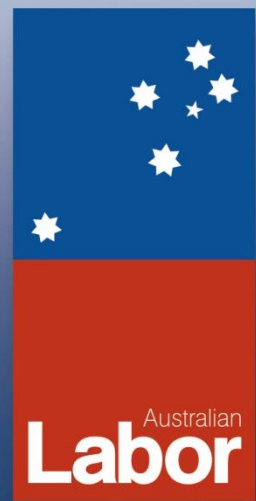


Valuing our Arts, Culture and Heritage



Julia Gillard and Labor
Let's move Australia forward



Valuing our Arts, Culture and Heritage

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Minister for Environment Protection, Heritage and the Arts



ELECTION 2010

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Overview

The Minister for Environment Protection, Heritage and the Arts administers arts and heritage programs which support participation in, and access to, our unique culture and heritage.

Arts and culture agencies within the Environment, Water, Heritage and the Arts portfolio include:

- The Australia Council for the Arts, which is the government's primary arts funding and advisory body, and is committed to the creation of excellent and distinctive Australian art, increased access to cultural experiences and a sustainable arts sector.
- Screen Australia, which supports the development of a vibrant and innovative Australian screen production industry.
- The national collecting institutions - including the Australian National Maritime Museum, the National Film and Sound Archive, the National Gallery of Australia, the National Library of Australia, the National Museum of Australia and the National Portrait Gallery – which are the storehouses of our nation's treasures.

The Minister also has responsibility for the identification, protection and conservation of Australia's precious historic, natural and Indigenous heritage assets.

In its first term, the Gillard Labor Government has delivered an ambitious reform agenda in the arts and culture sector and made significant new investments to increase access to, and appreciation of, our rich cultural and heritage assets – recognising the critical contribution of Australia's arts, culture and heritage to our identity, community and economy.

This agenda has focused on:

- Support for Australia's artists.
- Arts education.
- Strong commitment to Indigenous arts and crafts.
- A more efficient and flexible Australia Council.
- A sustainable and innovative film and television industry.

What the Government has achieved so far

Federal Labor has achieved a great deal in the areas of arts, culture and heritage, delivering a range of major policy reforms and new funding initiatives.

Support for Australia's artists

Resale royalty scheme for visual artists

For the first time, Australia's visual artists now enjoy a share in the growing value of their art as well as an ongoing economic right in their work. The *Resale Royalty Right for Visual Artists Act 2009* fulfils the Government's 2007 election policy commitment with the scheme commencing on 9 June 2010.

Prime Minister's Literary Awards

Federal Labor also established the Prime Minister's Literary Awards, which provide the nation's richest prize of \$100,000 each for the best fiction, non-fiction, and in two new categories, young adult's fiction and children's work of the year.

The Awards recognise the importance of literature to the Australian national identity, community and economy, with winners so far including emerging writers like Steven Conte and Nam Le as well as established historians like Henry Reynolds.

UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions

In 2009, Australia became a party to the United Nations Convention on the Protection and Promotion of the Diversity of Cultural Expressions. The Convention is an international treaty that outlines protective measures for cultural goods, services and activities and the importance of access to a rich diversity of cultural expressions from around the world. Importantly, it also aims to strengthen links between culture and economic development.

Arts education and training

National Curriculum

Federal Labor delivered on its 2007 election commitment to develop Australia's first national curriculum.

The Labor Government established the Australian Curriculum, Assessment and Reporting Authority (ACARA) to develop a rigorous and world-class Australian Curriculum from Kindergarten to Year 12.

Federal Labor recognises the importance of arts education. The Melbourne Declaration on Educational Goals for Young Australians, issued by all Australian Ministers for Education in December 2008, includes the arts, visual and performing, as a key learning area.

The arts will form part of the second phase of national curriculum development, along with geography and languages. Including the arts in the national curriculum will provide opportunities

for teachers to expand and update their skills and knowledge and will also ensure that students receive high quality instruction.

