

A Place to Create

DELIVERY PLAN
2025—2027

**Enriching South Australia's
future through arts,
culture and creativity**



Government
of South Australia



CreateSA

Acknowledgement

Aboriginal and Torres Strait Islander people have made and continue to make a unique and irreplaceable contribution to the state of South Australia.

The Government of South Australia acknowledges and respects South Australia's Aboriginal people and nations as the state's first peoples and recognises Aboriginal people as traditional owners and occupants of South Australian land, sky and waters.

The Government of South Australia acknowledges that the spiritual, social, cultural and economic practices of Aboriginal people come from their traditional lands and waters, and that Aboriginal people continue to maintain and practise cultural and heritage beliefs, languages and laws that are of ongoing importance today.



Message from the Minister for Arts

The Hon. Andrea Michaels MP

The A Place to Create Delivery Plan 2025-2027 sets in motion the Government's new direction and approach to the arts, cultural and creative industries. A Place to Create provides us with a long-term vision that will require dedication, coordination, collaboration and ambition.

Bringing the arts and creative industries together into a new united portfolio was the first step in reshaping our creative culture. We now embark on this initial two-year delivery plan of A Place to Create. It articulates the actions the Government will take to realise our policy ambitions, led by CreateSA, in partnership with our world class artists, cultural organisations and creative industries.

The highlights of this delivery plan include:

- Deepening of opportunities for Aboriginal and Torres Strait Islander artists, audiences, organisations and creative businesses
- Renewed focus on regional arts, culture and creativity
- Investment in our cultural institutions, collections and infrastructure
- Boosting support for South Australian artists and arts organisations
- Increased commitment to ensuring access, inclusion and equity
- Providing children and young people with access to arts, culture and creativity

I look forward to the hard work ahead as we ensure that our arts, cultural and creative industries enrich South Australia's collective future.

A Place to Create Overview

Purpose

To enrich South Australia's future by strengthening our communities, enlivening our places, and connecting us through arts, culture and creativity.

Ambitions

South Australia has strong Aboriginal and Torres Strait Islander artistic, cultural and creative leadership.

Every young person has the opportunity to explore their creativity.

Regional South Australia is filled with vibrant arts and artists.

Our arts, cultural and creative industries are accessible, equitable and inclusive.

South Australia is home to world-class artists, cultural organisations and creative industries.

Our cultural heritage and collecting institutions are central to understanding our place in the world and sharing our stories.

South Australia is a place where excellent and diverse art and culture are made and shared, and creativity is celebrated.

The arts, cultural and creative industries are leaders in climate action and achieving net zero targets.

Strategies



Arts, culture and creativity for everyone

Ensuring all South Australians have opportunities to experience, participate in and benefit from artistic, cultural and creative expression.



Thriving artists and creatives

Making South Australia a world-leader in supporting artists and creatives to live and work at every stage of their careers.



Robust arts organisations, creative businesses and cultural institutions

Strengthening a sustainable arts ecosystem, supported by accessible, high-quality infrastructure that enables collaboration and innovation.

Delivering on our Ambitions

A Place to Create is a cultural policy for all South Australians, presenting our ambitions to enrich South Australia's future through arts, culture and creativity.

The long-term ambitions in A Place to Create will be progressed through a series of short-term strategic delivery plans, ensuring an effective and enduring life for the policy. This iterative process will allow us to reflect changes in the local, national and international environment, and to ensure a range of communities, artists, and cultural and creative sector voices are included in the process.

A Place to Create Delivery Plan 2025-2027 is the first of these plans.

Monitoring and Measuring our Progress

This Delivery Plan outlines the strategic activities that will form the first phase of A Place to Create. The progress and impact of these actions will be reviewed in consultation with stakeholders, and this consultation will inform the next iteration of the Delivery Plan.

CreateSA will work in partnership with the arts, cultural, creative and tertiary sectors to explore innovative approaches to the collection and use of data, and mechanisms for understanding, assessing and communicating the value of arts and culture to South Australian communities.

