

# National Cultural Policy Submission

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## **'RADICAL REACH' CREATIVE NATION POLICY ©Sue Clark June 2022**

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To develop the future Creation Nation Policy, a strategic *radical-reach* creativity framework will position a new productive frontier. In addition, the Federal Govt. in planning consultations, may consider the benefits of convening meeting with cross-sectoral, cross-industry innovation thinkers. These additions will bring broader cross-industry future thinking.

With due respect, after working for 57 years in the arts+ education industry + Vic Govt, I now see that the key existing major art orgs + mainstream arts managers are thinking short term. They+ funders appear unable to see beyond *renovating the existing outdated* model of organisational siloed management. They also fail to realise that only developing *wow-factor celebratory events* is not meeting the significant new societal role for artist/designer/inventor/investor inputs to build future creativity-in- design thinking research clusters + arts cultural action hubs.

### **A Creative Nation 2022 > Policy objectives, a 'Radical Reach' creativity agenda**

The future Policy, and Creativity Arts Enterprise program, can activate regional, and urban cultural identity and economic vitality, to harness diverse cross-industry knowledge, build cross-sectoral partnerships, and integrate collaborative ways to create art with the community, business, philanthropists + cross-disciplinary thinkers.

### **The Radical Reach Creative Nation Policy - strategic objectives**

- **Inclusive problem-solving** – cluster+ connect localised cross-sectoral networks
- **Systemic change** – strategies for a pandemic impacted arts sector
- **Re-imagining** – future creative small business enterprise partnerships+ investment
- **Ecosystem stimulus** – embed localised collective intelligence expertise as *tactical* inputs
- **Localised creativity strategies** - collectively reignite future intergenerational mindsets.

### **Creative Nation Policy + Programming with 'creativity' methodology**

- Engage artists, creatives, and local community, in economic and social recovery (*state, regional + local levels*)
- Identify new employment enterprise opportunities (artists/designers/makers/creatives) (*offset economic impacts*)
- Establish a new regenerative 'culture' ecosystem, embed the arts and creativity into economic and social fabric of community life (*leading to a more resilient and inclusive communities*)

**Creativity can add-value impact**, in a *whole of government* policy framework, systematically *integrated across govt. depts*, to aid cross-sectoral integration developments, and new funding partnership initiatives.

- **Capacity-building for culture, creativity + artist-led enterprise initiatives** - *shared collective vision*
- **Embedded regenerative ecosystem community**–*culture, creativity skills + community strengths*
- **Distributed community leadership** - *cross-fertilisation in community, cross-sectoral & cross-industry networks*
- **Collaboration in localised action** - *circular economy in place-based frameworks -embodied creativity*
- **Asset identity capital value** - *social, environmental, historical, technological, intellectual, ecological*
- **Cultural-identity value (regions/urban)** - *integrating art-design-creativity -cooperative benefits+ values*
- **Diversity multiplier effect** – *entrepreneurial zest activates, new partners, expertise + investment capture*
- **NEW Govt role** – *'align flexible future directions - pooling funding with multiple govt depts & local partners*

### **A CREATIVE NATION - POLICY BUILDING BLOCKS:**

- **Culture** –cooperation in creativity, imaginative capability-building, and enterprise partnership innovation.
- **Localised grass roots** –adding community capability, future collective ideas, and new knowledge from cross-fertilisation, to build a collaborative shared vision, tailored urban-regional-local domains commitment

- **Community-driven arts enterprise/community entrepreneurship** – empowerment growth through the benefit of interconnected relationships, broad-based expertise input, and diverse partnership networks
- **Distributed leadership** – enabling our communities to have localised leadership effect
- **Diversity** - investing in new ways of collaborative work, new employment schemes for artist -designer - makers -innovators, with local business, local sponsors, and volunteer contributions.
- **Resilience and Equity** – cross-industry investment that revitalises and enables new enterprise models.
- **Circular Economy in Regenerative Ecosystems** – restorative and regenerative culture of everyday living.

