creating QUEENSLAND'S FUTURE: 10-Year Roadmap for the arts, cultural and creative sector

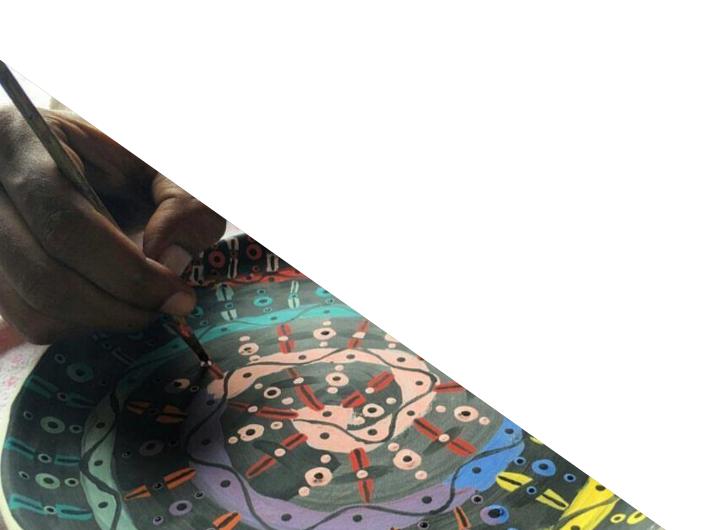
A DISCUSSION PAPER FOR CONSULTATION OCTOBER 2018



ACKNOWLEDGEMENT

The Queensland Government acknowledges the Aboriginal peoples and Torres Strait Islander peoples as the traditional custodians of the land, winds and waters we all now share. We pay tribute to their unique values and ancient and enduring cultures, which deepen and enrich the life of our community.

This publication may contain images or references to Aboriginal and Torres Strait Islander peoples who are deceased. The Queensland Government does not wish to cause distress to any Aboriginal or Torres Strait Islander community members.



MINISTER'S FOREWORD



Queensland's arts, cultural and creative sector is a vital force in Queensland's social and economic life, delivering vibrant and accessible experiences across the State, and creating a national

and international profile for our local talent and product.

A focus on the arts, cultural and creative industries is part of the Palaszczuk Government's commitment to *Advancing Queensland's Priorities*, with the sector key in tackling the challenges of today and tomorrow.

The arts can help us see the world through a different lens, connect communities, drive regional development, promote cultural identity, improve happiness and health and, importantly, stimulate creative thinking – a key skill set for the growing knowledge economy.

We need to nurture creativity to seize the new opportunities and challenges in and for our communities, especially in this time of rapid change fuelled by changing demographics, evolving consumer tastes and expectations, social trends and digital transformation. Creativity unlocks ideas, drives new thinking and delivers innovation, and the sector plays a significant role in delivering a culture of creativity to our communities and, importantly, within business and industry.

Increased collaborations and partnerships, and the adoption of a holistic approach that involves all areas of government, industry and the private sector, are key in working to advance Queensland and achieve our shared goals.

This discussion paper aims to ensure a considered and inclusive approach to grow and evolve our arts, cultural and creative sector with a focus on amplifying our local creative voices, supporting cultural and economic development and boosting the capacity of the sector.

Together we can create a truly exciting future fuelled by our arts, culture and creative sector.

I encourage you to have your say.

The Hon Leeanne Enoch MP

Minister for Environment and the Great Barrier Reef, Minister for Science and Minister for the Arts

VISION

DRAFT VISION

The following draft vision has been developed for consultation and stakeholder feedback:

Queensland's unique and innovative arts, cultural and creative sector is a key driver in strengthening the State's local and visitor economy, supporting employment and enriching the lives of Queenslanders and their communities.

The Queensland Government is committed to growing our vibrant arts, cultural and creative sector (the sector) to be a key driver in strengthening the State's economy, supporting employment and enriching the lives of Queenslanders and their communities.

This discussion paper is part of a wider consultation to stimulate discussion and gather feedback on the direction of the sector and its role in Queensland's future. Feedback collected through the consultation will inform an arts, cultural and creative sector 10-Year Roadmap and action plan.

Three key priorities have been identified as a way forward to achieving our draft vision:

- build the creative capability of Queensland's workforce
- enrich the lives of Queenslanders through arts and culture
- empower Queensland's arts, cultural and creative sector to drive innovation and economic growth.

Through this discussion paper, the Queensland Government is seeking feedback from the sector, industry and public to help refine the draft vision and key priorities and inform our approach to the arts, cultural and creative sector 10-Year Roadmap and action plan.

