



COUNCIL OF CAPITAL CITY LORD MAYORS

Submission – A new national cultural policy

August 2022



Introduction

The Council of Capital City Lord Mayors consists of the Lord Mayors of Adelaide, Brisbane, Darwin, Hobart, Melbourne, Perth and Sydney, as well as the Chief Minister of the ACT.

Our capital city councils welcome the opportunity of contributing to the development of a new national cultural policy, a policy which will support this sector as it recovers and is still being disproportionately impacted by the COVID-19 pandemic.

Local government provides 39% of the nation's arts and cultural funding¹. Capital city councils employ creatives that design cities, manage cultural venues, and deliver services, programs, and funding directly to this sector which provides wellbeing, access, and inclusion benefits for all.

According to the Bureau of Communications, Arts and Regional Research², the cultural and creative economy (including activity in the wide range of cultural and creative industries as well as cultural and creative activity performed in other industries) was worth \$115.18 billion to the Australian economy in 2018-2019 – this is equivalent to 6% of GDP.

Despite considerable evidence that supports this sector's value, the significant and lasting impacts of the COVID-19 pandemic not only left the sector struggling to survive but laid bare the vulnerability of "gig" based contract workers and a critical lack of awareness of its tangible economic value.

The cultural and creative industries need support to better define and advance its interests, and more clearly articulate its contribution to economy and society. Australia has been without a formally defined arts and cultural policy or plan at the federal level since the launch of the *National Cultural Policy - Creative Australia* in 2013, which was abandoned that same year following a change of government. For the past 20 years governments have been managing arts and culture primarily through ad hoc and reactive budgetary decisions, relying on existing infrastructure to funnel funding and support.

A new national cultural policy would provide a practical mechanism for the federal government to coordinate more consistent and effective investment in arts and culture, drawing organisations, communities, and sectors together under a framework for change. A strategic vision for arts and culture across the three tiers of government would stimulate long-term sustainability for arts and culture by working toward a set target.

Most of Australia's capital cities have well developed culture and the arts strategies (see appendix 1) that would benefit from connections with Federal and State/Territory strategies³.

Summary of recommendations

The CCCLM recommends that the national cultural policy provides:

- a shared vision for arts and culture with agreed actions and targets;
- improved data collection and reporting;
- investment in cultural infrastructure, recognising culture and the arts as social infrastructure; and

¹ 2018 study undertaken by Economists at Large

² <https://www.infrastructure.gov.au/departments/media/news/economic-value-cultural-and-creative-activity-2018-19>

³ The ACT Government whilst a member of the CCCLM to engage on city issues, also carries State/Territory government's broader responsibilities

- development of a national framework for valuing social infrastructure that drives appropriate and effective investment.

The plan should also:

- Encompass the critical role the arts can play in sustainability and climate action, social cohesion, and economic development.
- Recognise the unique contribution that a diverse cohort of artists makes to the national cultural life, for example Aboriginal and Torres Strait Islander artists, artists who are deaf, artists with disabilities, and artists from culturally and linguistically diverse (CALD) backgrounds, and favour funding models that prioritise self-determination for these artists.

The development of a New national cultural policy has the potential to reinvest in strategies that promote a robust arts ecology that can sustain and support artists' careers across the country, from a range of perspectives and lived experiences.

Addressing the economic precarity of most artists is critical to the future of arts and culture in this country. Involving key industry bodies in consultation on strategies to address this will be crucial to the development of a New national cultural policy.

Improved data collection

Research and data are fundamental for evidence-based policy development, informed decision-making, effective planning, and the efficient use of resources for service delivery.

Research and data are also important for advocacy reasons, in terms of promoting and understanding the value and impact of the arts.

The CCCLM supports the important work that was undertaken by the Cultural and Creative Statistics Working Group (CCSWG), formerly part of the Meeting of Cultural Ministers. The CCCLM would like to see a continuation of CCSWG and would appreciate the opportunity for greater engagement between CCCLM and CCSWG.

The CCCLM supports the implementation of the following recommendations from *Sculpting a National Cultural Plan: Igniting a post-COVID economy for the arts: Inquiry into Australia's creative and cultural industries and institutions*⁴.

- The Commonwealth Government provide additional funding to the Australian Bureau of Statistics to produce the Cultural and Creative Satellite Accounts annually, gather and publish data on levels and type of employment, trends, revenue, geographic trends across the creative and cultural industries.
- The Australian Bureau of Statistics add questions to the Census which better account for the professions of those working in gig economies, and across the creative and cultural industries with recognition of paid and unpaid work.

The CCCLM recommends a consistent national definition of the cultural and creative industries, and standardisation of ANZSIC data across the country, as well as a consistent methodology in measuring their economic value.

