

**SUBMISSION BY**

**THE CULTURAL FACILITIES CORPORATION**

**INTO**

**THE REVIEW OF THE A.C.T. ARTS POLICY  
FRAMEWORK**

**24 APRIL 2015**



## INTRODUCTION

This submission is provided as the major input by the Cultural Facilities Corporation (CFC) into the 2015 review of the ACT Arts Policy Framework (“the Framework”). The CFC welcomes the opportunity to contribute to this review process.

The submission comprises :

- a section of general comments, highlighting a number of suggestions as to how the Framework could be developed in terms of its overall coverage and direction; and
- a series of responses, based on these general comments, to the specific questions that are included in the online survey developed for the review.

The CFC provided a detailed submission into the development of the original Framework, in April 2012. Much of the content of that original submission remains valid and has informed the preparation of the current submission.

While some of this content is repeated in the current submission, a full copy of the original submission is also attached, since it provides context for the following comments and supporting detail in relation to a number of these comments.

## GENERAL COMMENTS

The CFC notes that the Framework is currently focused on arts production and arts development rather than on the totality of the arts experience in the ACT, including the experience of arts audiences.

The focus is also primarily on arts activities covered by funding support provided through artsACT, rather than recognising the wider arts landscape and the full extent of arts activity supported across ACT Government agencies.

This gives the Framework a relatively narrow focus, as an arts development strategy rather than a broader ACT Government arts strategy that recognises the interconnection between the arts and areas such as tourism and events. The CFC’s suggestions for widening the scope of the document are as follows.

### **Embedding a whole-of-government flavour into the Framework**

- this is seen as critical by the CFC to recognise the importance of the arts in every area of community life, including in the areas of education, health, tourism and economic development;
- a whole-of-government approach would also reflect the concept of “one government” - a more integrated and cohesive ACT public sector structure, as introduced by the Hawke reforms;
- such an approach would involve giving greater recognition in the Framework to all those activities and funding programs across the ACT Government that support the arts :
  - these include activities of ACT tourism and events agencies, such as the extensive financial support provided by the ACT Government to major visual arts “blockbuster” exhibitions at the national cultural institutions; the Enlighten festival; the Multicultural Festival; arts components of Floriade; and other festivals and events that have an arts focus or component.

## **Including a greater emphasis in the Framework on the activities of the CFC**

- the CFC is the major arts organisation funded by the ACT Government yet, currently, the CFC's activities are mentioned only as a single dot point at page 12 of the Framework
- further references to the activities of the CFC could, in particular, include :
  - recognition that the CFC itself is a vibrant and successful “arts hub”; and
  - recognition of the key position of the Canberra Theatre Centre in the arts landscape of the ACT - as the region's premier performing arts venue, the Centre has major importance not only in terms of arts experiences for the ACT community but also for attracting visitors from the region and providing a vibrant cultural life that makes Canberra an attractive place to live, work, and do business.

## **RESPONSES TO THE ONLINE SURVEY QUESTIONS**

### **ONLINE SURVEY QUESTION 1 :**

#### **OVERALL, HOW STRONGLY DO YOU AGREE WITH THE GUIDING VISION IN THE CURRENT A.C.T. ARTS POLICY FRAMEWORK? DO YOU HAVE ANY COMMENTS ON THE VISION?**

“Canberra and its region comprise an inclusive, unique and creative arts landscape where excellence is highly valued. The ACT is home to innovative artists and arts organisations and is an important part of the cultural richness of Australia.”

The CFC supports this statement as far as it goes but considers it :

- is limited in scope and lacking inspiration as the guiding vision for the arts strategy of the national capital;
- is overly focused on artists and arts organisations rather than on audiences for, and consumers of, the arts;
- does not reflect the full extent of ACT Government policies, programs and support for the arts; and
- gives little sense of the importance of the arts in every area of community life and as an economic sector.

The CFC believes it would be preferable to adopt a broader approach, which recognises that the arts help define a community's identity, give expression to a community's social values and understanding of itself, and therefore foster deeper social cohesion, as well as contributing important economic outcomes.

It would also be preferable for the Guiding Vision of the Framework to convey a greater sense of imagination, inspiration and aspiration.

The CFC considers these concepts are reflected in its own vision for the arts, as set out below, and that this could provide a useful basis for the Guiding Vision of the Framework.

