

2022-23 PRE-BUDGET SUBMISSION

AUSTRALIA GOVERNMENT – THE TREASURY

JANUARY 2022

17 JANUARY 2022

Australia Government
PO Box 6021
Parliament House
CANBERRA ACT 2600



REGIONAL ARTS AUSTRALIA PRE BUDGET SUBMISSION 2022 -2023

Regional Arts Australia (RAA) is pleased to present this submission to the Australian Government.

ABOUT REGIONAL ARTS AUSTRALIA

REGIONAL ARTS AUSTRALIA (RAA) IS A NOT FOR PROFIT PEAK BODY THAT IS THE NATIONAL VOICE FOR ARTS IN REGIONAL AUSTRALIA.

We seek to ensure the arts in regional Australia are embedded within the Federal Governments Plan for Regional Australia. We believe in strong partnerships between governments, industry, not-for-profits and commercial business. We work to address the need for the arts and creative industries to be critically positioned across multiple policy platforms; including Digital connectivity, Education and Employment, Health services and drought relief, Tourism and Agriculture, Water and the Environment.

We encourage programs that support a creative ecosystem that is interconnected and integrated across art forms, across communities and across landscapes.

We convene a National Advisory Committee made up of representatives who partner with us on our program deliveries:

- Regional Arts WA
- Regional Arts Victoria
- Regional Arts NSW
- Country Arts SA
- RANT TAS
- Flying Arts Alliance QLD
- Darwin Community Arts NT
- Arts ACT

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SUMMARY OF RECOMMENDATIONS

THE CULTURAL AND CREATIVE INDUSTRIES PLAY A CRITICAL ROLE IN CONTRIBUTING TO THE CREATIVITY, DIVERSITY AND PROSPERITY OF AUSTRALIA'S REGIONAL AND RURAL ECONOMY. THEY ARE A CRUCIAL ELEMENT IN THE MAKE-UP OF FUTURE LIVEABLE REGIONS AND ARE CENTRAL TO THRIVING AND HEALTHY COMMUNITIES AND SUSTAINABLE SOCIAL AND ECONOMIC GROWTH.

WE RECOMMEND

A REGIONAL STRATEGIC FRAMEWORK & OUTLINE 5 PRIORITIES:

- MULTI YEAR REGIONAL ORGANISATION FUNDING
- STRATEGIC PARTNERSHIP INITIATIVE – CONNECTING INDUSTRIES
- FUTURE INFRASTRUCTURE SCHEME – DIGITAL CONNECTIVITY
- PLACED BASED INVESTMENT – ENTERPRISE & INNOVATION THROUGH AN INCREASE TO THE ANNUAL REGIONAL ARTS FUND
- CORE FUNDING TO REGIONAL ARTS AUSTRALIA

To strengthen the fabric of the creative ecosystem across regional Australia with sustainable, long-term support that can inform and strengthen a robust creative sector. To support a creative ecosystem that is interconnected and integrated across art form, across communities and across landscapes. To maintain dynamic and resilient communities across artistic, social, economic and health indexes.

