT

The Centrality of the Artist

CHALLENGES

- confusing what an artist IS, with an arts 'worker' or, with an industry worker – these are not always the same thing
- defining what an artist IS – this is an ongoing flaw in the system
- defining culture is also a challenge (including to this very initiative draft)

OPPORTUNITIES

- more recognition, respect and nurturing of artists and broadly speaking, 'creatives'
- bringing more understanding and education about what art is
- communicating what the Arts are (vs art vs artist)
- clarifying that a creator (eg: content creator) is not the same as a creative
- opportunities to redefine / evolve what an artist is
 - Eg: game designers, character concept artists, storytellers, filmmakers, cinematographers, immersive creators/artists, augmented reality designers and artists, metaverse designers and developers, software developers and designers, soundscape composers, remixers, producers

Strong Institutions

CHALLENGES

- usual suspects continue to get all the oxygen and funding
- 'Usual suspects' head up these 'institutions' = nothing changes, status quo 'elitism'
- Artists (and their art) continue to be excluded from 'institutions' based on elite circles and agendas – this is especially true of solo and independent artists, and those who are not vocal (for whatever reason)
- education and academia continues along same vein and nothing changes for

anyone, at any age, regarding education, teaching and benefits of the Arts in society

- new entities not given support because don't conform to a business model that those on panels/boards deem appropriate – in other circles, these are 'disruptors' and at the edge of new trends and technology, shaping it, driving new directions and new economies

OPPORTUNITIES

- philanthropy
- Philanthropists
- philanthropic advocacy and education and nurturing
- commercial opportunities to compete for attention (and artists/art/the Arts) on world stage
- festivals, conferences, exhibitions, world fairs etc.
- new initiatives using new technologies

Reaching the Audience

CHALLENGES

- old policies that are outdated and do not afford the speed and nimbleness required to quickly adapt to changing technologies and markets (eg: broadband, streaming, copyright, VR/AR, AI, etc)
- red tape and bureaucracy
- funding trapped within archaic systems and duplication and redundant initiatives and policies
- unwillingness to be open with new players on the market – artists, business representatives, start-up founders, disruptors, etc.
- financial mismanagement and misappropriation to NON artists that should be going to artists (eg: CEO or board salaries of \$200k plus)
- red tape bogging down technology that could be cutting edge and leading the world

OPPORTUNITIES

- opportunity to create a modern, cutting edge culture that uses technology for artists, the Arts and art
- opportunity to create an economy and global cultural hub from the above
- opportunity to engage underground and underutilized players and expertise already here that have failed grant applications etc. because they didn't fit outdated criteria

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

First Nations

IMPORTANCE

- The original human lifeblood of this country.

WHY

- hundreds of unique and beautiful cultural practices
- critical to national harmony and unification
- important culture for humanity and civilization
- a guide for fellow Australians to connect with the land *"because the spirit's in the land"**

*Archie Roach (1956-2022) a Gunditjmara and Bundjalung man and artist – lyrics from his song, *Native Born*, about Albert Namatjira (1902-1959), an Arrernte man and artist. Experience the song, the artists, the culture:

<https://www.youtube.com/watch?v=ydN59IG78N4>

A Place for Every Story

IMPORTANCE

- Voice
- Representation

WHY

- diversity in ART
- diversity in thought and creativity
- diversity in culture
- representing society
- shaping society
- shaping next generations
- giving voice to societal issues – not just Australian – the entirety of Planet Earth
- giving voice and stories to the voiceless
- raising awareness of planetary / global issues for our Planet, the environment
- raising awareness for humanity itself, especially from multicultural voices who reside in a free and open society (one of the most free on Earth)

The Centrality of the Artist

IMPORTANCE

- Critical
- Respect
- Value
- Inspiration
- Encouragement
- education

WHY

- spiritual, mental and emotional well being
- societal worth
- because artists are NOT valued nor understood by most of society
- because art is NOT valued nor understood by most of society
- because the Arts are NOT valued nor understood by most of society
- the above especially includes GOVERNMENT
- the above includes the influence and impact that these three elements have on shaping future leaders (including politicians)
 - eg, most people who become politicians do a BA, but rarely understand WHY they do that (or spruik it in their career)
- music (theory) uses similar principles as mathematics
- the ability to change the way we learn (or absorb content) through the use of ART

Strong Institutions

IMPORTANCE

- Critically important

WHY

- institutions are often used as a pinnacle to showcase art by artists or conversely, to exclude them – both of these, are critical
- educating next generations from a young age
- providing education to society of ANY AGE (there IS no age barrier to the Arts or art)

Reaching the Audience

IMPORTANCE

- critical

WHY

- if we let unchecked and uncurated 'content' become culture in society, it creates generations and elements in society that are either apathetic or extremist
- we must shape and nurture evolution of the human mind and spirit and health
- we must use art for good and not just let it be recycled, watered down or turned into repetitive unvalued content, that desensitizes the human spirit
- we must nurture originality
- we must tell stories
- we must create and nurture creation and creatives
- we must not allow destruction and destructive mindsets, violence, hate and intolerance, to dominate our culture, which it will, if we do not shape it symbiotically through creating art that feeds the human psyche, the human soul, and humanity – entirely

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

- more public consultation, and discourse
- non cringeworthy 'content' from govt
- more promotion, advertisements and education on mainstream tv, radio, various MSM channels
- use appropriate social media channels (there are dozens now, use them all, each have varying audiences)
- teach people via MSM to paint, play music, read music, sing, listen, draw, write, produce, create GUI, formulate a story, publish, design something, think creatively
- more competitions, incentivize inventions, collaborations with other industry sectors
- showcase Australian artists
- showcase First Nations culture MORE, creatively, tastefully and respectfully
- build our libraries, build our culture, curate it – by listening to what society wants, not what the government thinks, or has funding for

Art is created from the human spirit, and doesn't require money to be born

But the human who creates it, needs money to survive, especially in this modern world, without patrons

There would have been no Leonardo or Mozart without 'patrons'

- we must reimagine the 'model of how to survive (and create) as an artist' in the 21st century
- we must be able to adapt, or we will lose originality, passion and ultimately, the human spirit – we will stop evolving into an advanced form of our 'selves'