*The CFC's vision is for Canberra to be a creative capital that values the arts for their intrinsic qualities, their contribution to building a more inclusive and resilient society, their support for making the city an exciting place to live and an attractive destination for business and tourism, and their important role in the economy of the ACT.*

### ONLINE SURVEY QUESTION 2 :

**THE A.C.T. ARTS POLICY FRAMEWORK IDENTIFIES FOUR KEY PRINCIPLES. PLEASE RANK THEM IN ORDER OF IMPORTANCE FOR YOU.**

1. Facilitate community participation in and access to the arts.
2. Support artistic excellence and artistic diversity.
3. Strengthen the sustainability of arts organisations and the capacity of the arts to contribute to social and economic outcomes.
4. Foster artistic innovation and creative thinking.

The CFC considers the first three Principles as interconnected and as together contributing to its own vision for the arts, as set out above.

As such, it would not wish to differentiate between these three Principles in importance.

Principle 4 appears to suggest that artistic innovation and creative thinking are able to be disconnected and prioritised separately from artistic excellence, which is covered in Principle 2. The CFC would see these concepts as interconnected and would therefore suggest that Principle 4 be combined with Principle 2. As such, the CFC would rank Principle 4, as currently worded, as least important since it appears to be a subset of Principle 2.

### ONLINE SURVEY QUESTION 3 :

**WOULD YOU LIKE TO SEE ANYTHING ADDED TO OR REMOVED FROM THE PRINCIPLES?**

As noted above, Principle 4 appears to overlap with Principle 2, and could be combined or removed. Two further Principles are recommended by the CFC :

#### **Principle 5 : Provide and support high quality, fit-for-purpose arts facilities, arts precincts and public art**

This new Principle could, for example :

- recognise that fit-for-purpose, well-resourced arts facilities and cultural precincts are crucial to allow high quality arts activities to take place and to enrich the cultural life of the city;
- identify and plan to address key “gaps” in the current arts infrastructure, especially the need for a major new theatre that can provide national-level performing arts, by accommodating major companies and touring productions, both popular and classical in nature;
- reflect the need for master planning to take place, which ensures arts infrastructure is addressed in a strategic manner, and which embeds this infrastructure into the broader physical planning of Canberra;
- recognise the desirability of developing purpose-built arts facilities wherever possible, rather than re-using existing buildings;
- recognise the need to ensure arts facilities receive sufficient ongoing funding to meet operational, staffing, programming and maintenance needs;

- reflect the desirability of clustering arts facilities in arts precincts, especially where natural synergies allow creative partnerships to develop, while also recognising that “virtual” hubs can be achieved through relationships, programming and mentoring; and
- emphasise the need for high quality, site-specific, professionally commissioned public art to be integrated into the physical planning of the ACT.

**Principle 6 : Ensure that the arts in the ACT reflect the unique status of Canberra, as both the national capital and a vibrant regional and local community**

This new Principle could adopt some aspects of Principles 1 and 3 and could, for example :

- ensure that the Framework has a specific Canberra focus rather than serving as a generalised arts policy document;
- emphasise characteristics of the arts sector unique to Canberra, such as the presence of the national cultural institutions, and the opportunities that these offer for enhancing the ACT’s cultural life; the contribution of the diplomatic community to the arts sector; and Canberra’s role in serving the regional community as well as being the national capital; and
- position Canberra as a leader, at both a national and local level, in the performing arts as well as in the visual arts – this could be achieved by : building on Canberra’s successes in major visual arts presentations by investing in the programming of major performing arts presentations; and developing a new theatre, of a status appropriate for the nation’s capital, which can accommodate large-scale productions.

**ONLINE SURVEY QUESTION 4 :**

**WHAT DO YOU THINK ARE THE STRENGTHS OF THE CURRENT FRAMEWORK?**

The CFC considers that the current Framework displays the following strengths :

- inclusion of many initiatives for artists and arts organisations;
- an emphasis on arts education, including at school and tertiary levels;
- its focus both on community participation in the arts and on striving for innovation and excellence in the arts; and
- the use of specific examples and “real life” stories to support and give colour to the theoretical nature of the strategy.

