

# National Cultural Policy Submission

## Rollerchimp

On behalf of a for-profit arts business, 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:**

## First Nations

I feel that first nations stories are slowly being popularised over the last 15-20 years and that funding shifts have somewhat successfully highlighted first nation projects over the past 5-10 years. But I feel that outside of these “first nations” projects, there is still a distinct lack of first nation involvement at all levels. The time has come to promote “first nation” individuals as sought-after voices in ALL roles of the creative arts sector to create a truly representative and diverse Australian voice and identity. By this I am specifically talking about seeking more First Nation Producers, Cinematographers, Grips, Sound engineers, Curators, Digital Artists, Writers, Composers, Casting agents, Lighting, Game Designers, Technologists, Dramaturgs, Editors and basically any “behind the scenes” roles in the Film, TV, Music, Radio, Games, Books, Theatre and Arts. Perhaps sponsored apprenticeships or industry placements could help bridge the gap in the important “behind the scenes” fabric of arts society.

## A Place for Every Story

There seems to be quite an emphasis on funding either inner-city or regional arts, but I do not feel that this truly reflects Australia’s population and demographics. The last 10 years I have experienced (and been a part of) a large cultural shift where many artists and arts workers have shifted from the inner suburbs of Sydney to North, West and South extending from Wollongong to Newcastle and the Blue mountains. There seems to be almost no creative arts opportunities or funding for the individuals within this hugely populous and quite distinct regions. Almost all of the talented artists I have met in the central coast need to commute to Sydney for opportunities.

This shift has further increased during the Covid Pandemic with many professionals now able to work from home. The need for creative and artistic activations within the Central Coast, Newcastle and South Coast is more important now more than ever to reflect the diverse, culturally aware and talented individuals who have migrated here.

## Strong Institutions

I feel that our arts and creative learning institutions have been doing a reasonable job of inspiring and educating skills for emerging artists, (although this obviously requires constant investment to maintain this level). What I feel is lacking is any institutional cultural support beyond these institutions. Something akin to the Australian Sports Institute, but for the arts. Something to nurture and support the upcoming artists and creatives to truly excel.

## **Reaching the Audience**

With the new digital life, games have such an important role. Not only in entertaining, but they have a real power to create empathy, tell unique stories, display unique visual and sonic aesthetics and transform and immerse the player in new and imaginary lands. They are also world-wide phenomena with an enormous economy. There is a huge opportunity for Australian voices, stories and aesthetics to reach a global and passionate audience through computer games at many levels.

There is still a major “brain-drain” where many talented Australians are forced to move overseas for quality game opportunities, this is a huge loss of potential for Australia to showcase its creative potential and vision to the rest of the world. I am aware that there are finally new tax offsets for mid-large games companies and a round of grants for small games available for the first time this year. I would like to see this trend of supporting the games industry (and in particular creative-arts based game experiences) in Australia solidify and expand over the next few years so that Australia may truly rival the offerings from Europe, UK and the US and therefore keep and even attract the many talented creative individuals in Australia.

**Please tell us how each of the 5 pillars are important to you and your practice and why. Feel free to respond to any or all that are applicable to you:**

## **First Nations**

Import for diversity and to tell a complete Australian story.

## **A Place for Every Story**

As an artist living on the Central Coast, the lack of support here is unfathomable. I am trying to create a creative games studio here and some support could really keep the talent and bring momentum to this area.

## **Reaching the Audience**

As an independent game developer, I would love to showcase the creative talent and stories of Australia to an international audience. Without funding and support it is very difficult to break through into that market.