National Arts Training Organisations

In 2010-11, the Federal Labor Government will invest over \$20 million in the national performing arts training organisations, including:

- Australian Ballet School
- Australian National Academy of Music (ANAM)
- Australian Youth Orchestra
- Flying Fruit Fly Circus
- National Aboriginal Islander Skills Development Association (NAISDA)
- National Institute of Circus Arts (NICA)
- National Institute of Dramatic Arts (NIDA)

Flying Fruit Fly Circus

The Federal Labor Government provided \$3.75 million under the *Community Infrastructure Program* to help redevelop and expand the training centre of the internationally-recognised Flying Fruit Fly Circus.

Indigenous Art and Culture

National Arts and Crafts Industry Support (NACIS) for Indigenous visual arts sector

The Federal Labor Government delivered an unprecedented increase in funding of \$17 million for Aboriginal art centres and peak bodies to support Indigenous art practice and help build a sustainable sector.

Indigenous Australian Art Commercial Code of Conduct

Responding to the 2007 Senate Inquiry into Australia's Indigenous visual art and craft sector, the Government also supported the development of the Indigenous Australian Art Commercial Code of Conduct which establishes a set of industry standards and is administered by the Code Administration Committee, Chaired by Ron Merkel QC.

National Indigenous Languages Policy

The Government announced the development of a whole-of-government National Indigenous Languages Policy to help preserve Australia's Indigenous languages, many of which are critically endangered.

Indigenous Broadcasting

The Federal Labor Government announced additional funding of \$15.2 million for National Indigenous Television (NITV) to provide certainty of operation and enable it to negotiate extensions to its commercial contracts, including its broadcast and satellite delivery arrangements.

The Government also established an independent review into the overall investment in the Indigenous Broadcasting and Media Sector, including the Indigenous Broadcasting Program and NITV, which will inform the Government on future funding and policy for the sector, including the impact of digital switchover, to ensure that the Indigenous broadcasting sector is supported in the most effective and efficient way.

The Australia Council for the Arts***Creative Communities Partnerships Initiative***

New ongoing funding of \$11 million over four years was secured to support innovative community arts and cultural development projects that assist artistic practice and benefit local communities.

Artist in Residence (AIR) program

Ongoing support of more than \$5 million over four years has been assured for the highly successful AIR program, which teams artists with students to enhance learning and creative thinking. On top of the Government's commitment, the Australia Council has leveraged further funding for 2008-2011 of almost \$10 million from the States and Territories.

Opportunities for Young and Emerging Artists

The Government has supported additional Opportunities for Young and Emerging Artists by investing almost \$6.5 million over four years to support creative residencies and new commissions with major performing arts companies.

ArtStart

The ArtStart program was implemented with new funding of \$9.6 million over four years from 2009-10 to provide financial assistance to recent creative arts graduates who are committed to establishing a sustainable career as a professional artist.

The first successful grant recipients were announced in December 2009, and the second round of applications was announced in May 2010.

Film and Television

Film Agencies

The Government successfully passed legislation to merge the majority of the functions of the AFC, FFC and Film Australia to form Screen Australia, which supports and promotes the development of a highly creative, innovative and commercially sustainable Australian screen production industry.

The Government also legislated for the National Film and Sound Archive to become an independent statutory authority, implementing a 2007 election commitment.

Australian Screen Production Incentives

In 2009-10 the Government committed to pay more than \$150 million in rebates to around 130 film and television productions.

Additionally, the Government announced two enhancements worth almost \$7 million over the next four years to the Location and PDV Offsets in the 2010-11 Budget.

The changes:

- Remove a requirement under the Location Offset that productions spending between \$15 and \$50 million in Australia must spend at least 70 per cent of the total production budget in Australia.
- Lower the minimum expenditure threshold from \$5 million to \$500,000 for the PDV Offset.

Local Content

The Government is providing the ABC with \$136.4 million in new funding over the current triennium to support the ABC's plans for an advertising-free, digital children's television channel and a significantly increased annual output of new Australian drama.

Heritage

World Heritage

The Federal Labor Government's *Australian Convict Sites* nomination was successfully inscribed on the World Heritage List. The eleven properties include: Hyde Park Barracks and Cockatoo Island in Sydney; Old Great North Road; Old Government House and Domain in Parramatta; Kingston and Arthur's Vale Historic Site on Norfolk Island; Port Arthur Historic Site, Cascades Female Factory, Darlington Probation Station, Coal Mines Historic Site and Brickendon and Woolmers Estates in Tasmania; and Fremantle Prison in Perth.