**ONLINE SURVEY QUESTION 5 :**

**WHAT DO YOU THINK ARE THE WEAKNESSES OF THE CURRENT FRAMEWORK?**

The CFC considers that the current Framework could be improved by :

- ensuring more of a focus on audiences for, and consumers of, art – at present it appears to be overly focused on artists and arts organisations;
- promoting a whole-of-government approach, embracing the value and presence of the arts in every area of community life, its importance for tourism and for the economy of the ACT and its role as a drawcard for attracting interstate and international migration,

and business investment, to Canberra - highlighting how these aspects are supported across the ACT Government, including through tourism and events activities;

- strengthening content that makes it an arts policy specific to Canberra, reflecting the city's unique characteristics and its status as both the national capital and a vibrant regional and local community;
- acknowledging the role of The Childers Group as the primary non-government voice of the ACT and region arts sector; and
- recognising the need to maximise use of resources to support arts development, by identifying what is appropriate and affordable for the ACT, perhaps building on existing areas of current or potential expertise, such as those that are supported by strong training institutions (e.g. craft and music). In contrast, the current Framework suggests that support for the arts can be provided very extensively (e.g. by using wording such as “supporting excellence across the full spectrum of arts practice for all members of the community” and “providing assistance to local artists at all stages of their careers”).

Please refer also to the General Comments section of this submission and to the two further Principles proposed by the CFC in response to Online Survey Question 3 above.

#### **ONLINE SURVEY QUESTION 6 :**

#### **DO YOU KNOW OF ANY NEW APPROACHES OR INITIATIVES THAT DO NOT APPEAR IN THE EXISTING FRAMEWORK THAT WE COULD INCLUDE IN THE NEXT VERSION?**

The CFC suggests that the Framework adopt the concept of an arts or cultural “ecosystem”, comprising the community of people and entities who make, support and experience art (as discussed in John Holden, *The Ecology of Culture : A Report Commissioned by the Arts and Humanities Research Council's Cultural Value Project*, Arts and Humanities Research Council, London, 2015).

This would assist in addressing the Framework's current focus on arts development and production rather than arts consumption.

The Framework could also introduce the concept of creative cities and creative industries and therefore provide a broader approach, which recognises the arts as part of a wider creative economy that encompasses sectors such as design, fashion and digital initiatives. For example, references could be made to Craft ACT's new design shop in Braddon; to the popular Fashfest event; and to digital initiatives, such as the new app for the National Arboretum, which provides visitors with an audio landscape suited to individual areas of the physical environment.

The Framework could recognise the increasing importance of emerging and experimental arts and of multi-art forms, including new initiatives such as the *You Are Here* festival.

In terms of specific examples of new approaches or initiatives that could be included as case studies in the next version of the Framework, the CFC suggests that references could be made to the following aspects of its own activities (further details of these can be provided).

- The Canberra Theatre Centre's support for professional development and career pathways in the theatre sector, through such actions as :
  - hosting and supporting Big hART as a company in residence, working with the community;
  - providing a Vocational Education and Training program in theatre technical skills; and

- providing a performance base for QL2, thereby supporting a career pathway for young dancers/choreographers such as Daniel Riley and James Batchelor.
- Canberra Museum and Gallery's success in community engagement, more than doubling its visitor numbers over a three-year period, including by repositioning the venue as a city centre hub where the arts are central to the discussion of ideas and our community history.
  - Examples of recent exhibitions incorporating socially engaged arts include : *2113: A Canberra Odyssey; Pulse: Reflections on the body; Massive love of risk: The Art of Splinters; Head full of flames: Punk in the Nation's Capital; Urban Suburban; and X-Rated: The history of sex work in the ACT.*

#### **ONLINE SURVEY QUESTION 7 :**

#### **HOW DO YOU THINK THE A.C.T. GOVERNMENT SHOULD MEASURE THE SUCCESS OF THE FRAMEWORK?**

The CFC considers that success of the Framework, once revised and updated, could be measured both in an overall sense and in terms of specific initiatives contained within it, as follows :

- the ACT Government may wish to publish a brief report each year, on implementation of the revised Framework, noting key achievements under each Principle, and areas of focus in the year ahead;
- specific performance measures could be developed under each Principle e.g. under Principle 1 regarding community participation in and access to the arts, each arts organisation could be invited to publish information annually about participation figures (as the CFC currently does); and
- an external group of senior arts sector representatives could be involved in assessing progress against the Framework - the CFC suggests that the successful model of appointing a Reference Group of non-government arts leaders to guide the consultation process for the review of the Framework could be extended, by using a similar body both to participate in measuring the success of the Framework and, more generally, to contribute towards future arts policy development.

