

A New Approach (ANA)

13 August 2024

Creative Victoria
Department of Jobs, Skills, Industry and Regions
(via submission portal)

Creative State consultation

A New Approach (ANA) welcomes this opportunity to make a submission to inform Victoria's next creative industries strategy. ANA is Australia's national arts and culture think tank. By 2035 Australia can be a cultural powerhouse whose creativity is locally loved, nationally valued and globally influential; making this vision real is at the heart of everything ANA does. Through credible and independent public leadership, ANA helps build an ambitious and innovative policy and investment environment for arts, culture and creativity.

This next strategy is Victoria's opportunity to help ensure all Victorians, whoever they are and wherever they live, can participate in and contribute to our shared cultural and creative life. Acknowledging the current cost of living pressures, this strategy can strengthen access and participation opportunities across our population. In light of productivity challenges, this strategy can also harness the specific contributions creative and cultural engagement can make to the identified drivers of improved productivity, both within the creative industries themselves and in our broader population.

This strategy is also Victoria's opportunity to collaborate on arts, culture and creativity - including on a long-term national cultural plan and the cultural program for the Brisbane 2032 Olympics and Paralympics - within Victoria and with other Australian jurisdictions. This strategy will reach the four-year Cultural Olympiad planned to run from 2028 to Brisbane 2032. As Melbourne 1956 and Sydney 2000 showed, these events are once-in-a-generation opportunities to unlock the benefits of arts and culture for the nation. Through this strategy, Victoria could harness the opportunity of Brisbane 2032 and help Australia secure its place as a global cultural powerhouse.

ANA welcomes Victoria's legislated obligation to prepare a 'strategy for the arts and creative industries' every four years. Drawing on our published research with middle Australians aged 18 to 75, we welcome the Discussion Paper's use of the phrase 'arts and culture' as an inclusive and accessible phrasing and inclusion of creative industries to form a connected, contemporary policy approach.

Contact

Find

We confirm that this submission can be made public. In our role as a philanthropically funded, independent think tank, ANA is ready to provide further information about the response in this submission and would welcome the opportunity to discuss.

Warm regards,

A handwritten signature in black ink, appearing to read 'Kate Fielding', with a stylized flourish at the end.

Kate Fielding, CEO, A New Approach (ANA)

ANA resources to assist Victoria

- A transcript of our Chair, Rupert Myer AO's recent Address to the National Press Club where he shared his vision for Australia to become a global cultural powerhouse.¹ He urged the members of National Cabinet to commit to closer collaboration on arts, culture and creativity. Specifically, he called for the elevation of the existing meeting of Cultural Ministers to a formalised Ministerial Council reporting annually to National Cabinet.
- ANA's submission to the federal National Cultural Policy consultation, which highlights ways for Australia to reach its potential as a cultural powerhouse.²
- ANA's middle Australia research which draws on a three-year focus-group study across the country exploring attitudes towards arts, culture and creativity amongst middle Australia.³
- ANA's Insight Report 'Accelerate: Reframing culture's role in productivity'.⁴ Productivity is critical to our quality of life but Australia's measured productivity is growing at its lowest rate in 60 years. This Insight Report shows how arts, culture and creativity can contribute towards solving this problem.
- ANA's Insight Report 'Transformative: Impacts of Culture and Creativity'.⁵ This provides a snapshot of research and findings about the positive impacts of artistic, creative and cultural activity on seven different parts of our lives: society and place; economy; innovation; health and wellbeing, education and learning; international engagement; and culture. ANA will release a further Insight Report in this space later this year, providing an overview of updated evidence.
- ANA's recent Analysis Paper 'Pathways to Becoming a Cultural Powerhouse', which sets out what Australia can learn from other nations - South Korea, France and Brazil - to secure our place as a cultural powerhouse, and how the Brisbane 2032 Games can help.
- ANA's Insight Report 'To Scale: Mapping financial inflows in Australian arts, culture and creativity'.⁶ This report dispels the myth that Australian cultural and creative industries are predominantly financed through government assistance. In fact, the largest proportion of income in the broad cultural and creative industries was from 'sales and services', accounting for 87% in 2020-21. However, it shows the significant impact of the COVID-19 on the revenue mix for some parts of the industry, including culture-focused not-for-profit organisations. It also explores new ways to assess and articulate return on investment (ROI) across short, medium and long-term time horizons, and highlights the unique role of governments.
- ANA's Insight Report 'Thriving through Thick and Thin: Partnerships for our Cultural Life'.⁷ This report shows that the cultural life of the nation exists, and thrives, through strong partnerships, and highlights tools available to help cultural and creative entities to work together and to work with others.