QUESTIONS

- 1. How does the draft vision align with your vision for the sector?
- 2. What do you think a successful sector would look like in 10 years?



WHAT IS THE ARTS, CULTURAL AND CREATIVE SECTOR AND WHY IS IT IMPORTANT?

The arts, cultural and creative sector is a mix of art forms and industries with a focus on the development, production, presentation, distribution and commercialisation of arts and cultural-related goods, services and activities.

WHAT IS THE ARTS, CULTURAL AND CREATIVE SECTOR?

Arts and culture incorporate a broad range of creative arts disciplines including: visual art, craft and design, music, dance, writing, dramatic and physical theatre, media art, multi-arts, festivals, public art, community cultural development, and heritage and collections including museums, galleries and libraries.

Creative industries have their origins in arts and culture but have a greater focus on their potential to create economic growth through the development, production or commercialisation of intellectual property. This includes areas such as publishing, design, screen production, contemporary music, commercial theatre and musical production, music services and distributors of content such as commercial galleries.

The sector varies in scale and includes individual arts and cultural workers, volunteers, artist collectives, art centres, service providers, small to medium organisations, major cultural organisations and institutions, industry associations and creative businesses.

The sector's workforce encompasses specialist cultural and creative workers as well as noncultural workers who support creative activity.

Audience at the Judith Wright Centre of Contemporary Arts. Image: Courtesy Judith Wright Centre of Contemporary Arts There are also a growing number of creative workers embedded in business beyond the core sector, for example, in manufacturing, financial sector, health, education and communities.

The sector includes activities that are not-forprofit, profit-for-purpose, community-based, commercially-focused and export-intense. Arts and cultural activities have traditionally been characterised by not-for-profit or profitfor-purpose structures, with generated revenue reinvested into the organisation to produce more cultural product. Creative industries and business have been largely privately funded. These traditional boundaries are changing with organisations increasingly adopting hybrid business models, with many combining not-for-profit and profit-making activities.

The Queensland Government is working to build the Queensland screen industry through the *Advance Queensland Screen Industry 10-Year Roadmap and Action Plan.* Additional actions and initiatives across the broad screen industry will be considered as part of this discussion paper.

Ghost net artworks created for the Taba Naba – Australia, Oceania, Arts of the Sea People exhibition at the Oceanographic Museum of Monaco, Erub Arts, 2016. Photo: Lynnette Griffiths. Ghost net artworks are made from abandoned fishing nets found in the ocean or local beaches. Artworks from Erub Arts and other Queensland Indigenous Arts Centres are raising awareness of the impact of the nets on Queensland's reefs and marine environment.

VALUE OF THE SECTOR

The sector supports employment opportunities and contributes to economic and social policy outcomes including revitalised communities and solutions to individual, social or community concerns.

The cultural and creative industries are a significant contributor to the world economy. In Australia it is estimated that the sector contributes \$86 billion annually to the national economy – more than the transport industry.¹

The sector's workforce is growing faster than the rate of the average workforce.² This trend is predicted to continue into the future. Creative jobs are considered highly skilled and are resistant to automation. Altogether 600,000 people work in Australia's creative workforce with over 80,000 located in Queensland.³

Arts and culture products and events create sophisticated and unique visitor offerings, that attract both domestic and international visitors. Cultural and heritage visitors spend more and stay longer than other visitors.⁴

The arts provide an opportunity for engagement between First Nations, the broader community and cultural visitors by connecting them with the living stories and landscapes of First Nation cultures. This engagement supports cultural maintenance, economic empowerment, community connectedness and wellbeing among First Nation cultures.⁵ Arts, culture and creativity can improve the attractiveness and liveability of communities and build a distinctive local identity. Aside from reinvigorating communities and building sustainability, the sector creates new revenue opportunities, supports local arts employment, and can provide avenues for exploring issues, building self-awareness and growing social connections.

Engagement with arts, culture and creativity delivers benefits in a wide range of areas including health and wellbeing, positive ageing, youth justice, domestic violence and community recovery.⁶ This complements frontline services, reduces costs in health and community care, and creates stronger, healthier communities.⁷

Arts in education can help deliver broader curriculum objectives and has been linked to enhanced academic achievement, creative problem solving, critical thinking and verbal skills. Involvement in school-based arts activities has been shown to help students develop their writing skills and understand complex points in science, maths and other subjects.⁸

Greater recognition and understanding of the value of the sector and its potential role in strengthening the economy and broader community could support the Queensland of the future.