#### **CONCLUSION**

The review of the ACT Arts Policy Framework provides an opportunity to strengthen and improve the current document, including in the ways identified above.

This would allow the document to evolve into a whole-of-government strategy that provides a clear vision for the ACT arts sector, a basis for policy-making across government, and a framework for the allocation of arts funding resources.

The CFC would be happy to expand on any of the points made in this submission and to contribute further to the development of the revised Framework.

**THE CULTURAL FACILITIES CORPORATION**  
SUBMISSION IN RESPONSE TO

**DRAFT A.C.T. ARTS POLICY FRAMEWORK**

10 APRIL 2012





## EXECUTIVE SUMMARY

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### VISION

The CFC's vision is for Canberra to be a creative capital that values the arts for their intrinsic qualities, their contribution to building a more inclusive and resilient society, their support for making the city an exciting place to live and an attractive destination for business and tourism, and their important role in the economy of the ACT.

We see the CFC as a leader in this creative city, providing high quality cultural experiences based on the arts and heritage resources that we hold in trust for the people of Canberra. Our role as a cultural leader in the ACT means that we have a particular responsibility to work with other arts organisations and arts practitioners in achieving mutual goals, including through a range of strategic partnerships.

We welcome the development of the new ACT Arts Policy Framework. Once finalised, it should provide a clear vision for the ACT's cultural life, a coherent and consistent direction for policy-making across government, and a robust basis for funding allocation in relation to cultural matters. It will be of great value to us in determining our own future directions.

The draft Framework identifies a number of important issues and directions that we welcome and support, including its recognition of the role of the arts in achieving community, tourism and economic outcomes, and its identification of the need for both excellence in, and community access to, the arts.

As the draft Framework is further developed we suggest that it should :

- convey a sense of inspiration and excitement about the role of the arts in our community;
- be strengthened and clarified in terms of its content, so as to provide a clear way forward for the arts in Canberra;
- promote a whole-of-government approach, which fully acknowledges the importance of the arts for health, well-being, social inclusion, economic development and tourism; and
- be clearly identifiable as an arts policy specific to Canberra, by reflecting our city's unique characteristics and its status as both the national capital and a vibrant regional and local community.

## PRIORITIES

In keeping with this, we believe the Framework should, as a matter of priority :

- **embrace the value and presence of the arts –**  
in every area of community life and in the economy of the ACT;
- **support fit-for-purpose, well-resourced cultural infrastructure –**  
as being crucial to allow high quality arts activities to take place and to enrich the cultural life of our city;
- **promote local creative production – as well as presentation –**  
by encouraging existing arts facilities and centres to better support local creative production and to assist local artists to extend their practice;
- **recognise arts education as a key means of participating in society and of lifelong engagement with the arts –**  
by supporting and resourcing arts education as an essential element of the school curriculum, and by encouraging the arts sector and the education community to work together to enhance arts education outcomes; and
- **position Canberra as a leader, at both a national and local level, in the performing arts – as well as in the visual arts –**  
by building on Canberra's successes in major visual arts presentations in developing infrastructure to further support performing arts presentations to an equivalent standard, investing in programming of major shows, and planning towards a major new theatre that can provide national-level entertainment.

We provide a number of other general observations, together with specific comments to support the further development of the Framework. We would welcome the opportunity to continue to be involved in shaping this important policy, which will set the future direction for the arts in Canberra.

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## INTRODUCTION

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The Cultural Facilities Corporation (CFC) welcomes the development of the new ACT Arts Policy Framework. We consider that, once finalised, the Framework should provide a clear vision for the ACT's cultural life, a coherent and consistent direction for policy-making across government, and a robust basis for funding allocation in relation to cultural matters.

We see the development of the new Framework as of great value in terms of our own direction-setting, in view of our statutory responsibility to consider "*any cultural policies or priorities of the Executive*" in exercising our functions, under section 7 of the *Cultural Facilities Corporation Act 1997*.

This document presents the CFC's submission into the development of the new Framework. It is presented in the following sections.

**BACKGROUND** : this section provides a brief description of the CFC's role and responsibilities, as background to our input into the development of the Framework and our particular interests and concerns in this process. It also provides information on the economic impact of the arts in Canberra, as context to our comments on the need for the Framework to emphasise the importance of the arts as an economic driver.

