

South Australian Arts Plan Submission

ITEM 8.2 09/04/2019
Council

2019/00558
Public

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EXECUTIVE SUMMARY:

The Government of South Australia (the Government) is seeking contributions to assist in the development of South Australia's 2019-2024 Arts Plan.

This report seeks Council endorsement for the City of Adelaide submission to the consultation.

RECOMMENDATION:

THAT COUNCIL

1. Endorses the submission prepared by the Administration in response to the Government's consultation on the development of South Australia's 2019-2024 Arts Plan as shown in Attachment A to Item 8.2 on the Agenda for the meeting of Council held on 9 April 2019.
 2. Notes that feedback on the Government's consultation must be received by the 19 April 2019.
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IMPLICATIONS AND FINANCIALS:

City of Adelaide 2016-2020 Strategic Plan	<p>Strategic Alignment – Creative</p> <p>Strategic Alignment – Smart</p> <p>Strategic Alignment – Liveable</p> <p>[Link 1 - City of Adelaide 2016-2020 Strategic Plan Alignment]</p>
Policy	<p>The relevant policies of Council that relate to the discussion paper include:</p> <p>Cultural Strategy 2017-2023</p> <p>Live Music Action Plan 2017-2020</p> <p>Public Art Action Plan 2014-2019</p> <p>Adelaide Park Lands Management Strategy 2015-25</p> <p>Stretch Reconciliation Action Plan 2018-21</p> <p>Wellbeing Roadmap</p> <p>Visitor Economy Action Plan 2018-20</p> <p>Adelaide. Designed for Life</p> <p>[Link 2 - Policy]</p>
Consultation	Not in relation to this report
Resource	Not in relation to this report
Risk / Legal / Legislative	Not in relation to this report
Opportunities	Ensure that the arts, cultural and creative sectors in Adelaide thrive through a strong relationship between State and Council.
18/19 Budget Allocation	Not in relation to this report
Proposed 19/20 Budget Allocation	Not in relation to this report
Life of Project, Service, Initiative or (Expectancy of) Asset	Not in relation to this report
18/19 Budget Reconsideration (if applicable)	Not in relation to this report
Ongoing Costs (eg maintenance cost)	Not in relation to this report
Other Funding Sources	Not in relation to this report

DISCUSSION

1. The Government of South Australia (the Government) is seeking contributions to assist in the development of South Australia's 2019-2024 Arts Plan. The Government has included the creative and culture sector in Arts for this submission.
2. Administration seeks Council endorsement for the City of Adelaide's draft submission to meet the 19 April 2019 submission deadline.
3. The Government is inviting responses, of no more than 2,000 words, that will assist South Australians to have increased access to rich and diverse arts activities and experiences wherever they live. The following issues and themes were presented for consideration:
 - 3.1. **Ambition:** What three or four words or phrases resonate with you that describe or imagine the future of the arts industries in South Australia?
 - 3.2. **First Nations Arts and Culture:** How do we reinforce existing stories, or tell a new story about first nations arts and culture - about the past and our journey together into the future? What is that story for you?
 - 3.3. **Priority Areas and Outcomes:** What are priority areas for you? What should we do differently to grow and drive increased sustainability across the arts in South Australia? How do you simply and briefly define SA's role in the Australian Arts sector? What are some opportunities in the future?
 - 3.4. **Government and Governance:** What is the role of government (funding, advocate, investor, regulator, facilitator)? How should it achieve the objectives of this role(s)?
 - 3.5. **Audience and Access:** What are some of the key issues and opportunities for South Australia across the following areas:
 - 3.5.1. Diversity
 - 3.5.2. Audience engagement
 - 3.5.3. Rural and remote community participation and access
 - 3.5.4. Corporate participation and support
 - 3.5.5. Philanthropic support and investment for social impact.
 - 3.6. **Industry and Innovation:** What can be done through the sector to:
 - 3.6.1. Cultivate skills including entrepreneurial and innovation across business and industry
 - 3.6.2. Increase tourism
 - 3.6.3. Harness the opportunities of digital technology
 - 3.6.4. Enhance creative spaces and places
 - 3.6.5. Increase the importance and role of the creative industries in driving the economy
 - 3.6.6. Establish an industry and "point of difference" for South Australia?
 - 3.7. **Embedding Arts and Culture:** We talk about "integration and embedding the arts" across government and into everyday life. What do you see as the main opportunities and challenges to such pathways?
 - 3.7.1. Government
 - 3.7.2. Everyday life.
 - 3.8. **Ecology:** Any "ecology" has many parts that are interdependent or may rely on each other for survival, growth and increased sustainability. What are some key issues of the South Australian arts and cultural ecology that could be strengthened to increase overall vibrancy and sustainability? What are the "disrupters" that will emerge and may impact a future ecology?
 - 3.9. **Final Thoughts:** What are the three key things you wish to happen from this Plan?
4. The submission (**Attachment A**) has been developed by Administration, based on the key themes and questions posed by the consultants developing the Arts Plan, and has reviewed these in line with Council's relevant strategies and policies.
 - 4.1. The invitation from the consultants to make a submission was shared with elected members via e-news on 25 March 2019 and feedback invited.