VALUE OF ARTS, CULTURE AND CREATIVITY

international visitors undertook a cultural and heritage activity during their stay in Australia⁹

1 in 2



Arts in schools can improve student wellbeing, increase confidence and develop creative thinking skills¹⁰

Cultural and creative industries contribute S86 billion

annually to the Australian economy¹¹



Arts provide opportunities for individuals and groups to



generate civic pride

and support communities to form a strong and distinct shared **identity**¹³



of creative workforce

are embedded in non-creative industries such as manufacturing, financial services and healthcare¹⁴

Engagement in **First Nations** arts supports economic empowerment & community connectedness among First

Nations Peoples¹⁵

Involvement in arts can reduce medication needs, increase tolerance of symptoms or treatment and reduce stress and anxiety¹⁶

Two hours per week

of arts engagement has been shown to improve mental health¹⁷

QUEENSLAND'S ARTS, CULTURAL AND CREATIVE SECTOR

Queensland has a rich and unique arts, cultural and creative sector.

Queensland is home to two Indigenous cultures, Australian Aboriginal and Torres Strait Islander, with over 60,000 years of cultural history. Our First Nation stories are an important part of our culture and are being told across a variety of mediums. The work of Queensland Aboriginal and Torres Strait Islander performers, musicians and visual artists and Indigenous arts centres features in international festivals, galleries, museums and private collections and attracts visitors to the State.

Our artists, arts workers, small to medium arts sector, major performing arts organisations, and creative enterprises and businesses are incubators of creative talent, drivers of innovation and generators of ideas and local employment across all arts forms and disciplines.

The geographical diversity and vastness of the State has helped foster distinctive events and experiences such as the annual Woodford Folk Festival, Townsville's Australian Festival of Chamber Music, Gold Coast's Bleach* Festival and Swell Sculpture Festival and Cape York's Laura Dance Festival. These events create employment opportunities, contribute to local economies and enliven communities.

The heritage-listed Queensland Cultural Centre is a landmark architectural and cultural tourism destination, uniquely housing the State's cultural institutions. These institutions are among the most visited in Australia and have established an international reputation for creating unique programming and experiences, as well as housing the State's arts and cultural collections.

Queensland makes one of the most significant investments in arts education.¹⁸ Our sector has strong links to education and plays a significant role in support of learning in Queenslanders of all ages. Through arts and music education in schools, courses in vocational education and universities and programs in our cultural institutions, the role of the sector is recognised in supporting life-long learning.

Queensland has leveraged its proximity to the Asia Pacific and its strong ties to the region to establish a reputation for collaboration with, and a celebration of, the region's arts and culture. The Queensland Art Gallery|Gallery of Modern Art holds one of the world's most significant collections of contemporary Asian and Pacific art. The State Library of Queensland's Asia Pacific Design Library advocates for innovation, experimentation and play through design.

The Queensland Government's Advance Queensland agenda is leading a culture of innovation and entrepreneurship across Queensland. Advance Queensland programs are growing capabilities and investment across a range of areas unlocking the potential of businesses to innovate and turn great ideas into investable products.

The 2017 Brisbane Festival injected \$36.7 million

into the economy and presented the work of 36 Queensland-based arts organisations

Queensland Cultural Centre is known for its **exclusive events**: Queensland Museum's **World Science Festival Brisbane**, the Queensland Art Gallery's **Asia Pacific Triennial of Contemporary Arts** and the Queensland

Performing Arts Centre's International Series and Out of the Box

children's festival



A new **\$150 million** 1500-1700 seat **theatre** at the **Queensland Performing Arts Centre** will provide more opportunities for audiences

and the local sector

Griffith University and Queensland University of Technology have been rated the top two creative arts schools

First 5 Forever, delivered by the State Library of Queensland in partnership with local governments attracted **More** than 900,000 participants in 2017

Cairns Indigenous Arts Fair is one of the

State's most significant Indigenous tourism events, generating more than \$6 million in art sales since its inception in 2009



In 2016-17,

Queensland Music Festival reached 46 regional communities, employed 717 artists and arts workers and delivered 1207 workshops and performances

Images left to right: Anushka Santos performing at launch of *Elephant in the Room*, Creative Regions Ltd, 2017. Paul Beutel Photography. Bleach Electrified, Bleached Arts, 2018, Scott Belzner. Redbank Plains State School students rehearsing *Dance Like No One is Watching* for QPAC Out of the Box 2018, supported by 2017-18 Artist-in-Residence program. Photo: Courtesy QPAC.

