

Sustain 2020-2022

An action plan for
Creative Together 2020–2030:
A 10-Year Roadmap for arts, culture
and creativity in Queensland



Queensland
Government

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.

Acknowledgment

The Queensland Government acknowledges the Country and people of Queensland's First Nations. We pay our respect to Elders, past, present and emerging.

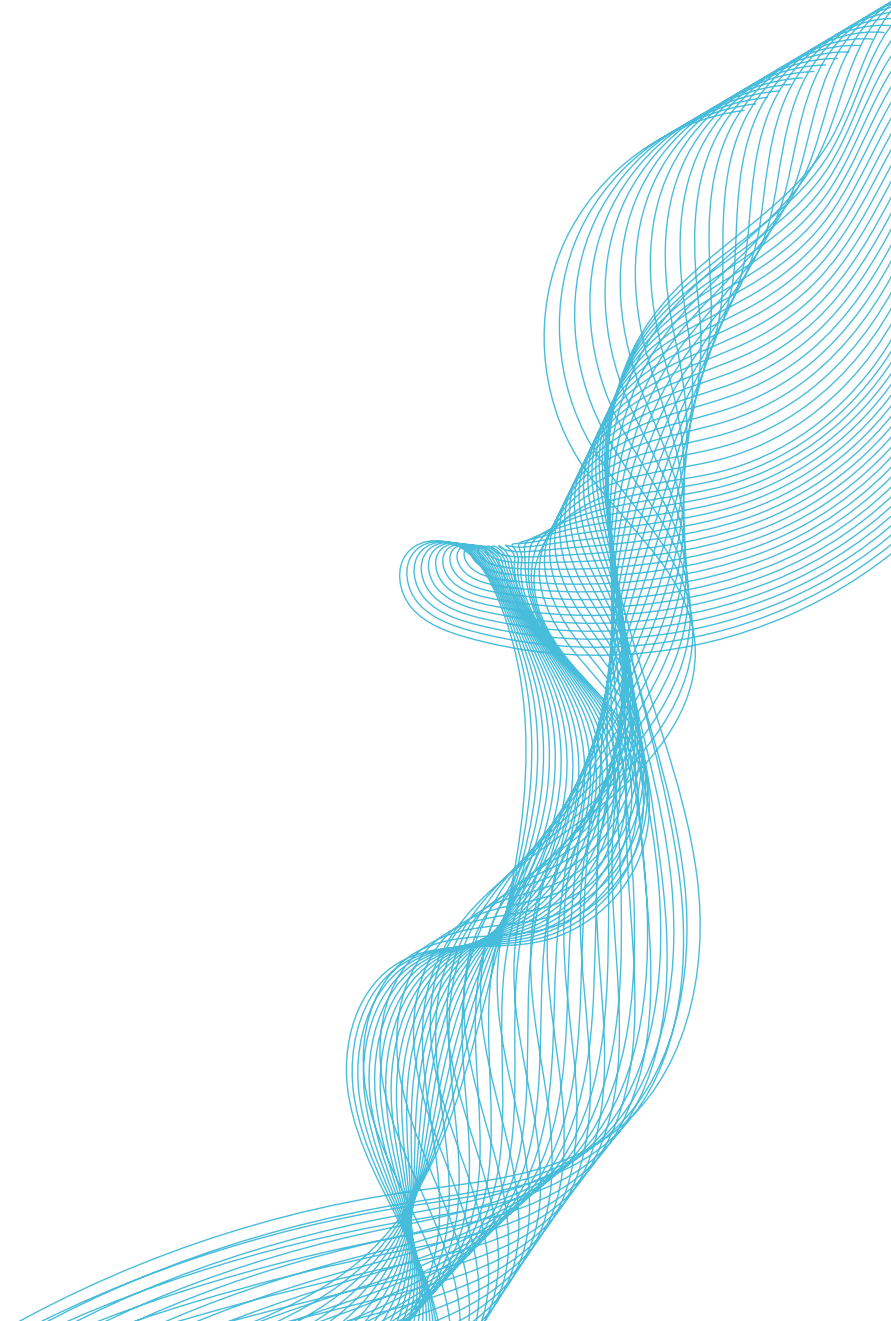
We acknowledge the continuous living cultures of First Nations Queenslanders – their diverse languages, customs and traditions, knowledges and systems.