5. Key phrases included in the submission that describe the City of Adelaide's ambition for the future of the arts industries in South Australia are:
 - 5.1. World Leading Creative State: our rich culture of arts and creativity is a driving force that makes South Australia one of the most liveable places in the world.
 - 5.2. Lifelong Creativity: a state where artists, enterprise and audiences flourish, embracing the creativity of all histories and backgrounds, across all ages, abilities and career stages.
 - 5.3. Globally renowned cultural destination: for artists and visitors alike.
 6. To achieve these ambitions, the priority areas and outcomes that are recommended in the submission are summarised as:
 - 6.1. Highlighting the instrumental value of the arts (where art is used as an instrument to achieve the varied aims of Government, and beyond) in a sophisticated way and advocate for its contribution to society.
 - 6.2. Funding must be enough to enable creatives and organisations to sustain their practice and enterprise, and to capitalise on national and international opportunities and explore opportunities for commercialisation.
 - 6.3. Develop a new Public Library Service Memorandum of Agreement that retains CPI growth factor and recognises the role that the City of Adelaide Library Service plays for the State as a Capital City Library.
 - 6.4. Fully integrate culture and creativity into state-wide master planning and sustainable land-use development plans and investigate mechanisms for a funding commitment to art in all developments.
 - 6.5. Develop partnerships with complementary sectors such as health, education and across all levels of government and industry; and prioritise collaboration using public-private partnerships to advance the creative and cultural agenda.
 - 6.6. Amplification of the UNESCO Creative Music City Designation working with the AUCOM Executive Committee to develop a sustainable management and funding model that supports the AUCOM office and delivers a program involving key stakeholders and public-private partnerships.
 - 6.7. Explore collaborative opportunities to position Adelaide as an epicentre of screen and creative industries and culture, supporting creators and consumers of film, technology, gaming and animation.
 - 6.8. Work in collaboration across the arts sector to develop and promote a comprehensive and diverse calendar of festivals, events and activities with arts and creativity evident everywhere, inside and outside, day and night.
 - 6.9. Develop or adapt grant programs to increase direct funding to artists, creatives, makers and organisations that initiate new public art or preserve and amplify existing assets. Investigate opportunities for matched funding across State and local government with shared assessment panels.
 - 6.10. Develop a Memorials Policy for the State that is strategic and holistic.
 - 6.11. Provide funding support for research into the wellbeing benefits of arts and culture.
 7. In conclusion, the three key actions that are highlighted in the submission are:
 - 7.1. An Arts Plan and Department that acknowledges the important past, present and ongoing contribution of Aboriginal and Torrens Strait Islander artists and culture to the State. This will support the living, ongoing dynamism of South Australia across time and imagining its future, with sustainably funded arts, culture and creative industries that can respond to the complex, rich and unique character of this City and State and its people through creative practices and art;
 - 7.2. Commitment to the development of a Creative State Strategy that positions South Australia as an epicentre of screen and creative industries and culture, supporting creators and consumers of film, technology and animation; and
 - 7.3. The development of a creative and cultural tourism marketing pillar that highlights and amplifies Adelaide and South Australia's designation as UNESCO Creative City of Music with one of the liveliest music and festival cities in the world.
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ATTACHMENTS

Attachment A – City of Adelaide Submission to the development of South Australia's 2019-2024 Arts Plan

- END OF REPORT -

South Australia's Arts Plan: City of Adelaide Submission (DRAFT 4/04/2019)

Please find following the City of Adelaide's responses addressing the suggested themes and questions in consideration of a new Arts Plan for South Australia.