QUEENSLAND GOVERNMENT PRIORITIES

The Queensland Government is a significant investor in the arts, cultural and creative sector.

The Queensland Government's total expenditure for cultural activities was more than \$367 million in 2016-17.²⁰ While Arts Queensland is the government agency responsible for arts and culture in the State and is a prime funding body, other government departments are also significant investors in the sector. This investment closely aligns with the Queensland Government's *Our Future State: Advancing Queensland's Priorities*.

Create jobs in a strong economy: The Government invests in arts, cultural and creative workers to develop their skills, products and businesses through career and professional development opportunities. Investment in organisations, events and projects is helping to grow local economies and support employment opportunities both within the sector and the wider workforce including areas such as tourism, health and education. Innovative and transformative business ideas are supported to unlock new or untapped opportunities and resources, diversifying business incomes and building sustainable organisations.

Give all our children a great start: Arts

investment in our kindergartens, schools, community and cultural institutions supports early childhood development in Queensland's children, encouraging creativity and providing strong foundations for learning. This investment is complemented by other programs that support Queenslanders of all ages, ensuring that we continue to build on this early start. **Keep Queenslanders healthy:** Investment in arts programs and initiatives engage people of all abilities and ages in creative experiences in hospitals, care facilities and within the community to support positive health and wellbeing outcomes.

Keep communities safe: Queensland Government investment in programs and initiatives in partnership with local councils and community groups are supporting and encouraging safe and inclusive communities through activities that increase participation in the arts, support disadvantaged Queenslanders, enhance social connection and build the attractiveness of our communities. These activities are supported by investment in cultural infrastructure, which creates public spaces for arts production and engagement for all Queenslanders.

Protect the Great Barrier Reef: Research through cultural institutions such as the Queensland Museum Network in collaboration with national and international research organisations are increasing knowledge about the Great Barrier Reef. Indigenous art centres have used arts and culture to raise awareness of the Great Barrier Reef and other Queensland natural resources.

Be a responsive government: The Queensland Government is committed to providing integrity, accountability and consultation in supporting arts, cultural and creative services in Queensland.

For information about specific Queensland Government programs please see www.arts.qld.gov.au/RoadmapConsultation

Invested more than \$20 million in

core funding for **43** arts and cultural organisations

supporting employment and access to quality experiences in 2017



Backing Indigenous

Arts Initiative supports Aboriginal and Torres Strait Islander arts and cultural activities across Queensland

Invested



in capital expenditure during 2016-17²¹





was invested in arts education in 2016-17²²



Allocated **\$1 million**

towards a range of whole-of-government and community-based Aboriginal and Torres Strait Islander cultural and reconciliation activities and the preservation of First Nation languages from 2017-20

Invested over

\$65 million in arts and culture in regional Queensland

in 2017-18

Established the **\$6.5**m four-year

Regional Arts Services Network

to deliver arts services across regional locations in Queensland



Invested around \$2.7 million

per annum in Vocational Educational Training over the last three financial years to support Queenslanders to gain the skills they need for employment in the sector

QUESTION

3. What further actions could the Queensland Government take to support a vibrant and sustainable sector?

OPPORTUNITIES FOR QUEENSLAND

National and global trends, including digital transformation and changing markets and business models, present new opportunities for the sector in Queensland, with creativity fundamental to realising Queensland's future growth.

CREATIVITY AS THE SKILL OF THE FUTURE

Trend: Creativity lies at the intersection of arts, culture, science, business and technology. It promotes critical thinking, experimentation, exploration and imagination.

With the world's creative economy growing faster than some traditional industries, the creative sector will be a driver of employment and economic growth.

The value of creativity is already recognised with business and companies looking to the sector to build this skill set to enhance products and services. **Opportunity:** Creativity is at the core of the arts, cultural and creative practice.

There is potential for the sector to support other industries and sectors to develop and integrate creative thinking through collaboration and the transfer of skills.

Greater focus on developing and building creativity through the arts and education will ensure the right mix of skills and experiences are developed for the future workforce. Integrating arts practices across areas such as ageing, youth, health and wellbeing, social inclusion and community rejuvenation could deliver positive outcomes for the wider community.

