



CREATIVE SOUTH AUSTRALIA: A VISION FOR THE ARTS

Prepared by the

**ARTS INDUSTRY
COUNCIL OF
SOUTH AUSTRALIA**

*an independent
voice for the arts*





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Executive Summary

ABOUT ARTS INDUSTRY COUNCIL OF SOUTH AUSTRALIA (AICSA)

Arts Industry Council of South Australia (AICSA) is the state's independent, sector wide representative arts body. AICSA was constituted as an incorporated association in 1991 and receives no operational funding from the Government, and derives its support from the industry through member subscriptions, fundraising, sponsorship and donations.

AICSA is comprised of a voluntary committee of arts leaders from across all sectors of the arts with a mission to advocate for a sustainable and vibrant arts community in South Australia.

40 YEAR VISION CREATING AN ARTS INDUSTRY DRIVEN VISION FOR SOUTH AUSTRALIA

In November 2014, AICSA invited South Australia's creative community to a public forum at Adelaide Town Hall to develop a 40-Year Vision for the Arts. This initiative was driven by the fact that South Australia's vibrant arts scene functions without an overarching arts or cultural policy. With the 'Festival State' flourishing it is time to create a holistic arts charter across all creative practices.

Creative South Australia: A Vision for the Arts is the outcome of that public forum and encompasses the discussions, debates and dreams of the 200 arts representatives who attended the forum. The first stage has been the drafting of the document by AICSA with consultant Andrew Bleby. The document has undergone further drafts and discussion since that time with ongoing sector consultation ready for its final draft and release in 2017.

INDIGENOUS ARTS AND CULTURE

This Vision acknowledges that Indigenous arts practice and culture is fundamental to the future for arts in South Australia. It is anticipated that ***Creative South Australia: A Vision for the Arts*** will be augmented by forthcoming consultation and policy on Indigenous arts and culture to be undertaken by Arts South Australia. ***Creative South Australia: A Vision for the Arts*** recognises the importance for Indigenous artists to receive increased visibility and profile.

WHO IS THE VISION FOR?

This Vision is for the arts sector and attendees at the November 2014 forum to summarise and move forward the many issues discussed and debated. It is also for the Government of South Australia - to have insight into the over-arching views of the sector and to contribute to cultural policy. It is for investors, supporters and lovers of the arts who wish to embrace the arts sector and be part of an exciting and dynamic vision for the future.





THE KEY MESSAGES

South Australia's arts sector is positive about the future. **Creative South Australia: A Vision for the Arts** reflects a sense of optimism based on South Australia's history as a creative innovator and looks to a future that embraces the arts as both a force for community good and an economic driver. The city of Adelaide is on the international radar with the Telegraph UK comparing Adelaide to the dynamic US city Portland:

"Adelaide may be most known for its food and wine but culture runs a close second. The city is going through a dynamic, creative phase" and like Portland, "Both cities boast a small population, great coffee, a thriving indie music scene, craft beer, progressive citizens, environmental innovation and a strong creative class who are drawn to the area for its affordable rents."¹

Creative South Australia: A Vision for the Arts is structured in short chapters which outline the innovative history of the arts in South Australia and step through the fundamental building blocks of a successful arts and creative economy:

LEADERSHIP:

Adelaide is a city of firsts and has led the nation in embracing arts and culture as a core to the city's identity and international profile. South Australia has long been acknowledged as a leader in the arts and cultural industries.

OPPORTUNITIES:

South Australia is uniquely positioned to transform a creative breeding ground into a place of sustainable arts and culture.

INVESTMENT:

Government and private investment into the cultural sector helps to create jobs and strengthens the economy. Cultural activities and industries contribute to economic growth – through exports, tourism, the development of support industries and multiplier effects.

INNOVATION:

Artists are innovators, they test limits and boundaries and engage with emerging technologies to tell stories in new and exciting ways.

GLOBAL:

South Australia can be a centre for global exports of arts and culture. Investing in creativity, attracting arts leaders and providing opportunities for adventurous and innovative projects will pay global dividends.

RETAINING TALENT:

To continue to retain and attract artists and other cultural workers – given its small population compared to other artistic centres – South Australia must actively support and develop the best makers and creative innovators.

EDUCATION:

South Australia requires a long-term vision for the city and the state that has, at its heart, a collaborative nexus between education and the arts.

CULTURAL INFRASTRUCTURE:

With first-rate cultural infrastructure the quality and output of artistic work created will lift, audiences will grow, artists will move here, visitors will stay longer and professionals who drive the knowledge economy will choose to live here.

