



Government
of South Australia

Creating for the future

A discussion paper to shape a long-term vision for
the arts, culture and creative sector in South Australia

December 2023



Acknowledgment of Country

We acknowledge and respect Aboriginal peoples as the state's first peoples and nations, and recognise them as traditional owners and occupants of land and waters in South Australia.

Further, we acknowledge that the spiritual, social, cultural and economic practices of Aboriginal peoples come from their traditional lands and waters, that they maintain their cultural and heritage beliefs, languages and laws which are of ongoing importance, and that they have made and continue to make a unique and irreplaceable contribution to the state.

We acknowledge that Aboriginal peoples have endured past injustice and dispossession of their traditional lands and waters.

Cover image: Artworks from JamFactory's Ernabella Arts: Ceramic Warka Wiru 20 Years -kutu (20 Years of Creating Ceramics) exhibition. Photography Connor Patterson

Minister's foreword



I am really pleased that work is now underway on the development of a landmark cultural policy for South Australia focussing on a long-term vision for the sector, one that is smart, sustainable and inclusive.

Developed in consultation with the arts, culture and creative sector and shaped by the wider community, it will build on our existing strengths and provide focus for the activities of the sector and government.

The policy will be released in 2024 and will inform further exploration of the development of new legislation to recognise and enshrine the value of arts, culture and creativity in South Australia.

The arts, culture and creative sector is an integral part of our state's past, present and future; it helps shape the very fabric of our community and is an important reflection of our community's history, values, thinking and aspirations.

As South Australians, we take great pride in our sector's achievements and we are internationally recognised as a leader in areas of artistic and creative endeavour. We celebrate the individuals and organisations that bring arts, culture and creativity to diverse audiences across our state. We have access to world-class, innovative and bold cultural organisations, collections and experiences that move and connect us. The South Australian creative and cultural projects of an exceptional standard are simply too many to list here.

I encourage every South Australian who values arts, culture and creativity – whether as an artist, arts worker, creative business, audience member or enthusiast – to contribute to this policy and to help shape a strong and vibrant cultural future for our state.

Hon. Andrea Michaels
Minister for Arts

Shaping a long-term, shared vision for arts, culture and creativity in South Australia

South Australia has a vibrant and diverse creative landscape with world-class arts, culture, and creativity, which are essential elements of our state's identity.

They help us understand who we are and where we have come from, and challenge us about where we should go next, enhancing individual and community wellbeing and are how we share our unique stories with the world.

They are an essential ingredient in making South Australia a desirable place to live, work and create.

South Australia has produced many internationally recognised and revered artists, talents, innovators and leaders. From festivals, music and screen, to art, fashion and design, South Australians have been making their mark on the global creative scene for many years.

A new vision for the arts, culture and creative sector should be shaped by all South Australians.

We all benefit from the imagination, ingenuity and innovation that are at the heart of this sector. Where arts and culture flourish, so does a harmonious and vibrant society.

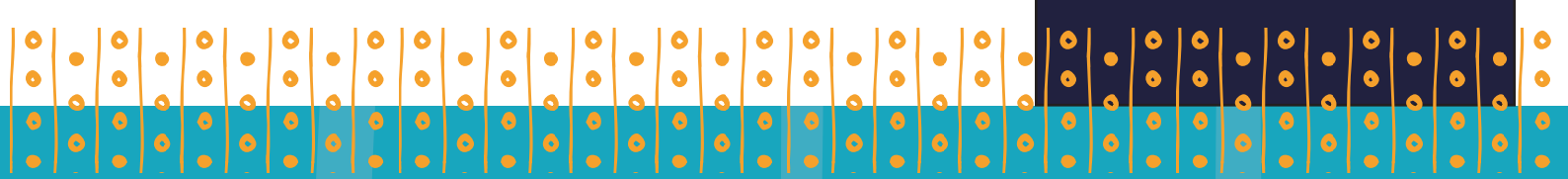
South Australia's arts, culture and creative sector includes:

- screen
- music
- dance
- theatre
- visual arts
- craft
- design
- fashion
- games
- libraries
- museums
- galleries
- literature
- and much more.

A 2022 study¹ shows that

- 96% of South Australians engage with the arts,
- 83% acknowledge the significant positive impact the arts have on their lives,
- 70% believe arts and culture make for a richer, more meaningful life, and
- 60% experience the arts as improving their sense of wellbeing and happiness.

¹ Creating Value, results of the National Arts Participation Survey, September 2023



We want your help in answering the big questions that will shape arts, culture and creativity in South Australia for decades to come.

The arts, culture, and creative sector contributes significantly to the social, cultural and economic fabric of our state

While we recognise the economic contribution of the arts, culture and creative sector to the state with more than 10,000 creative businesses employing more than 15,000 people and contributing more than \$1.8 billion to the state's economy, we also recognise the immense contribution of the sector to the social and cultural fabric of our state.

As an expression of our identity, the arts, culture and creative sector fosters a sense of pride and social cohesion and encourages community engagement. A thriving sector enhances the state's global reputation and contributes to the international export of film, music, art, and performance. It also attracts foreign and domestic investment, supports tourism and creates further motivation for migration.

As well as a support for educational initiatives, the sector plays a key role in urban and regional development. Cultural and creative hubs contribute to the development of vibrant, attractive spaces that enhance our overall quality of life.

