
TOWARDS A
CREATIVE AUSTRALIA

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Australia has a rich, diverse, creative and unique culture. The Government recognises that fostering creativity is not merely fundamental to a healthy arts industry, but is critical to capturing innovation and strengthening a unique Australian identity that is recognised around the world. The Government is committed to encouraging excellence in the arts, supporting our cultural heritage, promoting creative education and ensuring public access to arts and culture.

During the 2020 Summit, the participants in the Creativity Stream agreed that the arts and creativity are a valued and integral part of society and that all Australians should be encouraged to realise their creative potential. Some of the core themes addressed by the Creativity Stream included the reshaping of teaching and mentoring in the creative arts, reforming the way arts are supported, making the arts a key national objective, expanding the audience for Indigenous culture and focusing on Indigenous culture as the core of Australian culture. The Creativity Stream also focused on increasing access to culture and the arts throughout Australia, including through the use of emerging technologies.

The Creativity Stream developed a broad range of ambitions, themes and ideas that have influenced and guided the Government's policy in this area, including:

- **ABC Children's Channel** – The Government is committed to supporting a dedicated ABC Children's Channel. This channel will give all Australian children ready access to advertising-free, child-appropriate content to support the development of our children.
- **Artists-in-Residence** – The Government will fund a \$5.2 million Artists-in-Residence schools program over four years to improve access to quality artistic experiences for primary, secondary and tertiary students.

The following tables provide the Government's response to the ideas raised by the Creativity Stream at the 2020 Summit.

Key ideas being taken forward by the Government

Topic	2020 proposed ideas	Government response
Dedicated ABC Children's Channel	<ul style="list-style-type: none"> • Create a children's channel on the ABC in order to provide high quality content for children. • Making healthy food choices easy – e.g. banning junk food advertising to children. 	<p>Agree. The Government is committed to supporting a dedicated ABC Children's Channel. This will give all Australian children ready access to advertising-free, child-appropriate content to support the development of our children, as discussed at the Summit.</p> <p>The full Government response to healthy food choices can be found in the Health Stream.</p>
Arts in Education – Artists-in-Residence Program	<ul style="list-style-type: none"> • Bring art into our schools by introducing 'practitioners in residence' via a national mentoring plan funded by philanthropic funds and tax incentives. • Expose students to creativity, with artists' presence in schools as mentors or residents. • Introduce a new model of teacher attraction and development by integrating artists more thoroughly into education delivery. • Subsidise or provide a tax benefit to support artist residencies in schools, museums, galleries and workplaces. • Facilitate artists in residence across all industries and institutions to engage in storytelling, sense-making and capacity building. • Expand the current limited program of artists in residence at schools, which are now confined mainly to private schools. 	<p>Agree in-part. The Government considers that creativity, interpretation, innovation and cultural understanding are all sought after skills in the industries of the 21st century.</p> <p>The Government has committed to funding a \$5.2 million Artists-in-Residence program over four years to improve access to quality artistic experiences for students in primary and secondary schools and tertiary institutions. Memoranda of Understanding are being developed between the Australia Council and the Arts and Education Agencies in each state and territory. This will allow consultation and delivery of targeted programs for students.</p> <p>In addition federal, state and territory education ministers agreed on 17 April 2009 that arts be included in the national curriculum.</p> <p>There are many other existing state, territory, local government and philanthropic activities in this area, and these are encouraged.</p>

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Arts in Education – Training Teachers in Creativity	<ul style="list-style-type: none"> • Explore new opportunities for extension and development, such as Creativity Summer Schools, pre-service and in-service training for teachers. • Introduce a national mentoring program at secondary school level and provide tax incentives for artists to participate. 	<p>Agree in-part. The Government is progressing the development and extension of teachers' creative and innovative skills through a variety of mechanisms, including:</p> <ul style="list-style-type: none"> • The Artists-in-Residence program, where teachers from schools and universities work with artists to develop innovative teaching methods • The Count Us In Program teacher professional development component • Teaching for the Digital Age (TDA) Work Plan, which supports the integration of ICT skills in teaching practice. <p>There are also a wide range of other existing programs in this area from a range of organisations, including state and territories, local government and philanthropic bodies.</p>
Education – Digital Education Revolution Also raised by: Productivity Economy Rural	<ul style="list-style-type: none"> • Expansion of online education in tertiary and secondary schools to ensure that courses are accessible to remote, rural and regional people via virtual classrooms, online tutors and mentors, e-learning tele-education centres, and better use of hard infrastructure such as school buildings for out-of-school-time use. • Establishment of interactive learning centres of excellence, which could be provided by satellite technology, to allow high quality education and training relevant to any field of expertise to be 'zoomed in' to remote, rural and regional communities. • Use technology to improve the delivery of education inside and outside the classroom. 	<p>Agree in-principle. The Government is committing new funding of \$2 billion over five years to support the Digital Education Revolution. This includes:</p> <ul style="list-style-type: none"> • Grants through the National Secondary School Computer Fund for new or upgraded information and communications technology (ICT) for secondary students in Years 9 to 12 • A contribution of up to \$100 million through the Fibre Connections to Schools initiative, to support the development of fibre-to-the-premises (FTTP) broadband connections to Australian schools • Collaboration with the states and territories and Deans of Education to ensure new and continuing teachers have access to training in the use of ICT • \$32.6 million over two years to supply students and teachers with online curriculum tools and resources. <p>In addition, the Government has also committed to a new Vocational Education Broadband Network which will create a single post-secondary high speed broadband network, connecting the Australian training system to the same network currently serving universities.</p>

