

The Labor logo consists of the word "Labor" in a white sans-serif font, enclosed in a white speech bubble shape with three dots at the end. The background of the entire page is a vibrant, abstract painting with thick brushstrokes in shades of blue, red, purple, and yellow.

RENEWING CREATIVE AUSTRALIA

LABOR'S ARTS AND CULTURAL POLICY IN DETAIL

Labor loves the arts.

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FOREWORD

Labor does not simply adopt an “arts policy”. Both Paul Keating’s Creative Nation and Julia Gillard’s Creative Australia were described as cultural policies. This is because of Labor’s deep conviction that the arts represents so much more than entertainment.

The arts drive how we find our place here, how we learn about each other and how the world understands us. A cultural policy allows the power of the arts to reach well beyond official arts bodies to the lives and experiences of every Australian.

We seek to preserve our culture because it is fundamental to our understanding of who we are. It is the name we go by, the house in which we live. Culture is that which gives us a sense of ourselves.

Creative Nation, 1994

The arts are not only relevant to education, health, or to our understanding of First Nations and appreciation of modern multicultural Australia. The arts also challenge and inspire us.

Our artists affect how we feel. Our literature, theatre and films can take us through a rollercoaster of emotion. Music can shift our emotions by the second bar. Visual art can capture us at the first glance.

That’s why Gough Whitlam described this area of policy as not being a means to an end but an end in itself. That’s why the most important part of this document is a commitment to again have a national cultural policy. Labor won’t start from scratch. Labor will renew Creative Australia with a government wide approach to the sector. Our new cultural policy will be based on the same five themes as Creative Australia:

- First Nations.
- Our diversity.
- Our artists.
- Our institutions.
- Communication to each other and the world.

Gough Whitlam, Bob Hawke, Paul Keating, Kevin Rudd, and Julia Gillard all pursued an ambitious and independent approach to the cultural institutions of our nation. They oversaw periods where creativity was championed rather than attacked.

A Shorten Labor Government will value our artists, support our creativity, and cherish our stories.

Culture is not created by government, but enabled by it. Culture is created by community.

Creative Australia, 2013



FIRST NATIONS

A Shorten Labor Government has committed to partner with First Nations' peoples to enshrine a First Nations' Voice to Parliament in the Constitution, and establish a Makarrata Commission for agreement-making and truth-telling. In restoring a national cultural policy, First Nations will again be the first of the five pillars of Creative Australia.

SUPPORT FOR EXISTING FIRST NATIONS' THEATRE AND DANCE COMPANIES

Recognising the important role that the existing Indigenous dance and theatre companies play, Labor will provide \$3 million to assist existing state based First Nations' theatre companies and dance groups to grow and apply to become major performing arts organisations. This funding would be made available with the expectation that state governments would also contribute.

These existing companies have worked hard over many years to deliver extraordinary work and deserve this further support.

Strengthening and expanding existing companies will mean they stand tall in their own right and can, if they wish, partner with the new Indigenous theatre. These commitments will raise the resources for existing groups - meaning more First Nations' stories are told and celebrated.

INDIGENOUS THEATRE COMPANY

Labor will provide funding to establish a new Indigenous Theatre Company as a major performing arts institution. Labor values First Nations' peoples and their stories and we want their stories to be central to Australia's cultural landscape.

The theatre will not be a "bricks and mortar" theatre, but one that is based on coordination, partnerships and co-production. The investment will include funds to increase First Nations' audiences, perform stories on country and to build capacity in the sector through training First Nations' staff, creators and artists.

The theatre would be established by First Nations' peoples and the governance will be determined by First Nations' peoples. First Nations audiences would be seen as a destination in their own right. The initial investment will be \$8 million over four years to establish the theatre and ongoing funding of \$5 million per year for performance, training and touring.

INDIGENOUS ARTS AND LANGUAGES PROGRAM

Labor will also invest \$85 million in a new Aboriginal art and cultures gallery at Lot Fourteen in Adelaide. We will consult with First Nations' peoples about the best approach to establishing the gallery.



Labor supports the vision as “...a place devoted to Australian Aboriginal cultures, truth telling, art, history, science and contemporary life. It will recognise and celebrate the longest continuous human culture on the planet, provide a dynamic cultural and economic hub and be a beacon for reconciliation for generations to come.”

