

Regional Arts Policy Framework

A resource to create a Regional Arts Policy, based on research and consultation, to build on the existing foundation and increase regional vibrancy and liveability.

**COUNTRY
ARTS
WA**

The **arts** is a major lifestyle driver and emotional, creative and community “glue” for regional residents.¹

Priority One

Maintain and recommit the \$24 million Creative Regions Program for a further four years from 2020-2024

Priority Two

Increase by \$19 million over four years to address unmet need, deliver new initiatives and enhance the program

● **Enhance the well-being of Aboriginal people through connection to arts and culture**

- Direct investment in the Aboriginal Art Centre Hub WA (AACHWA) and increase funding for capacity building and marketing for Aboriginal Art Centres;
- Establish an Aboriginal Cultural Partnership Program and increase opportunities for the Aboriginal community to directly engage in cultural activity;
- Co-design culturally-based programs to target social dysfunction and disadvantage.

The ask \$6 million

● **Enrich our children’s lives – a sound investment**

- Expand the regional schools performing touring program in schools and in theatres;
- Expand youth arts mentorship and leadership programs.

The ask \$2.5 million

● **Expand Scheme Four – increased community vibrancy**

- Increase funding to Scheme Four, including the Regional Arts Legacy Grants and Regional Arts Partnership Program to address unmet need;
- Direct investment into West Australian Music’s (WAM) regional music program to inject vital skills development initiatives for contemporary music.

The ask \$8 million

● **Enable visual arts and collections regional touring and infrastructure**

- Increase funding to Scheme One and Five to enable the visual arts and collections sector to apply for capital spending, programming and development/training programs.

The ask \$2.5 million

¹Country Arts WA 2020Nine Manifesto | http://www.countryartswa.asn.au/wp-content/uploads/2014/02/CAWA_Manifesto2020_FINAL_lowresUPDATED.pdf

The regional arts Investment

Investing for a thriving arts, culture and creative sector is an investment in the State's future. It offers the potential to drive a more diverse and resilient economy as well as help make this state the best place in the world to live, work, visit and play.²

An ongoing commitment by the State Government to the maintenance and enhancement of the Creative Regions program will:

- Play a significant role in improving the health and well-being of Western Australia's Aboriginal artists and communities.
- Provide hope, connection and inspiration for children and young people.
- Improve the quality of life, foster community cohesion, develop health and well-being, build the economic creative capacity of the regions and create opportunities for shared experiences.
- Build on the priorities of regionally based people and complement existing programs through state or local networks and organisations.
- Play a pivotal role in regional WA's development and identity by providing innovative culture and arts partnerships and programs.
- Create a legacy by strengthening existing and creating new arts and cultural events, festivals, organisations and human resources.

Arts and Culture have a key role to play in making regional communities liveable, accessible, dynamic and diverse places to live.

"Addressing the decentralisation of population and services to regional WA is likely to be supported by regional centres attracting skilled and talented people in the sector, providing employment in their own right and increasing demand for cultural and creative activity. One of the most difficult challenges to 2030 will be how to achieve a critical

mass of activity and supporting infrastructure in each regional centre at a quality equivalent to that expected by those in metropolitan areas."³

The key to this critical mass of activity and supportive infrastructure is collaboration between regional arts organisations, regional artists and metropolitan service based organisations. A recent forum facilitated by Country Arts WA with these key players uncovered a series of opportunities that identified and responded to the needs and key issues of regional artists and arts organisations.

It was recognised that professional regional artists and regional arts organisations have a desire to lead their own practice and the sector. For regional artists, it is crucial there is active and direct support from the metro and regional organisations including a regional artist development program, artist and cultural exchanges (regional/metro/national/international) and recognition and promotion of regional artists.

This policy framework recognises the importance of the role of the artist and advocates for more support for regional artists across all the priority areas.

The current situation

Reporting data from Scheme Four for 2015-16 shows for every one dollar of Creative Regions investment, regional arts organisations leverage a further three dollars.

Research carried out by Country Arts WA in 2013 revealed regional communities need investment in people and organisations in addition to key cultural facilities.⁴

The 2013-14 state budget recognised this need by allocating \$24 million through the Royalties for Regions scheme over four years which is being managed via Department of Culture and the Arts' (DCA) "Creative Regions" program. The sector welcomes and acknowledges this much-needed program.