Topic	2020 proposed ideas	Government response
<p>National Broadband Network</p> <p>Also raised by: Rural Productivity Economy</p>	<ul style="list-style-type: none"> Connecting Australia: Use new technologies to foster new working environments that dissipate the ‘tyranny of distance’ both within and beyond Australia. Build and enable the use by all Australians of a world class broadband system to foster full participation in the digital economy. Roll out a competitive national broadband network across Australia. Establish a national digital fund to continue to expand Australia’s broadband. Improve technology infrastructure and increased access to technology. Provide broadband access for remote, rural and regional Australia. <hr/> <ul style="list-style-type: none"> The rural, economy, creativity and productivity streams proposed that the Government should assess the case for vertical separation of the national broadband network owner from retail carriers and carriage service providers. 	<p>Agree. The Government has announced it will establish a new company that will invest up to \$43 billion over eight years to build and operate a National Broadband Network (NBN) delivering superfast broadband to Australian homes and workplaces.</p> <p>Every person and business in Australia, no matter where they are located, will have access to affordable, fast broadband at their fingertips.</p> <p>The Schools Summits also recognised the importance of connecting regional areas to the internet, and the Australian Broadband Guarantee (ABG) program complements the rollout of the National Broadband Network in rural areas by providing safety net broadband services to all Australian households that are unable to access metro-comparable broadband services. An additional \$270.7 million over four years was allocated in the 2008–09 Budget to continue the ABG program.</p> <p>In addition the Government is preparing a ‘Digital Economy – Future Directions’ Paper in consultation with industry. The paper will provide a roadmap of how the Government and industry can collaborate to maximise the participation of Australians in the digital economy.</p> <p>Further, the Government’s Vocational Education Broadband Network will create a single post-secondary high speed broadband network, connecting the Australian training system to a similar network to that currently serving universities. This will increase flexibility in the place and pace of learning, and offer speedy access to resources no matter where they are located.</p> <hr/> <p>Agree in-part. The Government has established a company that will invest up to \$43 billion to build and operate a new super fast national broadband network.</p> <p>The network will be a wholesale-only, open access network that offers equivalent access terms and conditions for all access seekers. The Government will encourage private sector investment in the new network but measures will be put in place to ensure that the equivalence arrangements are not compromised.</p> <p>The Government has also announced that in the transition period to the full rollout of the new network, it will give consideration to stronger measures to ensure access seekers receive equivalent access terms on Telstra’s existing fixed-line network.</p>

Topic	2020 proposed ideas	Government response
<p>Continued ...</p> <p>National Broadband Network</p> <p>Also raised by: Rural Productivity Economy</p>	<ul style="list-style-type: none"> Fibre-to-the-home should be the key technology goal of government. 	<p>The Government has announced that it will establish a company that will invest up to \$43 billion to build and operate a new super fast national broadband network.</p> <p>The Government's objective is that the national broadband network achieve 90 per cent coverage to homes, schools and workplaces using optical fibre (fibre-to-the-premises or 'FTTP') and remaining coverage to be delivered through wireless and satellite technologies, within this funding envelope.</p>
<p>Alliances between Indigenous Communities and Australian Manufacturers</p>	<ul style="list-style-type: none"> Establish alliances between Australian manufacturers and Indigenous communities to make unique Australian design products for export and address issues of Indigenous employment income and skills development. 	<p>The Government is committed to improving Indigenous employment incomes and skills development. On 29 November 2008, COAG agreed to a five year National Partnership on Indigenous Economic Participation. The Commonwealth and state Governments will invest \$228.8 million to assist up to 13,000 Indigenous Australians in obtaining employment. This is in part to support the 26 March 2008 commitment by COAG to a national target to halve the gap in Indigenous employment outcomes within a decade.</p> <p>There are also a range of state and territory and philanthropic programs in place which aim at addressing issues in Indigenous employment.</p>
<p>Convention on Cultural Diversity</p>	<ul style="list-style-type: none"> Ratify the UNESCO Convention on Cultural Diversity. 	<p>Agree. The Government has committed to ratifying the UNESCO Convention on Cultural Diversity and a draft National Interest Analysis has been prepared. Ratification is expected in 2009.</p>
<p>Government Patronage</p>	<ul style="list-style-type: none"> Overtly value arts and artists at the federal government level: this will ensure that politicians attend arts events and foster a whole of government view of arts and creativity. 	<p>Agree. The Government is strongly committed to a vibrant, diverse and well-supported arts sector, and recognises the contribution of the arts to Australia's identity, community and economy. The Government will continue to seek opportunities to demonstrate this commitment.</p>
<p>Australian Honours</p>	<ul style="list-style-type: none"> Enhance community perceptions of artists to ensure that artists have mainstream recognition, including through civil honours. 	<p>Agree in-principle. Artists can be, and are often, nominated for Order of Australia honours by community members. Standard recognition processes are sufficient to ensure the continuing representation of artists in these honours lists.</p>

