



The Hon Simon Crean MP
Minister for Regional Australia,
Regional Development and Local Government
Minister for the Arts

Next step to first National Cultural Policy in almost 20

11 August 2011
SC099/2011

Arts Minister Simon Crean today invited all Australians to comment on a discussion paper for Cultural Policy in almost two decades.

Mr Crean said the new policy would be a 10-year vision for how arts and creativity would be ushered into the mainstream of modern Australia.

"The arts are fundamental to our way of life and not just for their entertainment value," Mr C

"More than 15 million Australian adults attend at least one cultural event or performance ev and our preferences for what we attend are changing.

"Film and live music performances are among the most popular forms of entertainment, ahe forms including opera, theatre, dance and classical music.

"Today, more than half of all 15 to 24 year olds use the internet to research, view or create : artistic performance - and there is a broader audience for contemporary music, multicultural based activity.

"More than 285,000 people are employed directly in arts and cultural jobs and Australia's cr over \$31 billion to industry gross product.

"The creative industries generate more for our economy in terms of output and employment there is room for more growth.

"We want to keep up with change and ensure all Australians - no matter who they are or wh culture in all its many forms, particularly in regional areas.

"The National Cultural Policy is fundamental, because the creative arts empower the individ tolerance and inclusion.

"That's why they will be included in the new national curriculum, to ensure young Australian creative arts.

"Labor firmly believes that a creative nation is a productive nation, which is why we invest o on the arts and other cultural activities.

"But 17 years after the Keating Government released its comprehensive cultural policy state that we reassess and more effectively connect the arts and creative industries into the main

"A renewed National Cultural Policy will ensure Australia doesn't miss important opportunitie skill our workforce and enable our culture to connect with the rest of the world."

Mr Crean said feedback on the discussion paper would be encouraged around four proposals:

- Ensure what the Government supports - and how this support is provided - reflects the Australian context, and protects and supports Indigenous culture;
- Encourage the use of emerging technologies and new ideas that support the development of creative industries in ways which enable more people to access and participate in arts and culture;
- Support excellence and world-class endeavour and strengthen the role that the arts play here and overseas;
- Increase and strengthen the capacity of the arts to contribute to our society and economic growth.

Mr Crean said all Australians, whether they worked in the arts sector or not, were encouraged to read the discussion paper and make a submission.

"We also need to think creatively about how we can make best use of the considerable resources available to us to obtain better outcomes for the Australian community," he said.

"This is a major undertaking and we will continue to work closely with all sectors of the industry to ensure a successful result."

The discussion paper has drawn on comments and issues identified during initial public consultation led by Peter Garrett in 2009-10.

The opportunity to provide feedback will be open for 10 weeks until 21 October and will be included in the final Cultural Policy for release early next year.

The discussion paper and information about how to provide feedback is available at www.crea.gov.au

Media Contacts

Crean Office - Glen Atwell 0403 949 599