

A New Approach (ANA)

Media Release
30 October 2024

Culture and creativity are key to rebuilding a cohesive social centre.

The latest research from think tank A New Approach (ANA) establishes culture and creativity as the 'edge' we have been looking for to rebuild social cohesion, strengthen our economies, reconnect our communities and help us to lead healthy, safe and sustainable lives.

The new Insight Report, *Transformative Edge 2024*, brings together new fact-based insights about the impacts of culture and creativity on prosperity, cohesion, security, health and sustainability. It shows how cultural and creative engagement can help us respond to Australia's deepest challenges.

CEO of ANA, Kate Fielding, said "While we all feel challenged in the global maelstrom, unlike many other nations, we have the bandwidth to constructively consider our cultural, social and economic pressures and develop effective, innovative and democratic strategies to ensure our nation's future retains its cultural 'flex' and durability.

"The latest evidence shows us that culture and creativity can help us to live *well*. It directly benefits people in homes, workplaces, schools, hospitals and prisons in Australia and across the world. It's not a 'nice to have' - it's central to the wellbeing of all Australians.

"Our productivity is slowing, cohesion is being challenged, global and domestic tensions are rising, health is declining, and our environment is under pressure. These evidence-based impacts of culture and creativity give us new strategies to respond to current and emerging challenges.

"New Australian and international evidence confirms culture and creativity enhances productivity, fosters connection, promotes safety, supports health and influences sustainability. It is the unexpected counterbalance to a nation in crisis.

"Australia recently came fourth in the world for 'creative thinking' in the OECD's first global assessment of students' skills in this area. This strong result confirms that with the right planning, Australia can punch above its weight in creativity and enjoy benefits in many areas of our lives."

Ms Fielding said that culture was declared a global public good by UNESCO member states in 2022 and The Treasury recognised the importance of 'creative and cultural engagement' as a monitored indicator in Australia's new national wellbeing framework *Measuring What Matters* in 2023.

"All people should have access to cultural and creative experiences and activities, no matter who they are or where they live. Governments must continue to play an important role in enabling this access by leading policy and regulation and investing in partnership with industry, community and philanthropic organisations," said Ms Fielding.

To find out more about A New Approach (ANA) [visit the website](https://www.newapproach.org.au). **Media enquiries:** Alexandra Nichols 0431 468 665 or alexandra.nichols@newapproach.org.au.

Contact

Find