A REGIONAL STRATEGIC FRAMEWORK

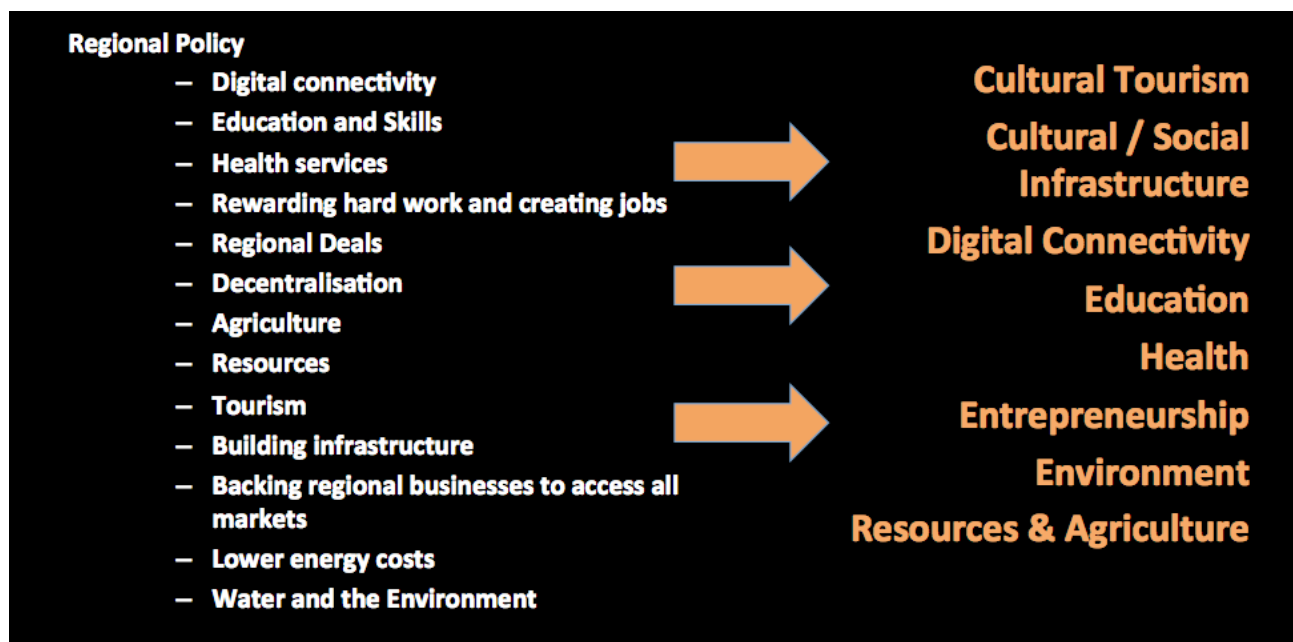
WE BELIEVE IN STRONG PARTNERSHIPS BETWEEN GOVERNMENTS, INDUSTRY, NOT-FOR-PROFITS AND COMMERCIAL BUSINESS.

A Regional Strategic Framework is a place based strategy that is designed to bring together industries and policy sectors to build a diverse, adaptive and more sustainable regional, remote and rural Australia. The framework is positioned to understand the variety and diversity of a whole regional and creative ecology.

It builds the fabric of cultural & creative ecology through:

- Community confidence (evidenced by connectivity)
- Creative confidence (evidenced by arts practice)
- Business confidence (evidenced by partnerships)

The framework is cross-disciplinary and informed by the Morrison Governments Regional Policy. Key industries identified in the Regional Policy inform the RAA's Regional Strategic Framework.



This whole of industry approach is robust, sustainable and future focused - importantly it is place based and self-determined by and for regional communities.

The Framework is structured around creating Strategic Partnerships with key industries that intersect cultural practice and experience.

A REGIONAL STRATEGIC FRAMEWORK

CONNECTION TO COUNTRY AND FIRST NATIONS CULTURE

Aboriginal and Torres Strait Islander Peoples represent 45 per cent of the population of very remote areas of Australia, and 16 per cent of the total population in remote areas.

Partnerships and programs in regional Australia must be informed by First Nations perspectives, this is critical to successful investment.

RAA's Strategic Regional Framework is designed to bridge a cultural and geographic divide by respecting and valuing contemporary regional practice across the national arts landscape. The framework is embedded in First Nations' dialogue and provides a structure for purpose and knowledge that by design is embedded in place-based creativity and industry best practice priorities.

The Regional Framework will engage with Aboriginal and Torres Strait Islander voices across local, regional and national communities to inform and implement the key priorities.

RAA is in the process of establishing a **Knowledge Circle**. The Knowledge Circle is a First Nations led project that contributes to the cultural safety and community wellbeing of First Nations communities and provides national awareness about diverse cultures and languages.

A First Nations led approach will embed place-based creativity and industry best practice into a design that has clear purpose, enhances knowledge, stimulates reflection and strengthens connection.