Labor will maintain the Indigenous languages and arts program, supporting Aboriginal and Torres Strait Islander communities to revive and maintain languages, and to develop and present art. In recognition of the fact that the United Nations General Assembly has proclaimed 2019 as the international year of Indigenous languages, a Shorten Labor Government will allocate \$4 million to community organisations to support the production of resources for the recording, maintenance, and development of materials which encourage learning and recognition of First Nations’ languages.

INDIGENOUS MUSIC

Labor’s music policy – Soundtrack Australia – aims to promote all kinds of Australian music both domestically and around the world. Sounds Australia will be tasked with promoting Australian music and artists overseas, this will include First Nations’ artists.

In addition, \$2.7 million will be provided to establish a new

grants program for Indigenous musicians. These grants will help artists get started or move along their career path.

CONSULTATION ON NATIONAL INDIGENOUS ARTS AND CULTURAL AUTHORITY

A Shorten Labor Government will continue to support the First Nations’ arts and cultural sector to work towards an agreement on a national Indigenous arts and cultural authority.

FAKE ART

Fake art is an attack on copyright, an attack on artists’ incomes and an attack on culture. Labor sides with the rights of Indigenous artists to protect their cultural and intellectual property.

Of the souvenirs sold in Australia, 80 per cent are imported fakes, with no connection to Traditional Owners. First Nations artists have described the feeling that their cultures are being stolen through the supply of these imitation products.

Labor will prioritise action at the consumer affairs forum of all commonwealth, state & territory ministers responsible for consumer affairs, and ensure a national approach to policy development to protect First Nations artists and consumers across the country. We don’t rule out legislation, our commitment is to consult.



OUR DIVERSITY

ACCESSIBILITY

Artists of all abilities create work for Australian audiences, and Labor's arts policy is a policy for everybody. Embedding an accessibility approach to the planning and delivery of all arts projects and events is core to this policy.

Labor will ensure that more artists and arts workers with disability have the opportunity to create and show work, and find employment in the arts.

When the Abbott-Turnbull-Morrison Government abandoned Australia's national cultural policy - Creative Australia - they walked away from policies designed to increase accessibility.

Labor will revitalise the national arts and disability strategy, work towards its implementation, and measure outcomes. This approach will ensure that access is embedded in Labor's arts policy and programs. This approach will take time and we will work with stakeholders to ensure we get it right.

Through increased funding to the Australia Council and across the arts sector a Shorten Labor Government will also foster new partnerships between small-to-medium and independent organisations that develop shared



approaches to boost arts presentation and employment for people with disability.

CULTURAL DIVERSITY

Australia's cultural diversity makes us who we are. Our nation's story has been told in hundreds of First Nations' languages since the first sunrise, and in hundreds of migrant languages across more recent years.

Labor will provide \$3.5 million towards multicultural arts and festivals as well as ensure our cultural policy reflects and celebrates modern multicultural Australia.

REGIONAL ARTS

Diversity includes where you live and time has well passed that regional communities are just a touring circuit. The stories, artistry and knowledge of artists and creators across all regions of the nation deserve be better supported.

A Shorten Labor Government will provide an additional \$1 million per year of regional arts funding to support ongoing artistic initiatives, invest in professional development opportunities, and increase employment for regional and remote artists.

The funding will have a particular focus on artistic skills development among First Nations' communities, young people and people in very remote areas.

Labor has also committed to provide \$5 million to refurbish Her Majesty's Theatre in Ballarat.



ARTISTS

The artist needs to be central to our cultural policy. Artists are the great creators, the storytellers, the interpreters of our land and its people. An updated Creative Australia will provide better opportunities for training and for a successful career in the arts.

EDUCATION

Embedding the arts in education creates the critical thinkers and innovative workers of tomorrow. Labor's plan for fair funding for schools will ensure every Australian child has access to the very best education, regardless where they live or which school they attend. Labor's investment supports schools to deliver a comprehensive curriculum, including an arts education in drama, dance, media arts, music and visual arts.

A Shorten Labor Government recognises the contribution of arts education to arts practices and critical and creative thinking, and will support the arts as a learning area in the national curriculum.

Artists in schools will work closely with teachers on projects that bring the curriculum to life by teaching children valuable skills in artistic and design thinking.

Music education is a feature of Labor's policy with \$6 million being allocated to Music Hubs in the community

to support young people play and learn music, \$7.6 million for youth music programs and \$2.5 million to support music industry skills development and mentoring opportunities for young people in regions with high youth unemployment. Funding will also be provided for teachers and mentors from the Songmakers program to work with young musicians at Labor's Community Music Hubs.