Whole of Government Delivery

A Place to Create is a whole of government policy. This Delivery Plan includes actions and initiatives across a range of State Government agencies and builds on the existing suite of programs delivered by CreateSA, including the Aboriginal and Torres Strait Islander Arts Strategy for South Australia

CreateSA sits within the Department of the Premier and Cabinet and leads South Australia's strategic agenda across the arts, cultural and creative industries. It works to ensure a future for South Australia as a place where creativity thrives and lies at the heart of our daily lives and cultural identity.

This Delivery Plan sets out new actions that are in addition to South Australian Government programs already in place to support our state's arts, cultural and creative industries, including the following:

Attorney-General's Department - Aboriginal Affairs and Reconciliation supports A Place To Create and welcomes the collaboration with Create SA to create opportunities for Aboriginal and Torres Strait Islander communities, artists and creatives, and to increase the visibility of their important contribution to South Australia.

The **Department for Education's** Public Education Strategy has placed a priority on developing creativity in every child and young person as a critical component to their development. The Department also works closely with community organisations to deliver programs that support arts, cultural and creative learning in schools and preschools to benefit young people in every community across the state.

The **Department for Infrastructure and Transport** plays a key role in shaping public places and values the inclusion of art, culture and creativity in major infrastructure projects. The Department also has a focus on empowering and supporting local artists, whose high-profile public artworks can transform highways, public transport hubs, buildings and other community areas, enhancing the daily lives of many South Australians.

The **Department of Human Services** brings together a range of services, funding and policy responsibilities to support fairness, opportunity and choice for all South Australians. Social inclusion in arts, culture, and creativity is essential for fostering diverse perspectives and ensuring that everyone, regardless of background, can contribute to and benefit from cultural experiences. Inclusive practices in these fields empower marginalised communities, break down social barriers and promote mutual understanding. In this way, arts, culture and creativity become powerful tools for building vibrant, connected communities.

The **Department of State Development** delivers sustainable economic growth and a resilient economy through the development of innovative and productive businesses and industries in South Australia. Its remit includes workforce and skills development, small and family business, export, trade and investment, and research, innovation and entrepreneurship.

Green Industries SA, the lead state government agency for transitioning South Australia to a circular economy, supports A Place to Create, noting its commitment to achieving net zero. The arts and creative industries have a critical role to play in shaping a 'culture of circularity' by encouraging innovation and resourcefulness and communicating circular ways of living through story and narrative, through the practices of arts organisations and individuals, and in recognising the crucial role of Aboriginal people in their leadership and knowledge in caring for country, sky and waters.

SA Health welcomes A Place to Create and looks forward to working with CreateSA to strengthen arts and health work in South Australia and increase the impact arts and creativity have on wellbeing.

The **South Australian Tourism Commission** notes strong synergies between tourism and the arts and the benefits they deliver in creating exceptional visitor experiences and vibrant communities. Both connect people to place and to each other, they both express culture and are mostly delivered by entrepreneurial small businesses. It is a natural progression that opportunities for deeper collaboration will emerge as both sectors work with a common purpose to deliver greater benefits to the state.

TAFE SA supports A Place to Create and commits to being a valued partner to CreateSA to contribute to a flourishing South Australian arts, cultural and creative sector. This will include increased engagement with industry to explore ways of delivery that support the sector, with education and training opportunities focused on applied learning.

In addition to the work of CreateSA, the **Department of the Premier and Cabinet** recognises the important place of artistic and cultural festivals, exhibitions and events as drivers for economic benefit, social cohesion and community wellbeing. Such events are directly supported through the Department's State Promotion team, and across the spectrum of government activity, from tourism and multicultural affairs to regional development.



Strategy One

Arts, culture and creativity for everyone

Ensuring all South Australians have opportunities to experience, participate in and benefit from artistic, cultural and creative expression

We will 1.1 Prioritise Aboriginal and Torres Strait Islander cultural leadership and knowledges

- By**
- 1.1.1 Increasing support for the Aboriginal and Torres Strait Islander Arts Strategy for South Australia
 - 1.1.2 Supporting Tandanya National Aboriginal Cultural Institute's ongoing operational and programming capacity, including reopening to the community
 - 1.1.3 Supporting the establishment and development of new Aboriginal and Torres Strait Islander-controlled arts and cultural organisations and creative businesses
 - 1.1.4 Working with Creative Australia on its First Nations program priorities as set by the First Nations Board