A Regional Strategic Framework;

Develop Opportunities Across Industries;

- Cultural tourism Cultural and social infrastructure
- Technology & Digital
- Education & Employment
- Health & Wellbeing
- Agriculture and Aquaculture
- Industry & Manufacturing
- Liveability

That work across

- Geographies
- Industries
- Art forms and creative sector

Brought together by:

- Innovation & Entrepreneurship
- Data / Research
- Employment
- Liveability / Culture

A REGIONAL STRATEGIC FRAMEWORK

The Regional Framework provides solutions that align with recommendations published in the House of Representatives Standing Committee on Communications and the Arts report, 'Sculpting a National Cultural Plan'

1. 1.24 Develop a national cultural plan - medium and long term needs of the sector
2. 1.25 Develop strategies to grow cultural and creative industries - focus on rural, regional and remote

The Framework further supports recommendations:

5. 2.177 Consult with Tourism Australia, state and territory government peak bodies and industry relevant entities
9. 3.81 with tertiary education provider develop internships for young people to work in regional galleries, libraries, archives and museums
9. 3.82 work with regional arts and cultural organizations to develop pilot program
15. 6.82 produce cultural and creative satellite accounts- publish data on employment, trends, revenue, geographic trends across the creative and cultural industries
19. 6.87 support regional peak bodies for the creative and cultural arts industries and institutions

KSCA facilitated farm tour and discussion between artists farmers and scientists at Epicurean Harvest. Photo Alex Wisser



A REGIONAL STRATEGIC FRAMEWORK

KEY PRIORITIES

1: MULTI YEAR REGIONAL ORGANISATION FUNDING

BUILDING ORGANISATIONAL CAPACITY AND SUSTAINABILITY THROUGH OPERATIONAL MULTI-YEAR INVESTMENT SPECIFICALLY TARGET FOR SMALL / MEDIUM REGIONAL ORGANISATIONS.

The program responds to the increasing demand on the Australia Council Four Year Funding program. For the period 2020-2024, 95 organisations received 4 year funding (28 were newly funded organisations), 27 were regional organisations – 28.5% of the overall allocation.

STATE/ TERRITORY	REGIONAL	METRO	TOTAL	% REGIONAL
ACT	0	3	3	0%
NSW	2	21	23	9%
NT	11	0	11	100%
Qld	5	7	12	42%
SA	0	9	9	0%
Tas	4	0	4	100%
Vic	0	22	22	0%
WA	5	6	11	45%
	27	68	95	

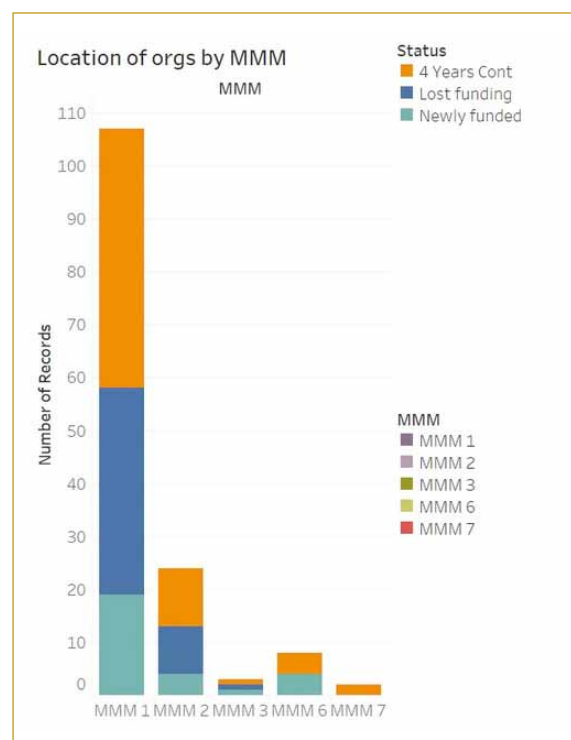
Important to note – all of TAS and NT are regional, so this represents the total number of orgs funded in those jurisdictions.

There is a need to be met in funding across MMM 3, 4, 5, regions as demonstrated in graph 1.

Core operational support would enable regional arts organisations to stabilise, consult and plan for better governance and delivery models in order to:

- establish closer relationships with local government authorities
- reduce the burden on volunteers
- encourage more collaboration and connectivity
- respond to, and report on increased engagement with First Nations arts
- become more inclusive and reflect the diversity of regional communities
- produce and present more relevant, world-class regional art

RAA proposes to work in partnership with the Australia Council in the delivery of this regionally specific 4-year funding program.