FINANCIAL SUSTAINABILITY:

With a critical mass of cultural activity embedded across the state, an integrated mix of income becomes possible, helping to achieve sustainability and self-sufficiency for artists and organisations.

ACKNOWLEDGEMENTS

AICSA thanks the arts community of South Australia for making this vision possible. The sector has given its frank and honest feedback in a united voice to ensure the sustainability and prosperity of the arts in South Australia.

We are delighted to present this vision as the first stage in an ongoing discussion with stakeholders, government, private investors, arts lovers and audiences.

We welcome feedback and comments which can be sent to info@aicsa.net.au.

Adelaide: A city of firsts in art and culture

In Australia, we expect and anticipate that our artists will exercise our freedom of expression and be fearless, take risks, and develop and present inspiring work across national and international borders. A culturally ambitious nation is confident and constantly striving.

Australia Council Strategic Plan 2014-2019



Since the 1960s, South Australia has an extraordinary history of creativity and enterprise. We are proven innovators, creative leaders and visionaries.

Since the establishment of the Adelaide Festival in 1960, South Australia has long been acknowledged as a leader in the arts and cultural industries. In particular, SA has led the way in arts programs that have striven to create social change and progress, and to making art accessible to every person.

We are a city of firsts. We were the cradle of the re-born national film industry which has told stories that helped shape the nation. We are the epicentre of festival culture in Australia, boasting over a dozen festivals, which

continue to draw artists from across the country and around the world and gain international attention.

We have led the creation of arts and theatre for generations of young audiences, which have embedded arts and creativity into our psyche.

A raft of key cultural organisations created by State Government in the early 1970s have provided SA with unique arts infrastructure - State Theatre Company SA, the JamFactory, State Opera SA have all developed strong identities and lead in the development of their particular art forms.

South Australia's unique advantage



Having a vibrant arts community is the reason to come and live here.

2055 Vision day, November 2014

South Australia is uniquely positioned to transform a creative breeding ground into a city of sustainable arts and culture.

Experienced and passionate leadership in arts education, festivals, craft, design, film, music, experimentation, Aboriginal heritage and audience engagement underpins our strong arts and cultural history.

South Australia is one of the best places in the world to live. A place where we value the enjoyment of life, time with our friends and family, strengthened by a unique sense of balance, fairness, honesty and tolerance. It's a place where intellectual capital has a special value and drives us to be vibrant and progressive.

The demography and geography of our state and its capital city make for incredible connections. In bigger cities the size of the population and the spread of creative industries encourage dispersal and separation. By contrast Adelaide's creative communities know each other, our organisations work together more easily, networks are

readily formed and sustained, and collaboration occurs naturally.

As a state, we are well positioned to take advantage of our size, unique history and creative enterprise to continue 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.

As the nature of funding and subsidy continues to evolve and our audiences become increasingly sophisticated our creative industries will embrace this evolution.

Now is the time for strong and strategic support for our creative and cultural industries as a key component in the life of our state and in forging the new economy.

Why culture and the arts?

Investing in the Canadian cultural sector helps to create jobs, strengthens the economy and ensures that the unique Canadian perspective is shared with the world. Newly elected Canadian Prime Minister Justin Trudeau, aims to invest nearly \$1.9 billion (\$1.85 AUD) over a five-year period in various cultural industries.

Canadian Federal Budget 2016

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, the mobile applications we use, and the buildings that frame our horizons. It is reflected in the books we read, the films we watch, and the history we tell.

That's because artists and creatives have the unique ability to see and think differently and we must continue to embrace and apply this across all sectors of society and the economy. Whether it is in our education system, influencing innovation in technology and science, improving our health and wellbeing, or caring for our natural environment, it is a vision of lively and inspiring activities and opportunities for the whole population to benefit from and enjoy.

There is growing evidence that an education in the arts leads to better academic achievement and higher graduation rates². Integrating the arts and education gives us the ability to explore ideas, use our imagination, take risks and expand our capacity to learn.

Cultural activities and industries contribute to economic growth – through exports, tourism, the development of support industries and multiplier effects.

But most importantly, as they have for thousands of years for Aboriginal Australians, the arts help us understand others and ourselves, they are initiators and carriers of ideas, they interpret and record, they help people heal, and charge life with meaning.

The arts underpin the rich diversity of culture and lifestyle that South Australians so enjoy and value.