In addition music will be supported in schools through:

- Musica viva.
- Music: count us in.
- The Song Room national pilot.

To celebrate Australia's talented teachers Labor will allocate \$600,000 to expand the music teacher award to four categories - primary, secondary, community, and remote music teachers.

TRAINING ORGANISATIONS

Labor will restore the cuts to arts training institutions (arts8) over four years and provide indexed funding on an ongoing basis. Training institutions include: Australia's National First Nations' Dance College, Australian National Academy of Music, NIDA, Australian Youth Orchestra, Circuso2, Flying Fruit Fly Circus, and The Australian Ballet School. This will be an additional \$2.3 million over the forward estimates.



Labor will also invest \$5 million for stage 1 of a new centre of National Indigenous Creative learning called Naya Wa Yugali. The centre situated adjacent to the present NAISDA campus will expand training and career pathways for Aboriginal and Torres Strait Islander students across creative industry-aligned disciplines.

Training in the music industry will be improved with \$250,000 for the association of artists managers to train new and emerging managers and to support managers across the industry.

RECOGNISING THE WORK OF ARTISTS

Labor recognises that while artists create significant value for the economy, artists' work is often casual, precarious and unpredictable.

Recognition by all Australian government service delivery agencies including Centrelink of the work that artists do is essential for achieving a living wage.

A Shorten Labor Government will work with artists to ensure Centrelink is applying rules in a way that fairly recognises the work of artists.

MENTAL HEALTH SUPPORT

Labor recognises that while artists work in situations that risk poor mental health, the work they create stimulates

good mental health for all.

Labor will provide \$5 million over five years to Support Act, a game changer for the mental health landscape in the industry, and provide ongoing funding of \$200,000 to deliver a comprehensive mental health program for people throughout the music industry.

As part of our policy development process Labor will also look to ensure that artists can always access mental health support services and whether peak professional bodies can assist in this. There may be scope to establish a national employee assistance program fund for professional practising artists to access quality counselling when they need it.

FAIR PAY FOR ARTISTS

Labor will lead by example and make sure that government and publicly funded organisations have written policies on artist payment. Labor will also explore a standard for industry fees and end 'exposure' as a form of payment.

Artists can currently average their incomes over multiple years when they meet certain criteria. The policy is designed to address the problems associated with irregular incomes received by artists where they are paid for a show, exhibition, production or event but it may have taken years to develop. Labor will look at whether this system is working and whether it can be simplified. One area Labor will examine is the problem where high rates of tax are paid if an artist receives a grant or commission that is designed to only cover materials or production and not wages.

SAFE WORKPLACES

Labor recognises the work that institutions, companies and unions have been doing to try to deliver safer workplaces. As part of the update of Creative Australia, Labor would formalise in our national cultural policy that those who work in creative industries have an absolute right to a workplace free from harassment.



INSTITUTIONS

AUSTRALIA COUNCIL

A Shorten Labor Government will restore funding to the Australia Council and undo the Brandis cuts. Labor will save the Australia Council by restoring funding cut by the Abbott-Turnbull-Morrison Government, providing an initial addition of \$37.5 million over the forward estimates and maintaining this funding increase – totalling a commitment of over \$112 million. An additional \$2 million will also be provided to extend the contemporary music touring program to support national touring by Australian musicians.

The Brandis cuts meant that it was often the small-to-medium and independent sector that was hit hardest. This needs to be turned around.

By restoring funding to the Australia Council there is a clear expectation that the additional funds will help restore the balance for areas that have been underfunded in recent years, including, literature, visual art and the small, medium and independent sectors.

MPA FRAMEWORK

There is no doubt the National Framework for Governments' Support of the Major Performing Arts Sector needs to be updated. The “majors” are an important part of our cultural landscape and the framework needs to be

strengthened and modernised to reflect the diversity and contemporary face of Australian performance culture.

Labor wants to see the Framework deliver a clear purpose, fair funding arrangements and reflect the diversity of the broader community particularly first people, multicultural Australia, demographics and different geographies.

Labor will work with the states to determine the best way to achieve this. There is room to open up the Framework to more companies and art forms and also increase transparency.

