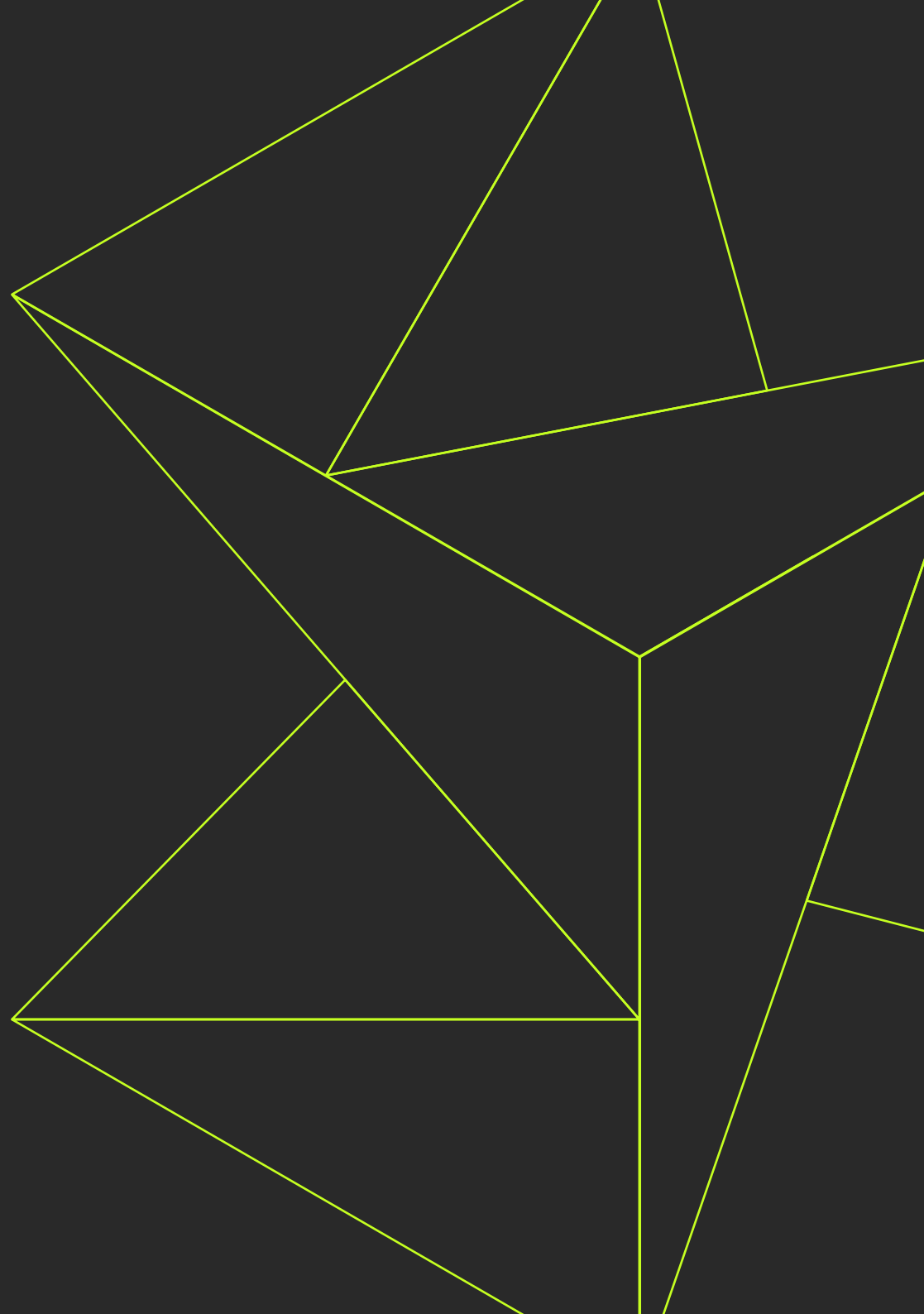


# **Strategic Plan** **2026-2030**

**A New Approach (ANA)**



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# Vision

**Australia's place as a cultural powerhouse is secure,  
with an arts and culture system that delivers for all  
Australians by 2035.**

Making this vision real is at the heart of everything ANA does.

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## ANA's Strategic Approach

**Shape and inform the views and actions of 500 public policy decision-makers and key opinion leaders to achieve policy settings that secure Australia's place as a cultural powerhouse.**

By 2035 this will positively impact:

**1 million**

Australians working in the cultural and creative industries

**30 million**

Australians who benefit when arts and culture is available and accessible

**9 billion**

People who can be further enriched when Australia is culturally connected to the world.

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# Introduction

**Culture and creativity are the foundations of Australia's economic resilience, social cohesion, productivity and global competitiveness. Yet our public policy settings remain inadequate to the scale of opportunity and challenge ahead.**

Policy matters. It directly affects whether our communities have access to creative opportunities, and it shapes the environment in which our cultural organisations and creators thrive or struggle. Good policy delivers cultural, economic and social returns.

This new Strategic Plan accelerates ANA's work to secure evidence-led policy settings that position culture and creativity as core drivers of national advantage and flourishing people.

In an environment of constrained budgets, competing priorities and increased uncertainty, ANA's trusted and boundary-spanning approach is crucial to achieving better outcomes through better public policy.

ANA's innovation and impact was recognised in the global 100 Think Tanks to Watch 2025 list. ANA was the only think tank focused on culture and creativity featured on the list, and one of only three Australian organisations.

Let's ensure Australia has the evidence, confidence and commitment we need to achieve an arts and culture system that delivers for all Australians, whoever they are and wherever they live. This is how Australia will secure its place as a cultural powerhouse whose creativity is locally loved, nationally valued and globally influential.

# Strategy on a Page

We will **shape and inform the views and actions of 500 policy decision-makers and key opinion leaders**

## By undertaking these activities:

Providing evidence and analysis that is credible, free of vested interest and reframes policy conversations

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Translating complex analysis into actionable recommendations that help policy decision-makers confidently navigate change

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Interacting across all levels of government, nationwide

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Working with policy decision-makers to maximise cultural, economic and social returns from creative investment

.....

Engaging with key opinion leaders to develop shared approaches and ambition for change

## To aim for the following outcomes:



**Cultural policy is advanced** by policy decision-makers taking a long-term, system-level approach

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**Culture and creativity are embedded across portfolios**, with their relevance to prosperity and wellbeing understood and acted on

.....



**Strategic opportunities are seized** by Australia to leverage culture and creativity here and overseas

## And achieve the following impacts:

**Australia is strengthened** by evidence-based, enduring and interconnected cultural policies at all levels

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**Culture and creativity are celebrated** as core drivers of national wellbeing and prosperity

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**Mindsets are changed** about what culture and creativity are and what they can achieve