

Creative Australia



Image: *Grey Rhino* by Daniel Boud.

Creative Australia proudly acknowledges all First Nations peoples and their rich culture of the country we now call Australia.

We pay respect to Elders past and present. We acknowledge First Nations peoples as Australia's First Peoples and as the Traditional Custodians of the lands and waters on which we live.

We recognise and value the ongoing contribution of First Nations peoples and communities to Australian life, and how this continuation of 75,000 years of unbroken storytelling enriches us.

We embrace the spirit of reconciliation, working towards ensuring an equal voice and the equality of outcomes in all aspects of our society.



Acknowledgment

National Cultural Policy

Vision for arts, culture and creativity

Five pillars:

- First Nations First
- A Place for Every Story
- The Centrality of the Artist
- Strong Cultural Infrastructure
- Engaging the Audience

85 Actions

Creative Australia:

“the centrepiece of the national cultural policy”



Australian Government

Australia's Cultural Policy for the next five years.

REVIVE

A PLACE FOR EVERY STORY, A STORY FOR EVERY PLACE.

Australia's creative sector... is

productive
collaborative
generative

creates

cultural, social
+ economic value

offers

'critical inputs' into a
range of sectors

can be

cultural **and** commercial,
excellent **and** embedded in community,
locally **and** globally relevant



Image: Casus Circus, *Driftwood*. Credit, Rob Maccoll



Our current paradox

Cultural Participation

84% acknowledge the positive impacts of arts + creativity.

74% agree it should be an important part of education.

71% say cultural and creative experiences help you to understand perspectives that are different to your own

56% say the arts have a 'big' or 'very big' impact on our sense of wellbeing and happiness.

32% are attending arts and cultural events to improve their wellbeing.

72% agree artists make an important contribution to Australian society

69% say cultural and creative experiences make for a richer and more meaningful life.



Australian Government





Nearly half of Australia's working artists earn less than \$10,000 a year

abc.net.au • 8 min read

Challenges earning a living :

- Average income from creative work is low (\$24k)
- Costs to produce creative work have increased (\$17k).

Increasing precarity:

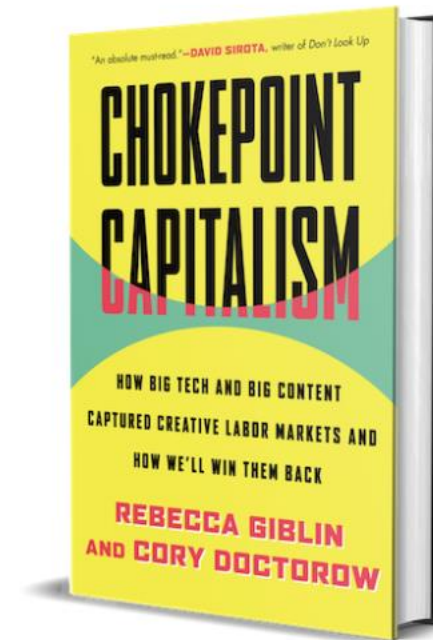
- 78% of artists are self-employed or freelance
- Other income sources have become more precarious
- 34% of artists say they have inadequate or non-existent digital business skills.
- 54% of artists do not know if current copyright protections are adequate

Resilience:

- 89% of artists across career stages currently engaged in some form of training.
- 52% of artists apply their skills outside the arts

