

# A CREATIVE AUSTRALIA

Support the growth of the creative economy and value the contributions art and artists make to Australian society.

Cuts and more cuts to the cultural sector by the Coalition government have seen artists pushed below the poverty line while galleries and studios have shut their doors. Despite this, Australians haven't given up on the arts, with participation in the arts continuing to grow.<sup>1</sup> The Greens know the cultural and economic importance of the arts and that's why we have a comprehensive plan to breathe life back into creative Australia.



## THE GREENS WILL:

- Commission a 'Living Arts' fund
- Establish and fund a Creativity Commission
- Invest in Australian content and creativity
- Create an artistic partnership program to put working artists in classrooms alongside teachers and students
- Invest in our video game development industry

<sup>1</sup> The Australia Council, 2017, Results of the National Arts Participation Survey, <http://www.australiacouncil.gov.au/workspace/uploads/files/connecting-australians-natio-595de0ec78d4d.pdf>. Accessed 27 August 2018.

## A 'LIVING ARTS' FUND

Artists contribute to Australian cultural life, but they are forced to do it part-time and often for no pay at all. The average Australian artist lives below the poverty line, working multiple jobs and sometimes even taking unemployment payments in order to keep the lights on.<sup>2</sup> 98% of Australian artists received Newstart between 2010 and 2015.<sup>3</sup> The arts are too valuable to be a part-time contribution.

The Greens will create an opt-in 'Living Arts' fund, to guarantee participating artists an income subsidy equal to the difference between their other income and a living wage.<sup>4</sup> In exchange, the Fund will own a small share of every creative work produced by the participating artist, and have a non-binding right of first bid if and when it is sold.

Revenue from the Fund will be reinvested into income support for other artists who are yet to make a profit, ensuring that our biggest and brightest stars in the cultural arts sector invest in the next generation of Australian artists.

## A CREATIVITY COMMISSION

The future economy will require 'soft-skills' – that means we need a society equipped to understand and benefit from the creative sector. With a \$10 million a year fund, the Greens will establish a multi-disciplinary Creativity Commission to provide oversight, advice and structural support to the creative sector and beyond.

The Creativity Commission will support the growth of the creative economy while also building our creative capacities and ideas to inform policy, initiatives and industry.

A Creativity Commission will help us transition from STEM thinking to STEAM thinking by integrating the creativity, usually reserved for the arts, throughout the economy and society. The Greens understand that the future will require investment in creativity and innovation, not just 'hard skills' in science, technology, engineering and maths, and the Creativity Commission will help create and sustain those integrated pathways.

<sup>2</sup> "Making Art Work: An Economic Study of Professional Artists in ...." 12 Nov. 2017, <http://www.australiacouncil.gov.au/research/making-art-work/>. Accessed 9 Jul. 2018.

<sup>3</sup> *ibid.*

<sup>4</sup> Defined as 60 per cent of the national full-time median wage, paid to those on an adult rate of pay.

## INVEST IN AUSTRALIAN CONTENT AND CREATIVITY

Creativity is the bedrock of innovation and, in a fast changing global economy, couldn't be more important. But in Australia the creative industries are under threat from funding cuts and policy that is not keeping up with the digital age.

Investing in Australian creativity requires a multi-pronged approach. That's why we will strengthen Australian content quotas, develop a content creator fund and restore funding to the Australia Council. This threefold approach, combined with our Creativity Commission, will set up structures, funding and regulations that lay the foundations to comprehensively support Australian creativity.

### AUSTRALIA COUNCIL

Despite 98% of Australians participating annually in the arts,<sup>5</sup> the peak government funding and advisory body for the arts, the Australia Council, has seen its funding dramatically reduced from pre-2013 levels by the Coalition government. This has disproportionately affected small and medium arts organisations.<sup>6</sup>

We will restore and index funding to the Australia Council to support the development and production of the arts at a scale and ambition that reflects Australia's commitment to and participation in the arts.

### CONTENT QUOTAS

Local content quotas are the greatest boost for Australian creative content we have. They ensure there's always a market for Australian production and recording companies, writers, directors, musicians, talent and stories. Currently, local content quotas are weak, unambitious and poorly enforced. Children's content quotas are being filled with the cheapest content possible, instead of the best,<sup>7</sup> while Australian musicians struggle to be heard on Australian airwaves.

