

REVIEW OF AUSTRALIA'S NATIONAL CULTURAL POLICY (ANCP) 'REVIVE' JANUARY 2023

Please note – our review mostly focusses on Australia's proposed policy affecting the creative industries, rather than the arts segment of our ecosystem. Where the words 'culture' and 'arts/artists' are used, they are direct references from ANCP.

Implementation Involves Changing the Trajectory – 'success is a whole-of-government endeavour'

- ANCP will establish a new peak body Creative Australia which will receive investment of AU\$286m over 4 years, including new investment of AU\$241m and AU\$45m redirected from their COVID insurance scheme. Full details of funding to deliver the policy are expected in the May 2023 Budget.
- Four new entities will be created as part of Creative Australia – a First Nations-led Board, Music Australia, Writers Australia, and a Centre for Arts & Entertainment Workplaces.
- ANCP is built around five interconnected pillars:
 1. First Nations First – recognising and respecting the crucial place of First Nations stories at the centre of Australia's arts and culture.
 2. A Place for Every Story – reflecting the breadth of our stories and the contribution of all Australians as the creators of culture.
 3. Centrality of the Artist – supporting the artist as a worker and celebrating artists as creators.
 4. Strong Cultural Infrastructure – providing support across the spectrum of institutions which sustain our arts, culture and heritage.
 5. Engaging the Audience – making sure our stories connect with people at home and abroad.

Key quotes from the report's forewords by PM Albanese, Minister for the Arts, and Minister for Indigenous Australians – many of which reiterate the points WeCreate have been making in Aotearoa:

- *One of my abiding motivations as PM is to bring Australians together...the arts are crucial to this mission.*
- *Many arts workers are sole proprietors and freelancers.*
- *This policy is a beginning framework for how to achieve safe and sustainable employment practices in the creative industries.*
- *For too long cultural work has been sequestered from the calculations of government and industry.*
- *An effective cultural policy recognises the whole-of-government consequences of its principles and priorities. Culture permeates every facet of the human activities and economies which it is government's role to enable, manage and legislate – it doesn't exist in silos.*
- *Essential infrastructure and institutions now go beyond the government-owned bodies and look also to how the policy can facilitate what has often been neglected on the basis that it was purely commercial.*
- *We want to affirm the freedom for people to work as artists and cultural producers – to take risks, to push boundaries, to test orthodoxies – as well as the right to make a living in ways that may not be covered by this policy.*

- ***‘Revive’ will guide our plan to deliver a better future for our creative workers and organisations, while expanding economic opportunities, supporting ethical marketplaces for creative workers, and providing more avenues to deepen and showcase our national identity.***

Ten principles sit across the pillars to guide the Australian Government’s actions and investments over the next five years:

1. First Nations arts and culture are First Nations led.
2. All Australians, regardless of language, literacy, geography, age or education, have the opportunity to access and participate in arts and culture.
3. Artists and arts workers have career structures that are long-term and sustainable, supported by vocational pathways.
4. Australian students have the opportunity to receive an education that includes culture, creativity, humanities and the arts.
5. Creative talent is nurtured through fair remuneration, industry standards and safe and inclusive work cultures.
6. Arts and cultural organisations have representation and leadership that is reflective of contemporary Australia.
7. Cultural infrastructure, including galleries, venues, theatres, libraries, museums, archives and digital collections, is restored, built and maintained.
8. Australian stories are seen and heard, regardless of platform.
9. Creative industries and practice are future focused, technology enabled, networked, and globally recognised, including through reciprocal exchange, export and cultural diplomacy.
10. Arts and culture are generative (creating new works and supporting emerging artists) and preservative (protecting heritage and conserving cultural memory).

Revive will build on existing Federal investment in the arts and link existing programs with new funded initiatives. The actions outlined under each of the pillars throughout this document provide a pathway for arts and culture to contribute to whole-of-government outcomes.

Establishing clear benchmarks to measure success will be prioritised in the first phase of implementation of ANCP. These benchmarks will be used to monitor and evaluate progress and inform development of an updated ANCP in 2027.