Artists as workers

Defeat chokepoint capitalism to get artists paid



Valuing creative labour

**Creative
Australia**



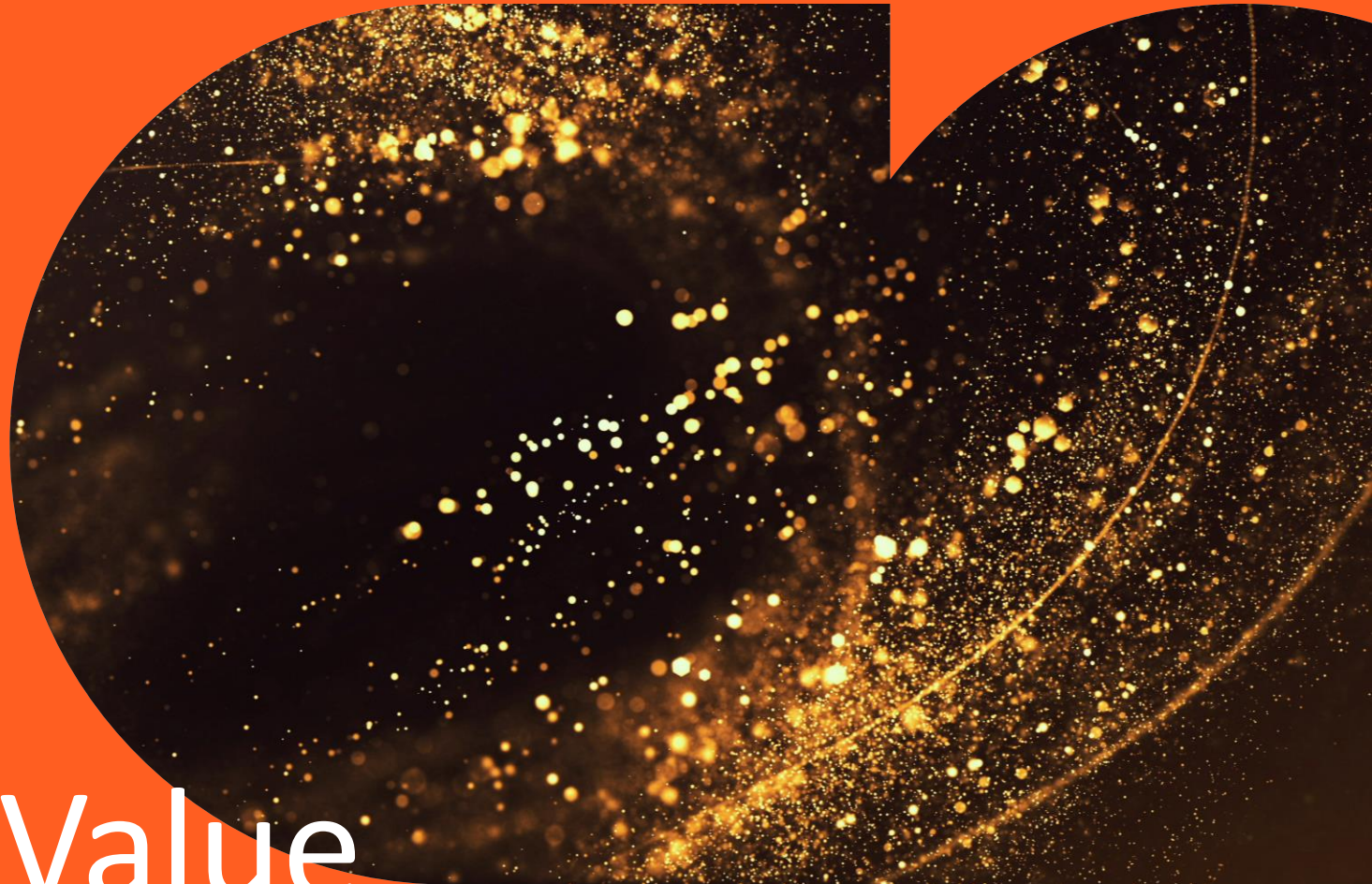
Purpose is key

Children of Tennant Creek performing in the local children's chorus for Opera Australia's regional tour of Marriage of Figaro

Credit: Oliver Eclipse



Creativity Connects Us



New Forms of Value



Inclusion, fairness and equity

Healthy

A society in which people feel well and are in good physical and mental health, can access services when they need, and have the information they require to take action to improve their health.

Secure

A society where people live peacefully, feel safe, have financial security and access to housing.

Sustainable

A society that sustainably uses natural and financial resources, protects and repairs the environment and builds resilience to combat challenges.

Cohesive

A society that supports connections with family, friends and the community, values diversity, promotes belonging and culture.

Prosperous

A society that has a dynamic, strong economy, invests in people's skills and education, and provides broad opportunities for employment and well-paid, secure jobs.



New Investments

Music Australia



creation

support for songwriting programs

export + touring

supporting Australian talent to reach markets and audiences

critical roles

professional development for music ecosystem

marketing + promotion

supporting discoverability



Image: Ecca Vandal, 2019 recipients of the Australia Council PPCA recording grant.

