

CREATIVE COMMUNITIES

NSW Arts, Culture and Creative Industries Policy
2024-2033



SUMMARY

Putting Culture at the Heart of NSW

Creative Communities is an expansive policy that recognises the unique place of arts, culture and the creative industries in New South Wales, the state with the largest cultural and creative workforce, the oldest and most distinctive cultural institutions, and the most diverse population.

It is an inclusive ten-year policy that supports artists, creatives and cultural organisations and importantly, expands to include for the first time, the rapidly growing creative industries.

Creative Communities reaches across government and promises over time to touch as many lives as possible and embrace the full diversity of NSW. It commits to a whole-of-government approach to advocate for, invest in and enable the creative and cultural ecosystem across the state to realise its potential. It recognises that the work produced by artists and creatives, as sole traders and those in community and professional settings, is essential to the wellbeing of all, and that they deserve respect and support.

It considers culture as a public good and the right to participate in arts, cultural and creative activities a fundamental human right. It complements *Revive*, the national cultural policy, and shares its commitment to prioritise First Nations' culture and take our multi-faceted stories and creativity to the world. It supports achieving sustainable growth. It accepts the responsibility to advocate for the value of culture to build capacity, creativity and community cohesion.

The Five Core Principles

Prioritise First Nations culture

Creative Communities recognises and respects the place of First Nations stories at the centre of NSW's arts and culture. The NSW Government will prioritise First Nations investment, programs and strategies to support the growth of First Nations creative industries. We will support self-determined and autonomous organisations, services and spaces for NSW's First Nations creative, cultural and language practitioners, Aboriginal Community Controlled Organisations, businesses and communities.

Embrace the arts, culture and creative industries

The NSW Government acknowledges the value of NSW arts, culture, and creative industries, including the talented, innovative artists and other creative practitioners at its centre. We will establish a whole-of-government approach to creative industries investment, services and program provision. We will reform the various forms of creative industries investment, programs and initiatives provided across NSW Government into a coordinated and cohesive network. We will review the arts and cultural sectors to assess needs and build effective partnerships across agencies and with philanthropists, commercial and not-for-profit enterprises. We will strengthen industry pathways and training for the next generations of artists, cultural and creative workers.

Advocate for the value of culture

NSW Government will champion participation in community cultural life for the people of NSW, wherever they live and whatever their traditions. Providing equitable access is central. The government recognises culture as a public good and acknowledges the role it plays in personal and community wellbeing and economic development. NSW will ensure that cultural access and opportunities for the next generation are enabled and celebrated.

Support sustainable growth

Creative Communities commits NSW Government to fostering growth of the arts, culture and creative industries. This includes reforming cultural investment to provide more equitable distribution of funding across NSW, the financial sustainability of cultural infrastructure, and protection of cultural assets and collections. Sustainability also refers to the efficient use and activation of underutilised cultural and civic assets and ensuring the sector transitions to renewables and reduces carbon emissions. Sustainable growth also requires regulatory reform to ensure viable careers and enterprises now and for future generations.

Take our creativity to the world and bring the world to our stories

Creative Communities aims to grow national and international audiences, drawing on the rich diversity of cultural experience, artforms and local initiatives. As a part of this ambition, NSW tourism will increase its focus on cultural experiences, including festivals and First Nations cultural tourism. Investment and regulatory support for creative industries and the development of creative content, expertise and jobs. This will be done in partnership with the Commonwealth and other partners.

To read the full policy go to:

nsw.gov.au/create-nsw



Front cover Chanika De Silva in Vox Theatre's *Silenced*. Photo: Natalie Low

Back cover NORPA production of *Flow*. Photo: Kurt Petersen

