

The Hon Jay Weatherill MP
Premier, Treasurer, Minister for State Development,
Minister for Public Sector, Minister for the Arts
GPO Box 2343
Adelaide SA 5001

2013/14 State Budget Submission

The Hon Chloe Fox MP
Minister Assisting in the Arts
GPO Box 1533
Adelaide SA 5001

Tuesday 12 March, 2013

Dear Premier and Minister Assisting in the Arts,

The Arts Industry Council of South Australia (AICSA) is *an independent voice for the arts*, representing a membership base that includes peak arts organisations, flagship arts companies and individual practitioners. The AICSA represents over 1500 of the State's arts and cultural organisations and independent artists.

In making this 2013/14 budget submission the AICSA acknowledges recent increases in State government funding to support the growth of arts festivals, exhibitions and events. This strategy is consistent with promoting South Australia as the Festival State, the Vibrant City agenda, the new Brand South Australia, and building the reputation of Adelaide and South Australia as a culturally exciting destination.

Government investment in high profile venues, facilities and locations such as the Adelaide Festival Centre, Riverbank, Entertainment Centre and South Australian Film Corporation is progressing some of the infrastructure required to support the growth in festivals and other arts activities.

The AICSA highlights three key areas that need to be addressed in the 2013/14 arts budget.

1) Investment in the small to medium arts sector

The small to medium arts sector in South Australia has its 'back to the wall' as the implementation of Arts SA savings targets coincides with a contraction and re-positioning of Australia Council funding. The reduction in support from State and Federal funding partners is a 'double whammy' impacting on the future of a number of well-respected and high profile companies. It will also have serious flow on effects such as loss of employment for artists and more pressure on the limited funds available for project grants. A healthy small to medium arts sector is crucial for sustainable career pathways in the arts. Future leaders of large arts organisations often learn their craft by first working for smaller organisations. These issues were raised at the South Australian Performance Makers forum in 2012 and at other industry consultations. The AICSA Creative Futures 2013 research project with Service Skills SA found that South Australia has an older arts and creative workforce than other states. This finding highlights the importance of skills development, investment in training and succession planning in the context of an ageing arts and creative workforce.

Recommendation: \$2 million increase in funding for the small to medium arts sector

2) Allocating funds to the “makers” of art to support growth in creativity

The arts and creative industries are growing as significant contributors to the State and National economy. Professor Stuart Cunningham reports that creative professionals now outnumber mining sector employees three to one and those of agriculture, fishing and forestry two to one. The Adelaide Festival of Arts, Womadelaide and the Adelaide Fringe have benefited from a doubling of activity levels through becoming annual events. Festivals Adelaide representing ten major arts festivals recently reported a combined return to the community of approximately \$5 for every \$1 of government funding and that festivals generate an extra \$62.9 million in extra economic activity for the State. Festivals Adelaide executive officer Tory McBride said that she expected to see “exponential growth” in the future (Advertiser, 23 February 2013).

The contribution of the South Australian makers of art - the flagship creative arts companies and artists, are less well documented in terms of economic impact and national status. A very positive outcome occurs when the growth in festivals provides uplift for all of the South Australian arts makers. A potential downside occurs if there is loss of local content, exhibition, earned income, subscription and attendance for South Australian arts makers due to under-funding of local production and increased competition from imported arts product. For example, State Opera director Tim Sexton recently voiced concerns about the impact of the annual festival programs on State Opera access to suitable venues and the need for companies to program around the drop off in public spending that occurs in the economic shadow of the March arts spend (Advertiser ?? February 2013). Activity throughout the year is an indicator of sustainable arts practice.

Recommendation: Investigate the economic and artistic contribution of the arts “makers” in the context of South Australian annual festival programming.

3) Development of arts venues as centres for creativity

The recent South Australian Performance Makers Forum 2012 highlighted the need to invest in quality smaller scale spaces and funding for local content. (The funding of quality content supported by appropriate infrastructure is a principle that applies across all art forms including film, digital media and the visual arts). The 2010 Theatre Spaces and Venues audit by Elizabeth Raupach also emphasised the need for ongoing investment in venues as centres for creativity, for the making art and for makers to engage in the artistic process.

Recommendation: A curated performance space with a budget dedicated to the presentation of new South Australian work.

Recommendation: Upgrade the Queens Theatre.

Investing in the arts and creativity is a task for the whole of government requiring a coordinated approach that will continue to develop our imaginative capacity in South Australia. It is also a cooperative task for all of the stakeholders in the arts. We hope that the arts will receive positive attention from Treasury in the 2013/14 budget.

ARTS INDUSTRY COUNCIL OF SOUTH AUSTRALIA

*an independent
voice for the arts*

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Yours sincerely,

Mr Phil Callaghan, Director, Ausdance SA (Co-Chair)

Ms Anne Marie Kohn, Program Manager, Visual Arts & Digital Media, Carclew (Co-Chair)

On behalf of the Committee, Arts Industry Council South Australia

Mr Gordon Andersen, Director, Three Reasons / Industry Development Officer, Music SA

Mr Daniel Randall, General Manager, Music SA

Mr Stephen Mayhew, Creative Producer Country Arts SA

Ms Lisa Philip-Harbutt, Director, Community Arts Network SA

Mr Rob Brookman, Chief Executive Officer / Producer, State Theatre of South Australia

Mr Chris Drummond, Artistic Director, Brink Productions

Ms Christie Anthony, Creative Director, Adelaide College of the Arts

Ms Megan Rainey, Executive Officer, Arts Industry Council of SA

Cc Alexandra Reid, Executive Director of Arts SA

Cc Jeff Andary, Director Arts Development & Planning, Arts SA