Graph 1

A REGIONAL STRATEGIC FRAMEWORK

KEY PRIORITIES

2: STRATEGIC PARTNERSHIP INITIATIVE - CONNECTING INDUSTRIES

THERE IS A STRONG RELATIONSHIP BETWEEN POSITIVE IMPACT ON THE SUCCESS OF COMMERCIAL CREATIVE BUSINESSES AND OTHER BUSINESSES. COMPARED WITH OTHER INDUSTRIES, THE CULTURAL AND CREATIVE INDUSTRIES HAVE A HIGH SPILLOVER EFFECT INTO OTHER INDUSTRIES IN TERMS OF TOTAL OUTPUT, VALUE-ADDED AND EMPLOYMENT MULTIPLIERS.

Partnerships are critical in this framework and are key in leveraging cross industry support and championing regional arts beyond the regional arts sector.

The Strategic Partnership Initiative builds on the successful Regional Arts Fund (RAF) Renewal Program and connects creative jobs as growth indicator in regional Australia.

Connecting Industries demonstrates integration of cultural industries such as, tourism, manufacturing, agricultural and technology. The design unlocks the cultural ambition and potential of regional Australia by supporting clusters that are distinctive assets of a region or a product or cultural experience.

In June 2019, the RAI released its Regional Growth Prospects Report. The research looked at four industries that are critical to the economic future of regional Australia.

“Two of these industries, food processing and tourism, are predicted to grow strongly in the coming decade in response to expectations of growth in international demand and Australia’s comparative advantage. Advanced manufacturing is highly important in a small number of regions, reflecting both historical strengths and great adaptability and engagement in global supply chains. Creative industries have a vital role in supporting business innovation and underpinning the cultural vitality of regions.”

STRATEGIC PARTNERSHIP CASE STUDY

AS PART OF THE RAF RECOVERY BOOST THE RENEWAL STREAM PROVIDED UP TO THREE YEARS OF FUNDING TO SUPPORT PROJECTS THAT HAD STRONG PARTNERSHIPS, DEMONSTRATED LONG-TERM OUTCOMES WITH A SUSTAINABLE FUTURE POSITIONING.

This new multi year program offered through the RAF Boost Funding received over 5 x the funding allocation. 32 Renewal projects were selected at a value of \$3,525,218.82.

Sample of Projects included:

- Kimberley Aboriginal Law and Culture Centre, WA
- Julalikari Council Aboriginal Corporation, NT
- Umbrella Studio Contemporary Art, QLd
- Terror Australia’s Readers and Writers Festival, TAS
- Arts Mildura, Vic

A REGIONAL STRATEGIC FRAMEWORK

KEY PRIORITIES

Renewal Grants by Need

	APPLICATIONS SUBMITTED	APPLICATIONS APPROVED	FUNDING REQUESTED	APPROVED FUNDING
WA	15	4	\$1,341,228	\$350,000
VIC	20	5	\$2,500,000	\$624,650
TAS	18	2	\$2,160,000	\$240,000
QLD	28	4	\$4,200,000	\$600,000
NT	9	2	\$1,080,000	\$240,000
NSW	23	7	\$2,621,200	\$668,088
	113	24	\$13,902,428	\$2,722,738

CASE STUDY - FASHION & TEXTILES

Dunjiba Fashions case study from Dunjiba Community Arts, SA demonstrate this success.

In this two-week Dunjiba workshop series, artists were engaged in textile skills development, artwork creation and enterprise development. The production of a designed-in-Dunjiba textile clothing range and accessories created direct employment and training opportunities for remote artists and dynamic engagement of the Dunjiba community, providing employment pathways in the recovery from the impacts of COVID-19.

Designed by and for the community, Dunjiba Fashions was a celebration of Dunjiba; a contemporary clothing capsule of sportswear and bush skirts blazoned with vibrant textile patterns designed by artists within Ku Arts workshops over 3 years. The Dunjiba Fashions project brought into light these unparalleled designs; from fabric samples, patternmaking to production, photography and documentation. The Dunjiba Fashions project centres on realising community ambitions in contemporary textile and fashion design.