⁴ https://www.aph.gov.au/Parliamentary_Business/Committees/House/Communications/Arts/Report

Cultural infrastructure investment

The growth of our cities and rising property prices have had unintended consequences for our cultural life, impacting the viability of venues for live music, small theatres, galleries, studios, and rehearsal spaces.

There are significantly fewer spaces available where creative professionals can work. As former industrial areas have undergone residential development, workspaces for industries such as fashion, craft, media, and design have been lost. Our capital cities are not retaining new creative intellectual property via creative thinkers, start-ups, and small businesses due to the lack of affordability of spaces. More investment is needed in cultural production, studio, workshop, and other making spaces to sustain creative production within capital cities.

Rising housing costs have divided the creative workforce along socioeconomic lines, favouring those who can afford high rental costs, and leading to a loss of skill and diversity. This is troubling, as there is a strong correlation between cultural participation and wellbeing. While Australian city populations have diversified, our cultural offerings are not keeping pace with that change.

Capital city councils across Australia have recognised these critical issues and have done the heavy lifting to fund and support this sector. The creative sector has been disproportionately impacted as we navigate the ongoing effects of the COVID-19 pandemic. Capital city councils recognise the enormous social and economic wellbeing benefits provided by this sector to our communities, and the sector has been instrumental in the reactivation of our CBDs.

Sydney and Melbourne have invested in comprehensive guides to the design of creative spaces and, with investment and collaboration with all levels of government, this work could form the basis of a national design standard.

Recognition of cultural and creative infrastructure

The 2021 Australian Infrastructure Plan included a chapter recognising the economic benefits of social infrastructure. The plan reported significant direct and indirect economic benefits derived from social infrastructure, this recognition is essential for future development of the sector.

Cultural infrastructure was referenced within the social infrastructure framework in this plan, where it was reported that arts, culture, and recreation facilities define Australian cultural identity. Along with public green and blue spaces (parks and waterways), they improve physical and mental health and make communities more liveable. All levels of government should collectively plan to bring these areas to life through better accessibility and precinct development and renewal.

The previous government, in a revision of Infrastructure Australia's Statement of Expectations⁵ removed Social Infrastructure from its list of nationally significant infrastructure. The CCCLM believes this is a short-sighted view given the critical role arts and cultural facilities play in community wellbeing and as employment generators.

The CCCLM recommends that:

- Social Infrastructure is reinstated into the expectations for Infrastructure Australia;
- A consistent national framework for valuing social infrastructure is developed, to drive appropriate and effective investment.

⁵ https://www.infrastructureaustralia.gov.au/sites/default/files/2022-03/Statement%20of%20Expectations_2%20March%202022.pdf

Appendix 1 - Capital City Culture and the Arts strategies

City	Brief description / objectives	Link
Adelaide	<p>At its 9 August 2022 meeting, the City of Adelaide Council approved a <i>Draft Cultural Policy</i> for consultation. The draft Cultural Policy sits between the <i>City of Adelaide Strategic Plan 2020 - 2024</i> and a range of other strategies, business and action plans provided in the links attached. The City of Adelaide is also drafting a <i>City Plan</i>, a spatial vision which aims to help shape the kind of future that our communities want.</p> <p>The <i>Draft Cultural Policy's</i> purpose is to ensure culture is fully interconnected with, and prioritised equal to, social, environmental, and economic strategic pillars to provide excellence and access for all. Public and sector consultation will be undertaken in early 2023 before the policy is finalised within the first 12 months. In this policy Council commits to its role in delivering culture as a leader, service provider, regulator, advocate, facilitator and owner of assets.</p> <p>The <i>Draft Cultural Policy</i> is comprised of five key cultural policy statements:</p> <ul style="list-style-type: none"> • Aboriginal and Torres Strait Islander arts and culture are intrinsic to wellbeing, growth, creative identity and a shared future. • Cultural goods and services are unique commodities and are of equal importance compared with all areas of Council business. • As a UNESCO designated City of Music, creative experiences and events are foundational and the city will grow around culture. • Adelaide is a city where creatives including artists, makers, musicians and designers thrive and live well. <p>Cultural investment, experiences, infrastructure and business that is accessible and inclusive is essential to liveability and wellbeing in Adelaide.</p>	<p>City of Adelaide Stretch Reconciliation Action Plan 2021-2024</p> <p>City of Adelaide Strategic Plan 2020 - 2024</p> <p>City of Adelaide Cultural Strategy 2017 - 2023</p> <p>City of Adelaide Live Music Action Plan 2017 - 2020</p> <p>City of Adelaide Public Art Action Plan 2019 - 2022</p> <p>City of Adelaide Events Guidelines 2022</p>
Brisbane	<p>The <i>Creative Brisbane Creative Economy</i> strategy aims to strengthen Brisbane's liveability as a vibrant creative hub and to ensure Brisbane will be the premier location for talented people to live, work, play, raise families, and develop careers and economic potential.</p> <p>The strategy outlines Brisbane City Council's vision for a creative and prosperous Brisbane, where:</p> <ul style="list-style-type: none"> • Brisbane's creative sector thrives and is driven by talented leaders, creative entrepreneurs and a skilled workforce • diversity is celebrated, and everyone has the opportunity to participate in cultural and creative activities • we are globally recognised as a leading destination for distinctive and authentic cultural experiences that attract local, national and international audiences • new visitors, students and migrants feel welcome and can experience all the city has to offer. 	<p>Creative Brisbane Creative Economy Strategy</p>

