

A New Approach Strategic Plan

2023 - 2027

A New Approach (ANA)

Our Purpose

To promote and advance the understanding of, and the positive effects of arts, culture and creative activity in contemporary Australian society.

Our Vision

By 2035 Australia will become a cultural powerhouse whose creativity is locally loved, nationally valued and globally influential.

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Critical Pathways 2023 - 2027

DEMONSTRATE

the role arts, culture and creativity plays in the lives of Australians.

CHART

pathways to grow ambitious cultural and creative industries

CHAMPION

bold public policy settings for arts, culture and creativity

PROPEL

Australia's cultural thought leadership internationally

Pathway Goals

Culture's relevance to all Australians is understood

Industry reform is accelerated

Public policy is strengthened

Australia's cultural reputation is improved

Objectives

- Make evident the role arts, culture and creativity has in enriching people's lives
- Equip influential voices to celebrate the role of arts, culture and creativity in enriching people's lives

- Identify strategic opportunities to grow ambitious cultural and creative industries
- Refine and advance identified opportunities with key stakeholders

- Elevate public discussion of arts, culture and creativity on platforms of influence
- Provide independent advice to better incorporate arts, culture and creativity in public policy

- Influence and enrich diverse international cultural dialogues
- Be informed and strengthened by diverse cultural dialogues

Impact

Policy settings, investment environment and industry renewal are shaped toward Australia becoming a cultural powerhouse.