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Commonwealth-State Visual Arts and Craft Strategy	<ul style="list-style-type: none"> Establish facilities and 'soft infrastructure' to support artists. 	Agree in-principle. The Commonwealth-State Visual Arts and Craft Strategy includes support for infrastructure and the National Arts and Craft Industry Support Program provides support for Indigenous art centres.
Arts Administration – Compliance	<ul style="list-style-type: none"> Revise compliance obligations in the grant process and reduce bureaucracy – in some cases compliance obligations are too burdensome and distract the artist from their work. 	Agree. The Government has committed to ensuring the Australia Council implements simplified and faster grant application processes.
Tourism Australia and Australia Council	<ul style="list-style-type: none"> Use tourism as a way of advancing international promotion of Australian culture and creativity. 	<p>Agree. One of the legislated functions of the Australia Council is to promote the knowledge and appreciation of Australian arts by persons in other countries. The current Chair of Tourism Australia is a member of the Australia Council.</p> <p>In October 2008, Tourism Australia released major advertising campaigns developed by Baz Luhrmann to link with the launch of his film 'Australia'.</p>
Artist Development – Mentoring for New artists	<ul style="list-style-type: none"> Support a mentoring scheme for new artists. 	<p>Agree in-principle. The Government is providing \$6.6 million over four years to the Opportunities for Young and Emerging Artists program, which will include a significant national mentoring component.</p> <p>There are also a range of State and Territory, and philanthropic programs in place which aim to mentor and support new artists.</p>
Cultural Diplomacy	<ul style="list-style-type: none"> Create an environment in which we can present our unique stories to the world. 	Agree. The Government is committed, through its overseas network of Australian diplomatic posts and interagency arrangements, to the active promotion of Australian arts and culture internationally.
Digitising Collections of Major National Institutions	<ul style="list-style-type: none"> Digitise the collections of major national institutions by 2020. 	Agree in-principle. All national collecting institutions are gradually digitising their collections.
Indigenous Representation on Cultural Boards	<ul style="list-style-type: none"> Integrate Indigenous influence into cultural institutions by having Indigenous appointees on boards. 	Agree in-principle. The Government supports Indigenous participation in cultural institutions, and a number of cultural boards already include Indigenous members, such as Screen Australia and the Australia Council.

Ideas the Government will consider further

Topic	2020 proposed ideas	Government response
National Cultural and Design Strategy and Policy	<ul style="list-style-type: none"> • Develop a national cultural and design strategy and policy. • Develop a whole-of-government approach to the arts, culture, design and the creative economy across all sectors, including improved resourcing, linkages and access by using broadband connections and including building connections between sports and arts. • Develop better ways of measuring and disseminating information about the benefits flowing from cultural initiatives. • Develop an integrated statement across government and society, expressing and detailing the centrality of the arts and culture to society and innovation. • Develop a centrality statement through a National Cultural Strategy. 	The Government will consider developing a national cultural policy.
Arts Funding and Incentives Package	<p>Revise Funding</p> <ul style="list-style-type: none"> • Establish a core fund to sustain new work until an audience and support base is established. • Establish a foundation for the arts based on the same model as that which exists for sports. • Clarify government funding to promote long term investment, diverse structures and art-making models. • Foster commercial activity by introducing a film incentive-type scheme for arts projects generally. • Provide flexibility in financing scales of production small to large. • Model Australian arts administration more on Asian and European models than on UK and US models. • Examine rigidity of funding models and reporting requirements. <p>Encourage entrepreneurialism</p> <ul style="list-style-type: none"> • Develop mechanisms to reward success. • Build entrepreneurial models that reward success with next-project funding. • Reward success where content has earned significant financial and cultural support. 	The Government will consider these ideas further as part of meeting its commitment to examining a number of support mechanisms for the arts. The Review of Australia's Future Tax System is also considering related tax incentives for private investment in the arts.

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Corporate Support	<p>Revise funding/incentives</p> <ul style="list-style-type: none"> • Review philanthropy and tax incentives to support organisations and individual artists and expand the scope of Prescribed Private Funds. • Provide tax incentives for private entities that make private space available for creative purposes. • Create a National Endowment Fund for the Arts – incorporating public endowment and private philanthropy (including patronage), and provide a wide range of support including loans and grants. • Grant tax-deductible gift recipient status to prescribed private funds to encourage contributions to the endowment fund. • Provide ongoing funding through a hybrid funding model: part government funds, part other sources. • Introduce pairing schemes, where donations are matched by government grants. • Investigate various additional funding sources – including endowments, philanthropic funding, micro-loans and a HECS-type plan and improve and foster commercial funding. <p>Promote investment in the arts</p> <ul style="list-style-type: none"> • Develop a formal patronage system. • Widely promote the benefits of giving to the arts. • Redefine the benefits of giving, to remove barriers to donations. • Develop a marketing campaign to encourage giving. 	<p>The Government will consider these ideas further as part of meeting its commitment to examining a number of support mechanisms for the arts, including in relation to private sector support. A national endowment fund could be considered in that context.</p> <p>The philanthropic tax incentives fall within the broad scope of the Government’s Review of Australia’s Future Tax System. Some philanthropic tax incentives are also likely to be considered by other reviews of the not-for-profit sector.</p>

