

A New Look at Culture

Towards the State's first Arts, Culture & Creative Industries Policy



IMAGE: Gregory Carosi, *Dead Reckoning*.
Photograph: Tayla Martin. Image courtesy Wagga Wagga Art Gallery.

Acknowledgement of Country

The NSW Government acknowledges Australia's First Nations peoples as the Traditional Custodians of Country throughout NSW and recognises and respects their continuing connections to lands, waters and communities.

The NSW Government pays respect to Elders past and present and to all First Nations peoples, and recognises the continuation of diverse cultural, spiritual and educational practices.

The NSW Government acknowledges that self-determination is a human right for First Nations peoples, as enshrined in the United Nations Declaration on the Rights of Indigenous Peoples.

The NSW Government recognises the unique cultural and spiritual relationship and contributions of First Nations peoples to NSW and celebrates the history and contemporary creativity of the world's oldest living culture.



IMAGE: Daniel Boud, *Bennelong*, Sydney Coliseum Theatre

Minister for the Arts foreword

Some of the first pages in the culture story of NSW are the carvings adorning the headlands and foreshores of the sacred waterways of Sydney. Written into the city's sandstone fabric, they herald over sixty thousand years of continuous cultural tradition; the oldest arts policy in the world.

With the potential to do so much in this state, I believe it is time to bring Australian culture together. The Federal Government's 2023 Cultural Policy *Revive* has taken the first steps along that path and I am proud to bring the NSW Government along in those footsteps.

Firstly, and fundamentally, we aim to grow the arts sector in NSW. It should be a bigger part of our state's story, its economy and sense of itself.

Secondly, we believe that the principal strategy to deliver this growth is in the acknowledgement and embrace of the people engaged in the cultural and creative industries. Creative practitioners build and support the foundations of our established 'traditional' arts institutions.

What is the scale of this creative industries approach? In Australia's \$1.97 trillion economy, the cultural and creative economy constitutes \$122.3 billion. In Greater Sydney the creative industries account for 9 per cent of the workforce. It is an enormous story, and we can make it bigger.

Finally, to unlock the potential for a bigger, broader culture in NSW, and to support this vision fiscally, this government proposes a new approach to how our tourism message is delivered; how our culture is projected. Destination NSW will need to provide stronger support to arts and culture.

This consultation is your opportunity to participate in the discovery of a new culture for this state; to contribute submissions that speak to your specific issues and experiences for our consideration. It is an opportunity for your communities to pose novel solutions to existing problems and to draw our attention to the new challenges of a cultural economy coming to life again.



The Hon. John Graham
Minister for the Arts,
Minister for Music and the
Night-time Economy,
Minister for Jobs and Tourism

“This consultation is your opportunity to participate in the discovery of a new culture for this state.”

It is time for a new look at culture in NSW

This has been, and continues to be, a very disruptive period, particularly for the arts, culture and tourism.

NSW needs an inclusive, sustainable and ambitious approach to arts and culture. Given its economic importance, we must now include the creative industries.

The Federal Government's National Cultural Policy, *Revive*, provides an ideal starting point for NSW.

Now the NSW Government wants to hear from you – the practitioners and audiences, in person and online.

The process

Publication (July)

This document kickstarts the conversation in NSW for this state's first Arts, Culture and Creative Industries Policy.

Consultation (July-August)

Participate online and in person up until **31 August 2023**.

Review (September-November)

The feedback will be reviewed by the Minister, the Ministerial Advisory Groups and the NSW Government. The review will identify the themes, ideas and challenges raised through this consultation to inform the new policy.

Policy (December)

A NSW Arts, Culture and Creative Industries Policy will be delivered by the end of 2023.

Consultation starts now

The process will run until **31 August 2023**, with intention to launch a NSW Arts, Culture and Creative Industries Policy in December 2023.



IMAGE: Document Photography, *Cutaway*, Biennale

The NSW Government is committed to growing arts, culture and the creative industries

With this statement in mind, please consider:

1. A new look at people:

How can we create better, more inclusive pathways and support for practitioners in the arts, culture and creative industries?

2. A new look at infrastructure:

How can we create and improve sustainable access to spaces, programs and other support for all aspects of artistic and cultural activity?

3. A new look at audiences:

How can we grow local, national and international audiences for cultural experiences, for the benefit of our community and the broader economy?

We also welcome your thoughts on the following questions:

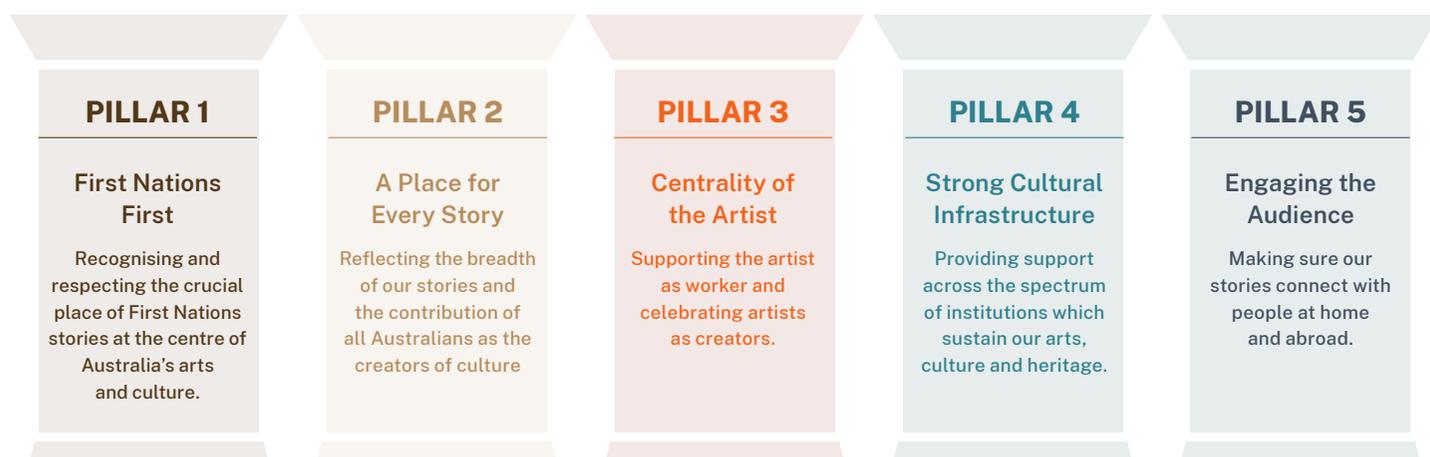
- Where should the NSW Government focus the greatest effort and resources?
- What barriers can the NSW Government remove to unlock the full potential of arts, culture and the creative industries?
- What does NSW do well?
- What can NSW do better?

What's your big idea?

Alignment with *Revive*, the National Cultural Policy

The Australian Government's National Cultural Policy, *Revive*, is a five-year plan to renew and revive the arts in Australia. It is structured around five pillars which set out the Government's strategic objectives.

The NSW Government agrees that our arts, culture and creative industries thrive when we work constructively across jurisdictions. *A New Look at Culture* is therefore aligned with the national approach outlined in *Revive*. These pillars and principles form the bedrock of the conversation we want to have about the vision we have for culture in this state.



Making your submission – how to have your say



Tell us in person –
attend a forum in
person or online:

The consultation process will be held through a series of in-person and online Town Halls in Greater Sydney and regional NSW with the aim of encouraging and capturing the broadest possible engagement, regardless of perspective, geography, language, interest and ability.

To register your interest in attending one of our public town halls, please email: townhalls@create.nsw.gov.au.

Town Halls will be recorded and documented to capture the discussion, comments and public feedback.

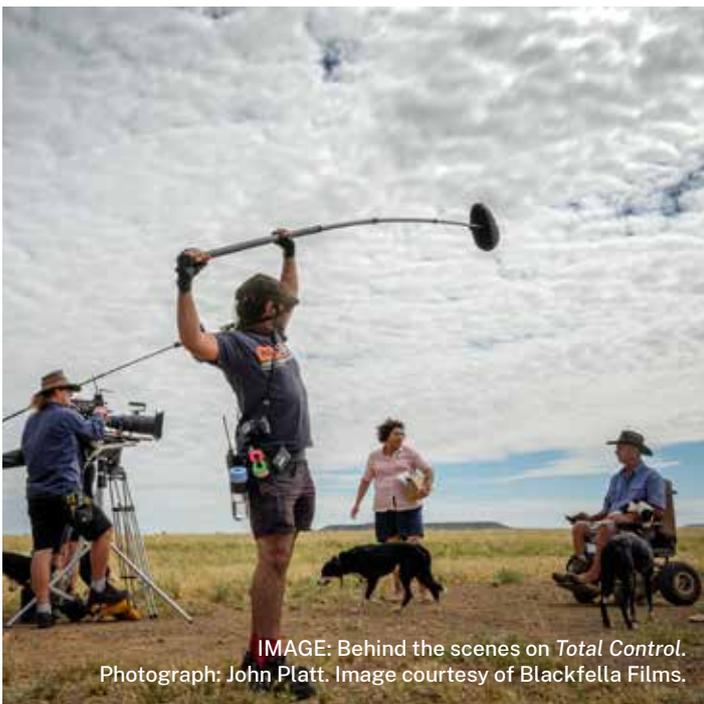


IMAGE: Behind the scenes on *Total Control*.
Photograph: John Platt. Image courtesy of Blackfella Films.



Write to us:

Submissions are encouraged up until **31 August 2023**.

The questions posed in this paper provide a guide for those making submissions.

Submissions are welcome in all languages, **ideally no more than three A4 pages**. Your submission can contain facts, opinions, arguments and recommendations centred around this discussion paper.

The Have Your Say website contains a brief, accessible guide to preparing a submission. There are also other accessible formats offered for sending submissions including video and audio file formats. Submissions in all languages are welcome.

There are three options for sending us your submissions:

 www.haveyoursay.nsw.gov.au/arts-culture-creative-industries-policy

 polycy submissions@create.nsw.gov.au

 Policy Submissions, Create NSW
GPO Box 5341
Gadigal Country – Sydney
NSW 2001

Contact details:

If you have any questions about the consultation process or you would like to talk with a staff member, please contact us:

Email polycy submissions@create.nsw.gov.au

Call +61 2 9228 4413