Endnotes

¹ Rupert Myer, “National Press Club Address - Becoming a Cultural Powerhouse” (A New Approach, November 15, 2023), <https://newapproach.org.au/wp-content/uploads/2023/11/Rupert-Myer-AO-National-Press-Club-Address-2023.pdf>.

² A New Approach, “Becoming a Cultural Powerhouse - Submission to National Cultural Policy Consultation 2022,” August 2022, https://newapproach.org.au/wp-content/uploads/2022/08/ANA_National-Cultural-Policy-Submission_Aug2022.pdf.

³ Visual summary factsheet: https://newapproach.org.au/wp-content/uploads/2023/10/Intergenerational-arts-and-culture_factsheet_ANA_V2.pdf. Kate Fielding, Aakanksha Sidhu, and Angela Vivian, ‘Intergenerational arts and culture: Lessons across middle Australia’. Analysis Paper No. 2023-03. (Canberra: A New Approach, 2023). Analysis Paper: https://newapproach.org.au/wp-content/uploads/2023/10/Intergenerational-arts-and-culture_AnalysisPaper_ANA.pdf. All three middle Australia Insight Reports can be found on our website at the following links. Kate Fielding and Jodie-Lee Trembath, “A View from Middle Australia: Perceptions of Arts, Culture and Creativity,” Insight Series (Canberra: A New Approach and the Australian Academy of the Humanities, May 2020), <https://newapproach.org.au/wp-content/uploads/2021/07/3-ANA-InsightReportThree-FullReport.pdf>; Jodie-Lee Trembath and Kate Fielding, “The next Generation of Voters: Young Middle Australians Talk Arts, Culture and Creativity,” Insight Series (Canberra: A New Approach, August 2021), <https://newapproach.org.au/wp-content/uploads/2021/08/ANA-InsightReportSix-FullReport-6.pdf>; Angela Vivian and Kate Fielding, “Lifelong: Perceptions of Arts and Culture among Baby Boomer Middle Australians’. Insight Report No. 2022-02” (Canberra: A New Approach (ANA)), https://newapproach.org.au/wp-content/uploads/2022/09/Lifelong_-_Perceptions-of-Arts-and-Culture-among-Baby-Boomer-Middle-Australians-1.pdf.

⁴ Kate Fielding, Angela Vivian, and Sari Rossi, “Accelerate: Reframing Culture’s Role in Productivity” (A New Approach (ANA), November 29, 2023), https://newapproach.org.au/wp-content/uploads/2023/11/ANA-Accelerate_-_Productivity-Insight-Report-2023.pdf.

⁵ Kate Fielding, Iva Glisic, and Jodie-Lee Trembath, “Transformative: Impacts of Culture and Creativity,” Insight Series (Canberra: A New Approach and The Australian Academy of Humanities, November 2019), <https://newapproach.org.au/wp-content/uploads/2021/07/2-ANA-InsightReportTwo-FullReport.pdf>.

⁶ Kate Fielding, Angela Vivian, and Sari Rossi, “To Scale: Mapping Financial Inflows in Australian Arts, Culture and Creativity,” Insight Report (Canberra: A New Approach, 2023), https://newapproach.org.au/wp-content/uploads/2023/08/ANA-64088-To-Scale-Report_Combined_AW.pdf.

⁷ Angela Vivian, Sari Rossi, and Kate Fielding, “Thriving through Thick and Thin: Partnerships for Our Cultural Life,” Insight Report 2024-02 (Canberra: A New Approach (ANA), June 2024), https://newapproach.org.au/wp-content/uploads/2024/06/Thriving-through-Thick-and-Thin_ANA-Insight-Report.pdf.