That's why culture and the arts are critical to navigating our future.

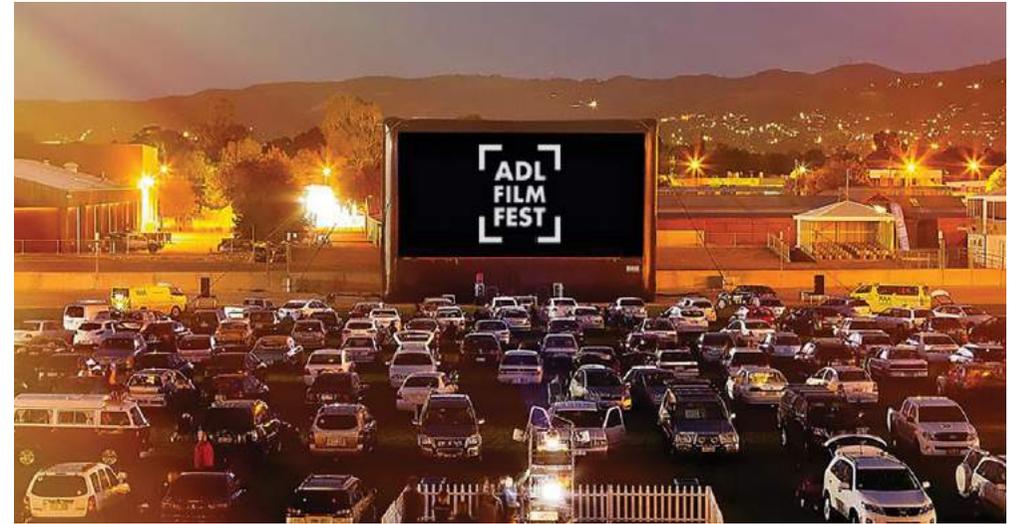
Innovation is nurtured and celebrated

Technology's influence is irresistible and its relationship with the creative arts continues to evolve.

Innovative hybrid art forms are now becoming the norm, the boundaries are disappearing between visual art and music, circus and theatre, graphic design and story-telling and traditional industries.

Our successful makers, producers and presenters of art are connected and see new possibilities, enter new territories and embrace new audiences.

It is not just lovers of the arts who seek out and enjoy cultural experiences – everyone, everyday accesses the huge diversity of creative work that artists and



creatives generate through broadcast and social media, public events and live performance in welcoming and versatile venues and precincts.

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.

While we can't know what new kinds of art may emerge in the next 40 years, what we can be sure of is that art and performance, music and spectacle will continue to infuse all places including workplaces, museums and public spaces.

Creativity at the centre of our economy

Our creative potential goes beyond Mad March – with arts and recreation services contributing a total of \$853 million to our economy in 2015-16. Adelaide is developing its reputation – but, as in some of our other key industries, we face a shortage of locally-grown talent.³

Make it big Adelaide, Deloitte

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)⁴. Culture and the arts can and should 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'.

Cultural industries and the arts contribute to the state economy by 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 (approximately half the national average for cultural employment)⁵ yet the cultural industries provide a significant

return on investment to our economy. In 2015, 1.7m people attended arts events in South Australia, generating \$96.8m in revenue⁶.

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 through the arts, cultural entrepreneurship and education.

Strengthening investment in the arts will see greater return to our state. The arts can play a central role in building and sustaining the South Australian economy of the future.

Our artists play to the world

Any civil society has a vibrant arts community. South Australia can be a great base for global artists.

2055 Vision day, November 2014

We see South Australia as a centre of global exports for arts and culture.

Fostering creativity, attracting creative minds and providing opportunities for adventurous and innovative projects will pay global dividends. Integrating entrepreneurial skills and business acumen in training programs for our artists and cultural workers, will enable them to build new and exciting business models that promote sustainable growth.

We already export our art and culture to the world. In the performing arts, our professional theatre, dance and youth theatre companies regularly tour America, Europe and Asia, winning critical acclaim.



Our contemporary musicians are world-renowned; our movies are seen everywhere; and our visual arts and crafts are all being exported. The internet allows us to share our online creativity with people anywhere, instantly. There are tremendous opportunities for exporting our screen-based arts and services, our music, our design, our festivals and our ideas.

Our festivals continue to grow at above the national average and provide brand, wealth and cultural exports for our state.

