



**Public submission to the National Cultural Policy
development process
August 2022**

Please consider this as our Ben Blackburn Racing public submission to the National Cultural Policy development process.

**Digital Culture Strategy 2021-2024: National Digital
Culture program**

In 2021, the Australia Council for the Arts released the Digital Culture Strategy 2021-2024: National Digital Culture program.

The Australia Council is the Australian Government's principal arts investment, development and advisory body which also collaborates with the various levels of government.

The Digital Culture Strategy sets out a bold vision for a digitally enabled and thriving arts and cultural industry. It provides an overarching framework to guide the approach and priorities for digital development.

Harnessing the opportunities presented by digital will broaden the social, economic and cultural value of arts and culture to Australian society.

Digital offers significant opportunities both for the cultural sector and for audiences of Australian arts and culture. This strategy aims to prioritise and amplify our activity to realise this potential.

This strategy directly contributes to the implementation of the Australia Council's Corporate Plan and strategic objectives, including a targeted focus on First Nations digital development.

The eight key priorities included:

- 1. Foster audience development to increase discoverability and access to Australian digital work.**
- 2. Enable risk taking and experimentation with digital and emerging technologies.**
- 3. Support sustainable careers and dynamic business models and practice enabled by digital opportunities and platforms.**
- 4. Increase literacy to embed digital within the arts and cultural industry.**
- 5. Grow and enhance experiences of First Nations arts and culture through digital mediums.**
- 6. Support creative environments that are accessible, inclusive and safe for all.**

7. Build internal knowledge, expertise and resources to lead by example and enhance implementation.

8. Activate partnerships across government and industries to maximise the benefits that digital offers the arts and cultural industry.

The cultural and creative sector is flexible in its approach and use of digital and emerging technologies. A culture of risk-taking and experimentation is already embedded more broadly.

Investment is made to provide artists with time and space to experiment with new technologies.

There is a thriving creative tech start-up culture that fuels new ideas, bold new innovations and new practices. This growing culture provides new solutions to existing challenges.

The Australian Government has an important role to play in implement new measures and initiatives to support our country's emerging artists and story tellers.

Ben Blackburn Racing is very pleased to see the Commonwealth Government undertaking this policy development approach following the development of the earlier *Creative Australia* policy document in 2013.

Ten-year National Cultural Plan

Ben Blackburn Racing believes that the policy **should inform the more comprehensive development of a ten-year National Cultural Plan** – which will work across all portfolios to help attract and invest in the civic benefits of arts and cultural programs in Australia.

The Australian Government should also consider formally recognising the many broader social and economic benefits which improved digital literacy offers for the arts and cultural industry and how best appropriate to support the arts industry with respect to that.

First Nations people

The Australia Council, with the First Nations Strategy Panel, will present Purrumpa – a national gathering and celebration of First Nations arts and culture to be held over five days on Kurna Yerta at the Adelaide Convention Centre from 31 October to 4 November 2022.

The historic occasion will mark the largest national gathering of First Nations arts and culture in 50 years.

As part of the anniversary of the establishment of the Australia Council's Aboriginal and Torres Strait Islander Arts Board, the gathering will celebrate the remarkable achievements in the First Nations arts and culture sector over the last 5 decades.

Ben Blackburn Racing looks forward to the outcomes of the upcoming Purrumpa First Nations arts and culture gathering on Kurna country later in 2022 and the ongoing need to give our First Nations people a real and impactful voice and ideally it will lead to the creation and implementation of a muchly needed central peak body for the Indigenous arts and cultural sector.

Regional Artist Development and Mentoring Program

We believe that there is a sensible argument for establishing a new Regional Artist Development and Mentoring Program to provide funding support for young 16 to 25 year old emerging Australian creative artists, poets and song writers in rural parts of Australia providing a small collection annually of selected participants from each State and Territory with industry-led mentoring to help shape their future career paths and the opportunity to collaborate and professionally develop new art-making ideas and creative skills.

Building digital literacy in the arts

The goal here is obviously to help increase literacy to embed digital transformation within the arts and cultural industry.

Uplifting digital literacy will lead to a greater awareness of the value and opportunities of the digital space and a transformation of practice and business models.