**THE CFC'S VISION FOR THE ARTS IN THE ACT** : this section identifies the CFC's vision for the ACT arts sector, both to suggest a broader vision than the one currently identified in the draft Framework, and to provide a context for the CFC's comments.

**KEY POINTS** : this section identifies the main priorities that the CFC believes the new Framework should address.

**GENERAL COMMENTS** : this section presents a number of general issues that the CFC believes should be reflected in developing the new Framework, including ones that are currently missing from the draft version of the Framework.

**SPECIFIC COMMENTS ON THE TEXT OF THE DRAFT FRAMEWORK** : this section builds on the previous section by providing specific comments on the text of the draft Framework.

**CONCLUSION** : this section summarises and concludes the CFC's submission and seeks continuing opportunities for input as the draft Framework is further developed.

## BACKGROUND

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### THE ROLE OF THE CFC

The CFC is a statutory enterprise of the ACT Government that manages :

- the Canberra Theatre Centre;
- the Canberra Museum and Gallery, including the Nolan Collection Gallery @ CMAG; and
- three historic places run as house museums : Lanyon, Calthorpes' House and Mugga Mugga.

The CFC therefore has a wide spread of responsibilities, covering the performing arts, the visual arts, social history, and cultural heritage management. We successfully deliver services to the community across these diverse areas, under a single management structure.

Our span of responsibilities exemplifies the coordination of different art forms and cultural services in a manner that provides efficiency of administration while also providing benefits through the linking of different cultural experiences. We believe our robust structure and broad span of responsibilities provides a sound basis for future expansion, where these additional responsibilities could fit within our remit and where, through managing them, we could add further value to the cultural life of the Canberra community.

The CFC is a major player in the Civic Square Cultural Precinct, one of the ACT's key cultural and civic places. We operate two of our main facilities there (the Canberra Theatre Centre and the Canberra Museum and Gallery) and we further contribute to the cultural precinct through activities conducted in partnership with our Civic Square neighbours, including Craft ACT and the Civic Library.

## **THE SCOPE AND SCALE OF THE CFC**

The CFC is the ACT Government's major cultural organisation, directly operating a number of its key arts facilities and providing an extensive range of cultural services and experiences both for the Canberra and regional community, and for tourists (domestic and international) to the city.

For example, in the past year we : welcomed nearly 260,000 visitors to our facilities; provided over 500 education and public programs at the museums and galleries we manage; and operated the Canberra Theatre Centre's venues on a total of 615 days. We raised 43% of our budget through our own resources, especially in terms of theatre-related incomes. (Audited figures for 2010-11.)

Our role as a cultural leader in the ACT means that we have a particular responsibility to work with other arts organisations and arts practitioners in achieving mutual goals, including through a range of strategic partnerships. These range from supporting local performing arts companies through to working with senior regional artists to present major retrospective exhibitions of their work.

Our leadership role also means that we have a particular interest in, and responsibility for, contributing to the development of the new Arts Policy Framework, as is evidenced by this submission.

## **THE VALUE OF THE ARTS IN THE ACT AS AN ECONOMIC DRIVER**

In reviewing the draft Framework, a key focus of our comments has been to emphasise the importance of the arts not just in terms of their inherent value, but in terms of their contribution to community life more generally, including as a major source of tourism, a significant employer, a major area of household expenditure, and an important industry sector.

As an indication of the importance of the arts as an industry sector, Australian Bureau of Statistics (ABS) figures show that :

- over 7,000 people are employed in cultural industries in the ACT, meaning that the ACT has one of the highest proportions of employment in cultural industries in Australia (ABS, *Employment in Culture, Australia, 6273.0, 2006*, p.53);
- household expenditure on recreation and culture in the ACT exceeds a number of other major areas of expenditure, including expenditure on hotels, cafes and restaurants (ABS, *Australian National Accounts, State Accounts, 5220.0, 2010-11*, p.29); and
- arts and recreation services represent a major industry sector in the ACT, adding a gross value of around \$500 million per annum to Canberra's economy (ABS, *Australian National Accounts, State Accounts, 5220.0, 2010-11*, p.47).

## **THE CFC'S VISION FOR THE ARTS IN THE A.C.T.**

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The CFC's vision is for Canberra to be a creative capital that values the arts for their intrinsic qualities, their contribution to building a more inclusive and resilient society, their support for making the city an exciting place to live and an attractive destination for business and tourism, and their important role in the economy of the ACT.

