



International Engagement Strategy

2021-25

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Acknowledgement of country

The Australia Council for the Arts proudly acknowledges all First Nations peoples and their rich cultures of the country we now call Australia. We pay respect to Elders past and present. We acknowledge First Nations peoples as Australia's First Peoples and as the Traditional Owners and custodians of the lands and waters on which we live.

We recognise and value the ongoing contribution of First Nations peoples and communities to Australian life, and how this continuation of over 75,000 years of unbroken storytelling enriches us. We embrace the spirit of reconciliation, working towards ensuring an equal voice and the equality of outcomes in all aspects of our society.



Maree Clarke: *Ancestral Memories*, installation view at The Ian Potter Centre: NGV Australia, Melbourne, 2021-22. Courtesy the artist and NGV Australia. Credit: Tom Ross.

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Cover image: Betty Grumble's *Enemies of Grooviness Eat Shit*, produced by Performing Lines.
Credit: Joseph Mayers Photography.



Why international?

The Australia Council is one of the leading public investors in Australian international arts and cultural activity. We enable artists, creative workers and organisations to benefit from the substantial economic, cultural and creative opportunities offered by international engagement.

This in turn creates significant public value for the Australian community; and strengthens our reputation as a sophisticated and creative nation with a confident, outward-looking and future-focused cultural sector.

Arts, creativity and culture are some of our nation's most significant exports, promoting Australia as an important destination for cultural tourism, education, trade and investment.

The Australia Council has developed the International Engagement Strategy 2021-25 to guide our investment in international activity over the next five years.

Our vision is that Australian arts, culture and creativity are thriving and are known globally for their innovation, sustainability, complexity and diversity.



**Cultural
exchange**



**Creative
collaboration
and skills
development**



**Market
development**



**Cultural
diplomacy**

Restless Dance Theatre, *Guttered*
(dancers: Charlie Wilkins and Jianna Georgiou).
Credit: Shane Reid.



Strategic objectives

The programs of activities outlined on pages 8–9 set the 2021–25 performance framework, with performance reviewed annually.

Australians are transformed by arts and creativity

First Nations arts and culture are cherished

Arts and creativity are valued

Our arts reflect us

Arts and creativity are thriving

International Engagement Strategy Objectives

Objective 1

To strengthen the global profile of Australian arts, culture and creativity.

Objective 2

To build the capability of Australia's artists, creative workers and organisations to engage internationally, beyond physical travel.

We strengthen the international profile, reputation, influence, and capability of the Australian cultural and creative sector. We aim to increase the discoverability, access, distribution and consumption of Australian cultural and creative content internationally and build the capability of artists to operate successfully in international contexts.

We deliver strong and purposeful advocacy for artists, and creative and market opportunities that create value. We foster people-to-people connections, and create opportunities for cultural exchange,

Belvoir St Theatre & Co-Curious,
Counting and Cracking.
Credit: Brett Boardman.



expertise and knowledge sharing to showcase Australian creativity, culture and identity.

To build sustainability and resilience, we will invest in new and emerging technologies to profile and distribute Australian creative practice. We will prototype and activate hybrid international engagement models that prioritise the mobility of ideas and frameworks over physical presentations and touring; and which offer alternatives to the fly-in, fly-out touring model through slow engagement strategies and long-term relationship-building.

Underpinned by the Australia Council's Corporate Plan priorities, our work is responsive to emergent issues, trends, practices, circumstances and disruption; and to industry needs.

Our approach is based on three levels of market maturity: large established markets, developing markets, and new and emerging markets.