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Screen Australia Review	<ul style="list-style-type: none"> • Provide funding for screen writers to support script development. • Make producer offset format and technology neutral. • Increase funding for screen development from 4 per cent to 20 per cent. • Ensure that screen agencies support access and development for emerging film makers and practitioners. • Simplify governance demands of screen agencies and cap administrative and internal costs at 5 to 10 per cent of annual budget. • Increase expenditure on R&D to a minimum of 20 per cent of screen industry investment in order to build capacity to tell stories better and become more globally competitive. • 20 per cent of government screen funding expenditure to go to research and development. <p>Remove barriers</p> <ul style="list-style-type: none"> • Inflexible and expensive insurance requirements – more spent on insurance than script development. • Legal complexity and excessive documentation. • Reduce the complexity of applications and reduce bureaucracy. • Inadequate marketing support. 	<p>The Government is strongly committed to supporting Australian film and screen production.</p> <p>On 1 July 2008, the Government established Screen Australia to boost support to the Australian film industry and consider many of the ideas raised here. Screen Australia brings together the functions of the Film Finance Corporation Australia (FFC) and Film Australia Limited, as well as most of the functions of the Australian Film Commission (AFC). It aims to develop, produce, promote, distribute and provide access to diverse Australian programs, and support the development of the Australian screen production industry, so that Australian screen content is accessible nationally and internationally.</p> <p>Screen Australia has also announced significant changes to its development funding guidelines, including streamlined processes and a 60 per cent increase in funding available for development.</p>

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Triennial Review of Funding for the National Broadcasters (ABC and SBS)	<ul style="list-style-type: none"> • Introduce more cultural content on Radio Australia. • Resource the ABC and other public broadcasters as a virtual platform for the delivery of culture and the arts to society. • Revise and strengthen the ABC Charter and the <i>Australian Broadcasting Commission Act</i>. • Make the ABC, SBS and National Indigenous Television (NITV) the custodians of Australian stories, creativity and Indigenous broadcasting. • Introduce a levy on commercial broadcasters, with funds raised going to public broadcasters in exchange for the lifting of the mandatory Australian content quota. • Address the historical lack of increases in real funding for national broadcasters to invest in local talent. • Increase fivefold the support of public broadcasting as a hub and brand for quality, distinctive Australian content into the future. • Encourage wider cross-sector representation on the ABC and SBS Boards. 	<p>The Government will consider these ideas further during 2009. They will be studied in the context of the current triennial review of funding of national broadcasters (ABC and SBS). Consultation for the review is complete and the forward package of support for national broadcasting will be announced in the near future.</p>
National Indigenous Television	<ul style="list-style-type: none"> • Provide National Indigenous Television with digital spectrum and resources. • Make donations to NITV tax-deductible. • Provide ongoing funding through a hybrid funding model – part government funds, part other sources. 	<p>The National Indigenous Television (NITV) is Australia's first national Indigenous television service. The Commonwealth currently funds NITV and has provided \$50 million over four years to 30 June 2010.</p> <p>With the switch over to digital television by 2013, the government is considering a range of options to support NITV and other community television.</p>
Artist Development – Arts Fellowships	<ul style="list-style-type: none"> • Establish living wage fellowships. • Establish a scheme modelled on HECS for assisting artists with advancement that includes study, travel and materials. 	<p>The Government will consider additional individual artist support through scholarships, fellowships or HELP extensions, as budget conditions allow. However, the Government does not have immediate plans to provide additional assistance.</p>

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Artist's Income Support	<ul style="list-style-type: none"> • Set targets to double artists' income, the proportion of export of cultural products, and the number of Australians participating in cultural activity. • Significantly improve the material conditions of artists. • Develop artists' capacity to undertake professional development courses. • Revise social service criteria. For example, social security payments could be used by artists to create work. • Introduce HECS arrangements for young and emerging artists. They would pay back their debt once they become commercially successful. • Superannuation and workers' compensation (both availability and cost). 	<p>The Government will deliver the commitments set out in its New Directions for the Arts election policy, which includes a number of actions relating to artists' welfare and income support, including start up assistance for emerging artists and a review of the current state of artists' incomes.</p> <p>The Government will implement the ArtStart program, which will introduce initiatives that enable artists currently on welfare greater opportunities to produce work and generate employment</p>
Science, Maths, Business and Arts Connections Also raised by: Productivity	<ul style="list-style-type: none"> • Science and maths connections: inspire student enthusiasm and improve science and maths education by connecting scientists and others with teachers, especially in our primary schools. • Connect scientists, business and the arts with the education system. • Expand the current limited program of artists in residence at schools which are now confined mainly to private schools. 	<p>This proposal is directly related to the Scientists in Schools (SiS) program. Around 800 scientist-teacher partnerships have been formed as at end November 2008.</p> <p>The arts component is being partially addressed by the existing Artists in Residence program.</p> <p>The benefits of further expansion of these programs will be considered in the future.</p> <p>There are also a range of state and territory, and philanthropic programs already in place which aim to address these ideas.</p>