WE CREATE COMMENTS ON ACTIONS UNDER THE ‘PILLARS’

(for full details of Actions, please see p115 – 124 of the report)

1. First Nations First

ANCP supports the **autonomous self-determination of First Nations peoples** to make decisions that impact them, including funding decisions, through a new body located within Creative Australia.

Aotearoa’s government would need to take an approach led by tangata whenua in line with its Te Tiriti O Waitangi obligations.

2. A Place for Every Story

- Recognises that there are opportunities to further improve access, cultural equity and represent under-represented communities by reducing physical and other barriers to access.
- More than half of Australians were born overseas, or have a parent born overseas, and over 5.5m Australians speak a language other than English at home.
- **Young people are often under-represented.** High-speed broadband is empowering creators and consumers of digital content.
- **A thriving cultural and creative sector is also crucial to supporting Australia's regional communities and local economies.**
- Building digital literacy skills, supporting affordability, using and building accessible digital platforms, and improving digital connectivity will enable more Australians to participate.
- Invest in talent that looks like modern Australia.

Actions of note:

- Undertake a **Multi-cultural Framework Review**.
- Establish an Office for Youth and new youth engagement model to embed youth voices in policy and programmes. Invest in improved digital connectivity.

3. Centrality of the Artist

- **Too often artists have not been considered real workers, arts businesses have not been considered real businesses, and arts training courses have not been considered as training for real jobs.**
- There is no pathway forward for cultural policy unless arts businesses are able to thrive, and arts workers are able to find pathways for long-term career options.
- The policy aims to provide **improved circumstances for arts workers, safer workplaces, and better training and career pathways for everyone in the sector.** It recognises that patterns of work across the sector vary, and that intermittent and insecure working arrangements mean that many may not have access to minimum employment standards, and many rely on multiple jobs in order to survive. *[Note: this is consistent with the findings of the Infometrics report for MCH that showed 80% of cultural and creative sector workers are freelancers or self-employed – double the number of any other sector of the economy]*

Actions of note:

- Mandate **minimum remuneration** for professional musicians and performers contracted by government entities to perform at Australian Government events and functions.
- Include Award coverage of the arts sector and minimum standards as part of the upcoming Review of Modern Awards.
- Develop information about the **flexibility available for artists to be looking for work or working in the creative arts sector**, and have this recognised as part of their mutual obligation requirements for unemployment payments. This will assist artists and other creative workers to work with job providers so that they can continue their creative practice while connecting to paid work.
- The Government supports the recommendations of the Raising Their Voices [music industry] report and it will **work with artists and employers to raise and maintain safety standards across the sector** for all art forms by creating a Centre for Arts and Entertainment Workplaces, supporting the development of codes of conduct and the provision of resources and support to build capacity, particularly in smaller organisations. Individuals and organisations receiving government funding will

be required to adopt and adhere to these standards as a condition of funding.

Copyright

- Australia's copyright laws incentivise the creation of new cultural material while also allowing reasonable and equitable use of copyright material in the public interest.
- Intellectual property is the return on investment for Australia's extraordinary capacity to create some of the best plays, books, films, songs, art and design.
- **The Government is committed to maintaining a strong copyright framework** that works in concert with other legal and policy mechanisms – including funding support for the creative industries, our broader intellectual property framework, the regulation of broadcasting and content industries, and celebration and protection of First Nations arts and culture – to support the success and vibrancy of Australia's cultural and creative sector.
- This also extends to intellectual property-based support mechanisms by providing royalties to visual artists for the commercial re-sale of eligible works and compensating book creators and publishers for their work when held in Australian public and educational lending libraries.
- *[Note: NZ government agencies often request 'free' content from NZ creators – especially Ministry of Education and Radio NZ]*

Actions of note:

- Modernise and extend the Public and Educational Lending Right Schemes to include digital content under the schemes.
- Enhance the Resale Royalty Scheme to provide royalty payments to visual artists, including First Nations artists, from the commercial sale of eligible works internationally.
- **Undertake a broad and comprehensive review of the effectiveness of Australia's copyright enforcement regime to make sure it remains fit-for-purpose, and considers opportunities to improve Australia's copyright framework by working with copyright owners and users.**

Arts Education

- The pathway to a career in the cultural and creative sector begins with arts education. Since 2014 the arts have been included as one of the eight key learning areas of the Australian curriculum.
- The benefits of an arts-rich education go beyond arts-related skills and knowledge. Research shows that arts education improves student literacy and numeracy outcomes, and also helps to improve social and emotional wellbeing in children and young people. *[Note: Arts education is also proven to improve science and technology educational outcomes – STEAM – Science, Technology, Arts, Maths].*

Actions of note:

- **Continue to support creative practice in the classroom through the delivery of five arts subjects (dance, drama, media arts, music and visual arts) under the Australian Curriculum: The Arts**, as well as cross-cutting general capabilities covering intercultural understanding and critical and creative thinking.
- Support specialist in-school arts education programs that directly draw from cultural and creative sector expertise, focussing on areas of identified disadvantage.

Jobs & Skills

Actions of note:

- Work with the arts and culture sector to **undertake a scoping study to understand current and emerging workforce challenges and skills needs across the cultural and creative sector, and to inform the development of industry-driven solutions** by the Arts, Personal Services, Retail, Tourism and Hospitality Jobs and Skills Council, to address identified issues. *[Note: Toi Mai is doing excellent work in partially fulfilling this role in NZ].*
- Promote the new **Self-Employment Assistance program** to the arts community, including to First Nations peoples, to encourage new and existing arts businesses to access free business mentoring and support to develop business plans and strategies that more effectively monetise their cultural contributions to Australia.
- Review Australia's higher education system and **develop the Australian Universities Accord** which will, as part of the Terms of Reference, consider the impact of changes made under the 2020 Job-ready Graduates reforms, including changes to student contribution amounts.

4. STRONG CULTURAL INFRASTRUCTURE

- **The ANCP will support intergovernmental co-operation.** It will support a 'works of scale' fund, which will sometimes include a shift in art form - such as novel, to play, to TV drama.
- New technology is disrupting the landscape for musicians and writers in particular, and the **new bodies Music Australia and Writers Australia** will seek to address this (see p77 of ANCP for details). *[Note: The NZ government has turned down applications for an NZ Book Commission]*
- The Government will publish a report on the success of the ANCP every three years.
- **The Government will play a national leadership role by fostering collaboration across portfolios, and coordination between all levels of Government, to create an environment that both values cultural and creative activity and promotes participation, partnership, and investment both within Australia and overseas.** Portfolios will include Infrastructure, Foreign Affairs, Environment, Indigenous Australians, Home Affairs, Veterans Affairs and Defence *[NB: Economic Development is not mentioned].*
- Research and data demonstrate the value of the cultural and creative sector. **Improved data collection and reporting will support effective policy development and planning, including analysis of the contribution of the cultural and creative sector to Australia.**
- Opportunity to foster increased partnerships between commercial and not-for-profit arts sector organisations, including for increased mentoring and to support business development skills and entrepreneurship, and to develop sustainable business models.

Actions of note:

- The establishment of a Centre for Arts and Entertainment Workplaces, to provide advice on issues of pay, safety and welfare in the arts and culture sector, refer matters to the relevant authorities and develop codes of conduct and resources for the sector, and investment in Support Act (refer to Centrality of the Artist pillar).
- Investment in a works of scale fund, to support the commissioning of new Australian artistic works of scale.
- Deliver a triennial State of Australian Culture Survey, to be developed by the newly established Creative Australia in partnership with Screen Australia.

