

A New Approach (ANA)

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Partnering for our cultural life and our nation's future

New research from A New Approach (ANA) demonstrates how partnerships help make cultural experiences possible, even in these tough times. The Insight Report, [Thriving through Thick and Thin: Partnerships for our Cultural Life](#), reveals how collaboration helps the cultural sector to evolve, meet future demands and drive social, cultural and economic benefits now and into the future.

ANA CEO, Kate Fielding, said, “The timing of this research is no coincidence. Australians love going to festivals, museums and cinemas, but cost of living pressures are biting and our cultural sector needs new ways of operating to be sustainable and ensure Australians can continue to access and enjoy cultural experiences.

“The long-term, cumulative benefits of partnerships were recently celebrated in a bipartisan acknowledgement in federal parliament of Australia's international success in securing three Venice Golden Lions. Equally, partnerships also make possible the cultural experiences that we enjoy in our local communities.

“Understanding and unlocking the value of cultural partnerships is key to Australia securing its place as a cultural powerhouse.”

Ms Fielding said the report acknowledges the broad social and economic pressures being felt across the country and presents tools to help navigate this environment and elevate collaboration as Australia's competitive advantage.

“It's tough out there and our cultural sector can't do it alone. Strong partnerships with governments, community organisations, philanthropic trusts and business are needed more now than ever before.

“These partnerships generate diverse benefits. They matter for cultural and creative value chains as they can produce practical resourcing benefits as well as improved returns on investment and results beyond those that can be achieved by a single entity.

“Cultural partnerships can also foster cooperative behaviour and help provide solutions to some of our nation's biggest challenges, from social cohesion to productivity. This research is essential reading for those new to the cultural sector, those navigating new challenges within the sector, and for those from outside seeking to partner with the sector.”

To find out more about A New Approach (ANA) [visit the website](#). For media enquiries please contact Alexandra Nichols 0431 468 665 or alexandra.nichols@newapproach.org.au.

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