We see the CFC as a leader in this creative city, providing high quality cultural experiences based on the arts and heritage resources that we hold in trust for the people of Canberra.

## KEY POINTS

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The CFC believes the new ACT Arts Policy Framework should, as a matter of priority :

- **embrace the value and presence of the arts in every area of community life**
  - ... by promoting a whole-of-government approach, which acknowledges the importance of the arts and creative industries for health, well-being, social inclusion, economic development and tourism, and which achieves outcomes in all of these sectors;
  - ... by requiring the annual publication of participation figures for all publicly funded arts organisations, as is done by the CFC;
- **support cultural places and spaces**
  - ... by recognising that fit-for-purpose, well-resourced arts facilities and cultural precincts are crucial to allow high quality arts activities to take place;
- **promote local creative production – as well as presentation**
  - ... by encouraging existing arts facilities and centres to better support local creative production and to assist local artists to extend their practice – including through creative residencies;
- **recognise arts education as a key means of participating in society and of lifelong engagement with the arts**
  - ... by acknowledging the long term community benefit of instilling in children from an early age an appreciation of, and participation in, the arts;
  - ... by supporting and resourcing arts education as an essential element of the school curriculum;
  - ... by encouraging the arts sector and the education community to work together to enhance arts education outcomes;
- **position Canberra as a leader, at both a national and local level, in the performing arts – as well as in the visual arts**
  - ... by building on Canberra’s successes in major visual arts presentations through developing infrastructure to further support performing arts presentations to an equivalent standard;
  - ... by investing in programming of major shows, and planning towards a major new theatre that can provide national-level entertainment.



## GENERAL COMMENTS

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The CFC believes the new ACT Arts Policy Framework should also :

- recognise the directions and priorities identified in the National Cultural Policy Discussion Paper, and in the National Cultural Policy itself, if this is finalised during the period of development of the Framework;
- recognise the directions and priorities identified by the Mitchell Review of Private Sector Support for the Arts in Australia, and identify relevant strategies to enhance private sector support for the arts in the ACT;
- emphasise the need for master planning to take place that ensures arts infrastructure is addressed in a strategic manner and so supports the arts effectively, embedding this into the broader physical planning of Canberra, so that such facilities are recognised as an essential aspect of this planning, in a similar manner to education, health care, and other community facilities –
  - for example, arts centres should be factored into the early planning of new town centres and major precincts, rather than being added in later years;
- recognise the desirability of developing purpose-built arts facilities wherever possible, rather than re-using existing buildings, which may result in substandard or compromised facilities and a lost opportunity to release those buildings for more productive community use;
- recognise and emphasise the need for detailed, early stage planning in response to the need for continuing funding to ensure the effective operation, staffing, programming and maintenance of new arts facilities;
- identify and plan to address key “gaps” in the current arts infrastructure, especially the need for a major new theatre that can provide national-level entertainment by accommodating major companies and touring productions, both popular and classical in nature;
- emphasise the need for high quality, site-specific, professionally commissioned public art to be integrated into the physical planning of the ACT;
- provide clear guidance and direction for arts organisations and for the arts funding program –
  - for example, in terms of the arts funding program, give clear guidance as to funding criteria (e.g. determining the best ways to fund risk; not funding those areas that artists themselves can do); and
- identify what is appropriate and affordable in terms of support for the arts, in a city of 350,000 people that is expected to grow in the next 20 years or so to a population of half a million.

## SPECIFIC COMMENTS ON THE TEXT OF THE DRAFT FRAMEWORK

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### MESSAGE FROM THE MINISTER FOR THE ARTS

In the final paragraph “Art creates cohesion in our community” would be better expressed as “Art can contribute strongly to cohesion in our community.”

### VISION

This is limited in its scope and gives little sense of the importance of the arts in every area of community life and as an economic sector – it would be preferable to adopt a broader approach such as the CFC’s vision for the arts (refer to page 8 of this submission).

### GOALS

Generally, the wording under the goals would benefit from being strengthened and clarified, so as to identify specific, meaningful directions.

It is suggested that the goals would flow more logically if the goal *To Support Artistic Excellence and Artistic Diversity in the ACT* (currently Goal 2) was presented as the first goal.