In January 2010, the Federal Labor Government also submitted a World Heritage nomination for the Ningaloo Coast and included the area on the National Heritage List.

Heritage infrastructure

The Federal Labor Government successfully delivered \$60 million worth of local heritage projects under the \$650 million *Jobs Fund* – the first completed program under the economic stimulus plan.

National Historic Sites program

The Government established a new, ongoing fund of \$5 million per annum for conserving historic built heritage, including \$100,000 per year for the Commemorating Eminent Australians grants program.

Future Challenges

Artists' Careers

Labor will build on the work already underway to assist artists build sustainable, long-term careers.

The Gillard Labor Government will focus on tackling the barriers artists face throughout their careers.

Philanthropy and Corporate Support

Federal Labor believes there is great potential for increased and broader support for the arts, particularly through boosting philanthropy and private sector support.

Labor will identify new opportunities for greater connections between artists and arts organisations with the business community and philanthropists.

Building Audiences

Research from the Australia Council shows that more and more Australians are experiencing, viewing and valuing the arts.

Audiences are changing, participation rates are increasing and the appetite for Australian stories and creative expressions is growing, particularly amongst younger people.

Federal Labor will respond to these changes in order to unleash and promote our creativity and encourage wider participation from the community.

New and Emerging Artforms

Labor will ensure funding bodies are open to new and emerging talent, to the pioneers and experimenters in the digital era as well as the more traditional art forms.

New focus will be given to activities that incubate and encourage the risky, as well as the innovative, while rewarding success and excellence.

What a Gillard Labor Government would do next

National Cultural Policy

In its first term, the Labor Government committed to the development of a national cultural policy – the first since the Keating Government's *Creative Nation*.

An extensive consultation process is currently underway and will help inform and guide future government investments by identifying national priorities and recognising the important role of culture in shaping and celebrating our shared identity.

Arts Funding and Delivery

Labor will continue to build on the Australia Council's efforts to streamline the delivery of arts funding and identify and advance the next stage of evolution of our funding models, reframing how we view the role of the arts and the artists who produce work.

Review of the Major Performing Arts Sector

Federal Labor is committed to supporting a vibrant and sustainable performing arts sector, and developing a funding model co-operatively with the States which rewards success, provides greater access for Australian audiences, promotes enhanced artistic excellence, and ensures prudent levels of accountability from major performing arts organisations.

Labor is committed to ongoing funding, at the current overall level as a minimum, to the major performing arts sector.

Strategic Contemporary Music Industry Plan

Federal Labor is committed to supporting the contemporary music industry, a significant contributor to our nation's culture and economy.

A targeted consultation has been undertaken with the sector on the draft Strategic Plan to ensure future investments provide an appropriate framework for government support of the industry.

Film and Television

The Gillard Labor Government is currently undertaking a broad review into the Australian screen production sector examining the sector's viability under the existing film support arrangements, including the Producer Offset.

Federal Labor is committed to a vibrant and sustainable screen industry and a re-elected Gillard Government will work with the sector to respond to the review when it is finalised at the end of the year.

Heritage

Labor believes the Federal Government should play an important leadership role in celebrating our unique and diverse heritage assets and will ensure measures are taken to raise awareness of our significant places.

The Coalition's Record

In government, the Coalition failed to champion the arts as central to our lives and instead politicised their dealings with the sector, forcing artists to the margins.

At the 2007 election they failed to release an arts policy.

More interested in culture wars than culture, the Coalition stacked the boards of public institutions with political appointments, making these institutions ideological battlegrounds.

Now in Opposition, the Coalition has again failed the arts sector by refusing to engage in constructive policy development and debate.

They have taken contradictory positions on policy by first ruling out the introduction of a resale royalty scheme for visual artists, then supporting the Government's model and now attacking a scheme they voted for in the Parliament.

They continue to neglect the arts and ignore the critical contribution our artists and arts organisations make to the economy, community and society.