

## NATIONAL CULTURAL POLICY SUBMISSION

Cultural Art Collective Pty Ltd is a business that creates new, exciting and inclusive arts and cultural projects that showcase the diversity of Australia to the world. Inspired by our own multicultural neighbourhood, we have led the way in showcasing the diversity of Western Sydney since 2007.

Cultural Arts Collective showcases the future of Australian music by exploring our many cultures through new collaborations that illuminate the spirit. The artists and ensembles come from the *hidden treasures* in our community inspiring our vision for a contemporary Australian sound born out of the diversity of Western and Greater Sydney.

From creating the Sydney Sacred Music Festival (and Sacred Current Inc), Grass Roots World Music Festival and the Women of the West Festival, to writing for and producing new cross-genre ensembles such as the Shohrat Tursun Trio, Worlds Collide and the Sydney World Music Chamber Orchestra, that make up the new place based, **'Western Sydney Sound'**.

Cultural Arts Collective is in support of the *National Alliance for Culturally Diverse Music's* submission and *believes that by honouring and supporting the music that is being created by culturally diverse artists, we can create a thriving National ecosystem that embraces our diverse artists and communities and creates an industry that is **innovative, internationally recognised and an economic powerhouse.***

Australia has a thriving multicultural music industry that:

1. Has the potential to revolutionize Australian contemporary music and put Australia on the map as innovators in contemporary music
2. Not being utilized for its economic potential
3. Under represented in the music industry
4. Hidden from the mainstream

To ensure that government support reflects the diversity of Australia and the value of culturally diverse artists creating new music across Australia, we offer the following in response to:

**PILLAR 2: A Place for Every Story: Reflecting the diversity of our stories and the contribution of all Australians as the creators of culture**

**PILLAR 3: The Centrality of the Artist: Supporting the artist as worker and celebrating their role as the creators of culture**

Cultural Arts Collective believes that it is **vital to embrace a new vision for our contemporary music**, by focussing on a **'place based'** music that embraces our cultures, we could create music that is truly unique. For e.g. Cultural Arts Collective's 'Western Sydney Sound'. A music movement that collaborates with and includes the many cultures in Western Sydney to create a new sound that is inclusive and uniquely Australian.

**Cultural Arts Collective believes that we can address the above by:**

1. Collectively raising the awareness of culturally diverse music that is being created and performed outside the mainstream
2. Increasing skills and professional development opportunities
3. Providing marketing support

**Recommendations:**

Cultural Arts Collective recommends that the National Cultural Policy acknowledge, include and support:

1. Contemporary new music practices of artists of culturally diverse backgrounds that are creating new contemporary Australian music
2. Music practices of artists from culturally diverse backgrounds that are connected to their cultures of origin

Cultural Arts Collective recommends that national funding is needed to support:

1. New contemporary music that includes our many cultures in a culturally appropriate way
2. Recording of this cutting edge music
3. Marketing/brand development and advocating for the dynamic and innovative new music that is being created, that can be a world leader in contemporary music

**Conclusion**

Cultural Arts Collective believes that with proper acknowledgement and support of our culturally diverse music industry that this under represented Industry could be:

- A force for social inclusion
- an economic powerhouse
- world leader in contemporary music

Should you wish to discuss any of the above, please feel free to contact:

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