<p>Canberra</p>	<p><i>Canberra: Australia's Arts Capital – Arts, Culture and Creative Policy 2022–2026</i> is a roadmap for Canberra to be recognised as Australia's arts capital through the three strategies of Create, Develop and Promote as detailed in <i>Canberra: Australia's Arts Capital – a statement of ambition for the Arts 2021-26</i>.</p> <p>The policy includes 10 focus areas under the strategies:</p> <ul style="list-style-type: none"> • Elevating Aboriginal and Torres Strait Islander peoples' cultural and artistic practices • Strategic partnerships • Venues and Precincts • Accessibility and inclusivity • Arts practice • Skills development • Innovation and sustainability • Promotion • Cultural tourism • Research and data <p>The Policy is accompanied by an Action Plan which outlines ongoing initiatives and targeted projects that implement the 10 focus areas to deliver on the strategies.</p>	<p>Canberra: Australia's Arts Capital – a statement of ambition for the Arts 2021-26</p> <p>Canberra: Australia's Arts Capital - Arts, Culture and Creative Policy 2022-2026 and Action Plan</p>
<p>Darwin</p>	<p>City of Darwin has operated under the Arts Plan 2015-2020 and has secured support to develop a new Creative Strategy in early 2023 to guide future work. The development of our new Creative Strategy will involve consultation across the municipality. City of Darwin has an established strong public art policy and a commitment to engaging Larrakia and First Nations creatives across a variety of opportunities. Priorities under the existing plan are:</p> <ul style="list-style-type: none"> • Public Art • Creative Spaces • Access and Participation <p>Arts development, opportunities and connectivity</p>	<p>Arts and Cultural Development</p>
<p>Hobart</p>	<p>The City of Hobart has 2 strategic documents which guide cultural activity: The Creative Hobart Strategy (2013) and Public Art Framework (2019)</p> <p>11</p> <p>Both policies were developed through extensive community and sector engagement.</p>	<p>A strategic framework for Hobart City Council's cultural programs</p> <p>Public Art Framework 2019</p>
<p>Melbourne</p>	<p>The Creative Strategy celebrates Melbourne as a highly creative city that recognises the role creativity plays in expressing our identity, creating a sense of belonging and transforming our economy. It's supported by frameworks and plans which guide decision-making on arts investment, delivering the public art program, providing access to affordable creative space and supporting the resurgence of both the sector and city post lockdowns. Implementation is guided by the Council Plan 2021-25 and recently adopted Economic Development Strategy 2031</p>	<p>Creative Strategy 2018-28</p> <p>Public Art Framework</p> <p>Creative Funding Framework</p> <p>Arts Infrastructure Framework</p> <p>Melbourne Music Plan</p>

Perth	<p>The Cultural Development Plan responds to issues that are affecting Perth and the region now and into the future:</p> <ul style="list-style-type: none"> • the need to celebrate and showcase our strong and unique cultural identity; • culture’s role in developing a sustainable and vibrant built environment; • the important role of cultural activities in protecting and cherishing our natural heritage and environment; the fact that Perth’s creative industries lag behind other global cities and the important role arts and culture play in diversifying our economy; • the need for leadership, communication and engagement in driving cultural development in Perth; • the importance of cultural development in easing social issues, promoting liveability, prosperity and sustainability. <p>Making Space for Culture (2021)</p> <ul style="list-style-type: none"> • City of Perth in partnership with three inner city councils undertook a study to assess the supply and demand for artist live/work spaces and identify key opportunities and policy mechanisms to facilitate an uptake of sustainable, affordable, and long-term arts live/work and creative maker spaces across inner city neighbourhoods. Over 1,000 creatives gave input into their needs and the barriers to securing creative space in inner city Perth. 	Cultural Development Plan and Making Space for Culture Report
Sydney	<p>To develop the cultural policy, the City of Sydney ran an extensive consultation process that received 2,114 submissions.</p> <p>We talked to more than 1,400 members of the public and 626 individual artists and creative workers, held 34 forums and consultation events and conducted 2 major City Talks on creative opportunities and challenges for Sydney.</p> <p>We invest at least \$40 million each year on culture.</p>	Community Strategic Plan Creative City Cultural Action Plan Making Space for Culture in Sydney Making Space for Culture – Incubation program Creative Spaces Design Guidelines