We acknowledge the deep relationship, connection and responsibility to land, sea and sky Country as an integral element of First Nations identity and culture.

This Country is sacred. Everything on the land has meaning and all people are one with it. We acknowledge First Nations peoples' sacred connection as central to culture and being.

First Nations people speak to Country, listen to Country, sing up Country, dance up Country, understand Country and long for Country.

We acknowledge and thank First Nations peoples for the enduring relationship connecting people, Country and ancestors – an unbreakable bond that safely stewarded and protected the land, waters and sky for thousands of generations.





The CrackUp Sisters at the Big Red Bash (Birdsville). The CrackUp Sisters are known for their shows featuring an array of comedy, whip cracking, acrobatics and slapstick. The CrackUp Sisters have toured to rural and remote Queensland with performances in showgrounds, rodeo arenas and festivals. Image: Felix Palmerson



Minister's message

Creative Together 2020–2030: A 10-Year Roadmap for arts, culture and creativity in Queensland is the Queensland Government's vision for a bold, vibrant and strong creative future for our state.

This *Sustain 2020–2022* action plan details how we plan to deliver that vision over *Creative Together's* first two years and is vital to the recovery of Queensland's arts, cultural and creative sector, which has been devastated by the impacts of the COVID-19 global pandemic.

This plan gives us a strong platform for our world-class sector to rebuild, grow and thrive once again, as a powerful force driving vital social and economic outcomes for Queensland and its communities.

The Honourable Leeanne Enoch MP

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





World Science Festival Brisbane. The festival is the only festival of its kind held in the Asia-Pacific region, celebrating human curiosity and a desire to understand the world around us. Image: Courtesy of Queensland Museum



Australian Festival of Chamber Music. The festival attracts internationally acclaimed classical musicians and audiences from Townsville, around Australia and overseas. Image: Andrew Rankin

Creative Together 2020–2030: A 10-Year Roadmap for arts, culture and creativity in Queensland outlines the Queensland Government’s vision for a state renewed and transformed by arts, culture and creativity.

Sustain 2020–2022 is the first action plan of the Roadmap, in a staged approach to realising *Creative Together’s* vision.

Fundamental to the delivery of *Sustain 2020–2022* is a strong and sustainable arts, cultural and creative sector, able to adapt to meet shifts in audience demand, embrace innovative delivery models and attract investors.

Our vision

**A state renewed and
transformed by arts,
culture and creativity**

The Queensland Government has committed \$22.5 million over two years through the Arts and Cultural Recovery Package of the Queensland Government’s plan to *Unite and Recover for Queensland Jobs*. This package will support actions in *Sustain 2020–2022*. This will support a strong and vibrant sector that is equipped to deliver *Creative Together* priorities:

- Elevate First Nations arts
- Activate Queensland’s local places and global digital spaces
- Drive social change across the state
- Strengthen Queensland communities
- Share our stories and celebrate our storytellers.

Sustain 2020–2022 actions were shaped through consultation with Queenslanders and the sector.

Arts Queensland (within the Department of Environment and Science) will lead the implementation of *Sustain 2020–2022* across the Queensland Government in partnership with key stakeholders.

Updates regarding the action plan will be published on the Arts Queensland website and social media.

Our Future State: Advancing Queensland’s Priorities

Sustain 2020–2022 aligns with *Our Future State: Advancing Queensland Priorities* specifically to: Create jobs in a strong economy; Give all our children a great start; Keep Queenslanders healthy; Keep communities safe; and Be a responsive government.

Building a strong and sustainable sector

A strong arts, cultural and creative sector is fundamental to realising the *Creative Together* vision of renewing and transforming the state through arts, culture and creativity.