A vibrant and connected community confidence can empower more resilience, inclusive planning, and distributed leadership strategies. This can assist community and artists to regain momentum, build a diversity-multiplier effect, and capture new *radical-reach* local investment. Innovative solutions, are now evidenced, in the following:

**SILO ART cultural tourism** success, **CERES Fair Food** programs. **FLOAT/SLIPWAY creative enterprise**, highlights a diverse-multiplier effect, as radical-reach strategies to capture diverse community networks, clusters of artist/makers/creatives as small business inputs, pro-bono expertise, mentorships, local sponsorship, and 2,000 volunteer commitments.

## A RADICAL-REACH CREATIVE NATION ©Sue Clark-Torque P/L (2022)

To develop a future Creative Nation Policy, positioning *creativity* strategies at the heart of Australia’s future Creative Nation Policy will focus a future radical reach dimension + direction. Australians are ready for a bold ambitious vision, integrated with future progressive drivers, taking account of:

- **Creativity is an under-utilised national resource.**
- **Creativity is not a limited resource - it is not just about economic + social impact**
- **Artists need a ‘sustainable career’ (+ livelihood)**

**A Creative Nation strategic development approach**, outlined below highlights how all Australian communities can develop new culture + arts *radical reach* enterprising and entrepreneurial ways to collaboratively build regenerative ecosystem broad-based *tactical* plans. The plans can align new diverse asset capital strengths, localised cultural identity resources, new cross-industry expert networks, new cross-sectoral business partnerships, bringing broader expertise, and new investors. This will enable clusters of collective intelligence, to *cluster + connect* innovative solutions, which can activate *economic recovery, job creation, resilient vital communities, and new economies.*

EXISTING OUTDATED FOCUS	EXISTING limited STRATEGY (CREATIVE STATE VIC example)	RECOMMENDED FEDERAL RADICAL REACH- “CREATIVITY, CULTURE + ARTS INNOVATION”
1  BACKING CREATIVE TALENT More opportunity to produce events as entertainment  ELITIST + INHOUSE EMPHASIS	Outreach from EXISTING industry structures  <ul style="list-style-type: none"> <li>• Sustains existing major institutions + key orgs</li> <li>• siloed art + seasonal events+ festivals + comedy +</li> <li>• public art galleries + theatres + museums + libraries</li> <li>• EVENT MANAGEMENT</li> </ul> <u>ARTS ENTERTAINMENT GIG ECONOMY</u>  Note Product <u>INSTRUMENTAL</u> focus	<b>Broad- based collaborative creativity,</b>  <b>CONNECTIVITY-ARTISTS +DIVERSE NETWORK</b> <ul style="list-style-type: none"> <li>• Intangible + tangible <u>asset value gains</u></li> <li>• Physical/social/cultural/, economic/identity <u>new capital</u></li> <li>• Collective thinking distributed <u>LEADERSHIP BREADTH</u></li> </ul> <u>MULTI-DISCIPLINARY CROSS-INDUSTRY, CROSS-SECTORAL BROAD REACH INPUTS</u> Note plus <u>INTRINSIC SCOPE</u> focus
2  STRENGTHING CREATIVE INDUSTRY ECOSYSTEM Building capability conditions OUTDATED MODELS	Programming <u>from</u> existing outdated industry  <ul style="list-style-type: none"> <li>• Build from old style existing strengths</li> <li>• Product marketing - branding charisma</li> <li>• Commercialisation of narrow products</li> </ul>	<b>Regenerative ‘culture’ with collective intelligence, whole systems thinking.</b> <ul style="list-style-type: none"> <li>• Broader community input = <i>radical reach</i></li> <li>• Cultural-identity vitality = <i>diverse markets</i></li> <li>• Arts ‘entrepreneurial’ = <i>new business enterprises</i></li> </ul>
3  ECONOMIC & SOCIAL IMPACT  Building innovation + creative growth  OUTDATED MODELS	Creative Industry <u>in</u> targeted audience development and limited celebrity marketing?  <ul style="list-style-type: none"> <li>• Design business expansion</li> <li>• Live Music venues support</li> <li>• University alliances</li> <li>• Govt partnership schemes</li> </ul>	<b>Diversity <u>across</u> arts + culture innovation (Education/Tourism/Agriculture/Manufacturing)</b>  <ul style="list-style-type: none"> <li>• <b>Clusters - employment innovation broad opportunity</b></li> <li>• <b>Focus - designated precinct significant sites</b></li> <li>• <b>Urban/ Suburban/Regional Development artist input</b></li> <li>• <b>Shopfronts/pop-up installations /studio animations</b></li> </ul>
4  PARTICIPATION & ACCESS  Engaging more Victorians in cultural + creative endeavour	Creative Industry existing structured outreach?  Localised actions limited funds Key Regional infrastructure developments Products and services balance?	<b>Cross -sectoral broader CREATIVITY ENGAGEMENT drivers</b>  <ul style="list-style-type: none"> <li>• Business, suppliers, manufacturers, sponsors <i>mix</i></li> </ul>