1. AMBITION

What three or four words or phrases resonate with you that describe or imagine the future of the arts industries in South Australia?

- **World Leading Creative State:** our rich culture of arts and creativity is a driving force that makes South Australia one of the most liveable places in the world.
- **Lifelong Creativity:** a state where artists, enterprise and audiences flourish, embracing the creativity of all histories and backgrounds, across all ages, abilities and career stages.
- **Globally renowned cultural destination:** for artists and visitors alike.

2. FIRST NATIONS ARTS AND CULTURE

How do we reinforce existing stories, or tell a new story about first nations arts and culture – about the past and our journey together into the future? What is that story for you?

Our City and our State has so much rich history to learn from. From our everlasting commitment to reconciling with the Kaurna people of the Adelaide plains, other Aboriginal Language Groups and other First Nations to our appreciation of our cultural heritage, diversity and architectural history.

- Acknowledge and showcase the past, present and ongoing contribution of Aboriginal and Torres Strait Islander artists and cultures. In consultation with the Aboriginal communities, create opportunities for Aboriginal and Torres Strait Islander artists and arts and cultural organisations to participate in a full range of artistic and cultural activities.
- Strengthen Aboriginal organisations' existing and developing connections across and within the broader cultural community.
- Provide culturally appropriate support and financial assistance for Aboriginal and Torres Strait Islander artists and cultural organisations.
- On-going development and support for Aboriginal and Torres Strait Islander creative and cultural spaces together with the development of an Aboriginal Cultural Centre in Adelaide.
- Meaningful consideration of Aboriginal and Torres Strait Islander culture in master planning, land-use instruments and development approvals processes.

3. PRIORITY AREAS AND OUTCOMES

What are priority areas for you? What should we do differently to grow and drive increased sustainability across the arts in South Australia? How do you simply and briefly define SA's role in the Australian Arts sector? What are some opportunities in the future?

The City of Adelaide is a city Designed for Life. Setup for balance, growth and prosperity the City of Adelaide has fostered a rich culture of arts and creativity; driving positive economic, environmental, social and cultural outcomes and creating one of the most liveable cities in the world.

- The Arts Plan needs to highlight the instrumental value of the arts (where art is used as an instrument to achieve the varied aims of Government, and beyond) in a sophisticated way and advocate for its contribution to society. This includes recognising its economic benefit to the State along with its role in contributing to community development, social capital, inter-cultural understanding, innovation, technological advancement, environmental sustainability, public safety, and cultural tourism.
- Funding must be enough to enable creatives and organisations to sustain their practice and enterprise, and capitalise on national and international opportunities and explore opportunities for commercialisation.

- Develop a new Public Library Service Memorandum of Agreement that retains CPI growth factor and recognises the role that the City of Adelaide Library Service plays for the State as a Capital City Library.
- Fully integrate culture and creativity into state-wide master planning and sustainable land-use development plans and investigate mechanisms for a funding commitment to art in all developments.
- Develop partnerships with complementary sectors such as health, education and across all levels of government and industry. Prioritise collaboration using public-private partnerships to advance the creative and cultural agenda. Look at bringing together the leaders of infrastructure and heritage, neighbourhood revitalisation, public health and education, tourism and economic development projects and leaders of key industry sectors like film production, gaming development or music producers and work to inject music, art and the creative industries into each area of focus and its strategic actions – deliberately and intentionally.
- Amplification of the UNESCO Creative Music City Designation working with the AUCOM Executive Committee to develop a sustainable management and funding model that supports the AUCOM office and delivers a program involving key stakeholders and public-private partnerships.
- Explore collaborative opportunities to position Adelaide as an epicentre of screen and creative industries and culture, supporting creators and consumers of film, technology, gaming and animation.
- Work in collaboration across the arts sector to develop and promote a comprehensive and diverse calendar of festivals, events and activities with arts and creativity evident everywhere, inside and outside, day and night.
- Develop or adapt grant programs to increase direct funding to artists, creatives, makers and organisations that initiate new public art or preserve and amplify existing assets. Investigate opportunities for matched funding across State and local government with shared assessment panels.
- Develop a Memorials Policy for the State that is strategic and holistic.
- Provide funding support for research into the wellbeing benefits of arts and culture.

4. GOVERNMENT AND GOVERNANCE

What is the role of government (funding, advocate, investor, regulator, facilitator)? How should it achieve the objectives of this role(s)?