- Re-establish intergovernmental meetings between Commonwealth, state and territory cultural ministers, and the Australian Local Government Association.
- In addition to its existing research activities, Creative Australia will undertake specific research on the national qualitative, quantitative, and economic impact of music festivals.
- **Update the methodology used in the Australian Bureau of Statistics Cultural and Creative Activity Satellite Accounts to better capture the contribution of the cultural and creative sector, including investigating options to better capture other activities such as the events sector.**

5. ENGAGING THE AUDIENCE

- Recognises the connections between artists and audiences are changing due to rapidly evolving platforms and technologies. Digital platforms are shifting audience behaviour across the entire economy and bring opportunities to expand audiences and open new international markets.
- Increasing digital engagement has created opportunities to grow the economic contribution of Australia's creative industries, particularly in screen and digital games.
- Australia's games industry generated \$284m in revenue and employed 2104 full time workers (including writers, musicians, visual artists, and screen professionals (IGEA 2022)). *[Note: NZGDA survey for same period reports revenues of \$407m, from \$276m in 2021, with employees at 1070 – much more productive! In NZ, interactive media, games (including Māori games) and e-sports are not considered 'cultural' by our government and there are also gaps in policy relevant to the artists, musicians and writers who work on them. NZ is rapidly losing the lead it had over Australia in interactive – see below re Tax Offsets etc].*
- Streaming platforms have no obligation to make Australian content available. The Government has committed to take the necessary action so that Australians continue to be able to see and hear quality home-grown content.

Actions of note:

- **Introduce a Digital Games Tax Offset to support growth in large-scale games development in Australia.** *[Note: Australia has introduced generous incentives for games developers at both Federal and State levels. They are contributing both economic development funding via tax incentives for studios, plus new Screen Australia funds for cultural games, indie games and talent development and heavy promotion of their interactive industries via AusTrade. These moves are already resulting in an outflow of both talent and businesses from one of our single fastest growing export, high value employment, and 'weightless' industries, to Australia.]*
- Increase investment to support digital games developers and small and medium independent games studios through Screen Australia.
- Continue support for investment in large-scale screen productions in Australia through film tax offsets and location-based production incentives.
- **Introduce requirements for Australian screen content (% to be decided) on streaming platforms** to ensure continued access to local stories and content in the third quarter of 2023 and to commence no later than 1 July 2024, with the Minister for the Arts and the Minister for Communications to undertake further consultation with industry in the first half of 2023 on the details of actions to be taken and implementation as part of the Commonwealth's broader reforms to media legislation. *[Note: Streaming platforms have no obligation to make NZ content available either and NZ is constrained in imposing quotas under the terms of our participation in the GATT treaty. SPADA, the NZ Writers' Guild and other key NZ screen industry guilds and organisations support the introduction of some arrangement which incentivises SVOD operators/streamers to invest in the local sector and local content.]*
- Provide security of funding and independence for Australia's national broadcasters, ABC and SBS, by delivering five-year funding terms, and reinstating indexation for ABC funding.

- Conduct a feasibility study to expand Double J's (radio station) reach, which could in turn increase the discoverability of Australian artists on radio at all stages of their careers.
- Appoint an Ambassador for First Nations People and establish an office for First Nations Engagement to embed First Nations voices, perspectives and experiences into Australia's foreign policy, and help grow First Nations' trade and investment.
- Strengthen arts collaboration and exchange and cultural diplomacy by leveraging Australia's global diplomatic network in key overseas posts.
- **Take forward the Government's trade diversification agenda to strengthen and expand trade networks, including growing markets for cultural and creative exports.**
- Continue collaboration with the arts and cultural sector to deliver on the **national visitor economy strategy, THRIVE 2030**, by supporting artistic and cultural events and incorporating cultural assets into destination marketing and campaigns.

FURTHER READING:

Full policy:

<https://www.arts.gov.au/publications/national-cultural-policy-revive-place-every-story-story-every-place>

ABC commentary:

<https://www.abc.net.au/news/2023-01-30/national-cultural-policy-delivered-for-australian-arts/101905768>

NZGDA survey and commentary on Australian incentives for interactive:

<https://nzgda.com/news/nz-interactive-media-industry-survey-2022/>

Variety article re streaming quotas:

<https://au.variety.com/2023/tv/news/streaming-local-content-quotas-reaction-8478/>