Currently, three of the five schemes within the program are directed to the performing arts and one is directed to support the sustainability of Aboriginal art centres. Scheme Four has a multi art form focus delivered by Country Arts WA.⁵

There is a need to broaden this regional arts investment to fully address demonstrated unmet need in regional WA and to build on the program's current successes by enhancing its funding allocation.

Country Arts WA most recent research in 2016 aligns with the results of 2013's survey with benchmarking data showing little change in key priorities and needs.⁶

One key change reveals indisputable support for a regional arts policy with 93.16% of respondents answering in favour of this need.

Another highlight was the ranking of the importance of income generation for local people through arts and cultural activities which increased by 16%. The increase demonstrates the economic value and impact of arts and culture in regional WA.

"The arts combine with more traditional quality-of-life factors including safe neighborhoods, good schools, strong infrastructure, and accessible recreational and outdoor "natural" attractions, to create more viable, desirable and livable communities. Additionally, the arts promote teamwork and team building, advanced visual skills, may help increase standardized test scores and encourage problem solving – all necessary elements for a productive and self-sufficient workforce. As such, investment in the arts may be among the most innovative workforce development tools at the disposal of State Governments"⁷

The benchmarking questions also re-affirm the arts activities regional communities would most like to have access to as:

- Live Music;
- Performances (comedy, plays and dance);
- Workshops/Masterclasses/Residencies;
- Community Festivals; and
- Visual arts including painting and sculpture.

This policy framework ensures the key priority areas of children and young people, funding to address unmet need and Aboriginal arts and culture are in-line with the priorities of regional communities and other key stakeholders.⁶

²The Chamber of Arts and Culture WA Pre-Budget Submission 2016 | <https://www.cacwa.org.au/documents/item/416> ³Strategic Directions Framework 2015 - 2030 for arts and culture in WA | http://www.dca.wa.gov.au/Documents/ALG/Strategic_Directions_Framework_2015_2030.pdf

⁴Country Arts WA Regional Arts Funding Priorities Survey, November 2013 | <http://www.countryartswa.asn.au/wp-content/uploads/2013/10/Regional-Arts-Funding-Priorities-Survey-Report-Final.pdf> ⁵<http://www.dca.wa.gov.au/DevelopingArtsandCulture/regional/royalties-for-regions/> ⁶Country Arts WA Regional Arts Policy Platform Paper Survey Report, July 2016 | <https://s3-ap-southeast-2.amazonaws.com/juiceboxcreative-cawa/wp-content/uploads/2016/09/30132057/Regional-Arts-Policy-Platform-Paper-Survey-Report-2016.pdf> ⁷The Role of the Arts in Economic Development | <http://www.nga.org/files/live/sites/NGA/files/pdf/062501ARTSDEV.pdf>

Enhancing The Creative Regions Program

Priority

Enhance the well-being of Aboriginal people

“The richness of Aboriginal culture needs to be understood, maintained and nurtured if the full benefits of living in our State are to be realised.”⁸

Aboriginal arts and culture holds one of the greatest opportunities to improve the disadvantaged situation of WA’s Aboriginal communities and with proper promotion and support, it could drive the tourism, education and economic agenda for the state of WA. The State’s Aboriginal Art Centres produce over 40% of Australia’s Aboriginal Art and are key employers in their communities, with a growing recognition of the role remote and regional Aboriginal artists play in regional and remote economic, health and social development.

The opportunity exists to enhance the “Creative Regions” program by providing a direct investment into the peak body, the Aboriginal Art Centre Hub WA (AACHWA) and increasing funding to Aboriginal Art Centres in WA. In terms of broader social outcomes, there is a substantial and growing body of academic and case evidence that Government programs or services targeted towards improving outcomes for Aboriginal people on a range of social issues will be more effective if delivered within an environment where Aboriginal culture is recognised, valued and resilient.

Aboriginal leadership and organisations such as Art Centres would benefit from a coordinated approach to co-designed programs targeting governance and leadership capacity, shared decision-making processes, cultural maintenance and marketing and youth service delivery improvements.

“Culture is central to the well-being of Aboriginal children and young people, with evidence of positive associations between culture and well-being outcomes throughout life. Culture supports children and young people’s development, promotes resilience and can be a protective factor that reduces the exposure to, and effects of, risks to well-being.”⁹

Priority

Enrich our children’s lives - a sound investment

Young people in regional centres face many challenges; isolation, boredom, depression and limited youth oriented services. The arts are high on the agenda of young people, whether it is in visual arts, music, dance, puppetry, circus and digital media.