Not only do we take our work to the world but also through cultural tourism the world comes to us. International audiences come to South Australia to

experience our festivals, our unique infrastructure and spaces and vibrant local companies. Their visit to our state brings investment in both cultural and tourist dollars. Their experience is then exported to the world, enhancing our reputation as the nation's leader in arts and cultural practice.

In a newly mobile and connected world, our cultural exports will reach even further.

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.

2055 Vision day, November 2014

Given the small population - South Australia must actively work to retain and attract artists and other cultural workers. It must offer the best teachers and training; the best pathways in establishing and growing careers; the best funding and support; the best opportunities for graduates to pursue their ideas; encourage entrepreneurialism and incentives to establish new enterprises.

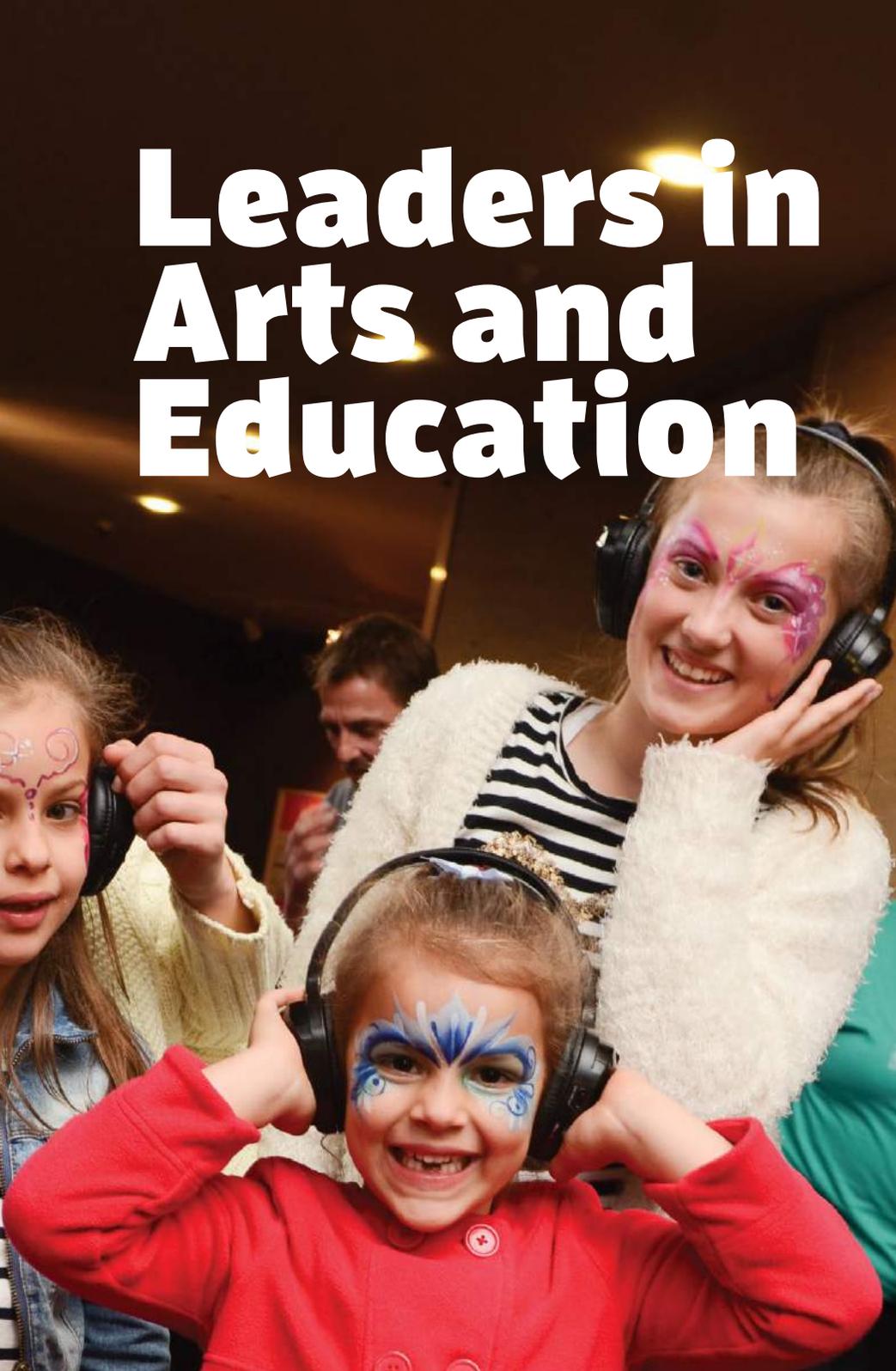
Lively creative cities become hubs. They become magnets for all kinds of intellectual capital - thinkers, academics, leaders, and innovators - world-class specialists. Such people are a dynamic force for enterprise in all spheres of life. Ideas generate capital.