South Australia has a strong history in arts, culture and creativity that starts with the proud continuous culture of art making and storytelling of First Nations peoples.

We are renowned in Australia for the work of former Premier Don Dunstan in pursuing a vision for the integration of arts into public life and government policy, with South Australia setting nation leading examples, such as building the first performing arts centre. Premier Don Dunstan spoke of South Australia "setting the pace" for the nation.

Where South Australia led, others followed, establishing a thriving arts, culture and creative ecology across the nation.

It is in this well-developed, connected environment and creative economy that we seek to establish our own enduring contributions for decades to come.

We will use this process to understand where the highest and best contribution of the arts, culture and creative sector in South Australia is to both:

- South Australia's identity, liveability and prosperity
- a mature, evolved, national and international arts, culture and creative sector.



Image: Behind the scenes of Windmill Pictures' Beep and Mort (season 2) at Adelaide Studios. Photography: Morgan Sette

Our place in the national landscape

Australia's national cultural policy, [Revive](#), is a commitment to change the trajectory of the creative sector so that Australia's artists and arts workers, organisations and audiences thrive and grow, and our arts, culture and heritage are re-positioned as central to Australia's future.

It is timely and critical to consider what South Australia's contribution to this national endeavour should be, by focusing on the strengths and unique characteristics of South Australia's arts, culture and creative sector in both the South Australian and national context.



Our ambition

The Government of South Australia is committed to governing for the future.

The state government has ushered in a new era for the arts with the arts, culture and creative sector united in one portfolio.

We are committing to a landmark state cultural policy focussing on a long-term vision for the sector that will see an inclusive, sustainable and prosperous future for all South Australians.

We will build on contributions from the arts, culture and creative sector in previous plans, statements and submissions, but turn our eyes to a long-term vision. Our commitment to deliver the [Aboriginal and Torres Strait Islander Arts Strategy](#) for South Australia continues.

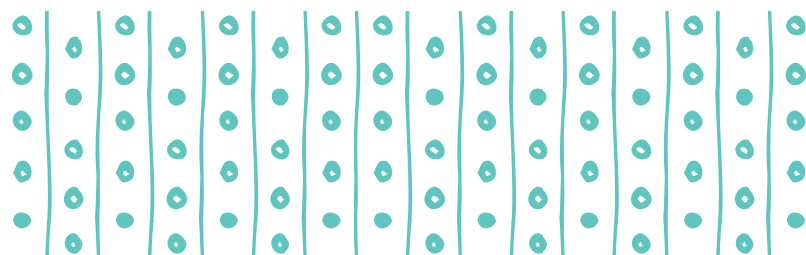
Our call to action

We want South Australia to be a great state; a bold state; a great place to think, create, feel, do; a great place to be; an enriching place of possibility and courageous experimentation.

And we want you to be part of the journey as we forge the vision for how South Australia's arts, culture and creative sector will contribute to the national landscape for arts, culture and creativity – but also to our vision for South Australia.

This discussion paper is an invitation to share your voice.

The arts, culture and creative sector in South Australia is for everyone: from artists, creative businesses, organisations, and education providers to those in the wider community who watch television and movies, who listen to music, who see plays and exhibitions, who attend festivals, dance and opera, who play games and who buy local fashion and design.



Our big questions

We want to hear from you about where we should focus our efforts to ensure that we build on our strengths and can develop a policy that makes a meaningful contribution to South Australia and the nation

- What do you most value about the arts, culture and creative sector in South Australia?
- What are the strengths and characteristics that are unique to South Australia's arts, culture and creative sector?
- What role do we want the arts, culture and creative sector in South Australia to play in a national and international context?
- Where can we use our strengths, history, size and scale to our advantage?
- What aspects of arts, culture and creativity could only happen here?
- What is your one big idea?

Get involved

Community Engagement

We want your thoughts on the future of arts, culture and creativity in South Australia.



Survey

A short survey is available to all South Australians via YourSAy until end of January.

Sector Engagement

We encourage artists, creative businesses, organisations and education providers to contribute insights to inform the policy.

This is only the beginning: setting a goal for how we stand out and contribute locally, nationally and internationally. Future workshops will refine this goal, and establish actions for how we will achieve it.

Consultation

December 2023 to February 2024

- Online survey
- Discussion paper submissions
- Sector workshops
- Online town hall meeting

YourSAy survey: A short survey is available via YourSAy until end of January. We are keen to understand what the art, culture and creative sector means to you, what it contributes to South Australia, and the role it plays in a local, national and international context. [Complete the survey.](#)

Discussion paper submissions: We want your thoughts on the future of arts, culture and creativity in South Australia. [Provide your response](#) to the questions outlined in this discussion paper before 31 January 2024.

Sector workshops: We will also be hosting a series of workshops by invitation for those currently working in the arts, cultural and creative sector in early 2024. [Register your interest](#) in participating in a sector workshop.

Town hall meeting: We will be hosting an online town hall meeting to share with the sector what has been heard through the consultation. [Register your interest](#) in attending the online town hall meeting.

Timeline

Consultation: December 2023 to February 2024

Review: February – May 2024

Policy: Mid-2024

If you have any questions about the sector policy or the consultation process, please contact us: stateculturalpolicy@sa.gov.au