National Cultural Policy Submission

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

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:

Reaching the Audience I am an Australian, mid-career multi-disciplined arts professional. I moved to Northern Ireland in 2008, which is where my sole-trader business is based, operating in Australia, the UK, and the EU. I have gained specialism as an artist and business proprietor in commercial sculpture, and as a qualified engineering technician in the field of lighting and automation control systems, primarily for theatre and entertainment, but not limited to these sectors.

As such, I have observed the phenomena of reaching audiences from/in several capacities, and more recently by undertaking part time study, a BA in Language Studies, which includes gaining theoretical knowledge in the areas of contemporary approaches, and the politics of, Language and Creativity in a globalised world.

I have over 31 years of practical, theoretical, and educational experience which is relevant to item 1.5 of the cultural policy: *Ensure Australian creativity thrives here and abroad in the digitally enabled 21stcentury,* and especially with regard item 2.1: *what challenges and opportunities do you see in the pillar most relevant to you,*

A key observation is that my qualifications in electrical/electronic systems provide me with the knowledge and the confidence to move with technology, in a way that is compatible to my unique business ethos and objectives. Interestingly I did not show an aptitude for this at high school, and it was only after a few years working, that I was included in an education initiative to upskill women, providing bridging courses in maths and science subjects, which then enabled me to enter engineering studies. As such I am an advocate for all and any initiatives that provide educational access to people, especially the underrepresented.

A particular challenge that artists face, is the stereotype, and to some degree self-belief, that maths and sciences are not relevant to creative processes, when in fact they facilitate good business practices and provide the language and skills needed to be technologically fluent. This framework occurs under the artistic product and as such, the skills are essential to any modern artist.

It is not in the best interest of any artist, our Cultural Policy, or our national identity, to think that one's creative ability is enough in today's digital landscape. Outreach education programs can come in any form and are probably most relevant to grass-roots projects, and start-up businesses. If the renewed Cultural Policy includes technological training initiatives for Aussie artists abroad, then this would provide much needed support for mid-career professionals and our emerging, younger creative vanguard.