The City of Adelaide commends the development of an all of government approach to cultivate the arts and creative culture of the State. We look forward to working together as a collective to build on joint strengths and to use our shared resources more effectively and efficiently.

- An Arts Department led by a dedicated Arts Minister in order to provide the sector the attention required to advocate for and drive culture and arts in South Australia.
- Priority responsibilities should include delivery of the Arts Plan through advocacy, facilitation and connection across State Government and the wider arts sector; along with a focus on measurement and communication. Opportunity exists to work with the Federal Government and City of Adelaide to align measures that are outcomes (rather than outputs) focussed. And incorporate outcome measures in respect to economic impact, wellbeing and cultural engagement.
- Increased transparency in decision making in relation to funding.
- The broad scope of Local Government roles in arts and culture should be identified in the Arts Plan with specific mention to the pivotal role that the City of Adelaide plays as a Capital City Council.
- The role of all local councils in supporting arts and culture needs to be addressed as local councils play an essential role in our community through grants for small projects, cultural infrastructure, professional development and information sharing. Strategies that recognise and support the capacity of Local Government to contribute to arts and cultural development will be important, noting that the combined investment by local government nationally in 2017-18 on arts and heritage was \$1.7 billion, representing over 27% of total national investment by all governments (ABS 2018).
- The cultural planning undertaken by councils with their communities, including Aboriginal and Torres Strait Islander, should be drawn upon to inform State planning, partnerships and funding decisions.

- That City of Adelaide be recognised as a partner in the ongoing development and delivery of public art installations on land owned by City of Adelaide.

5. AUDIENCE AND ACCESS

What are some of the key issues and opportunities for South Australia across the following areas?

The City of Adelaide Strategic Plan 2016-2020 envisions Adelaide as a welcoming and dynamic city full of rich and diverse experiences. We are people focussed and work to enable the community, including residents, workers, businesses, students and visitors, to thrive. We therefore view audience engagement as a fundamental goal of any Arts Plan.

a. Diversity

- Reflection of greater diversity (including gender, age, accessibility, Aboriginal representation, multiculturalism and creative leadership) in support of an inclusive arts sector that reflects contemporary Australia.

b. Audience engagement

- There are a variety of factors affecting arts participation, ranging from the perceived irrelevance of cultural offerings, to economic, cultural and educational barriers for both receptive participants and those wanting to create art.
- Create interactive and participatory educational content in the form of maps, tours, and guides, podcasts, games, apps that engage audiences, recognising that social media is an organic advocate and successful channel to build awareness.
- Investigate mechanisms to support the community to invest in cultural and creative products.
- Support Public Libraries to become cultural creative hubs and venues with exhibition, maker, music and creative spaces.
- Commission new artworks that reinterpret and reimagine existing or historic public artworks for new audiences.
- Support the arts industry to develop a model and legal structure where audience data is considered a shared repository of insights, so that audiences can be nurtured and grown in a consistent and efficient way across the sector, and best practice promotion is installed in all circumstances.

c. Rural and remote community participation and access

- Strengthen existing and create new avenues for linkage of arts and cultural activity across the State. Opportunities exist to broaden city-based activity, as well as to bring regional artists to the metropolitan areas.
- Embed mentoring in collaborations that link artists and art organisations across the State.

d. Corporate participation and support

- Encourage the private sector to embrace public art as a defining characteristic of Adelaide's built environment and a valuable component of new building projects.
- Explore opportunities for an incentive scheme or planning levers to increase public art and cultural expression in public and private development.

e. Philanthropic support and investment for social impact.

- Provide support to connect philanthropic organisations with cultural enterprises and encourage private, government and philanthropic projects.

6. INDUSTRY AND INNOVATION

The City of Adelaide understands the importance of creative and cultural industries and acknowledges the possibilities for connecting arts and creative culture with other industries as a means to inspire, to engage, to innovate, to flex, to disrupt, to challenge and to advance.