We will 1.2 Enliven regional culture

- By**
- 1.2.1 Increasing support and opportunities for regional artists and creatives
 - 1.2.2 Country Arts SA establishing the first phase of a new 10-year initiative to transform cultural life in regional centres
 - 1.2.3 Increasing access and participation to arts and cultural experiences for communities in regional South Australia

We will 1.3 Increase access to and participation in arts, cultural and creative experiences

- By**
- 1.3.1 Carclew, in partnership with the Department for Education, the Commissioner for Children and Young People, youth arts and cultural organisations, artists and communities, developing plans to give South Australian children and young people the opportunity to develop their creativity and cultural knowledge
 - 1.3.2 Extending the sports voucher program to include music tuition for children up to Year 9, delivered by the Office for Recreation, Sport and Racing
 - 1.3.3 Exploring opportunities to increase access to arts, cultural and creative experiences for marginalised and disadvantaged communities and audiences
 - 1.3.4 Commencing development of a set of equity plans in partnership with artists, creatives, organisations and communities with lived experience to increase access and inclusion
 - 1.3.5 Exploring new initiatives and partnerships to amplify and extend the health benefits of arts, culture and creativity for South Australian communities

We will 1.4 Create places for connection through culture

- By**
- 1.4.1 Supporting Aboriginal and Torres Strait Islander arts and cultural hubs as safe spaces for collaboration and strengthening community
 - 1.4.2 Working with local government to consider opportunities to activate the network of diverse, community-led places for arts, cultural and creative outcomes
 - 1.4.3 Exploring the development of creative hubs across the state, in partnership with local governments, the private sector and government authorities

Strategy Two



Thriving artists and creatives

Making South Australia a world leader in supporting artists and creatives to live and work at every stage of their careers

We will 2.1 Strengthen support for the development of new, original work

- By**
- 2.1.1 Supporting South Australian Aboriginal artists and creatives to work on country
 - 2.1.2 Supporting major state government public art projects that reflect the diversity of the South Australian community, in partnership with local governments, artists, creatives and cultural organisations
 - 2.1.3 Exploring a creative innovation program to enable artists and creatives to experiment, collaborate and build capabilities
 - 2.1.4 Investing in the partnership between the ABC and the South Australian Film Corporation to enable an ongoing pipeline of quality television production in the state
 - 2.1.5 Exploring opportunities to embed the work of artists in the planning of government buildings and public spaces in partnership with the South Australian Government Architect and the Office for Design and Architecture SA

We will 2.2 Encourage the provision of training and skills development opportunities for artists, creatives and arts workers

- By**
- 2.2.1 Developing Aboriginal and Torres Strait Islander workforce initiatives to identify skills development needs and opportunities
 - 2.2.2 TAFE SA and Festival City Adelaide investigating the establishment of a national institute dedicated to specialised festival and event industry training and workforce development
 - 2.2.3 TAFE SA working with Service and Creative Skills Australia to inform Adelaide College of the Arts programs and training offerings
 - 2.2.4 Building new partnerships to strengthen skills development opportunities that meet the needs of the arts, cultural and creative industries

We will 2.3 Support practising artists and creatives to have professional opportunities at every stage of their careers

- By**
- 2.3.1 Providing professional development opportunities for emerging artists and creatives, particularly for Aboriginal and Torres Strait Islander artists
 - 2.3.2 Supporting career-aligned development pathways and opportunities for established artists and creatives
 - 2.3.3 Establishing CreateSA as the central hub in government, to connect artists and creatives with opportunities across government
 - 2.3.4 Increase funding to support South Australia's contemporary music industry

We will 2.4 Foster conditions for artists, arts workers and creatives to sustain successful careers

- By**
- 2.4.1 Increasing capacity of CreateSA's funding and grant programs
 - 2.4.2 Working alongside disability arts organisations to support d/Deaf and disabled artists and creatives, to prioritise access and inclusion and to transition to new national disability funding models
 - 2.4.3 Exploring affordable housing and workspace options for artists and creatives
 - 2.4.4 Partnering with Creative Australia's Creative Workplaces to deliver resources to support fair and safe workplaces across the arts, cultural and creative industries
 - 2.4.5 Exploring models that incentivise sponsorship and private and philanthropic investment in arts, cultural and creative industries
 - 2.4.6 Supporting artists and creative businesses to build capacity, including through programs and services of the Office for Small and Family Business