The Greens will fight for effective local content

<sup>5</sup> The Australia Council, 2017, Results of the National Arts Participation Survey, <http://www.australiacouncil.gov.au/workspace/uploads/files/connecting-australians-natio-595de0ec78d4d.pdf>. Accessed 27 August 2018.

<sup>6</sup> <https://www.artshub.com.au/news-article/news/grants-and-funding/deborah-stone/62-arts-organisations-lose-funding-from-australia-council-251271>

<sup>7</sup> Professor Handsley, President, ACCM, Committee Hansard, Canberra, 16 August 2017, p. 18.

requirements for broadcast, radio, subscription and streaming services, like Netflix and Stan.

## CONTENT CREATOR FUND

As well as restoring funding to Screen Australia, the Greens recognise that grassroots content creation needs access to support and funding. Local content creates jobs and sustains creative industries in Australia.

The Greens will establish a Content Creator Fund to set aside a grant fund of \$50 million each year for the production of local content. This fund will support high-quality local content, our creative industry and, importantly, allow Australians to keep telling their own stories. As part of the Greens' commitment to First Nations media, \$2 million of this fund will be available exclusively for First Nations content creation.

## AN ARTISTIC PARTNERSHIP PROGRAM

When students participate in creative enrichment programs and initiatives, their motivation, confidence and aspirations for further education all increase.<sup>8</sup>

But too many kids are discouraged from participating in the arts, either because their school can't afford an arts program or because they're convinced it's too hard to turn their passion into a creative career.

That's why the Greens will commit \$150 million over four years to an artistic partnership program to fund artists working with teachers in classrooms around the country to deliver artistic education.

The program will offer grants of \$10,000 for individual creative professionals to work alongside teachers in a classroom for approximately 20 days, and \$30,000 for arts or cultural organisations to work with schools for at least 20 days.

Current artists will work alongside aspiring artists to engage them and foster their talent. Whether they want to be a poet, a painter, a sculptor or a musician, the Greens will ensure young Australians can see firsthand that it's possible.

## INVESTING IN OUR VIDEO

8 Martin, A. J., Mansour, M., Anderson, M., Gibson, R., Liem, G. A. D., & Sudmalis, D. (2013). The role of arts participation in students' academic and nonacademic outcomes: A longitudinal study of school, home, and community factors. *Journal of Educational Psychology*, 105(3), 709-727.

## GAME DEVELOPMENT INDUSTRY

Video games are significant culturally, artistically and economically. They help shape young minds, tell stories, and form part of our artistic landscape, bridging and feeding into other artistic communities and mediums. We must have Australian voices and stories conveyed through video games and we must invest in Australian artists for our industry to grow and thrive.

The video games industry is the fastest-growing entertainment industry in the world, worth \$138 billion a year worldwide.<sup>9</sup> In Australia alone, this industry generates over \$3 billion in retail revenue<sup>10</sup> and Australian game development studios earn almost \$120 million per year.<sup>11</sup> In 2013, a \$20 million Australian Interactive Games Fund was introduced, which Tony Abbott subsequently cut in the 2014 Budget.

The Greens will commit \$100 million to a new Games Investment & Enterprise Fund, to invest in game development projects and to help successful games companies grow their businesses. This fund will include initiatives for diversity and inclusion. We will extend the Producer Tax Offset and the PDV (Post, Digital, and Visual Effects) Offset to video game developers. We will allocate \$5 million to assist in the development of creative co-working spaces, inspired by the Arcade in Melbourne.



9 <https://newzoo.com/insights/articles/global-games-market-reaches-137-9-billion-in-2018-mobile-games-take-half/>

10 [https://www.igea.net/wp-content/uploads/2018/02/TIV-2017-Infographic-21\\_02.jpg](https://www.igea.net/wp-content/uploads/2018/02/TIV-2017-Infographic-21_02.jpg)

11 [ps://www.igea.net/wp-content/uploads/2017/11/AGD-2018-Infographic-1.jpg](https://www.igea.net/wp-content/uploads/2017/11/AGD-2018-Infographic-1.jpg)