What can be done through the arts sector to:

a. cultivate skills including entrepreneurial and innovation across business and industry

- New course offerings from Adelaide's and the State's universities and TAFEs including creative leadership programs and technical courses.
- Leverage the Government's commitment to co-fund Skilling SA with the Australian Government to create and support creative and cultural apprenticeships and traineeships. As part of the special migration status for skilled workers given to SA, include a review of the skilled migrant occupation list, with focus on the creative and tech industries as acute areas of need, in addition or as an adjunct to the State Government's Supporting Innovation in SA (SISA) Visa pilot.

b. increase tourism

- Create and facilitate memorable experiences that highlight South Australia's place on the world stage as a leading State of Creative Culture.
- Build on Adelaide's designation as a UNESCO Creative City of Music and its reputation as one of the liveliest music and festival cities in the world with an outstandingly diverse, rich and thriving arts sector.
- Promote and showcase multiculturalism and Aboriginal culture and support local organisations to express this heritage.
- Work with the City of Adelaide to promote opportunities and develop projects to showcase the City and South Australia's unique heritage and character as a catalyst for sustainable growth and to grow the heritage tourism market.
- Support the creative industries in their work to connect internationally, with key markets like the Asia-Pacific region, North America and Europe.
- Work with partners to improve the arrival experience of tourists at Adelaide International Airport and other entry points to South Australia.

c. harness the opportunities of digital technology

- Further development and support of Adelaide Connect and Ten Gigabit Adelaide.
- Incentivise cultural, creative, music entrepreneurship and start-ups as one of the most crucial elements of a sustainable Creative State, especially as innovation in this area can pertain to other urban challenges, like public health, education or community engagement.
- Collaborate with partners to create a single digital platform for sharing and promoting the diverse and rich South Australian cultural collections.

d. enhance creative spaces and places

- Explore options for policy and regulatory reform that will enable adaptive re-use of buildings and allow more creative and cultural opportunities in private dwellings.
- Focus on creative industries and development of Cultural Hubs – Aboriginal Cultural Centre, Contemporary Art Gallery, performance space, concert hall, world class public art, as part of the development of Lot Fourteen.
Encourage artistically diverse and accessible public art where people can discover, interact and participate in new and creative experiences throughout the City, day and night, all year round.

e. increase the importance and role of the creative industries in driving the economy

- Develop a focused strategy to champion and support the State's creative industries, spanning screen, arts, culture, music and design.
- Bring together the leaders of the creativity, arts, business, university, education and entrepreneurial sectors to foster collaboration, reduce barriers and advance opportunities for business growth.
- Create a system that encourages the involvement of artists at the earliest stages of project planning and design.
- Facilitate a creative industries community of practice to share and leverage leadership, strategy, and knowledge management across disciplines.

- Funding to evaluate the existing ROI and prepare a cost benefit analysis, relating to potential investment in screen-based creative and allied industry sectors and culture in Adelaide.

f. *establish an industry and “point of difference” for South Australia?*

- Use the UNESCO Creative City designation to promote the State as a creative industries hub and destination.
- Develop, build and upgrade infrastructure that supports cultural activities.
- Support peak cultural organisations and Councils in their efforts to raise the profile of South Australia as a great place to work and live. Build on our existing reputation as a sophisticated, brave, bold, creative, collaborative and connected arts and cultural community that is innovative and easy to access.
- Work with partners and key stakeholders to develop Adelaide as the premier international arts market, especially within the Asian region.

7. EMBEDDING ARTS AND CULTURE

We talk about “integration and embedding the arts” across government and into everyday life. What do you see as the main opportunities and challenges to such pathways? We would like responses in two parts:

The City of Adelaide believes that culture is the essence of our city, recognising that it is what we value and celebrate, and what makes us unique. Our Cultural Strategy 2017-23 acknowledges the importance of connecting people to cultural experience, understanding and meaning throughout their lives. It also emphasises that cultural vitality is fundamental to everything we do.

a. Government

- Ongoing communication of the meaning and value of arts and creative practice and its fundamental continuation to all aspects of life. This is necessary to counter-act the perception that the arts is a nice-to-have activity, an unsophisticated sector and highly subsidised. Reshape communications where the economy is viewed as benefiting from the arts, rather than being the central driver.
- Strengthen relationships and build partnerships with other sectors including health, education, tourism, social services, business, and governments.
- Promote the use of artists and creatives in design of and inclusion of public art in all State infrastructure development, whether bridges, streetscapes, lighting, schools, hospitals or other projects.
- Support programs that activate civic and public spaces through temporary public art installations, events, performances, and happenings.
- Simplify the grants process, making it easier to access grants, and engage with government.
- Use the grants process to fund new voices (practitioners, multicultural communities and small to medium sized organisations).
- Align grants and project funding to demonstrate the wellbeing benefits to participants and audiences.

b. Everyday life

- An Arts Plan of relevance to everyone in the community, regardless of their level of engagement in culture.
- Build awareness of the contribution that arts and culture make to South Australian’s lifelong learning and quality of life.
- Adequate funding provided to recognise the role of libraries in delivering and enabling government services which are now only accessible online.
- Improve access to and participation in cultural life, in particular for young people and marginalised or vulnerable groups and individuals.
- Recognition of creativity and culture in connecting and including people in neighbourhoods.