The Neighbourhood presented by La Boite Theatre Company and Multicultural Australia in association with Empire Theatre (Toowoomba). *The Neighbourhood* featured seven local story-tellers, with tales that spanned migrant and refugee experiences across generations. Image: Stephen Henry

Queensland's arts, cultural and creative sector has been significantly impacted by the challenges of COVID-19. Loss of immediate and future employment opportunities, increased operational costs, and reduced revenues are challenging the sustainability of Indigenous Art Centres, organisations, companies, venues, and the careers of many Queensland artists and arts workers.

In addition to new funding, these shifts in the sector's environment require the Queensland Government to be responsive and adapt its current approaches to funding. This includes redesigning grant programs, an increased focus on quick responses, and flexibility in the delivery of initiatives that will best support the sector as it adapts to changes and addresses the challenge of building sustainability.

Sustain 2020–2022 will refocus services and embrace new and flexible approaches to sustain the sector, building future foundations for individuals, organisations and the sector as a whole.

Key actions over the next two years will include:

- **Supporting and stabilising** live music venues, Arts Queensland (AQ)-supported performing arts organisations and festivals, and Indigenous Art Centres supported through AQ's Backing Indigenous Arts Program that have been significantly impacted by the COVID-19 pandemic.
- **Providing support** for Queensland's independent creative practitioners to support creative development, presentation and business activities focussed on future opportunities during the COVID recovery phase, ensuring Queensland retains and grows its creative workforce.
- **Dedicated** support for programs that focus on attracting and retaining young people interested in, or establishing, a career in the arts.
- **Supporting** sector innovation through the growth of skills and professional development, encouraging collaborations, incentivising business model transformation and diversification of income.
- **Enabling** the sector to access data and research on the impact of COVID-19 to inform programming, partnerships and business decisions.
- **Establishing** a dedicated First Nations Arts and Cultures Panel to prioritise investment in First Nations arts.

Elevate First Nations arts

As home to both Aboriginal cultures and Torres Strait Islander cultures, Queensland has the unique opportunity to elevate the awareness, understanding and contributions of First Nations arts. Actions across the next two years will focus on building a sustainable and ethical Aboriginal and Torres Strait Islander arts industry and supporting First Nations artists, organisations and Indigenous Art Centres impacted by COVID-19.



Pryce Centre's guest performers, Kaiyn Kuap - Cairns-based Boigu Island Dancers.
Image: Mark McCormack

Actions

- **Establish** a First Nations Arts and Cultures Panel to lead strategy and guide investment in Aboriginal and Torres Strait Islander arts, cultures and heritage.
- **Foster** the role of arts in celebrating and sharing the many cultures, languages and traditions of Aboriginal and Torres Strait Islander people in Queensland.
- **Expand** investment in Indigenous Art Centres across the state.
- **Launch** the First Nations Commissioning Fund to enable independent First Nations artists and organisations to continue to develop new works.
- **Grow** support for the development and presentation of First Nations arts and cultural work at Bulmba-ja arts centre (Cairns).
- **Develop** an online First Nations arts and crafts marketplace to support the distribution of the State's high-quality, ethically produced First Nations visual arts products.
- **Increase** access to First Nations-led cultural tourism experiences, including support for the establishment of shopfronts to distribute ethically produced First Nations arts products in Brisbane and Cairns.
- **Provide** business development and management support service for First Nations arts and cultural tourism businesses.
- **Embed** Aboriginal and Torres Strait Islander peoples' leadership in arts and cultural policy and investment decision making.
- **Drive** ongoing whole-of-government advocacy for the ethical, intellectual and cultural heritage property rights of First Nations peoples.

Activate Queensland's local places and global digital spaces

Queensland is home to vibrant places and spaces, from traditional cultural buildings to online spaces. Actions delivered through *Sustain 2020–2022* will focus on activating our local spaces and places through support for infrastructure, growing unique programming in cultural venues, building quality online content, and supporting creative experiences in traditional and non-traditional locations across the state.