In cities and towns across WA there is a need to engage these young people, to give them a sense of a positive future and to give the community a sense of safety and security. Arts and cultural activities have the capacity to tackle antisocial behaviour through leadership development and mentorships, participation and commitment rather than law and order processes.

“Participating in a variety of arts activities provides opportunities to gain leadership experience, set goals and develop initiative and a sense of identity.”¹⁰

“Research has shown a direct link between in-school performances and student learning and social outcomes. Students in regional WA deserve to see the best performing arts available to add value to their education, challenge their worldview and expand life experiences.”¹¹

⁸ Strategic Directions Framework 2015 - 2030 for arts and culture in WA | http://www.dca.wa.gov.au/Documents/ALG/Strategic_Directions_Framework_2015_2030.pdf
⁹ Listen to Us: using the views of WA Aboriginal and Torres Strait Islander children and young people to improve policy and service delivery. Commissioner for Children and Young People Report. 2015

¹⁰ Champions of Change – The Impact of the Arts on Learning | <http://artsedge.kennedy-center.org/champions/pdfs/champsreport.pdf> ¹¹ The Smith Family 2013, Sport, culture and the internet: Are Australian children participating?

Enhancing The Creative Regions Program

Priority Expand Scheme Four - Increase Community Vibrancy

“Increased regional arts activities will benefit participating communities economically, culturally and socially”¹²

Priority

The initial investment by Country Arts WA in 2015-16 through Scheme Four is bringing results for arts in the regions including the employment opportunities for over 850 regional artists, support for 17 regional arts organisations and engagement of over 230,000 audience members. Funding initiatives have been specifically designed to assist Local Government, communities and artists to build on existing success in the regional arts sector as well as support new opportunities in smaller and more remote communities. Programs are aimed at building capacity within communities, developing professional regional arts practice, increasing activity and participation and contributing to the well-being and revitalization of the regions.

The recent funding priorities survey also affirmed that live music is in high demand across regional WA. This policy paper supports a direct investment in WAM's regional music program that will include regional network development; industry access and skills development for regional musicians; annual regional roundtables; regional touring circuits; recording tuition and professionally recorded/radio ready CD and digital song file projects. Over the four years WAM will deliver programs in each of WA's nine regions.

Country Arts WA has been overwhelmed by the number and high calibre of applicants for the recent funding rounds – a direct result of previous investments towards building a vibrant and increasingly professional regional arts and cultural sector. Thirty applications were received requesting a total ask of \$2,681,998 in funding with the majority of those projects found to be worthy of support. This funding round clearly highlights an unmet need within WA regional communities, both for projects and human resources.

Priority Enable Visual Arts and Collections Regional Touring and Infrastructure

Priority

In the Chamber for Arts and Culture WA's 2013-14 budget submission, they identified the need to develop a sustainable touring circuit for all art forms including visual arts, collecting and writing as well as an opportunity to reticulate 'home grown' arts from these communities to other regions in the state.

The opportunity exists to enhance the "Creative Regions" program by addressing the lack of support for touring exhibitions throughout regional WA. Regional Western Australians can only experience the considerable works held by the State Institutions (Museum, Gallery, and Library) when they visit Perth. This initiative should also encourage the development of exhibitions in the regions to tour interstate.

Additionally, it is important in developing the capacity of regional visual arts curators and artists to facilitate and encourage residencies and curatorial exchanges, between city and regionally based artists and curators. This builds capacity and ensures an improved quality of exhibitions that may be toured nationally and internationally.

It is important to recognise the key role of Local Government in the provision, maintenance and support of local arts and culture infrastructure, and that a limitation for many touring exhibitions is the lack of suitable facilities which meet the appropriate level of security and environmental conditions. Moreover, there is a need to ensure that adequate professional staff are employed with adequate ongoing training and support. An assessment to ascertain the level of facilities and resources required in the various regional centres is urgently needed. It should address the contribution of each tier of Government to the realisation of the facilities.¹³

¹² Regional Development Minister, The Hon Terry Redman (June 2010)

¹³ The Chamber of Arts and Culture WA Pre-Budget Submission 2016 <https://www.cacwa.org.au/documents/item/416>

