

Prepared by the Arts Industry Council of South Australia

DRAFT

Adelaide 2055

Transforming a creative breeding ground
into a city of sustainable arts and culture

A Vision for South Australia's Future
Powered by Culture, the Arts and Creative Industries

**ARTS INDUSTRY
COUNCIL OF
SOUTH AUSTRALIA**

*an independent
voice for the arts*



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Culture and the arts

Creating a better future for South Australia

“Creativity is central to Australia’s economic and social success: a creative nation is a productive nation”

Creative Australia,
Australia’s National Cultural Policy 2012

South Australia has a history of creativity and enterprise. We are proven innovators, creative leaders and visionaries.

Adelaide 2055 is a vision for our artistic and cultural life in the 21st century. It puts culture, the arts and creativity at the centre of our success.

South Australia has been a notable initiator of activities in the arts and cultural industries, including activities that we, and cities that followed in our footsteps, now take for granted. Our achievements include the creation of a national cinema, youth arts and theatre for young people, and over a dozen festivals.

Acknowledging these achievements, we recognise that we must become better at turning what we have – and will continue to initiate – into a sustainable arts and culture sector, that is embedded in society and drives social and economic change.

We must do this knowing that change will continue. Technology will connect people in new ways, life will be more complex and the knowledge economy will grow. We need to be smarter about planning for the future to make sure our society is productive, safe, equitable and healthy.

As a state, we are well positioned to take advantage of our size, unique history and creative enterprise to build a future for ourselves and our children that can serve as an example to the world – a future in which we are locally inspired, internationally admired and globally connected.

Why culture and the arts?

“Throughout the 21st century, national creative capacity will continue to be central in driving Australia’s productive capability... creative talent and design thinking need to be at the heart of our innovation, technological development and national economic growth.”

Introduction to Creative Australia,
Australia’s National Cultural Policy 2012

The fruits of creativity are all around us. The work of creative minds is evident, not just in theatres, galleries and concert halls, but in the music we hear, the clothes we wear, and the buildings that frame our horizons.

The arts help us understand ourselves and others, they are initiators and carriers of ideas, they help people heal, and charge life with meaning. That’s why they’re critical to navigating our future.

There is also abundant evidence that cultural activities and industries contribute to economic growth – through exports, tourism, the development of support industries and multiplier effects.

There’s growing evidence that an education in the arts leads to better academic achievement and higher graduation rates.¹ In other words, integrating the arts and education makes us smarter as a society.

The arts challenge, inspire and nourish our cultural expression. They make South Australia a richer, better place.

In late 2014, nearly 200 members of South Australia’s arts community came together to talk about the future. They envisioned a city and a state with an enterprising future powered by culture, the arts and creative industries.

South Australia's unique advantage

We have a strong arts and cultural history, underpinned by experienced leadership in arts education, festivals, craft, design, film, music, experimentation, aboriginal heritage and audience development.

South Australia is a great place for children and families to live. It's a place where intellectual capital has a special value. It has vibrant and progressive institutions in both education and the arts.

The demography and geography of our state and its capital city are well suited for people to make and maintain connections. Where in bigger cities the size of the population and the spread of creative industries encourage dispersal and separation, in Adelaide creative communities know each other, organisations can work together more easily, networks are more readily formed and sustained, and collaboration occurs more naturally.

South Australia is uniquely positioned to develop the interconnectedness necessary to deliver this vision.

The Vision



South Australia's creative communities share a vision in which culture, the arts and creative industries play a stronger and more vital role in the state's future. They see the arts as an intrinsic part of its character, economy, and appeal.

The following is our Vision for the Arts in South Australia in 2055

It is a vision of the arts becoming embedded across the whole of life, especially in our education system, influencing technology and science, encouraging innovation, improving our health and wellbeing, our society, and care of our natural environment. It is a vision of lively and inspiring activities and opportunities for the whole population to enjoy.

The arts work in all these areas, and opportunities for innovation and development are limitless.

