

National Cultural Policy Submission

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Submitted: 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:

Reaching the Audience

Please note this is a private submission, not the views of the organisation I work for.

The Arts is considered a novelty, an add on to culture. Take the ABC News for example. News, Sport Weather. Sport clearly recognised as an integral part of our life. If the arts feature on the news it is usually tacked on the end over the credits as a feel-good story. When we see News, Sport, Arts, Weather OR News Arts Weather on ABC I know the government understands and values culture and the arts.

As an Arts Marketer in an arts organisation I feel Marketing is considered last, or not at all. Marketing needs to be imbedded in the development phases of all projects. OzCo once provided conferences on Arts Marketing, these were valuable but dropped off since Covid.