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<p>Indigenous Cultural Education and Knowledge Centre</p> <p>Also raised by: Sustainability Indigenous</p>	<p>A national Indigenous knowledge and cultural centre should be established. This centre could:</p> <ul style="list-style-type: none"> • Include the creation of a national cultural authority to measure, document and leverage the strengths of culture, articulate roles and improve protection of Indigenous culture, language and heritage • Recognise that creativity is central to Australian life and Indigenous culture is the core to this • Connect to Indigenous knowledge centres. 	<p>Indigenous culture is a critical part of Australia’s identity and strengthening it is a core element of sustaining a strong and healthy indigenous community. It was a prominent theme at the Summit and was raised across multiple streams. The Government agrees that the celebration of indigenous culture in this way will complement and contribute to its core development policies for Indigenous Australia.</p> <p>An Indigenous Knowledge Centre would build on the current role played by the Australian Institute for Aboriginal and Torres Strait Islander Studies and could:</p> <ul style="list-style-type: none"> • Become a national gathering place for the celebration and discussion of Indigenous culture, in a physical or ‘virtual’ sense • Become a reference point for Aboriginal and Torres Strait Islander culture • Engage in research to harness traditional knowledge to support sustainable management of country • Support the education and understanding of indigenous culture and affairs across Australia and preserve indigenous heritage. <p>As the first step in the establishment of a centre, the community will be consulted on its form.</p> <p>The Government will therefore initiate a comprehensive feasibility study to engage the indigenous and wider communities and existing institutions to develop options for the most effective way to strengthen and support indigenous culture.</p> <p><i>The full list of related ideas can be found in the Indigenous Stream.</i></p>
<p>National Indigenous Cultural Education Scheme</p> <p>Also raised by: Indigenous Communities</p>	<ul style="list-style-type: none"> • Place Indigenous culture at the core of our education system by including Indigenous arts and culture in the school curriculum. 	<p>The Government supports developing cultural understanding and respect between Indigenous and non-Indigenous Australians, as well as the important role that elders play in Indigenous education.</p> <p>In consultation with the Indigenous community, the Government will further consider how to best progress the role of Indigenous cultural education as a future phase of the Closing the Gap strategy – once the first phase of policy priorities in health, education and economic development have been completed.</p> <p><i>The full list of related ideas can be found in the Indigenous Stream.</i></p>

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National Body of Excellence for the Built Environment	<ul style="list-style-type: none"> Establish a national body for excellence in the built environment to encompass large and small towns. 	<p>As announced on 30 April 2008, the Government is prioritising sustainable urban design issues through the creation of the Major Cities Unit within the Infrastructure portfolio.</p>
Cultural Diplomacy – International Societies	<ul style="list-style-type: none"> Tap into the resources of organisations such as Advance Australia and the Australian-American Association in the United States and the Cook Society in the United Kingdom. 	<p>The Government will consider further opportunities, as they arise, to work with international cultural institutions.</p> <p>The Government, through the Department of Foreign Affairs and Trade, supported the Advance Australia Asia 50 Summit, held in Shanghai in March 2009, which focused on expanding the network into Asia.</p>
Access to Arts	<ul style="list-style-type: none"> By 2020 distance will no longer be a tyranny to the mobility of artists because better linkages, nationally and internationally, will have been created and local hubs will act as one-stop shops for professional assistance. Improve access to the arts. Support measures to improve access to the arts in regional Australia, including providing guidelines for the community sector. Double the number of festivals, writers and performers that have travelling exhibitions to provide access to remote areas. 	<p>The Government is committed to ensuring all Australians have the opportunity to participate in and enjoy the arts – wherever they live.</p> <p>The Government supports regional access to the arts. Playing Australia, Festivals Australia, the Contemporary Music Touring Program, Visions of Australia and the Regional Arts Fund also provide Australian Government funding for arts activity in regional and remote areas, including touring.</p>
Arts in Education	<ul style="list-style-type: none"> Tap expertise that already exists in creative and music therapies in special-needs schools and further develop for all schools. Map the cultural institutions in each area and identify how to link these with education processes Ensure the role of arts and creativity is central in education through the requirement of national reporting of creativity. Develop specific strategies to encourage children's naturally inquiring and creative minds – for example, distributing information for parents, such as work sheets that provide practical guidelines on how to encourage such inquiring and creative minds and putting philosophy into the core curriculum for Australian children. Initiate a national inquiry into drama teaching in Australia. 	<p>At its October 2008 meeting, the Cultural Ministers Council (CMC) agreed to develop a framework for a national curriculum for the arts. The CMC and the Ministerial Council on Education, Employment, Training and Youth Affairs Joint Implementation Working Group on Education and the Arts are developing a further work plan.</p>