ABC AND SBS

Labor is united in its belief that the Australian Broadcasting Corporation (ABC) and the Special Broadcasting Service (SBS), including National Indigenous Television (NITV), are among Australia's most important public institutions. Labor is committed to maintaining the ABC and SBS as independent and comprehensive national broadcasters, never to be privatised.

To support Australian screen content, Labor will provide \$40 million to the ABC for Australian content across scripted drama, comedy, children's and music and \$20 million to SBS for Australian content, increasing the percentage of Australian content on the SBS main channel.

Labor will also reverse the Liberals' \$83.7 million unfair cut to the ABC, as well as guarantee funding certainty over the next ABC budget cycle.

In addition, Labor will provide \$15 million to the ABC to:

- Bolster regional news and emergency broadcasting.
- Help restore shortwave radio in the Northern Territory.
- Support a news literacy program to fight disinformation and fake news.

In addition, Labor will provide \$4 million to the ABC and SBS to upgrade systems to provide audio description for blind and low vision Australians.

Labor will ensure the national broadcasters are properly funded. We will keep the ban on ABC advertising and sponsorship in place and not extend the current advertising levels on SBS.

COPYRIGHT

The arts, artists and creators are under pressure from new technology changing how people earn a living. Labor will make sure the law protects creators' rights. Labor believes that creators should be the ones who own what they create and have control of how it is used.

Artists and creators have a right to income, this needs to be maintained and protected.

Labor will consult on any copyright reform and be guided by our strong view that creators own what they create, and effective copyright laws must ensure they are properly paid for the work that they do.

AUTHORS AND WRITERS

In addition to funding increases to the Australia Council, which authors and writers will be eligible for Labor will review the tax arrangements on literary prizes and art prizes to see if the system is fair. There must be a way of not taxing genuine prizes without creating unintended loopholes.



Labor also wants to encourage industry led development for authors and writers and will consult with the sector in key priorities for change and opportunities for development.

COLLECTING INSTITUTIONS

Labor values Australia's national collecting institutions and the role they play in protecting and celebrating Australian stories.

Australia's collections are world class and share their skills and resources to help each other and other institutions in the region. Labor will continue to support our collecting institutions so that Australia's cultural material is made available, maintained and shared wherever possible.

Labor also supports programs and policies that promote best practice for collecting cultural material and ensuring ethical collecting in Australia continues, especially in regard to First Nations' cultural material.

Labor will also commit \$20 million to strengthen Bundanon as a collecting institution by building a new gallery to showcase more art.



COMMUNICATION AND INNOVATION

The work of our creatives needs to be communicated to fellow Australians and to the world.

FAKE TICKETS

Fake and overpriced tickets, as well as fake merchandise, are ripping off fans and artists.

Labor will crackdown on fraudulent ticket scalping sites consumers paying exorbitant prices for tickets on the secondary market will no longer be allowed to continue.

In our first term Labor will do this by legislating a resale price cap of 110%, banning ticket-buying bots, and directing the Australian competition and consumer commission (ACCC) to review these measures to ensure the reforms are having their intended effect.

Labor will legislate further until we have addressed dodgy ticket resale websites, if necessary.

FUTUREASIA AND EXPORTS

Improving links to our region is important in many ways, when it comes to art there are endless opportunities.

Labor will provide \$5 million to strengthen arts engagement in Asia. Arts engagement would focus on promoting awareness and appreciation of Australian art in

the Asian region and awareness and appreciation of Asian art throughout Australia. It will also enhance the practice of artists, students and curators in Australia and Asia. This will build on current programs such as Ozasia, Ozfest, and the Australian cultural diplomacy grants program.

Music exports and markets will also be supported (see music section on page 22).

SCREEN AND STREAMING

Labor will ensure we continue to see Australian stories on Australian screens, including on commercial and subscription tv as well as new services like Netflix, by modernising the settings that support Australian and children's content in the converged media environment.

Millions of Australians subscribe to over-the-top streaming services, but the policy and regulatory framework has not kept pace with this change.

Labor will convene a taskforce to conclude the Australian and Children's Screen Content Review, which stalled under the Liberals, to adapt and evolve local content obligations and incentives.

Labor understands the role content quotas, offsets (producer, PDV and location) and subsidies have played in



enabling the industry and Australian stories, and Labor will use these tools to support innovation and make sure works and content are made in Australia.

To support Australian screen content, Labor will provide \$40 million to the ABC for Australian content across scripted drama, comedy, children's and music and \$20 million to SBS for Australian content, increasing the percentage of Australian content on the SBS main channel.