South Australia is well-placed to lead in creative innovation, as we have in previous decades.

Art forms and industries are already interconnected in many ways and it's easy to take these connections further by developing and retaining intellectual capital.

Artists have the ability to see and think differently and this has vast application across all sectors of society and the economy.

The Vision



2055: Innovation is nurtured and celebrated

Immersive visual experiences, projections, new media, gaming, graphic novels, flash-mobs, Photoshop – none of these existed 40 years ago, and we can't know what new kinds of art may emerge in the next 40 years. But we do know that technology's influence is irresistible and that its relationship with the creative arts continues to evolve.

Hybrid art forms will be the norm, as the boundaries between visual art and music, circus and theatre, graphic design and story-telling and traditional industries continue to blur.

Our successful makers, producers and presenters of art will be flexible and connected enough to see new possibilities, to enter new territories, and embrace new audiences. It won't just be lovers of the arts who seek out and enjoy cultural experiences – everyone will have greater access to a broader range of creative work through broadcast and social media, and public events in welcoming and versatile venues and precincts.

Art and performance, music and spectacle will infuse all places including workplaces, museums and public spaces. These art forms will continue to bring people to our theatres, galleries, cinemas, open spaces and concert halls along with new, immersive, imaginative and alternative venues and platforms.

The Vision



2055: Creativity at the centre of our economy

“We have the makings of a broad-based economy given our current evolution from reliance on a traditional manufacturing and agriculture base by adding new value-add industries and knowledge intensive services”

Raymond Spencer
Chair, Economic Development Board of SA 2011

South Australia’s economic future is the subject of intense analysis and speculation. The Committee for Economic Development of Australia set out “Ten Top Identified Actions” in *Shaping the Future of South Australia* (2014).² Culture and the Arts can play a valuable part in many of them – from ‘increasing skilled and business migration to South Australia’, to ‘strengthening linkages between businesses, universities, research institutions and Government to drive innovation’³.

Society is more than just the economy, and the arts should not have to be justified in wholly economic terms.

Cultural industries and the arts contribute to the state economy in their own right – bringing benefits to architecture, education, business innovation, health-care and many other areas of life. They have a positive effect on the social, cultural and economic wellbeing of the state and its people.

Cultural industries in South Australia account for 2.8% of total employment – about half the national average. Many people now agree that with manufacturing, mining and agriculture playing a diminishing role in our economy, the state’s future lies with the introduction of new value-adding industries and knowledge intensive services. The way to ensure this over the next 40 years is to actively support the development of a connected, creative society, especially through the arts, cultural entrepreneurship and education.

The Vision



2055: Our artists play to the world

Small business makes up much of South Australia's arts industry and will be key to the state's future growth. Fostering creativity, attracting creative minds and providing opportunities for adventurous and innovative projects will pay global dividends.

If we develop entrepreneurial skills and business acumen in training programs for our artists and cultural workers, they will be able to build business models that promote sustainable growth. This will be furthered by the development of local, national and global partnerships.

South Australia already exports its art and culture to the world. In the performing arts, it has no less than three professional theatre companies dedicated to performing for young audiences. These companies regularly tour America, Europe and Asia, winning critical acclaim for producing some of the world's best theatre for children. Our contemporary musicians are world-renowned; our movies are seen everywhere; and our dance, theatre, visual arts and crafts are all being exported.

Our festivals continue to grow at above the national average and provide brand, wealth and cultural exports for our state. The Festival City has been reinvigorated through the shared experience of audiences, artists and the wider industry.

In a newly mobile and connected world, exports will reach even further. The internet allows us to share our IT-based creativity with people anywhere, instantly, so there are tremendous opportunities for exporting our screen-based arts and services, our music, our design, our festivals and our ideas. Education itself is now a major earner, and a strong connection with the arts will provide a competitive advantage, which will be valued worldwide.

The Vision



2055: A home for artists and creative thinkers

A vibrant city cannot be created by decree.

This vision can only be realised through a critical mass of creative people.