<p>NARROW FOCUS</p>		<ul style="list-style-type: none"> <li>• Add relational marketing <i>extend reach</i></li> <li>• Creativity design thinking <i>new economy opportunity</i></li> <li>• Place -based + circular + new economy models</li> </ul>
<p>5 BUILDING INTERNATIONAL ENGAGEMENT</p> <p>Extending Victoria impact + profile global visitors + markets</p>	<p>Industry focus – <u>art as add-on?</u></p> <ul style="list-style-type: none"> <li>• Art Events, Exhibitions, Walks, Art Expos</li> <li>• Success of Laneway art tours+ Heritage walks</li> <li>• M Pavilion's Architecture curatorial innovation</li> </ul>	<p><b>Local/Global INTER-DISCIPLINARY ENGAGEMENT</b></p> <ul style="list-style-type: none"> <li>• Digital new media applications <i>fertile ground</i></li> <li>• Cultural Identity, Design + Art Intersections</li> <li>• Collaborative joint ventures as <i>broader reach</i></li> </ul>
<p><b>CASE STUDY 1 FLOAT COLLECTIVE</b> Local artists, makers, diverse creatives + cross sectoral networks, business. suppliers, manufactures + 1,000 committed volunteers</p>	<p><b>CASE STUDY2 SLIPWAY ENTERPRISE</b> is a collective co-designed and co- led by four women business entrepreneurs, who will combine their skills in farming, beer brewing, local cuisine/ food produce, and artist /makers and creatives products. Lakes Entrance place-based art, ecology, and nature conservation model.</p>	<p><b>CASE STUDY 3 -CERES FAIR FOOD COLLECTIVE</b> is a small, committed team that employs refugees, those seeking asylum and recently arrived migrants, and other locals. Programs foster learning, and new knowledge with gardening + food as connectors. Gardening enables the growth of local produce for cooking in the on-site café, for local delivery take-away and community markets</p>
<p><b>CASE STUDY 4 SILO ART TRAIL</b> Mural artists engaged from all over Australia, have designed with community to create murals to capture the unique identity + spirit of each region.</p>	<p><b>SILO ART -AUSTRALIA'S LARGEST OUTDOOR ART GALLERY.</b> The Silo Art Trail currently, provides insight into the spirit + identity of Vic. Regions. In Wimmera Mallee region, the trail stretches over 200 kilometres from Rupanyup in the south + then onto Patchewollock in the north. It celebrates the region's local people through a series of large-scale murals painted on grain silos.</p>	<p><b>SILO ART AUGMENTED REALITY APP.</b> operating as scanning devices, provide information for each silo. As an easy-accessible phone tool, it activates scanning by a marker on-site. The portals appear, whereby users can access key information about the artwork and region, with includes voiceovers from key local figures. It has become a successful tourism attractor, and adds to the local economy</p>