We will 2.5 Facilitate opportunities for South Australian artists and creatives to develop markets

- By**
- 2.5.1 Supporting strategic market development and export initiatives for the arts, cultural and creative industries
 - 2.5.2 Identifying and sharing new opportunities for South Australian artists and creatives through cultural diplomacy and international trade and investment networks
 - 2.5.3 Leveraging international networks to support knowledge sharing and the development of collaborations for artists and cultural organisations





Strategy Three

Robust arts organisations, creative businesses and cultural institutions

Strengthening a sustainable arts ecology, supported by accessible, high-quality infrastructure that enables collaboration and innovation

We will 3.1 Support a diverse ecology of effective and accessible organisations

- By**
- 3.1.1 Developing Aboriginal and Torres Strait Islander cultural safety and competency requirements and training for the South Australian arts, cultural and creative industries
 - 3.1.2 Reviewing CreateSA grants programs and processes to ensure they are aligned to the intent of A Place to Create
 - 3.1.3 Building capacity of the small-to-medium arts sector, including youth arts organisations
 - 3.1.4 Working with Creative Australia's artform-specific initiatives, including Music Australia and Writing Australia
 - 3.1.5 Supporting dedicated music venues across South Australia to host more original, local live music

We will 3.2 Maintain and develop cultural institutions, collections and infrastructure

- By**
- 3.2.1 Delivering the Arts Investment Fund to support strategic initiatives across South Australia's arts, cultural and creative industries, initially including Aboriginal and Torres Strait Islander artist development and artist employment strategies
 - 3.2.2 Supporting world-class programming and building diverse audiences
 - 3.2.3 Enabling the development of philanthropic and commercial initiatives to support cultural institutions, collections and infrastructure
 - 3.2.4 Exploring options for shared office and facilities for State Theatre Company South Australia, State Opera South Australia and Country Arts SA

We will 3.3 Strengthen South Australian festivals and events

- By**
- 3.3.1 Exploring a model for the festival and events industry that increases collaboration, particularly in the areas of workforce and skills development
 - 3.3.2 Exploring opportunities to increase local content across South Australian festival and event programming

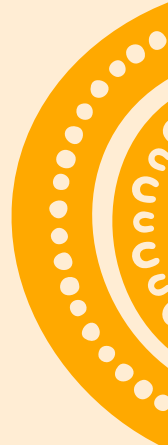
We will 3.4 Increase the visibility and impact of the South Australian arts, cultural and creative industries

- By**
- 3.4.1 Developing a sector engagement plan to share information, leverage opportunities and amplify the stories and successes of our arts, cultural and creative industries
 - 3.4.2 Collaborating with the South Australian Tourism Commission on its long-term destination brand platform for the state
 - 3.4.3 Partnering on government agency plans for the inclusion of arts, cultural and creative outcomes, including through the South Australian Multicultural Charter, the SA Autism Strategy 2024-2029 and the Youth Action Plan 2024-2027
 - 3.4.4 Deepening the impact of Adelaide's designation as a City of Music within the UNESCO Creative Cities Network

We will 3.5 Develop and support climate action initiatives across the sector

- By**
- 3.5.1 Partnering with Green Industries SA on South Australia's Waste Strategy targets and circular economy goals for the arts, cultural and creative industries
 - 3.5.2 Supporting artists and creatives to develop work that engages communities in understanding and embracing climate actions

We will 3.6 Measure and evaluate progress towards the ambitions of A Place to Create

- By**
- 3.6.1 Establishing mechanisms for stakeholder feedback and engagement, including through the Aboriginal and Torres Strait Islander Arts Advisory Panel
 - 3.6.2 Establishing a cross-government steering committee to provide oversight of policy delivery
 - 3.6.3 Implementing evaluation methodologies that will measure and communicate the broad impact of arts, cultural and creative industries
 - 3.6.4 Supporting collection and sharing of industry research, data and analysis through expanded involvement with Creative Australia and other sector research projects
 - 3.6.5 Deepening research partnerships including with Adelaide University and Flinders University
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