



# Development and Strategy Directorate

Arts & Cultural Policy Consultation Forums

## Key Ideas and Themes





# Creative People



## Context:

Isolation

Geography - link to the land

Indigenous Culture

Unique Identity



Western Australia

Big Stories

Untapped Stories

Indigenous Culture

## Models of Support:



Direct support for Artists - Wage

Broad support for Creative Production - smaller amounts, broader distribution, quicker turn around

Flagships vs. Flotillas

Support for Experimentation and Profession development  
vs.  
Support for Production

# Local and International

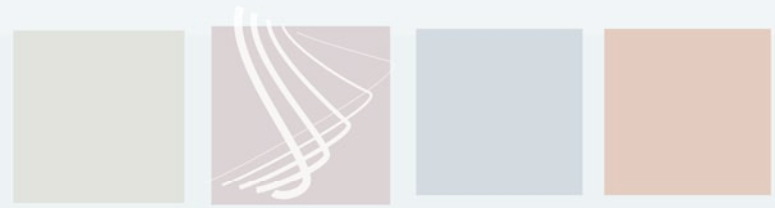


Local Producers - Confidence in  
ability of local artists

International Producers - Important in  
exposure to new work, can provide PD training

International Festival Model

- what impact on local sector/community



## Shifting Baseline:

Digital Culture/Production

Environmental Changes

Economic Changes (Boom and Bust)

Place:



Inner City vs. Suburbs

Need for investment in cultural centre  
infrastructure

Creative producers working in their  
Bedrooms (in the suburbs) going international

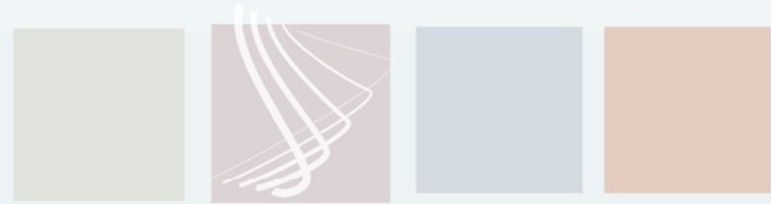
Role of technology in changing creative practice

Shifting Cultural Geography:

Pathways to production/distribution/  
audiences are changing

Pathways to 'success' are changing

Intensity of Response  
vs.  
Scale of Response



## Flexible Funding:

Supporting work which is finding its audience

Going with the momentum, supporting work  
with momentum - big gains

Encourage Risk - Accommodate Failure

Reward Success

Supporting practice not dependant on an end product

Small scale, movable,  
small spaces



## Advocacy and Promotion:

Promoting successes, advocating for arts across

Government and Community

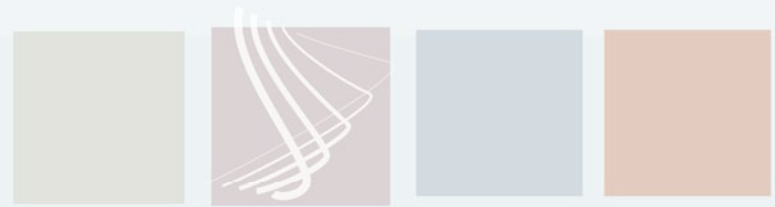
## Regional:

Opportunities to tour to and from regional and remote

Access to cultural experiences



# Creative Communities



## Sense of Community and Belonging

Diaspora - where do you sit, place of departure or place of arrival

Issues of putting people into 'boxes' -  
what if you fit in more than one

Culturally, ethnically and sexually diverse communities

Communities - telling their own powerful stories



Participatory not institutionalised

Unique - Focusing on what is unique to  
a place/community

**Five keys to success:**

Access to resources

Time to develop

High level experience

Permission for positivity

Work across sectors

## Do Tanks:



Transformative design principles - new solutions to social problems

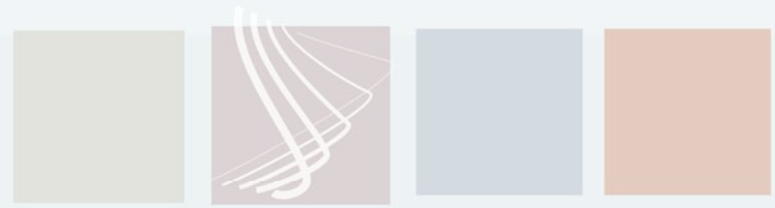
## Indigenous:

Ground up protocols - take back to the community

“Our stories - Our Way” - owned by the community

Collaborations: writers/actors/directors with health and community workers

Addressing issues such as Domestic Violence, Suicide



DCA role - Leadership in building cross government partnerships/relationships

Levering connections and networks - new sectors

**Economic Boom:**

Building cultural resilience for after the boom

Dealing with the impact of the boom on (regional) communities



## DCA - Leadership role in investing in 'human beings' on the ground in regions

**Unlocking:**

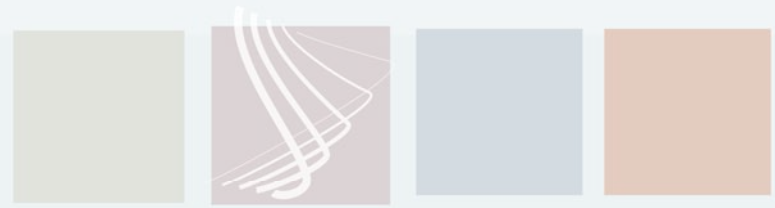
Leaders

Passion

Resources

Mobilisers

Identifying issues



Creative Communities: Those who reflect on  
Their culture and celebrate it

The furthest out surfer gets the first chance at the wave



# Creative Economy



Creative Industries - An answer, not necessarily the answer

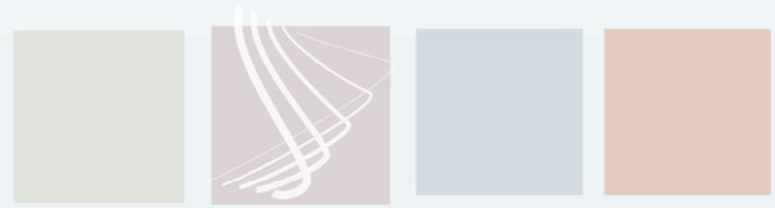
**WA Creative Industries:**

Location as an advantage

International connection

Innovation - cutting edge

Indigenous culture



Hubs

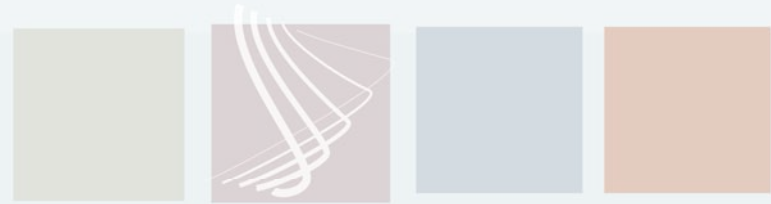
Incubators

Whole of government approach (to spaces)/Partnerships

New delivery platforms

Broad marketing approach

Support:



## Spaces between Subsidised Sector and Commercial Sector

Broader, more flexible support:

Interest free/low interest loans

Rent support

Industry development

Venture capital



## Business (skills) development

Business incubators - Northbridge

NEIS style support and mentoring programs

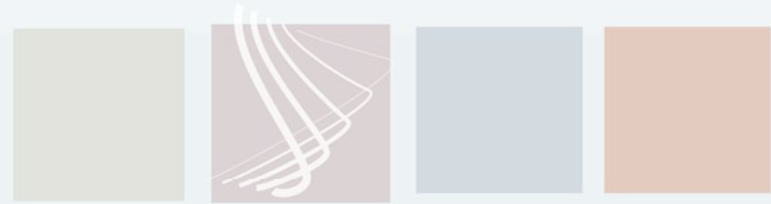
**Regulatory:**

Reducing the barriers to creative activity

Liquor licensing

Planning - zoning for cultural use

## Nurturing creativity:



Thinking creatively in business -  
entrepreneurship - self motivation

## Aware of Audience:

Create for an (known) audience -  
research, market and distribute to audience

Create for audiences used to  
interactivity - user generated content

## Flexibility of Support:



Income support

Business support targeting at creative industry

Business promotion and marketing

DCA - Simplify Bureaucracy

Help us make a living what we do best

IP:

Promoting



Ownership

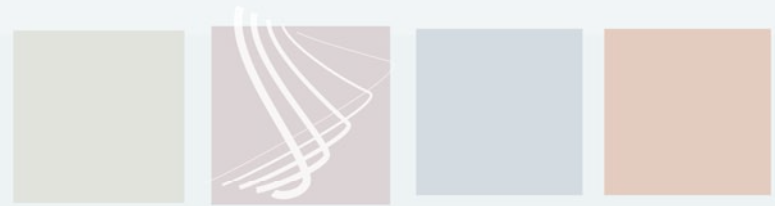
Banking

Protecting

**Risk and Experimentation:**

Right to fail

Opportunities for Research and Development



## Promotion and Advocacy:

Promote what we do better

Central guide for what's on where

Shared promotion across sector



## **Shared Resources and Space**

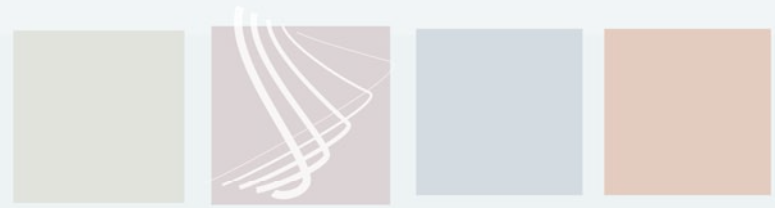
(like community artistic centres where spaces can be hired for a subsidised rate)

### **Indigenous Art Centres:**

Support as key Creative Industry production centres



# Creative Environments



Creative State - How is it created

Language Important - Changing the landscape  
of terminology - positive

Creative Ecology

DCA - Cutting Across Silos - funding,  
infrastructure, cross-governmental support

Investment in innovation - Venture Capital - R&D



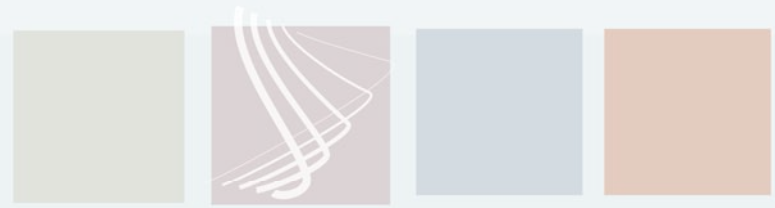
Environments that - Showcase - Teach - (are) Creative

## Building Better Places:

Environments that promote culture

Studios - Public spaces -  
gathering places - spaces in-between

Commitment and Scale



## EPRA - Role in the Cultural Centre

Gotham/PICA/William Street

DCA Role - At the table, forming strong relationship

Brokering for cross government approach to spaces



## Studio Spaces:

If people don't see artists working,  
they forget what they do is work

City - Upper levels of shops and buildings

Northbridge

Cultural Institutions - AGWA, WA Museum

## Residency/Studio Programs:



Visiting Indigenous Artists

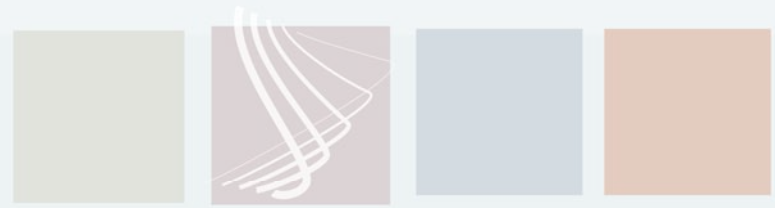
Visiting International Artists

Encourage WA Artists to return

Supporting 'Scenes' rather than projects

Great art (and architecture) - Inspires

Better Creative Spaces - Better Mental Spaces



## Leave the Cracks - The spaces in-between

Vibrancy - Creativity - Street Life  
(more than just marketing buzz)

Advocacy - Value across society

Engage with those not here (planners, etc)

Champion the Aesthetic

**DSD should actively:**



Identify and lobby to improve current (existing)  
Legislation that restricts creativity thriving uncontrolled

Build partnerships with corporate and local  
government to support growth

**Regional:**

Issues discussed mostly in context of Perth, also applies to  
regional WA:

Support creative spaces for artists and communities

Support for 'scenes' to inspire young people