In community photoshoot - Kasia Tons, Textile Facilitator with Jasmine Nelson and Melissa Stewart

A REGIONAL STRATEGIC FRAMEWORK

KEY PRIORITIES

Outcomes

- realisation of a community-led fashion range, 'Walking in Dunjiba', that celebrates the uniqueness of the remote Dunjiba Community,
- delivery of an in-community workshop with textile artist Kasia Tons in fashion and textile design and fine-art fashion accessory creation.
- supported artists to connect with Copyright Agency for education around artwork licensing to make informed decisions around their artworks, resulting in artists being paid through Copyright Agency agreements for their designs.
- completion of fashion photography within community. This was a celebratory and positive experience for those involved, including artists, family and friends who enjoyed seeing the resulting photos.
- artists paid for their designs and see their clothing range become a reality through production with the Social Studio in Melbourne.
- Featured in 'Country to Couture' Fashion Show in Darwin, with the range making its first debut in August 2021 on the Darwin catwalk, resulting in media coverage and requests to purchase clothing samples.
- Featured in Marie Claire and Vogue magazines!

The project was delivered in Oodnadatta (Dunjiba) SA, electorate: Grey, MM 7



DUNJIBA FASHIONS visual report

An example of links:

Country to Couture | <https://www.ifp.org.au/country-to-couture/>

National Indigenous Fashion Awards | <https://nifa.com.au/>

Australian Wool Innovation | <https://www.wool.com/>

A REGIONAL STRATEGIC FRAMEWORK

KEY PRIORITIES

We recommend a Strategic Partnership Initiative that connects industries from a cross sector EOI program designed to build strategic partnerships across several years



3: FUTURE INFRASTRUCTURE SCHEME – DIGITAL CONNECTIVITY

THE 'DIGITAL DIVIDE' PRESENTS SIGNIFICANT ISSUES WE NEED TO CONTINUE TO ADDRESS. DURING COVID THE 'PIVOT TO DIGITAL' TO GENERATE ON-LINE SALES AND CONNECTION WITH AUDIENCES HAD BEEN SIGNIFICANT. WE HAVE SEEN AN INCREASE IN ACCESSIBILITY BOTH IN REGIONAL ARTISTS AND ORGANISATIONS INCLUSION IN WEBINARS AND SEMINARS AND ARTISTS ABLE TO ACCESS ONLINE AUDITIONS AND RECORDING OPPORTUNITIES. WE HAVE ALSO SEEN REGIONAL AUDIENCES ENJOYING INCREASED ACCESS TO ONLINE CONTENT FROM GALLERIES, CONCERTS, THEATRES NATIONALLY AND INTERNATIONALLY. NONE OF THIS CAN BE LOST.

To be effectively equipped for the advances, challenges and opportunities that will be part of our future, a targeted future infrastructure scheme will support robust digital infrastructure and local technical knowledge.

The scheme ensures infrastructure and training that will enable regional and remote communities to integrate communication platforms with content creation and audience development. Embedding the expansion of digital literacy that are desired by communities will effectively drive engagement across communities and industries in regional and remote Australia.

The scheme would support and integrate:

1. Connectivity
2. Digital infrastructure (software and hardware),
3. Education pathways & training

We recommend a scheme that supports adequate digital infrastructure (software and hardware), education pathways and training to the creative sector across regional Australia.

A REGIONAL STRATEGIC FRAMEWORK

KEY PRIORITIES

4: PLACED BASED INVESTMENT – ENTERPRISE & INNOVATION THROUGH AN INCREASE TO THE ANNUAL REGIONAL ARTS FUND (RAF)

THE REGIONAL ARTS FUND (RAF) CONTINUES TO BE ONE OF THE MOST SUCCESSFUL AVENUES FOR DELIVERING TARGETED PROGRAMS THAT ARE DEVISED BY, AND WHICH MEET THE NEEDS OF, REGIONAL AUSTRALIAN COMMUNITIES. THE DEVOLVED FUNDING MODEL, DELIVERED THROUGH RAA’S REGIONAL PROGRAM ADMINISTRATORS, CONTINUES TO BE ONE OF THE MOST SUCCESSFUL MEANS OF DELIVERING TARGETED CULTURAL PROGRAMS IN REGIONAL, REMOTE AND RURAL AUSTRALIA.