BIGSOUND Festival 2018. BIGSOUND is an annual music industry event bringing together musicians, industry, brands, media and music lovers. Image: Markus Ravik

Actions

- **Support** Queensland artists, organisations and venues to rethink engagement with and grow new audience markets following COVID-19, for example, through:
 - providing funding to offset the costs of delivering performing arts and live music experiences in non-traditional or outdoor venues
 - increasing the development of digital performances that increase reach across Queensland and enhance audience experiences.
- **Continue** to deliver the new theatre at Queensland Performing Arts Centre (Brisbane) due to open in 2023.
- **Complete** the redevelopment of the Thomas Dixon Centre (Brisbane) to support Queensland Ballet's growth ambitions and create a centre of artistic excellence.
- **Partner** with communities and all levels of government to support new and revitalised infrastructure that enhances community engagement in cultural experiences, supports artists and creative industries, and delivers economic and social outcomes for communities.
- **Establish** a co-funded strategic infrastructure program for new or enhanced infrastructure that will support the development and production of art.
- **Continue** to invest in unique local festivals and arts events that generate intrastate and interstate visitation.
- **Facilitate** the digitisation of performing arts content to broaden reach, access new audiences and provide additional income streams for Queensland artists, creatives and arts workers.
- **Enable** access to and build skills that will support the development of online Queensland content.
- **Invest** in digital theatre infrastructure at the Judith Wright Arts Centre (Brisbane) and Bulmba-ja arts centre (Cairns) to provide access for local artists and companies to record, stream and produce digital works.

Drive social change across the state

Arts, culture and creativity can be powerful catalysts, offering new and different ways of responding to the social challenges faced in Queensland. *Sustain 2020–2022* will focus on driving social outcomes that benefit Queenslanders through partnerships, sector skills development and growing the evidence base.



Participants of the *Art and Dementia* program at Queensland Art Gallery (2019) engaging in tactile and sensory-based tailored activities. Through participant-focused experiences, the program supports the inclusion and wellbeing of members of the community with dementia who are living at home, attending day respite or residing in aged care. Image: QAGOMA Photography

Actions

- **Launch** social impact project support to grow health, social and education partnerships to improve the lives of Queenslanders, including health, youth justice, aged care, education and early childhood sectors.
- **Partner** with local councils, venues and communities to drive social and economic outcomes in Queensland through arts and cultural activity.
- **Grow** sector capacity and capability to work in other sectors and industries to deliver longer-term social benefits for at-risk target groups and local communities.
- **Enhance** access to high-quality arts experiences in Queensland schools and alternative education pathways through greater collaboration between the sector and the education and non-for-profit sectors.
- **Advocate** and promote the role of arts and culture in improving the lives of all Queenslanders and their communities to the public and other sectors.
- **Grow** the evidence base to demonstrate arts-led social outcomes through partnerships with universities, industry, investors and the sector.

Strengthen Queensland communities

Arts and culture play a significant role in urban and regional development. Actions in *Sustain 2020–2022* will grow local arts communities, increase economic participation in arts, and grow and broaden the impact of cultural tourism in Queensland communities. Actions will be delivered through partnerships with local councils, local artists and arts groups, and communities.



Mount Isa Blast, Queensland Music Festival 2019. The Mount Isa Blast was an outdoor theatrical spectacular created with the Mount Isa community, celebrating the people and the place. Image: Oscar Sun.

Actions

- **Assist** live music and performing arts venues, organisations and artists to develop new arts products or present local artists' work during the COVID-19 pandemic recovery through programs such as:
 - Play Local – a program to support live music and performing arts venues to program Queensland artists
 - First Night Showcases – a program to support independent artists to present new works at the Judith Wright Arts Centre (Brisbane) or Bulmba-ja arts centre (Cairns).
- **Build** a network of hyper local touring circuits, to enable smaller-scale, high-quality tours to commence, and support audience access to arts and culture in regional Queensland.
- **Invest** in temporary or permanent installations that employ local artists and enhance the appeal of Queensland's regional destinations.
- **Commission** new arts products and experiences for regional festivals and events that generate intrastate and interstate visitation.
- **Grow** the sector's skill and knowledge base to deliver urban and regional development and cultural tourism opportunities in Queensland.
- **Develop** and promote new cultural events as visitor experiences to attract and increase visitors to Queensland.
- **Partner** with councils, businesses and communities to ensure local-led solutions to local priorities through programs such as Regional Arts Services Network, Regional Arts Development Fund and Indigenous Regional Arts Development Fund.