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Arts Development	<ul style="list-style-type: none"> • Position creativity as a national research priority and the arts as a central plank of the Government's innovation agenda and ensure access to funding support from the Australian Research Council and other agencies. • Support methods to link smaller scale activities to achieve economies of scale as a catalyst for research and development and innovation and for sharing resources. • Improve flexibility of research and development and responsiveness to business models, production methodologies, flexibility between low- and high-budget ranges. • Improve support for new digital media technologies. • Double the level of activity in the creation and presentation of new Australian works in all genres as a result of increased research and development. • Make creativity a national research priority with funding access to R&D, ARC and similar funding. • Put creativity on the list of Australian national research priorities as a way of facilitating research on the subject, including through Australian Research Council grants. 	<p>The Government agrees there is a strong link between the arts and innovation and has already committed \$17 million of funding to the Creative Industries Innovation Centre to help small and medium enterprises (SMEs) in the creative industries make a larger contribution to the Australian and global economy.</p> <p>The Government will study these specific ideas further in the future when considering other links between arts and research.</p>
Review of Australia's Future Tax System Also raised by: Productivity Economy Rural	<ul style="list-style-type: none"> • Tax incentives should be provided for private investment in research and development. 	<p>The Government agrees with the need to review taxation issues and is undertaking a comprehensive review of Australia's tax system to position Australia to deal with the demographic, social, economic and environmental challenges of the 21st century. The review's terms of reference have been heavily influenced by ideas from the 2020 Summit. The final report is due by the end of 2009.</p> <p><i>The full list of related ideas can be found in the Economy Stream.</i></p>

Ideas others may progress

Topic	2020 proposed ideas	Government response
Artist Development – Education	<ul style="list-style-type: none"> Locate a middle school within a multi-faceted cultural institution. 	Location of schools is a state government responsibility. However, many of these institutions already exist. For example, the Sydney Conservatorium of Music and the Victorian College of the Arts each have an associated secondary school.
Access to Arts – Social Networking	<ul style="list-style-type: none"> Create allied social network communities to improve access to the arts and also reduce the impact on public resources. 	This idea may be one that the arts and community sectors wish to adopt.
Virtual Collaboration and Exchange	<ul style="list-style-type: none"> Harness broadband as a platform to create a virtual cluster for artists to congregate and exchange ideas and collaborate. 	There are already online forums of this nature. The Government has no immediate plans to progress this idea. However, private individuals or the community sector may wish to take this idea further.
National Indigenous Theatre Company	<ul style="list-style-type: none"> Establish a National Indigenous Theatre Company. 	Funding of arts organisations at the national level is primarily the responsibility of the Australia Council, which makes funding decisions based on artistic merit. If a National Indigenous Theatre Company was to be formed, it would be considered through this competitive process.
Screen Australia	<ul style="list-style-type: none"> Re-establish peer assessment and arms-length decisions. Use the Australia Council as an example and regain or establish the same for other Federal arts agencies. 	The Government recognises that the principle of peer assessment is important for the arts community. For example, Screen Australia, like the Australia Council, is an Australian Government agency that operates at arms-length from government.
Mentoring in Museums	<ul style="list-style-type: none"> Introduce mentoring programs in the museum and cultural sector to encourage young people to work in these fields. 	Many of Australia's national collecting institutions and other cultural organisations undertake excellent mentorship programs. The Government has no current plans to add to these schemes.
Subsidies for School Students	<ul style="list-style-type: none"> Subsidise museums, theatres and film festivals to make them freely available to school students. 	The national collecting institutions already have free entry to their permanent exhibition spaces. Other cultural institutions may wish to consider actions they could take to facilitate increased access by school students, or may have done so already.

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Intellectual Property Awareness	<ul style="list-style-type: none"> • Create an awareness campaign in relation to theft of intellectual property. 	<p>An extensive number of existing industry-led education campaigns are already in place, such as Music Industry Piracy Investigations (MIPI) and the Australian Federation Against Copyright Theft (AFACT). The Ministerial Council on Education, Employment, Training and Youth Affairs (MCEETYA) has also recently released a major education campaign on intellectual copyright jointly with industry: smartcopying.edu.au.</p> <p>Crimestoppers, operated in conjunction with the Attorney-General's Department, has also created an online campaign addressing music piracy for use in schools.</p>
Cultural Diplomacy – International Boards	<ul style="list-style-type: none"> • Encourage Australians onto international boards, such as those of the Museum of Modern Art in New York and the Tate Gallery in London. • Appoint international representatives to the boards of Australian cultural institutions. 	<p>Cultural institutions in other countries have their own governance arrangements and criteria for board appointments. While Australians could be encouraged to seek appointment, this is ultimately a matter for the individual institutions.</p> <p>Appointments to the boards of Australian cultural institutions usually take into account a range of factors including statutory requirements, merit, diversity, skills, experience, availability and capacity to attend meetings, and board composition.</p>
Cultural Diplomacy – Exchanges	<ul style="list-style-type: none"> • Extend the period of time for international exchanges. 	<p>Time periods for individual international exchanges are a matter for individual programs.</p>