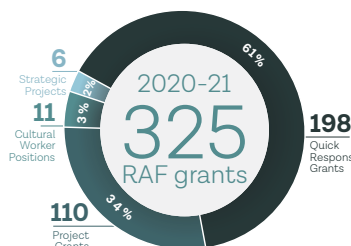
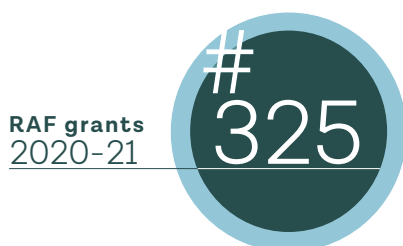
Place-based programs seed longer-term cultural and economic sustainability, boosting local capacity, increasing accessibility and engagement. Investment in regionally-led and land-based programs such as those supported through the RAF provide timely support to regions, industries and communities.

A focus on enterprise and innovation supports - *telling and celebrating Australian stories* across art forms and across landscapes builds on this success and is future focused.

RAF CASE STUDY

Through the annual RAF in 2020-21, a total of \$3,082,599.36 in funding was allocated to 325 projects across all states and territories. The size and scope of projects differs, depending on the funding stream. There were four streams: Project Grants and Quick Response Grants, Cultural Worker Positions and Strategic Projects. The distribution of funds across these streams is outlined in the table below:

Program	# grants	%	\$ amount granted	%
Quick Response Grants	198	61%	\$ 557,520.16	18%
Project Grants	110	34%	\$ 1,817,083.20	59%
Cultural Worker Positions	11	3%	\$ 330,000.00	11%
Strategic Projects	6	2%	\$ 377,996.00	12%
	325		\$ 3,082,599.36	



A REGIONAL STRATEGIC FRAMEWORK

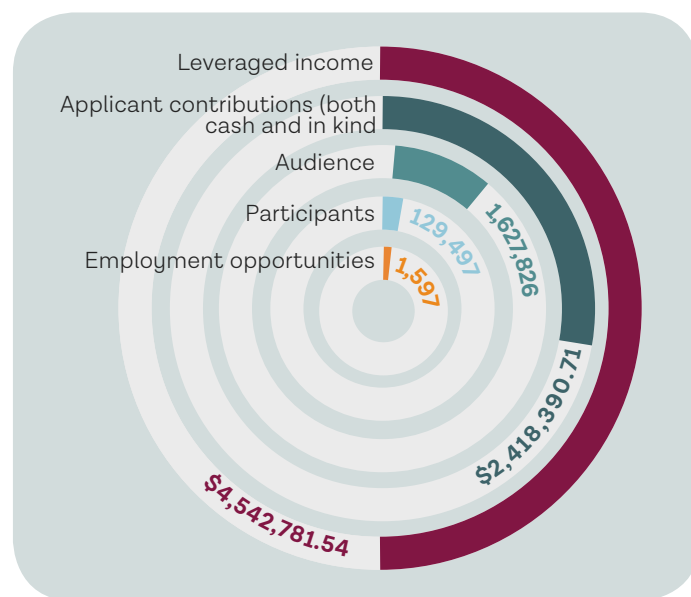
KEY PRIORITIES

The RAF objectives are focused on sustainable cultural, social and economic development, community and audience engagement, and professional development opportunities for artists and arts workers.

All RAF projects must benefit regional people and places and must align strongly with the objectives.

In 2020-21 RAF projects are estimated to have generated:

- Applicant contributions (both cash and in kind) \$2,418,390.71
- Leveraged income \$4,542,781.54
- Participants 129,497
- Audience members 1,627,826
- Employment opportunities 1,597



Demand for the Regional Arts Fund is higher than ever with some jurisdictions seeing an almost 70% un-met need and demand across applications.

Programming that positions community participation and the distinctive assets of their regional localities at the heart of reactivation. Designed to unlock the cultural ambition and potential of regional Australia.

We recommend an increase to the RAF through an enterprise and innovation program that supports place-based programs that seed longer-term cultural and economic sustainability, boosting local capacity, diversifying audience engagement, increasing accessibility and connection. Investment in innovative approaches and new types of programming within existing areas of strength would make cultural and creative activities more **accessible to all Australians**.