Share our stories and celebrate our storytellers

Queensland's stories and heritage are a rich source of enjoyment, celebration and reflection. Actions in *Sustain 2020–2022* will continue to support our storytellers to tell and share our stories with a wider audience and preserve our heritage places.



The Longest Minute – a debate, JUTE Theatre Company and Queensland Theatre co-production about the all-Queensland 2015 football final. Written by Robert Kronk and Nadine McDonald-Dowd, the work explores the themes of family, community, reconciliation and identity. Image: Blueclick Photography

Actions

- **Invest** in the development and presentation of Queensland stories that reflect the diversity of Queenslanders.
- **Redesign** Arts Queensland programs to prioritise support for Queensland storytellers to create, develop and present new works.
- **Support** activities that maintain and share Queensland's First Nations languages and stories.
- **Support** the conservation, promotion and activation of Queensland's heritage places.
- **Grow** opportunities for the public to engage with and experience Queensland's state collections and heritage assets.
- **Strengthen** cultural tourism and events, products and experiences that promote and showcase Queensland cultures, people and stories.
- **Promote** the value of Queenslanders' stories, arts and artists by fostering activities that motivate and inspire Queenslanders to re-engage with arts, culture and creativity.

Beyond Sustain 2020–2022

Consecutive actions plans across the life of *Creative Together* will introduce new initiatives that will transition from rebuilding to strengthening and growing a thriving arts, cultural and creative sector (Figure 1).

It is anticipated that the next-stage action plan, *Grow 2022–2026*, will focus on growing and amplifying the impact of arts, culture and creativity to support strong outcomes for Queensland. Actions within *Thrive 2026–2030* will transition from growth and reconnection to a focus on building a thriving sector that is transforming Queenslanders' lives and their communities.



Figure 1: Summary of Creative Together action plans

Summary of the proposed actions to be delivered under the consecutive action plans *Grow 2022–2026* and *Thrive 2026–2030*

Grow 2022–2026

- Strengthen and promote First Nations arts and access to international audiences.
- Grow local performing arts with the opening of a new theatre at the Queensland Performing Arts Centre.
- Cultivate collaboration and partnerships with other sectors to drive social outcomes in Queensland communities.
- Support Queensland artists, organisations and business to access international markets.
- Attract investment to Queensland communities through cultural vibrancy and activations.
- Articulate the value of arts, culture and creativity to foster partnerships and attract investment from private and corporate sectors.
- Foster leadership across the sector to drive innovation.

Thrive 2026–2030

- Broaden Queensland's reputation as a centre for First Nations arts in the Asia-Pacific region.
- Establish Queensland cities and communities as cities of culture with networks to national and international cities.
- Support our sector to be recognised and celebrated on the national and international stage.
- Leverage quality cultural tourism opportunities to grow markets and visitors that drive regional growth.
- Grow the role of culture and creativity in supporting social and economic outcomes across the state.
- Position Queensland arts, culture and creativity as a state export industry.



Woodford Folk Festival 2019/20. Woodford Folk Festival is one of the largest gathering of artists and performers of its kind in Australia. Annually, the festival showcases more than 2000 artists, musicians and presenters to an estimated aggregate audience of 125,000 people. Image: Flint Duxfield



The Queensland Government is committed to providing accessible services to Queenslanders for all cultural and linguistic backgrounds.

If you have difficulty understanding this publication and need an interpreter, please call the Translating and Interpreting Services (TIS National) on telephone 131 450 and ask them to contact the department on 13 QGOV (13 74 68).

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