Ideas with no further action at this time

Topic	2020 proposed ideas	Government response
Funding Mechanisms	<ul style="list-style-type: none"> • Attach a levy to the government broadband contract to provide funding for the proposed digitisation of works in museum collections. • Introduce a 1 per cent levy on the gross income of communications companies and internet service providers to be used for creative online content development. • Reintroduce death duties, with exemptions for bequests and donations to the arts. • Introduce a 125 per cent tax deduction for public art and performing arts in public spaces. 	Not supported at this time. The Government does not believe that the specific models proposed are the most appropriate or effective for support of the creative arts.
	<ul style="list-style-type: none"> • Fund creative endeavours through a 1 per cent creative dividend from all government departments for expenditure on arts (including design, performance, installation). • Allocate 1 per cent of each government portfolio's funding to arts-related activities where these activities support and enhance the department's goals. 	Not supported at this time. Tight budgetary constraints are confronting all government departments and additional levies could compromise service delivery.
International Film Levy	<ul style="list-style-type: none"> • Introduce a levy on movies made outside Australia, to provide funds for the local industry. 	Not supported at this time. This idea is inconsistent with Australia's current international trade commitments.
Taxation on Cinema Tickets	<ul style="list-style-type: none"> • Invest the GST on cinema tickets back into the local film sector. 	Not supported at this time. Direct funding is already provided to Australian film through Screen Australia. The Government does not intend to specifically earmark GST revenue from cinema tickets to the film sector.
Broadcast Content Quotas	<ul style="list-style-type: none"> • Mandate an 80 per cent quota for Australian content by broadcasters in digital delivery. 	Not supported at this time. This is inconsistent with Australia's international trade commitments. Provision of an increased range of Australian content by the ABC and SBS will be considered as part of their triennial funding.

Topic	2020 proposed ideas	Government response
Arts Administration	<ul style="list-style-type: none"> • Reduce bureaucracy, capping expenditure on agency costs and overheads at a maximum of ten per cent to ensure funds are spent on content. • Develop a Ministry of Creative Industries or replace the ‘Digital Economy’ in the Department of Broadband, Communications and Digital Economy with ‘Creative Industries’. • Bring museums and education into one portfolio. • Establish a Ministry of Culture for high-level, cross-government advocacy that is central to and influential in government. • Create a Ministry of Culture at Cabinet level. The Ministry would be responsible for coordinating creative activities across departments and for advocating on behalf of the arts and creative industries. • Lack of practitioner representation on boards – desired state is an increase to majority. • Facilitate artists’ participation in key aspects of society through a Cultural Commission. 	<p>Not supported at this time. While the Government is constantly looking for opportunities to improve administration of the arts portfolio, it does not believe such major changes to existing institutions are required at this time.</p>
Measuring Cultural Value	<ul style="list-style-type: none"> • Develop metrics to measure cultural value and creative cultural credits (like carbon credits) as a tradeable commodity. • Gather evidence across government that supports the proposition of the centrality of the arts in society. 	<p>Not supported at this time. A tradeable commodity measure is likely to be inappropriate as a funding model for the arts, where many benefits are intangible or difficult to quantify.</p>
Liability Insurance Also raised by: Rural	<ul style="list-style-type: none"> • Community and arts groups, including those in rural areas, should no longer be required to obtain public liability insurance. Alternatively, the costs of public liability insurance should be minimised or should be the responsibility of the Government. • Funding support for community events and subsidisation of the insurance costs of holding these events. • Removal of the requirement for public liability insurance for community groups, to enable them to hold functions and social events, which are often ‘the life blood of rural communities’. 	<p>Not supported at this time. Civil liability issues are state and territory responsibilities.</p> <p>In recent years, there has been significant reform to state, territory and Commonwealth tort law. The cost of public liability insurance in Australia has also fallen significantly. In these circumstances, further evidence is required to justify Government intervention.</p>

Topic	2020 proposed ideas	Government response
Sector Review – Literature	<ul style="list-style-type: none"> Initiate a sector review of literature. 	Not supported at this time. The rationale for a review of the literature sector in Australia needs clarification.
National Policy for Architecture	<ul style="list-style-type: none"> Develop a national policy for architecture, the built environment and design. Establish a national organisation that has an oversight role in preventing unnecessary development of creative sites, considering spatial relationships. 	Not supported at this time. While the Government supports excellence in the built environment, it does not believe a national policy for architecture would necessarily lead to better outcomes.
Arts in Education – Link the Creative Arts and Education	<ul style="list-style-type: none"> Mandate creative, visual and performing arts subjects in national curricula with appropriate reporting requirements for schools. Mandate inclusion of specific streams of arts and creativity – Indigenous storytelling, film, philosophy, Asian culture, music, design, art, drama – in the kindergarten to year 12 national curriculum. Make cultural institutions compulsory elements of the arts curriculum. 	<p>The Government strongly supports further development of arts in education – for example, through the Artists-in-Residence program - and will consider the inclusion of the Arts on the National Curriculum, consistent with the Goals of the Melbourne Declaration on Educational Goals for Young Australians.</p> <p>However it is also important to consider student choice and aptitude, and mandating some of these subjects may not be appropriate in that context.</p>
Cultural Diplomacy – Institutions	<ul style="list-style-type: none"> Establish a new organisation for international promotion of Australian art, to work in a way similar to Tourism Australia. Establish an Australian International Council for Import and Export Promotion with program funding for dance, literature and music and other arts forms and areas of creativity. 	Not supported at this time. The Government believes that existing institutions are well-placed to promote Australian art, and that the benefits of establishing more organisations are unclear.
Cultural Diplomacy – Programs	<ul style="list-style-type: none"> Use targeted programs involving key overseas players, such as producers and leaders of cultural institutions, who could offer opportunities to Australian artists and other Australian people. 	<p>Department of Foreign Affairs and Trade (DFAT) cultural diplomacy programs support visiting producers. Austrade initiatives also already address this idea.</p> <p>The Government also provides funding to AusFilm to promote Australia as a film location. The Australia Council also supports the biennial Australian Performing Arts Market, which showcases Australian arts product, including to overseas producers, promoters and presenters.</p>
Creativity – Government Departments	<ul style="list-style-type: none"> Oversee the preparation of creative plans by all departments and measure outputs. 	The case for further action at this time is not compelling. Government departments already seek to encourage the arts where relevant.