The COVID-19 pandemic highlighted an urgent need to improve digital skills and literacy as the arts and cultural sector sought relevant and practical information to assist digital management of their teams and programs.

Due to limited resources, some arts organisations often struggle to prioritise learning and development. Organisational innovation has also been limited for a large part of the cultural sector with many business structures geared to fixed and traditional models.

Low levels of digital literacy are a barrier to innovation and creativity, as well as audience development and future sustainability. Building capacity and confidence across all levels of the sector is critical.

Building strong partnerships and leadership in the arts sector

“...We can’t do this alone. The people and the skills are already out there. We need to get out of our bubble and build new and productive partnerships.”

- Dr Wendy Were, Executive Director, Advocacy and Development, Australia Council for the Arts (2013–2021)

Building strong partnerships is crucial. The following outlines some priority partners and the opportunity they may present:

Government and cross-portfolio partnerships

There is an opportunity for the Australia Council for the Arts to develop and deliver joint programs with other portfolios to fuel collaboration and promote joint success in digital transformation.

Industry and business partners

There is an opportunity for two-way exchanges and partnerships to support both the cultural industry and the business industry. We will pursue opportunities for co-investment with shared outcomes.

Games and screen industry partners

The games and screen industry have embraced and embedded digital technologies and opportunities successfully over the past ten years. Partnerships with these industries can support the digital transformation of the arts and cultural industry. In addition, these industries will benefit from reciprocal learning and collaboration.

International partners

There is an opportunity for the Australia Council for the Arts to connect with and share ideas and experiences with international colleagues, partners and agencies – particularly solutions around open data, service redesign and digital skills development.

Creative expression in art

Public art adds enormous value to the cultural, aesthetic and economic vitality of local communities. It is now a commonly accepted principle of urban design around the world that public art contributes to a local community's identity, fosters community pride and a sense of belonging and enhances the quality of life for its residents and visitors.

Artists should also be given a fair degree of freedom to express their own ideas in words, pictures, music or film without the over-reaching hand of government regulation or intervention.

To quote a sentence from Patrick Henry, a Founding Father of the United States and one of the greatest writers in American history:

“I know not what course others may take; but as for me, give me liberty or give me death!” he said during a speech before the Virginia Convention in 1775.

Developing a new National Creative Industries Strategy 2022-2032

Australis has world-class creative industries.

It is a highly sophisticated and diverse sector which is driving commercial outcomes through its creativity.

In Australia we are blessed with some of the biggest and best-selling games, internationally recognised television and films, world-renowned festivals and

performing arts, and lauded craft, design and fashion brands which all provide significant economic value to our country.

The creative industries create jobs and exports, attract investment, drive innovation, entertain audiences, boost tourism, enhance our wellbeing, and showcase our unique culture to the world.

Australia's creative industries are a broad ecosystem of sub-sectors linked by their ability to use design-thinking, or creativity, to develop and produce unique, innovative and highly sought-after intellectual property.

They broadly consist of ten distinct sectors:

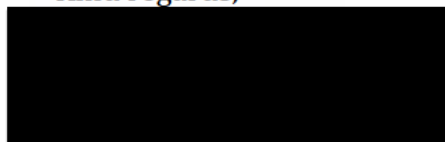
- Advertising and Communications Design
- Broadcasting: TV, Radio and Podcasts
- Design: Architectural, Industrial, Urban, Landscape, Interior and Product
- Fashion
- Festivals (Creative and Cultural)
- Music
- Performing Arts
- Screen: Film & TV, Post-Production, Game Development
- Visual Arts and Craft
- Writing and Publishing

National Cultural Policy

Whilst we strongly welcome and support the development of this National Cultural Policy, we also believe that the Australian Government also has a further role to play in collaborating in partnership with key creative industries stakeholders and business leaders to develop and implement a new National Creative Industries Strategy 2022-32 to outline future policy goals and objectives over the next decade for the broader creative industries sector.

Thank you very much for your consideration and the opportunity to make a submission and to add a small contribution to this very important National Cultural Policy development process.

Kind regards,



Mr Ben Blackburn
Managing Director
Ben Blackburn Racing