Cities around the world have placed artists at the centre of their regeneration. The best way to ensure that Adelaide and South Australia have the critical mass to allow creative industries to flourish is to make sure there are plenty of artists living here.

That means encouraging our creative professionals to continue to work here, as well as attracting other artists and ensuring that artistic practice is an integral part of our community.

Adelaide needs to be competitive to retain and attract artists and other cultural workers, given its small population compared to other artistic centres. If Adelaide has the best festival platforms; the best teachers and training for artists; if it has the best artists working here; if there are opportunities for graduates to pursue their ideas and set up new enterprises – they'll come to South Australia and stay.

It has been said⁵ that if 20 of the best artists in their fields were to work and teach in Adelaide, that would be enough to attract an increasing cohort of high quality artists and students. Lively, creative cities also attract other kinds of intellectual capital – thinkers, academics, leaders, innovators. Such people would be a dynamic force for enterprise in all spheres of life.

The Vision



2055: Leaders in Arts and Education

South Australia recognises the value of education – both as a way of ensuring a head-start for coming generations and as a lively industry that contributes to the economy.

Forty years ago the state became a leader in arts education. We placed high value on the arts as a tool for developing cognitive abilities and social awareness. The state's arts organisations put education high on their priorities, working with the education system to make arts education rich and relevant.

Recent longitudinal studies in Adelaide's sister city of Austin, Texas,⁶ show that engagement with the arts in middle and senior school years leads to better results for students in maths, science and social studies with higher graduation rates and fewer drop-outs.

The arts make us smarter.

South Australia has a heritage of progressive education in the arts and has several further attributes that support an arts and education development agenda: its modest size and interconnected-ness; world-class touring theatre companies for young people; numerous arts activities, including an arts festival for children; a state-owned Centre for Youth Arts; and comprehensive artist training colleges.

We see a long-term vision for the city and the state that has at its heart a collaborative nexus between education and the arts. It's a vision of South Australia as a magnet for artists, students and intellectual capital; a home for creative industries; and a leader in creative knowledge sources, with a reputation for valuing the contribution of the arts to education and embedding them across the community.

The Vision



2055: A network of exceptional cultural spaces

Cultural infrastructure
– our theatres,
galleries, museums,
halls and event spaces
– are much more than
places to house artistic
and cultural activity,
they help create it.

Imagine London, New York and Paris without their galleries, theatres, moving image screens and other places to make and experience the arts and culture.

Without first-rate cultural infrastructure artists will move elsewhere, visitors will stay away and professionals who drive the knowledge economy will not choose to live here.

As hundreds of case studies have shown, cultural infrastructure can revitalise cities and towns, and give rise to whole precincts of creative energy and productive enterprise.

Organisations that run cultural institutions develop programs to fill them. They create cultural enterprises themselves, support local artists and enable successful festivals. They make exciting things happen.

South Australia's future needs to see the expansion of museums and galleries, with lively, interactive programs, as well as new spaces, integrated within city hotspots.

Hubs and spaces for co-working and presenting all art forms will develop through rejuvenation projects and well-considered investment.

In regional and suburban areas, local governments will provide suitable showcases for touring events and versatile community centres designed to develop people's active engagement in the arts.

The Vision



2055: Organisations to bring great art experiences to more people

Clear aims and careful nurturing of the creative ecosystem will deliver results.

The organisational infrastructure of the arts and culture is just as important as its physical infrastructure. Our cultural landscape includes hundreds of organisations: from large statutory authorities, not-for-profit companies and collectives to small private enterprises. Some operate venues or manage collections; some produce artistic works; some organise festivals; some provide administration, marketing or technical support; and some do many of these things.

It is the range and sustainability of these organisations that determines the vitality of the arts – without them the work of artists cannot make it onto the page, stage, screen or street and cannot reach its audience.

To thrive over the next 40 years the organisations that comprise our cultural landscape must be encouraged and supported.

Emerging artists and entrepreneurs need opportunities to establish new ventures, and major organisations need to be encouraged to engage with the wider industry and beyond.