CHANGING MARKETS

Trend: As the world economy shifts to Asia and the powerhouses of China and India, opportunities will continue to increase for Australian export markets, trade, tourism, business, investment and cultural development. **Opportunity:** By building on the sector's existing global reputation, geographical proximity and strong economic ties with the Asia Pacific, the reach of local cultural and arts product and the State's cultural profile could be increased. The potential to connect individuals, organisations and businesses with global markets and audiences in this region could attract investment in cultural and creative organisations and generate employment in the State.

CHANGES TO BUSINESS MODELS

Trend: While traditional government investment models remain, alternative business models can also build sustainability. These include: social enterprise, social impact funding and three-way public, private and philanthropic partnerships.

The line between consumer and investor is blurring with crowd-sourced funding platforms allowing consumers to directly invest in development and production.

Private and philanthropic investors are seeking more than a financial return on their investment, often looking for projects that address social change or have a beneficial impact on the community. **Opportunity:** Increased adoption of alternative business models within the Queensland sector could help build resilience and sustainability by diversifying income. New funding sources could support development and collaborative opportunities and expand reach into other sectors and markets.

A focus on building the skills and knowledge of artists, arts workers, organisations and arts boards will ensure they are prepared to adopt new business models.

Better articulation of the role that creativity and investment in the arts plays in delivering social and economic outcomes will drive understanding of its value with potential partners.

EXPERIENCE ECONOMY: CHANGING AUDIENCE EXPECTATIONS

Trend: With the growth of the experience economy, consumers are placing more value on unique and immersive experiences. This change is impacting a number of sectors, in particular tourism, entertainment and recreation.

Availability of content, changing lifestyles and technology are also influencing the choices and expectations of audiences. **Opportunity:** A focus on growing Queensland arts and cultural events and products could provide unique competitive advantage and further differentiate Queensland as a destination.

Showcasing the State's unique local stories and history and our two First Nations' cultures would increase our reputation as an arts and cultural destination of choice and drive visitation to regional areas.

Increased tourism in key regional areas will support the growth of local economies and create employment opportunities. 15

DIGITAL DISRUPTION

Trend: Rapid development of technology is significantly changing the way we work and live. As technology continues to evolve, ongoing change is guaranteed.

While disruption poses a number of challenges, it also presents significant benefit. Access to technology enables greater innovation and collaboration across and within different sectors – nationally and globally. New digital technology supports business improvement and the growth of revenue streams.

Digital technology is also changing the way consumers engage with products and services. Access to more data is providing greater insight into consumer behaviour, allowing companies to refine their services to meet demand. **Opportunity:** Increased focus and support of new technologies to foster creative thinking, collaboration and development will prepare Queenslanders to take advantage of digital change and build our creative reputation.

Effective use of technology can address Queensland's geographic challenges, enhancing regional access and growing audience reach. Technology can also support collaboration with international markets.

Online access and platforms, simulcasts and the digitalisation of collections, virtual reality and augmented reality provide opportunities to interact with audiences in different ways. Creative use of these technologies can also be applied in other sectors to support learning, social inclusion, health and wellbeing.

QUESTIONS

- 4. How can the sector assist in developing and diversifying Queensland's workforce of the future?
- 5. What actions can be taken to assist in building the sector's capability?
- 6. What type of assistance is required to create career pathways for young people and emerging and established practitioners?
- 7. What actions are needed to support the sector to establish new and innovative partnerships and attract new investment?
- 8. What are the new markets impacting the sector and how can we connect with them?
- 9. What is the potential role for new technologies and entrepreneurs for the sector and how can we encourage their adoption?
- 10. How can cross-fertilisation of ideas and innovation between the sector and other industries be encouraged?
- 11. How can the value of the sector be better articulated to other industries?



CHALLENGES

In positioning the arts, cultural and creative sector to support the State's creative future, it will be important to address potential challenges.

SKILLED AND DIVERSE WORKFORCE

Without solid career pathways, individual artists and creative workers are likely to look for opportunities interstate and overseas. Strong and sustainable creative careers in Queensland need access to opportunities and investment that will develop and diversify skills in the sector and expand the sector's reach into other industries. Ensuring the sector workforce reflects the diversity of the Queensland community, including at board and senior position level, will support a strong sector and provide a broader perspective and insight into governance and operations.

INVESTMENT

Competing priorities and outdated investment models place challenges on the sector to produce quality and innovative work. Distribution of federal funding to the Queensland sector does not reflect the State's population level. While Queensland has 20 per cent of Australia's population, the companies funded within the Commonwealth Government's Major Performing Arts Framework only received nine per cent of the total funding allocation in 2016-17.²⁴

Queensland Government departments and other sectors have traditionally provided project-based or limited-life funding for arts-led programs and initiatives. This impacts both the sustainability of arts businesses and the delivery of long-term sustained outcomes.

