

NATIONAL CULTURAL POLICY SUBMISSION

On Behalf of the

National Alliance for Culturally Diverse Music (NACDM)

National Alliance for Culturally Diverse Music (NACDM) is a newly formed Alliance of organisations, artists and venues across Australia that work with, for, or create music that embraces our cultural diversity.

*NACDM believe that by honouring and supporting the music that is being created by culturally diverse artists, we can create a thriving National ecosystem that embraces our diverse artists and communities and creates an industry that **is innovative, internationally recognised and an economic powerhouse.***

Our foundation organisational members are listed below, *artist and venues have not* been listed in this instance:

Foundation Members:

(many of which are independent organisations that are unfunded or under funded or sole traders trying to create an inclusive music industry)

1. ArtBeat Management (Claire Valley SA)
2. Australian National University (ACT)
3. BEMAC (Brisbane)
4. Bread and Jam (Wollongong)
5. Bush Witch Productions (Broken Hill)
6. Cultural Arts Collective (Sydney)
7. Harmonic Whale (Melbourne)
8. Kiama Council (South Coast NSW)
9. Multi-Arts Pavilion (Lake Macquarie NSW)
10. Multicultural Arts Victoria (Melbourne)
11. NEXUS Arts (Adelaide)
12. Sacred Currents Inc (Sydney)
13. Settlement Services International (SSI)
14. Sydney Improvised Music Association (SIMA, Sydney)
15. The Boite (Melbourne)
16. UMBL Music (Coffs Coast, Gumbaynggirr NSW)
17. Wauchope Arts (Regional NSW)
18. West Darling Arts (Broken Hill)

These organisations have been working together over the last 12 months and believe that Australia has a thriving multicultural music industry that is:

1. Hidden from the mainstream
2. Under represented in the music industry
3. Not being utilized for its economic potential
4. Has the potential to revolutionize Australian contemporary music and put Australia on the map as innovators in contemporary music.

To ensure that government support reflects the diversity of Australia and the value of culturally diverse artists across Australia , we offer the following in response to:

PILLAR 2: A Place for Every Story: Reflecting the diversity of our stories and the contribution of all Australians as the creators of culture

PILLAR 3: The Centrality of the Artist: Supporting the artist as worker and celebrating their role as the creators of culture

Imagine if we could:

1. *harness and promote* the artists who are creating music for overseas communities and their diaspora in Australia. For E.g. Our local producers, composers who creating music for 'Bollywood' in the suburbs of our cities or the many other culturally specific music industries our artists are connected to.
2. *embrace a new vision* for our contemporary music, by focussing on a 'place based' music that embraces our cultures, we could create music that is truly unique. e.g. Cultural Arts Collective's 'Western Sydney Sound'. A music movement that collaborates with and includes the many cultures in Western Sydney to create a new sound that is uniquely Australian.

NACDM believes that we can address the above by:

1. Facilitating a *touring network* across Australia, where the amazing culturally diverse work being created can be more freely shared and therefore increase the sustainability of artists and the cutting edge projects being produced
2. Collectively raising the awareness of culturally diverse music that is being created and performed outside the mainstream
3. Increasing skills and professional development opportunities
4. Identifying and mapping our culturally diverse skills in our communities
5. Connecting internationally with like-minded organisations, artists and Festivals to export our products and to create sustainable pathways for our artists

Recommendations:

NACDM recommends that the National Cultural Policy acknowledge, include and support:

1. Music practices of artists from culturally diverse backgrounds that are connected to their cultures of origin
2. Contemporary new music practices of artists of culturally diverse backgrounds that are creating new contemporary Australian music

NACDM recommends that a national organisation be created to facilitate:

1. organisations, venues and artists working together to build a robust touring ecosystem across this massive land
2. Connect our world class artists to the mainstream Festivals and beyond
3. Marketing and advocating for the dynamic and innovative new music that is being created, that can be a world leader in contemporary music
4. Research be undertaken to map the skills that are under the radar

In response to the following:

PILLAR 4: Strong Institutions: Providing support across the spectrum of institutions which sustain our arts and culture

PILLAR 5: Reaching the Audience: Ensuring our stories reach the right people at home and abroad

Not just audiences, but relationships - the sector needs support not just for institutions, but interdependent organisations as well. Multi-year funding is vital for offering the certainty needed to take creative risks. Australia needs to support skilled, diverse ecologies of artists and organisations.

NACDM recommends that there is targeted support for organisations and networks like our own to address service needs and identified gaps in the sector. This organisation (NACDM) could be seeded over a 5 year period with two part time positions initially:

- Position 1 – Connector Role - coordinating communication between NACDM stakeholders, Festivals and other music peak bodies and the commercial music industry, including potential international partners
- Position 2 – Research and Development– coordinating and collecting data amongst stakeholders to create a national skills inventory of culturally diverse musicians and their output

Recommendations:

NACDM recommends that the National Cultural Policy acknowledge, include and support:

- to support robust partnerships (NACDM) with clear ambitions and commitments to collaboration
- to target investment to address inequities and empower creative pathways culturally diverse creatives artists/musicians and support organisations/ networks like NACDM.
- to recognise and support dynamic ecosystems of creative participation that exist in the regions
- to build a sustainable, networked and globally recognised brand for contemporary Australian Culturally Diverse Music including market development, source of revenue, cultural understanding and exchange.
- to support broad audience development and diversification capabilities and strategies for cultural diverse music.
- to establish new connections, new partnerships across Australia and internationally for this unique brand.

Conclusion

NACDM calls for the National Cultural Policy to strongly reflect the diversity of Australia and support the equity of opportunity and access in expression and participation for cultural diverse artists.

NACDM believes that with proper acknowledgement and support of our culturally diverse music industry that this under represented Industry could be:

- an economic powerhouse
- world leader in contemporary music
- A force for social inclusion

Thanking you.

Should you wish to discuss any of the above, please feel free to contact:

Richard Petkovic

National Alliance for Culturally Diverse Music (NACDM) Spokesperson

