## **National Cultural Policy Submission**

## **Jessica Lamb**

**Submitted:** As a worker/professional in an industry who uses arts (e.g. art therapist, tour guide), As an artist, As an individual

What challenges and opportunities do you see in the pillar or pillars most relevant to you? Feel free to respond to any or all pillars:

## **A Place for Every Story**

There is a place for every story – and in all likelihood, that place is a major city in the Southeast.

Whilst I support the inclusivity of the premise that there is A Place for Every Story, I urge policy makers to consider the contraposition: that it is culturally imperative for us to be seeking Stories for Every Place.

Regional, rural and remote Australia are rich sites of storytelling and mythos. My own work as a theatre maker, researcher and educator in Central Queensland has benefited enormously from this richness, and I have had the privilege of telling stories I never would have encountered in the established sites of Australian theatre – our 'cultural capitals'.

Unfortunately, our national consciousness continues to equate the performing arts – particularly theatre – with metropolitanism. Urban epicentres of creative and cultural activity are lures to emerging artists, leaving our regions (particularly those in our most decentralised states) culturally underserved.

In approaching this pillar, I urge policy makers to explore the activation of our regions to tell stories of place.

What might happen if our local rep. theatres, oral historians, and choral societies were connected with some of the country's best and brightest directors, dramaturgs, and playwrights? Instead of the annual production of Guys and Dolls, we may see the emergence of a new wave of Australian theatre – one that is truly representative of our cultural, artistic, and geographical diversity.

## **Reaching the Audience**

In addition to reaching existing audiences, I hope to see this pillar take a focus on audience development. Exploring novel approaches to collaborate with communities and embedding artists within communities over several years are strategies I would like to see supported through the policy.