Labor wants Australian kids to grow up hearing Aussie accents and seeing Aussie places and we want Australian stories to be told here and across the world.

Recognising that Australia is lagging behind in regard to co-production agreements, Labor will explore new co-production agreements and review Australia's existing co-production treaties. We want to encourage more creative partnerships between Australia and other nations to produce stories of common interest and increase the global reach of Australian stories.

This work will be combined with exploring ways to boost services exports for Australia's creative industries to help Australia's screen industry take more Australian stories global as well as replacing the requirement for theatrical release for Australian feature films with a broad-based

marketplace requirement.

These commitments will allow Australia's local screen industry compete more readily in the international arena.

INTERACTIVE GAME DEVELOPMENT

Labor will provide \$25 million to reinstate the Australian Interactive Games Fund (AIGF), which was cut by the Liberals. This will support Australia's game development sector, providing an effective way for game developers to access finance to help them develop products and grow as businesses.

Restarting the Fund will kick start the rapid growth of our games development sector through the establishment of new game studios in Australia, investment and projects flowing into existing Australian studios and a range of joint ventures. This will enable a variety of works and the generation of original intellectual property in long form games, apps, virtual reality and augmented reality with output across the arts, communications, digital economy, innovation, education, training, health, defence, and more.

CREATIVE ECONOMY

Labor recognises that the creative industries are being identified globally as a key strategic growth area, and notes there are signs Australia is not realising its potential



as a creative economy, which is defined broadly to include employment in the creatives industries, as well as creative jobs embedded outside the creative industries in the wider economy.

Labor will convene a Creative Economy Summit to gather the best ideas to boost and accelerate Australia's creative economy.

The summit will inform the development of a Creative Economy Strategy 2030 to harness and facilitate the cultural and industrial benefits of Australia's creative skills and industries over the next decade and beyond.

The strategy will link to goal 5 of Creative Australia which is to ensure Australian creativity thrives in the digitally enabled 21st century by supporting innovation, the development of new creative content, knowledge, and creative industries.

VISUAL ARTS

Labor recognises the widespread damage caused by the policy and funding neglect of recent years.

In addition to funding increases to the Australia Council, which visual artists are eligible for, a Shorten Labor Government is committed to investing in sector service

organisations to stimulate much-needed industry-led development, boosting jobs for artists and opportunities for audiences all over Australia.

The first area we will look at in regard to industry development is the visual arts.

Labor will commit \$1.5 million to the major light show for Dark Mofo in Tasmania – this kind of new work needs to be celebrated.

MUSIC

Music is the soundtrack to our lives and tells so many Australian stories. But the industry and musicians are under pressure – whether it is from new technology changing, how musicians earn a living, or local laws resulting in venues closing down – it feels like there is less live music than in the past.

Music is about audiences, and that can be a small group of friends or sold-out stadiums. Music is a universal, unifying force and gigs are some of the most powerful places in the world for bringing people and ideas together.

Labor will provide resources for the music sector and live music to thrive. We want music taught in every school, exported overseas and celebrated at local venues.



Labor's music policy includes action on fake tickets, copyright as well as:

- \$20 million for an Australian Music Live Music Fund to support live music venues, hotels, restaurants, cafes, festivals, precinct events and musicians for the presentation of Australian music through a new grants stimulus program.
- The new Sounds Australia will receive over \$10 million in support for music exports and live music.
- A new recordings program \$100,000 per year of funding.
- \$2.1 million to the Australian Independent Record Labels Association (AIR) to provide mentoring programs for female musicians and key industry roles.
- \$3.5 million for stage 3 of the Woodford Festival's plan to transform the facility in to be used all year round, allowing arts and music to flourish.

HEALTH INNOVATION

Art therapy has its roots in World War II, with many veterans including those in Australia benefiting from this complementary therapy after the War.

The benefits of art therapy for participants has been discussed for some time within the veterans community, but to date the funding from the Department of Veterans' Affairs has been ad-hoc in nature. A Shorten Labor

Government will establish a dedicated art therapy grant program of \$2 million over the forward estimates.

Music therapy is also an important way to deliver health benefits and is increasingly being used to transform people's lives.

Labor will provide \$1 million over five years to Nordoff Robbins to continue their good work providing music therapy sessions in aged care homes, community settings, hospitals, special needs schools, disability organisations, and their own centres.