Creative Workplaces

resources

information for creative workers, organisations
and employers

rights + responsibilities

raising awareness of
existing legislation

online portal

interactive interface to
support and creative workers
and small businesses

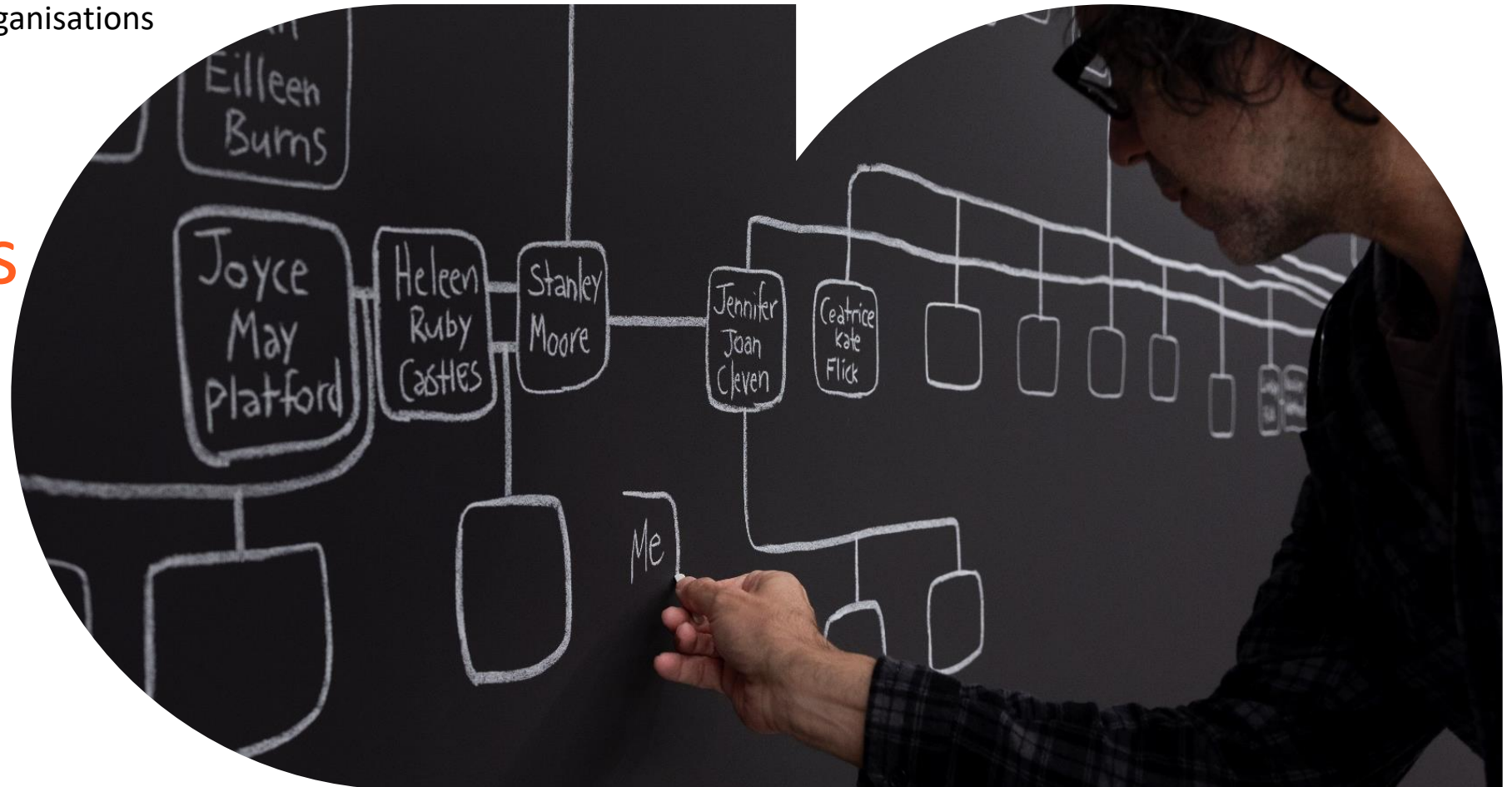


Image: Archie Moore, *kith and kin*, Venice Biennale 2024 curated by Ellie Buttrose and commissioned by Creative Australia.

First Nations Arts and Culture

program

investments

including business development and
intergenerational engagement

market

development

including for literature,
music and fashion

sector development

workforce, ICIP, protocols, fellowships



Image: Bangarra, *30 Years of 65 Thousand, Unaipon* at Sydney Opera House. Credit, Daniel Boud.



New Collaborations

Private Investment + Partnerships

partnerships with purpose

principles-based alignment for outcomes-oriented activity

fundraising capability

training, coaching, matched funds and masterclasses

Australian Cultural Fund

fundraising platform for independent artists and organisations



Image: Haiku Hands press shot. Credit, Melissa Cowan.

Thank
you



**Creative
Australia**

Image: *Mothers Cry*. Credit: Pedro Greig.

Contact



Australian Government



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