



# Investing in a Creative Australia

**Julia Gillard and Labor**  
Let's move Australia forward



## **INVESTING IN A CREATIVE AUSTRALIA**

The Gillard Labor Government will provide \$10 million for the Australia Council to invest in up to 150 new artistic works, presentations and fellowships.

This new funding will ensure the Australia Council can focus on priority areas including: support for young and emerging artists, the creation of new Australian work (across all art forms) and assist artists in building more sustainable careers.

A Gillard Labor Government will also transfer a number of programs from the Department of Environment, Water, Heritage and the Arts to the Australia Council, to utilise the resources and expertise of the Australia Council to promote better outcomes for arts funding. These programs include Playing Australia, Visions of Australia, Festivals Australia, the Contemporary Music Touring program, the Regional Arts Fund and the Visual Arts and Craft Strategy.

### **New support for the arts**

Federal Labor will provide \$10 million over five years for the Australia Council to invest in new and innovative Australian work, by delivering:

- Grants of up to \$80,000 per annum for new artistic works, including visual art, performing art, literature, new media and music;
- Grants of \$50,000 per annum for additional presentations to Australian audiences, including to communities outside the major metropolitan areas; and,
- Grants of \$60,000 for more Fellowships for Australia's young and emerging artists and mid-career artists.

Federal Labor will also consolidate the delivery of arts funding by moving a number of important programs to the Australia Council, including:

- Playing Australia
- Visions Australia
- Festivals Australia
- Contemporary Music Touring program
- Regional Arts Fund
- Visual Arts and Craft Strategy

### **Who will benefit and what will change**

Individual artists will benefit from this increase in Australia Council funding through new opportunities to create work and present it to wider audiences across the country.

Funding will also raise the profile of Australian artists to support them to build sustainable careers by generating new income streams from corporate support and philanthropy.

Audiences will also benefit by having access to new and diverse creative expressions, including in peri-urban and regional centres outside of the major metropolitan areas.

### **What the policy delivers**

It is expected the Australia Council will be able to invest in up to 150 new artistic works, presentations and fellowships, across a range of artforms and throughout the country.

### **What else is Federal Labor doing to support the arts?**

The Gillard Labor Government is investing in the arts and delivering important reform measures to build a sustainable sector:

*What we will do:*

- Develop a national cultural policy.
- Negotiate with the States to develop a new major performing arts funding model which rewards success, provides greater access for Australian audiences, promotes enhanced artistic excellence, and ensures prudent levels of accountability from major performing arts organisations.
- Finalise a Strategic Contemporary Music Industry Plan.
- Consult with the Australian screen production industry to respond to the review of the sector, which is due by the end of the year.

*What we have done:*

- Commenced a resale royalty scheme for visual artists to ensure artists enjoy a share in the growing value of their art as well as an ongoing economic right in their work.
- Established the Prime Minister's Literary Awards – providing the nation's richest literary prize across four categories: fiction, non-fiction, young adult's fiction and children's fiction.
- Established the Australian Curriculum, Assessment and Reporting Authority (ACARA) to develop a rigorous and world-class Australian Curriculum from Kindergarten to Year 12, with arts to form part of the second phase of national curriculum along with geography and languages.
- Boosted funding by \$17 million for Aboriginal art centres and peak bodies to support Indigenous art practice and help build a sustainable sector.
- Developed a whole-of-government National Indigenous Languages Policy to help preserve Australia's Indigenous languages, many of which are critically endangered.
- Funded new programs under the Australia Council, including: the Creative Communities Partnerships Initiative, Artist in Residence (AIR) program, Opportunities for Young and Emerging Artists and ArtStart.

**The Coalition's Record**

The former Coalition Government failed the arts sector by refusing to engage in constructive policy development and debate.

The record of the Coalition Government included:

- ✘ Politicisation of Board appointments.
- ✘ Culture wars.
- ✘ Forcing artists to the margins.

The Coalition continues to neglect the arts and ignore the critical contribution our artists and arts organisations make to the economy, community and society.

**Authorised N. Martin for the ALP, 5/9 Sydney Ave. Barton ACT.**