Topic	2020 proposed ideas	Government response
Creative Australian of the Year	<ul style="list-style-type: none"> Establish a Prime Minister's Prize for the Creative Australian of the Year, as well as other awards for excellence. Establish a Prime Minister's Award for Creative Indigenous Australia of the Year. 	The Government does not believe that a specific award is necessary at this time. Rather, creative individuals are regularly nominated for Australian of the Year and other high honours. The Government has also instituted the annual Prime Minister's Literary Awards for fiction and non-fiction writing.
Screen Australia and Council of the Australian Film Television and Radio School	<ul style="list-style-type: none"> Improve artists' representation on the boards of screen agencies. 	The Board of Screen Australia and the Council of the Australian Film Television and Radio School already include artists.
Screen Australia, Aboriginal and Torres Strait Islander Arts Board of the Australia Council, Social Inclusion Board	<ul style="list-style-type: none"> Promote wider representation of artists on public art boards. 	Artists already have wide representation on boards. For example, practising film-makers have been appointed to the inaugural Board of Screen Australia and the Artbank Advisory Board includes artist representation. Practising artists are regularly appointed to the Australia Council and its artform boards.
Artist Development – Register of Surplus Government Space	<ul style="list-style-type: none"> Establish a register of surplus government space and make it available to artists. 	Not supported at this time. Although the Government is committed to supporting the arts, establishing a register of surplus government space for use by artists is not practical at this time.

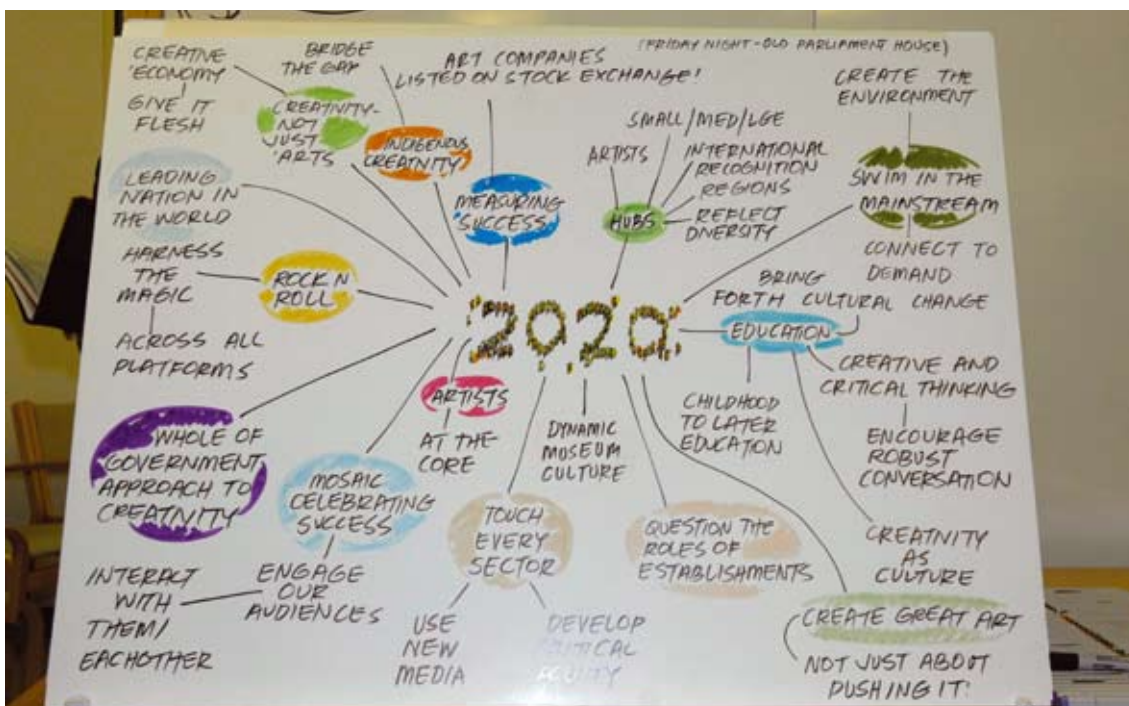


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