

A New Approach (ANA)

MEDIA RELEASE

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NEW NATIONAL CULTURAL POLICY “A WELCOME MOVE”

Australia’s leading arts and culture think tank A New Approach (ANA) welcomes the new national cultural policy *Revive*, launched in Melbourne today.

ANA CEO Kate Fielding said the release of the new cultural policy was a meaningful step towards Australia fulfilling its creative promise.

Revive: Australia’s Cultural Policy for the next five years notes ANA’s NCP submission that by maximising the nation’s creative potential “Australia can become a cultural powerhouse whose compelling creativity is locally loved, nationally valued and globally influential.”

Ms Fielding said: “The intent and recognition is clear: Arts, culture and the creative industries are key participants in the nation’s well-being, not just a nice to have.”

“This is a welcome recognition of the important role that the arts, culture and creative industries play in our economy and more importantly our national sense of self and community. An appropriately funded and understood sector is a must have to ensure all Australians have access to these benefits,” she said.

“We see it as an important foundational platform that the sector, working alongside Government, can use to achieve the policy, performance and funding goals we all agree are critical.

“Now the work must begin on the actions needed to harness that potential.

“With thoughtful and collaborative implementation and investment, the National Cultural Policy can deliver opportunities for cultural experiences and creative expression for all Australians, regardless of who they are or where they live.”

ANA’s research and analysis shows that Australians from every walk of life participate in and benefit from arts, culture and creativity. In focus groups right across the country Australians aged 18 to 75 have identified wide-ranging positive outcomes for individuals and communities, including benefits to the economy, health, social cohesion and productivity.

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