A truly vibrant city can only be realised through a critical mass of creative people.

Cities like Adelaide must continue to place artists at the centre of their regeneration.



Leaders in Arts and Education



Begin at the beginning with arts education in the early years. Make it an essential part of learning. The arts make us smarter.

2055 Vision day, November 2014

Forty years ago our state became a leader in arts education like no other. We placed high value on the arts as a tool for developing cognitive abilities and social awareness. Our arts organisations put education high on their priorities, working with the education system to make arts education rich and relevant.

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

Recent longitudinal studies⁷ in Adelaide's sister city of Austin, Texas, 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.

South Australia has a rich heritage of progressive education in the arts and has several further attributes that support an arts and education development agenda: its modest size

and interconnectedness; 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 cutting-edge creative knowledge sources, with a reputation for valuing the contribution of the arts to education and embedding them across the community.

A network of exceptional cultural spaces

Arts and arts venues need to be integrated into urban planning.

2055 Vision day, November 2014

With first-rate cultural infrastructure artists will move here, visitors will stay longer and professionals who drive the knowledge economy will choose to live here.

Cultural infrastructure – our theatres, galleries, museums, halls and event spaces – are much more than places to house artistic and cultural activity. They are living spaces which create a culture of artistic discourse and inspirational audience engagement.

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. 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 .

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

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, mid-career artists need support commensurate with their worth and major organisations need to be encouraged to engage with the wider industry and beyond.

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

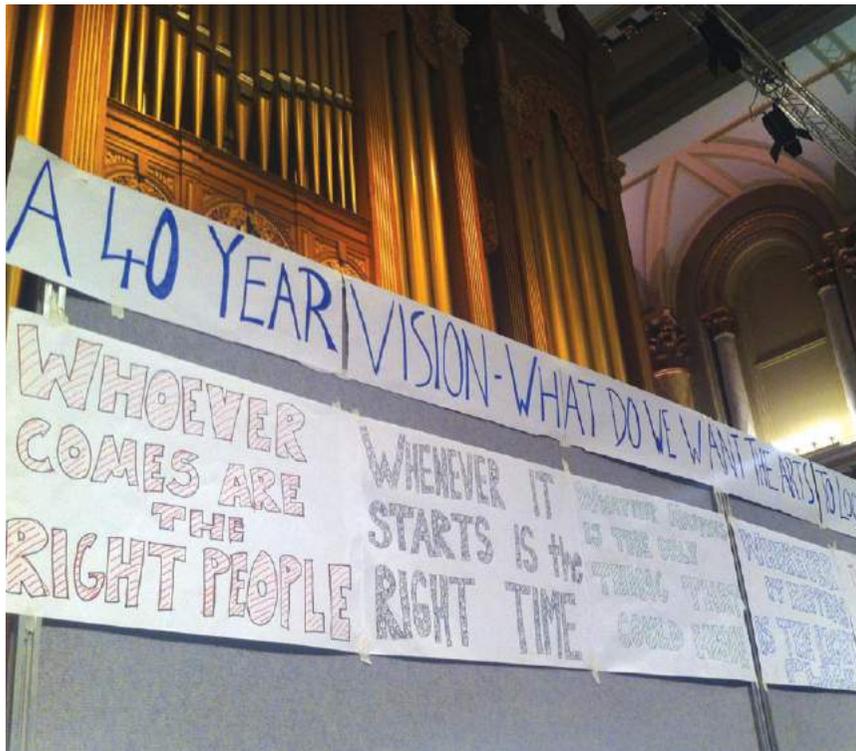
In regional and suburban areas, a range of diverse partners will provide suitable showcases for touring events and versatile community centres designed to develop people's active engagement in the arts.

Cultural infrastructure can revitalise cities and towns, and give rise to whole precincts of creative energy and productive enterprise.

Financial sustainability

Do we really understand the intersection between our creative and cultural assets and the impact on tourism, international education and the attraction of service industries? What investments would provide acceleration of this dynamic?

Make it big Adelaide, Deloitte



Artists, arts organisations and companies 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. 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 cultural 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.