Fast Facts

Cultural and Creative Industries Outranking Other Sectors¹⁴

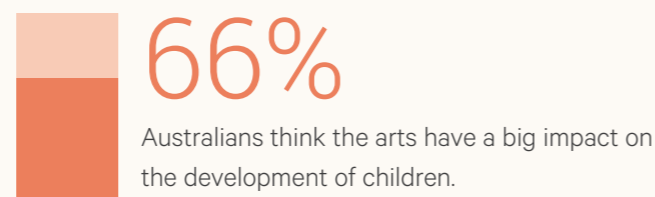
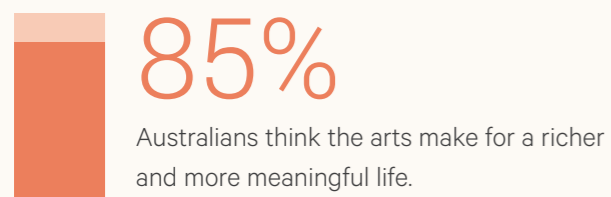
The following statistic highlights the estimated aggregate gross value to the Australian economy compared to the contribution of other industries.

Estimated gross value added to Australia's economy¹⁴

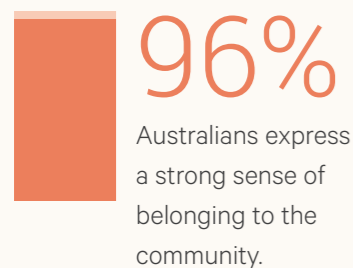


Estimated gross value added to Australia's economy through cultural and creative activity in 2008-2009 (6.9%), compared with retail (4.9%), education and training (4.6%) and agriculture, forestry and mining (2.5%).

Arts¹⁵



Culture¹⁶



Boosting Regional Employment

176,560
Jobs are created each year in the planning and operation of festivals in nonmetropolitan Australia.¹⁷

2,800+
Rural festivals in Australia per year.¹⁸

310,723
People within Australia are employed within the arts and cultural industry.¹⁹

6%
Increase in regional employment through investment in the arts.²⁰

86%
Australians attend at least one cultural event or performance each year.²¹



45%
International tourists enjoy seeing Aboriginal art, craft and cultural displays.²²

32%
International tourists visit Aboriginal galleries.²³

22%
Domestic tourists visit an Aboriginal cultural centre.²⁴

¹⁴ Regional Arts Australia 2014, Regional Arts Australia calls on ABS to keep counting creativity and culture, Regional Arts Australia, retrieved 7 November 2014 | <http://regionalarts.com.au/news/regional-arts-australia-calls-on-abs-to-keep-counting-creativity-and-culture>. ¹⁵ Australia Council for the Arts 2014, Arts in Daily Life: Australian Participation in the Arts, retrieved 6 November 2014 | <http://www.austliacouncil.gov.au/workspace/uploads/files/research/arts-indaily-life-australian-5432524d0f2f0.pdf>. ¹⁶ Australia Council for the Arts, Op. Cit. ¹⁷ Gibson, C & Stewart, A 2009, Reinventing rural places: The extent and impact of festivals in rural and regional Australia, Australian Research Council & University of Wollongong, Wollongong. ¹⁸ Ibid. ¹⁹ Australian Bureau of Statistics 2014, Arts and Culture in Australia: A Statistical Overview, July 2014, cat. No. 4172.0, retrieved 3 November 2014 | <http://www.abs.gov.au/ausstats/abs@nsf/lookup/4172.0main+features242014>. ²⁰ Dunphy, K. F 2009, Developing and Revitalizing Rural Communities through Arts and Creativity: Australia, Cultural Development Network, Victoria. ²¹ Australian Bureau of Statistics 2011, Australian Social Trends, Jun 2011, cat. No. 4102.0, retrieved 4 November 2014 | <http://www.abs.gov.au/AUSSTATS/abs@nsf/lookup/4102.0Main+Features40Jun+2011>. ²² Duffy, M & Waitt, G 2011, 'Rural Festivals and Processes of Belonging', in C Gibson and J Connell (eds), Festival Places: Revitalising Rural Australia, Channel View Publications, UK. ²³ Ibid. ²⁴ Ho, H & Ali, S 2013, 'Understanding Negative Visitor Experiences at Indigenous Cultural Tourism Venues: Marketing and Operational Implications', Journal of Marketing Development and Competitiveness, vol. 7, no. 2, p. 138-145.



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