CHANGING POPULATION

Planning will be required to ensure all Queenslanders are not disadvantaged by geographical location, demographics, personal circumstances and economics. The expected growth in Queensland's population, in particular in regional communities, will place more demand on ensuring quality opportunities are available across the State. Changes in the demographic of the population, including an ageing and more culturally diverse population, will also place demand on the types of opportunities available and skills required within the sector to deliver these experiences.

INFRASTRUCTURE

Cultural infrastructure can be expensive to build and maintain and is limited to a particular location. Access to low cost accommodation and performance and creative space is important for the sector, particularly the emerging and early career artists and workers who do not have the revenue base to support venue hire. Infrastructure in regional communities is also vital in ensuring access to quality arts opportunities including touring productions. Digital infrastructure is another foundational component in delivering arts to wider audiences, so it will be critical to consider the quality of digital infrastructure and what capabilities will be required.

QUESTION

12. What other challenges does the sector face and how can they be overcome?

Queensland Ballet, Dance for Parkinson's, 2018. Photo: Christian Tiger. Queensland Ballet, supported by the Queensland Government's Advance Queensland initiative and in partnership with Queensland University of Technology, undertook research on the benefits of ballet for mature adults in 2017, which demonstrated positive wellbeing outcomes.



THE WAY FORWARD

This Roadmap discussion paper is the first step towards developing a whole-of-government strategic approach to position Queensland's sector as a key driver in securing Queensland's creative future over the next 10 years.

Our proposed 10-Year vision is that:

Queensland's unique and innovative arts, cultural and creative sector is a key driver in strengthening the State's local and visitor economy, supporting employment and enriching the lives of Queenslanders and their communities.

TO SUPPORT THIS VISION THE QUEENSLAND GOVERNMENT, THROUGH STRATEGIC INVESTMENT, STRONG PARTNERSHIPS, AND THE SHARING OF DATA AND LEARNINGS, WILL WORK TO:

Build the creative capability of Queensland's workforce

- foster creativity as a skill of the future
- cultivate diversity within the sector's workforce
- create pathways for young people, emerging practitioners and creative workers
- build sector knowledge and experience through professional development
- enable and promote strong governance and leadership

Enrich the lives of Queenslanders through arts and culture

- engage people of all abilities and ages in creative experiences
- engage young people in creative leadership, learning and experiences
- enhance creative spaces and cultural infrastructure
- position Queensland as an arts and cultural destination

Empower Queensland's arts, cultural and creative sector to drive innovation and economic growth

- **
- develop Queensland stories, cultural products and experiences
- support the convergence of arts and culture with other industries and sectors
- build entrepreneurial capacity, sustainability and resilience
- encourage the adoption of digital technologies and solutions
- enable collaboration that drives new ideas and growth
- collaborate with local, regional and state tourism organisations to grow and promote quality cultural products, events and experiences

QUESTIONS

- 13. What other objectives could be included to achieve the vision?
- 14. What do you see is your role in the new arts, cultural and creative sector Roadmap and how could you be involved?

HAVE YOUR SAY

We are interested in hearing how you think the sector can support Queensland priorities and what the opportunities are to expand current practice and initiatives.

You can provide feedback by:

- completing an online survey at www.getinvolved.qld.gov.au
- emailing consultation@arts.qld.gov.au
- writing to: Creating Queensland's Future Consultation Arts Queensland GPO Box 1436 Brisbane QLD 4001

Response to the discussion paper close on Tuesday, 18 December 2018.

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Limbo Unhinged. Brisbane Festival, 2017. Photo: Justin Nichols Atmosphere Photography.

Notes: _

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From top, left to right: *The Watering Hole* by Joel Fergie, 2017. Photo: Courtesy Thallon Progress Association; Woodford Folk Festival 2017/18, Woodfordia Inc, 2017. Photo: Elle Daly; Woodford Folk Festival 2015/16, Woodfordia Inc, 2017. Photo: Chris Ahern; *Bleach Electrified*, Bleached Arts, 2018. Photo: Scott Belzner; Cub Sport at BIGSOUND, QMusic, 2017. Photo: QMusic/ Claudia Ciapocha @stillsintime; *Humans* by Circa. Photo: Matilda Temperley.