Adelaide 2055 sets out a flexible strategy that will support investment, development and stability in the creative arts sector.

The Vision



2055: Financial sustainability

“Don Dunstan⁷ believed the arts to be inseparable from community wellbeing and therefore state involvement”

Dino Hodge⁸

Any activity or enterprise has to be financially sustainable to keep going, and activities in culture and the arts are no exception.

Arts organisations, companies and projects gain income from myriad sources: sale of artworks; ticket sales; fees for service; commercial activities; government programs; corporate sponsorship; and philanthropy. They, like any business, are involved in the difficult task of balancing income against the cost of creating, producing, presenting and promoting their work.

Very few artists or organisations rely on a single source of income, so their work must be busy and varied enough to provide a viable living. A lively arts and cultural scene of sufficient scale, breadth and quality will allow artists to forge a life and career in South Australia. With a critical mass of arts activity embedded across the state, an integrated mix of income becomes possible, helping to achieve sustainability and sometimes self-sufficiency for artists and organisations.

While commercial viability is achievable in some areas of cultural activity, the arts generally rely on additional support to survive or flourish, and much of this is provided by the whole community through government. Such support is universally acknowledged as vital for community prosperity and wellbeing. Investment in the arts pays dividends economically, socially and culturally

Not the last word

Adelaide 2055 is just the beginning of the conversation.

With an achievable vision of wide-ranging benefits, it's not hard to take the ideas further and involve more people in realising them.

The next step requires policy-makers, supported by the arts community, to understand and accommodate this vision and what it offers.

The vision can form a bi-partisan foundation for developing far-sighted policies for culture, the arts and creative industries, but also education and other portfolios, across all levels of government.

Your feedback is important. Please provide your comments – you may wish to be anonymous, or not.

**I WANT TO GIVE
FEEDBACK NOW** 

aicsa.net.au/adelaide2055feedback

This publication was prepared by the Arts Industry Council of South Australia with consultant Andrew Bleby in 2015. The vision and ideas were provided by about 200 members of South Australia's arts and cultural industries through a series of workshops and consultations.

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PO Box 10334, Adelaide BC 5000 SA
info@aicsa.net.au

www.aicsa.net.au

1 "Arts are Associated with Positive Academic Outcomes"
A 2014 study conducted in Adelaide's sister city Austin, Texas by the Texas Cultural Trust and its partners MINDPOP, E3 Alliance, and Austin ISD.

See also <http://mindpop.org/about/what-value-arts-classrooms/>

2 Shaping the Future of South Australia report prepared by KPMG with the Committee for Economic Development of Australia (August 2014).

See http://economicdevelopmentboardsa.com.au/wp-content/uploads/2013/06/2014_08_12-Shaping-SA-A-summary-of-the-Top-10-Identified-Actions.pdf

3 Top Ten Identified Actions:

- Create a vision for South Australia
- Improve South Australia's inbound and outbound trade
- Reduce the burden of regulation to drive economic growth
- Unlock funding to grow South Australian Businesses
- Strengthen linkages between businesses, universities, research institutions and Government to drive innovation
- Create roundtables for South Australia's strategic growth industries
- Skill our business leaders to grow globally competitive businesses
- Commercialise more intellectual property
- Maximise the effective use of South Australia's existing infrastructure
- Increase skilled and business migration to South Australia

4 Figures quoted from Service Skills SA

<http://www.servicesskillssa.com.au/industry/arts-creative.html> and 'Australian Creative Economy Report Card 2013' by the ARC Centre of Excellence for Creative Industries and Innovation (CCI) http://www.cci.edu.au/Creative_Economy_report_card.pdf

5 Arts Industry Council members' discussion

6 "Arts are Associated with Positive Academic Outcomes"
Op. Cit.

7 Former South Australian Premier Don Dunstan, the man credited with kickstarting South Australia's cultural maturity in the 1970s.

8 Dino Hodge, 'Don Dunstan – Intimacy & Liberty' Wakefield Press 2014 Introduction.