A REGIONAL STRATEGIC FRAMEWORK

KEY PRIORITIES

5: CORE FUNDING TO REGIONAL ARTS AUSTRALIA

AS THE NATIONAL VOICE FOR ARTS IN REGIONAL AUSTRALIA, RAA SUPPORTS HIGH QUALITY PRACTICE THROUGH PROFESSIONAL DEVELOPMENT OPPORTUNITIES AND CROSS-SECTOR PROJECTS. AN INVESTMENT OF \$250,000 A YEAR (\$1 MILLION OVER 4 YEARS) AS CORE FUNDING TO REGIONAL ARTS AUSTRALIA WILL ENSURE RAA CAN CONTINUE TO BRIDGE A CULTURAL AND GEOGRAPHIC DIVIDE BY RESPECTING AND VALUING CONTEMPORARY REGIONAL PRACTICE ACROSS THE NATIONAL REGIONAL LANDSCAPE AND REGIONAL, RURAL AND REMOTE COMMUNITIES.

RAA is committed to maintaining strategic, collaborative relationships for the benefit of arts and creative practice across the country. To facilitate opportunities that strengthen artistic and creative practice and to increase the access and participation of artists and organisations working in regional communities.



CHANGING THE NARRATIVE

- **Providing a space to conduct dialogue between practice and experience, between people and communities, between creative and regional industries**
- **Many stories, Many conversations, Many collaborations, Many opportunities**
- **The relationship between the economic, the social and cultural, the ideological is paramount to a future arts and creative sector**

A REGIONAL STRATEGIC FRAMEWORK

RECOMMENDATIONS

An investment in the RAA Regional Strategic Framework provides the mechanism for programs and initiatives to be delivered nationally while being responsive to local needs. Regional Arts Australia and the Regional Arts Fund provide the government with a direct, cost effective and fiscally responsible means to boosting innovation within the national cultural ecosystem. We offer a tested, rigorous, competitive national process that prioritises effective and responsive support.

GROWING CREATIVE INDUSTRIES THROUGH REGIONAL INVESTMENT & INNOVATION - AN INVESTMENT OF \$20M

- Multi Year Regional Core Funding - Operational Support (\$3M <)
- Strategic Partner Initiatives - Connecting Industries (\$3M<)
- Future Infrastructure Scheme - digital connectivity (\$2m<)
- Place Based Investment - Enterprise & Innovation through the Regional Arts Fund (\$2M)
- RAA Core Funding (\$250k / annum)

VALUE FOR MONEY

RAA has demonstrated a 22-year history of responsibly managing the Regional Arts Fund. We inherently understand how to use partnerships to leverage support, how to create programs that have specific outcomes that support the sector in a cost effective way.

From June 2021 we will have collated a five-year data set and will be in a position to present this information and display artform activity across regional Australia. As the national voice for arts and culture in regional Australia, Regional Arts Australia's role is one of a connector, joining the dots and facilitating the exchange.



A REGIONAL STRATEGIC FRAMEWORK

RECOMMENDATIONS

IN CONCLUSION

WE RECOGNISE THAT REGIONAL AUSTRALIA IS NOT A HOMOGENOUS PLACE. INVESTMENT IN A STRATEGIC FRAMEWORK WILL PROVIDE VALUABLE, REGIONALLY-LED AND INDUSTRY-LED PROGRAMS AND PROVIDE TIMELY SUPPORT TO REGIONS, INDUSTRIES AND COMMUNITIES.

An investment in RAA's Regional Framework will be future positioning and while increasing creative activity across regional, rural and remote Australia through multi-artform, cross-industry and multi-location projects importantly connects a vibrant regional ecosystem.

Regional Arts Australia's guiding principle is that 'place' is central to creative practice. It provides profound practical and emotional links between the economies and synergies of artistic and cultural practice. As an organisation and a network we can respond in an agile and nimble manner. Our delivery record managing the RAF demonstrates best practice, reliability and transparency. This has been demonstrated in our management of an additional \$10M RAF Boost in 2020 & the Cultural Tourism Accelerator in 2021.

We support our industry colleague's submissions and see it as essential that we work together to support the arts and creative industries across a whole of ecology approach.

We would be happy to discuss this submission and welcome the opportunity to provide further information.

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