8. ECOLOGY

Any “ecology” has many parts that are interdependent or may rely on each other for survival, growth and increased sustainability. What are some key issues of the South Australian arts and cultural ecology that

could be strengthened to increase overall vibrancy and sustainability? What are the “disrupters” that will emerge and may impact a future ecology? Some components of an arts ecology may include the following segments:

The City of Adelaide advocates that the Arts Plan allows for the wide development of all parts of the arts ecology, and recommends that the foundations for growth are education, mentoring, collaboration and shared learnings.

- The need for talent retention in the arts and creative sectors in South Australia.
- Plan for Lot Fourteen that will help to attract and retain creative talent.
- Embrace a broad definition of public art that includes the various ways art and culture engage with the public, including festivals, parades, and other social and community-based practices and experiences.

Education

- Recognition of the importance of creative thinking within the curricular and encourage STEAM outcomes.
- Support opportunities for skills training and participation in the creation, production, exhibition and performance of art.
- Encourage arts organisations to expand resources and programming, for all backgrounds and life stages, including people with a disability and older people.

Emerging artists

- As well as reflecting the needs of professional artists and arts workers, the Arts Plan needs to cater to an arts industry encompassing a full spectrum of practice, from amateurs, emerging, pre-professional and semi-professional artists as well as hobbyists, covering both receptive and productive participation.
- Support professional development and capacity building programs for artists, creatives, makers and community organisations.
- Create specific opportunities for the next generation of artists.

Mid-career artists

- Invest resources in artistic exploration and innovation.

Established artists

- Encourage a broad-based appreciation of the breadth and depth of artistic excellence in South Australia including through the maintenance of awards.

Small to medium companies

- Increased and sustained funding to strengthen the capacity of small to medium arts and cultural organisations across the State, as these companies underpin the ecology of the entire arts sector.

Larger companies

- Enhanced flexibility – to enable both government and companies to respond to opportunities, unforeseen issues and changing environments.
- Balanced funding and access to performance spaces to ensure support for the State’s home companies.

Venues and other infrastructure

- Community scale facilities need to be recognised as key considerations in the Arts Plan, supported by co-funding to maintain them as vital assets that enable cultural vitality (much like the way investment in open space, recreation and sporting facilities is managed through the Office for Recreation, Sport and Racing).
- The arts sector relies on collaboration and strong networks to function effectively. There needs to be a greater emphasis on collaborations or partnerships to promote shared services and resources, for

example co-working spaces or a fundraising manager being shared amongst two or three small arts organisations in the same locality.

- Libraries are key areas for new cultural and creative spaces. As libraries are established venues for community engagement, they need to be adequately funded to enable them to be expanded into multidisciplinary arts and creative hubs.

Collecting institutions, museums and galleries

- Connected collections - Pieces in conversation that highlight shared relationships and provide new insights and encourage exploration across all collections.
- Digital mapping and sharing of collections.

Festivals

- Work with existing festivals to increase the number and diversity of audiences from across all life stages.
- Provide funding for smaller cultural festivals and events to activate the State across the whole year.
- Expand on the opportunities for satellite or niche festivals within larger festivals.

9. FINAL THOUGHTS

What are the three key things you wish to happen from this Plan?

- An Arts Plan and Department that acknowledges the important past, present and ongoing contribution of Aboriginal and Torres Strait Islander artists and culture to the State. This will support the living, ongoing dynamism of South Australia across time and imagining its future, with sustainably funded arts, culture and creative industries that can respond to the complex, rich and unique character of this City and State and its people through creative practices and art.
- Commitment to the development of a Creative State Strategy that positions South Australia as an epicentre of screen and creative industries and culture, supporting creators and consumers of film, technology and animation.
- The development of a creative and cultural tourism marketing pillar that highlights and amplifies Adelaide and South Australia's designation as UNESCO Creative City of Music with one of the liveliest music and festival cities in the world.