Priorities

Our vision is that Australian arts, culture and creativity are thriving and are known globally for their innovation, sustainability, complexity and diversity. We will prioritise activities and approaches that:

Rethink and expand the concept of mobility through testing dynamic engagement models that include digital, hybrid and in-person connection

Leverage new technologies and digital platforms for creation, distribution, networking, and increasing discoverability of Australian work

Activate borderless thinking to build reciprocal and multilateral partnerships across regions and industries, and leverage co-investment

Strengthen First Nations exchange that is First Nations-led and self-determined

Amplify Asia Pacific engagement, and the perspectives of the Asia Pacific diaspora in Australia



Diversify income and revenue streams to foster sustainable careers and business models by increasing access to markets, information and networks and showcase Australian work to global audiences and influencers




Foster **risk-taking, experimentation and innovation** in creation, distribution, connection and profile-building

Centre equity and access and reflect Australia's diversity

Embed sustainability through research and investment in best-practice models and frameworks to minimise the sector's carbon footprint

Programs of activity

Strategic Objective	Priority	Action
International engagement fund		
Arts and creativity are thriving		<ul style="list-style-type: none"> • Develop, launch, review and refine an International Engagement Fund. • Promote successful applicants and their engagement models nationally and internationally. • Direct successful projects to further investment opportunities to scale up and develop.
Arts and creativity are valued		
Our arts reflect us		
Mobility and market development partnerships		
Arts and creativity are thriving		<ul style="list-style-type: none"> • Partner with peak bodies, service organisations and art form specialists to deliver hybrid market activities, with strong local and international networks. • Develop and test new mobility and engagement models to connect with international market platforms and virtual gatherings and generate presentation opportunities. • Invest in and explore new technologies for distributing and presenting work. • Increase access to and participation in international opportunities in the Australia Council's Cultural Engagement Framework (CEF) focus areas.
Arts and creativity are valued		
Our arts reflect us		
Global First Nations exchange		
First Nations arts and culture are cherished		<ul style="list-style-type: none"> • Develop and deliver a First Nations-led program of activity to enable international engagement. • Promote and invest in platforms that enable knowledge, skills exchange and global dialogues between international First Nations networks. • Strengthen and share best practice models for global First Nations engagement, including promotion of First Nations Protocols and Indigenous Cultural and Intellectual Property (ICIP). • Influence, profile and invest in the presentation of First Nations arts and cultural activity globally and foster creative collaborations between global First Nations artists. • Strengthen career sustainability for First Nations artists and creative workers through increasing access to and participation in market development platforms, networks and opportunities.
Arts and creativity are thriving		

Strategic Objective	Priority	Action
Asia Pacific engagement		
<p>Our arts reflect us</p> <p>Arts and creativity are thriving</p>		<ul style="list-style-type: none"> • Scope develop and deliver programs of activity in the Asia Pacific region, with particular focus on Australia’s diasporic artists. • Increase investment in, platforms to enable knowledge and skills exchange and dialogues between Australian artists and creative workers and their peers in the Asia Pacific. • Profile and support the intersection between First Nations activities in Australia and the Pacific. • Foster and invest in the presentation of Australian arts and cultural activity in the Asia Pacific region. • Profile and invest in creative collaborations between Australian artists and their Asia Pacific peers. • Strengthen career sustainability by increasing access to and participation in market development platforms and opportunities.
Major Projects		
<p>Arts and creativity are thriving</p> <p>Arts and creativity are valued</p> <p>Our arts reflect us</p>		<ul style="list-style-type: none"> • Deliver a suite of hybrid market platforms in partnership with key sector organisations, to support connection between Australian artists and creative workers and their international counterparts. <ul style="list-style-type: none"> > The Australian Performing Arts Market (annual gatherings) until 2024–2025. > The Visiting International Publishers (VIPs) program and International Curators Program. > Australia at the Venice Biennale 2022 and 2024 (including the Biennale Delegates and Australian Pavilion Invigilation programs). • Deliver a program of activities to build the capabilities of Australian artists and creative workers to successfully engage in hybrid arts markets and meetings. • Centre equity and access in engagement activities and selection processes to increase participation to reflect Australia’s diversity.
Residencies		
<p>Arts and creativity are thriving</p> <p>Arts and creativity are valued</p> <p>Our arts reflect us</p>		<ul style="list-style-type: none"> • Develop and deliver a targeted suite of residencies that centre equity and access. • Invest in new models for digital and community-engaged residencies and share and promote case studies. • Develop a suite of capability building professional placements, embedding creative workers in key international organisations.

Daniel Kok and Luke George, *Hundreds + Thousands*. Commission for National Gallery Singapore, Performing Spaces 2021. Credit: Ken Cheong.





Australian Government



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