Investment in the arts pays dividends economically, socially and culturally. Such support is universally acknowledged as being vital for community prosperity and wellbeing.

Not the last word

In 2055 the arts will be so highly in demand and art will be so valued that there will be a demand for more artists!

2055 Vision day, November 2014

Creative South Australia: A Vision for the Arts 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 sector, but also education and other portfolios, across all levels of government.

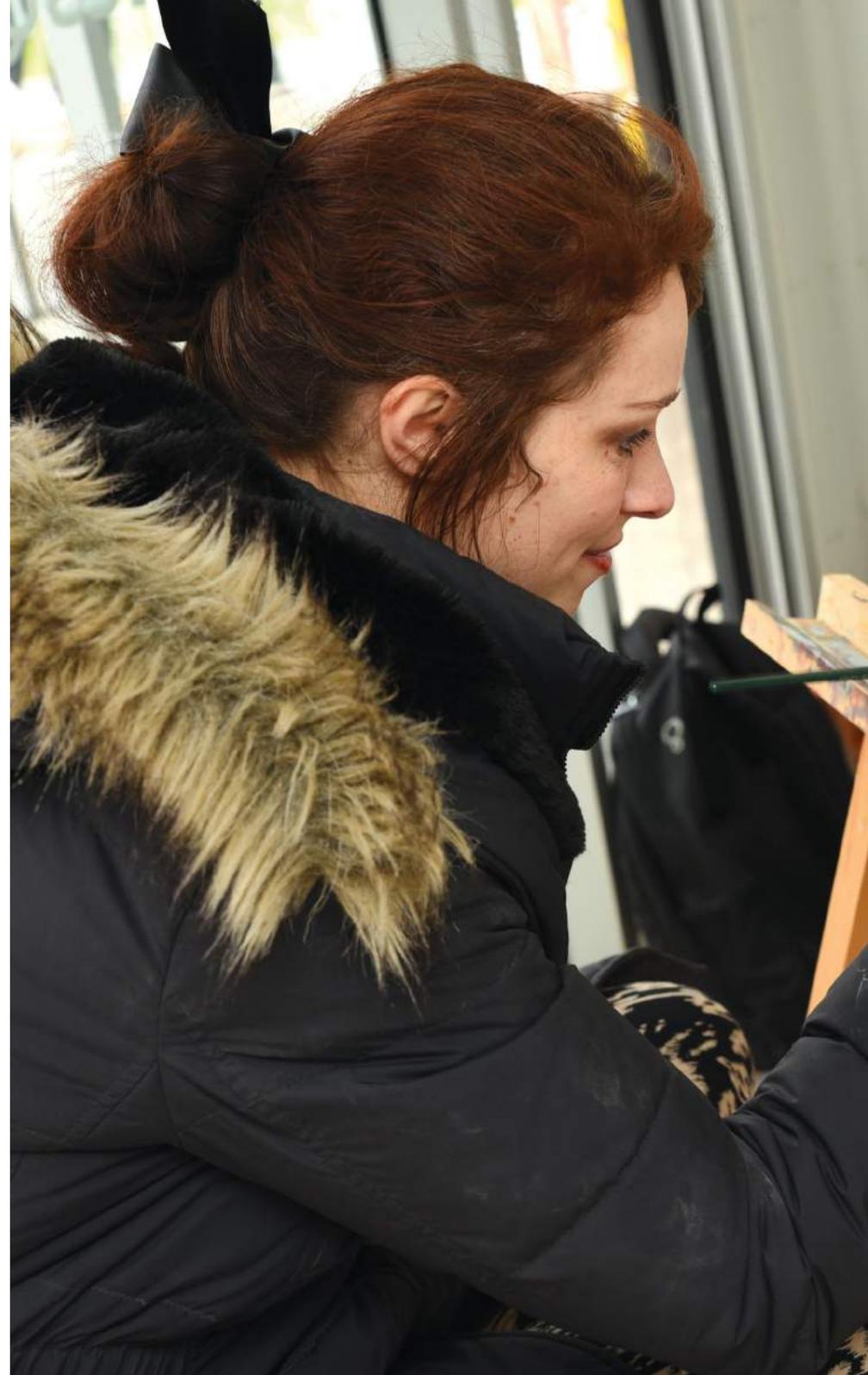




IMAGE CREDITS

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Page 16: SALA in the Square. Photographer Cath Leo.

Back cover: Dream Big Parade. Photographer Cath Leo.

Images courtesy of Festivals Adelaide and AICSA.

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