Two further Goals are recommended :

#### **Goal 5 : To provide high quality, fit-for-purpose arts facilities and arts precincts**

This new goal could, for example :

- adopt wording similar to the second of the CFC’s key points (on page 9 of this submission);
- reflect the need for master planning to take place that ensures arts infrastructure is addressed in a strategic manner, which embeds this infrastructure into the broader physical planning of Canberra;
- recognise the desirability of developing purpose-built arts facilities wherever possible, rather than re-using existing buildings;
- recognise the need to ensure arts facilities receive sufficient ongoing funding to meet operational, staffing, programming and maintenance needs; and
- reflect the desirability of clustering arts facilities in arts precincts, especially where natural synergies allow creative partnerships to develop.

**Goal 6 : To ensure that the arts in the ACT reflect the unique status of Canberra, as both the national capital and a vibrant regional and local community**

This new goal could, for example :

- ensure that the new Arts Policy Framework has a specific Canberra focus rather than serving as a generalised arts policy document; and
- emphasise characteristics of the arts sector unique to Canberra, such as the presence of the national cultural institutions, and the opportunities that these offer for enhancing the ACT's cultural life; the contribution of the diplomatic community to the arts sector; and Canberra's role in serving the regional community as well as being the national capital.

### **Goal 1 : To increase community participation and access to the arts**

- The expression “arts hubs”, used here and in other goals, should be defined.
- The second dot point would be more clearly expressed as : “Define the strategic framework demonstrating what new hubs are needed, and how existing hubs can be enhanced, to build vibrancy in the local arts sector.”
- The third dot point could be moved to the suggested new Goal 5, dealing with arts facilities and precincts.
- The fifth dot point should refer to “additional” opportunities for local community participation, given that a number of such opportunities already exist.

### **Goal 2 : To support artistic excellence and artistic diversity in the A.C.T.**

- What does “support” in the first dot point mean here? If “support” translates into funding, is it realistic for a small jurisdiction to support excellence across the full spectrum of arts practice for all members of the ACT community? Shouldn’t scarce resources be more focused than this?
- The second dot point would be more clearly expressed as “Support local artists at different (or “a range of stages”) of their careers...”
- What does artistic diversity mean here – diversity of art form, cultural diversity etc.?
- The boxed quote seems more related to community participation than excellence.

### **Goal 3 : To strengthen the capacity of the arts to contribute to social and economic outcomes in the A.C.T..**

- The second dot point would be more clearly expressed as ending : “outcomes in the arts”
- The fourth dot point would be more clearly expressed as “... to better understand and demonstrate the social and economic benefits...”

#### **Goal 4 : To foster artistic innovation, creative thinking and sustainability**

- This goal seems to be a combination of financial sustainability and innovation in art practice – which may well contradict each other (e.g. if an orchestra wants to be financially sustainable, commissioning innovative contemporary works may not be the best way to do this).
- The concepts of innovation and creative thinking may sit better with the artistic excellence goal, while perhaps here the focus should just be on innovation and creative thinking as regards income sources and financial viability, rather than art form practice. This would involve moving the third and fourth dot points to the artistic excellence goal.
- The final word of the first dot point would be better expressed as “viability”.

#### **OTHER SPECIFIC COMMENTS**

- The Framework would benefit from a short introductory section, defining its purpose and audience. The purpose could, for example, be to provide :
  - a clear vision for the ACT’s cultural life;
  - a coherent and consistent direction for policy-making across government; and
  - a robust basis for funding allocation in relation to cultural matters.
- Greater emphasis could be given to the need to enhance connections between the arts and business communities.

## CONCLUSION

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The development of the new ACT Arts Policy Framework is critical not only for setting a clear vision for the ACT arts sector but also for ensuring that policy-making across government recognises and supports the sector, in terms of its contribution to building a more inclusive and resilient society and its important role in the ACT's economy, including through tourism.

The CFC's comments on the draft Framework aim, in summary, to :

- strengthen this whole-of-government approach;
- encourage the development of a more inspiring document that also reflects the unique status of Canberra; and
- identify a number of additional areas for inclusion, such as an emphasis on the need for strategic planning of high quality arts infrastructure, including for the performing arts, as an important basis for ensuring the ACT's cultural life can flourish both now and in the future.

We would be happy to expand on any of the points made in this submission and would welcome an opportunity to continue to be involved in shaping this important policy, which will set the future direction for the arts in Canberra.