



Australian Government

**Creative
Australia**

Corporate Plan
2023–27

Creativity connects us

Creative Australia proudly acknowledges all First Nations peoples and their rich culture 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 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 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.



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Cover: Soft Centre, UNFURL,
2023. Credit: Ravyna
Jassani.

Inside front cover: 2023 NT
Writers Festival, MC Dan
Milne at Campfire Stories.
Credit Oliver Eclipse.

Introduction

Creativity connects us: to ideas, to each other, to new perspectives and to the world. Creativity is central to culture. Through culture we make sense of ourselves and our history and imagine new futures as a nation, building our collective identity through shared stories.

In a creatively connected nation, arts and culture are entrenched across communities, industries and government as the resource that powers our social, cultural and economic success.

Australia has an extraordinarily diverse, skilled and talented creative sector that produces transformative experiences that entertain, challenge, and sustain us. Our creative sector builds the skills we need for a prosperous, resilient future and strong economy.

To realise the tremendous potential of our creative nation, we must effectively support the sustainability, reach and impact of Australia's cultural and creative industries. To do this, we will harness whole-of-government policy, cross-sector partnerships, innovative investment models, and practical responses to the challenges we face.

Revive, a National Cultural Policy

The Australian Government's National Cultural Policy, *Revive: a place for every story, a story for every place*, launched on 30 January 2023 by the Prime Minister, the Hon Anthony Albanese MP, and the Minister for the Arts, the Hon Tony Burke MP, sets out a new direction for arts and culture to build momentum for the creative sector. It recognises the critical contribution of culture to Australian society and provides the framework for these contributions to be fully harnessed and realised. Establishing Creative Australia is a centrepiece of the policy, transforming the Australia Council for the Arts into Creative Australia, a bigger, bolder champion and investor in Australian arts and creativity.

Creative Australia expands the remit of the Australia Council, adding new functions and dedicated investment to maximise the impact of Australia's creative investment and development agency. By integrating the functions of Creative Partnerships Australia, Creative Australia will bring the public, private and commercial sectors closer together. Investment through Music Australia and Writers Australia will deepen engagement with the commercial parts of these sectors, strengthening these industries, while Creative Workplaces will support artists as workers. Dedicated investment through a First Nations-led Board recognises the centrality of First Nations culture to Australian arts and culture.





Yoon Ouchot, Dalisa Pigram,
Miranda Wheen, Amrita Hepi,
Stanley Nalo & Krylin Nguyen in Le
Dernier Appel (Marrugeku).
Credit: Prudence Upton.

Towards Creative Australia

In August 2019, the Australia Council introduced a new five-year strategy *Creativity Connects Us* (2020–24). In transforming to Creative Australia, we will be guided by the core vision of the five year strategy and the ambitions of the National Culture Policy, *Revive*.

This Corporate Plan (2023–27) focuses on activity for 2023–24 as we go through a period of transformation and growth in establishing Creative Australia. The next iteration of this Plan will further integrate the new responsibilities and vision of the Australian Government’s National Cultural Policy, *Revive*. With artists at the heart of all we do, Creative Australia will be a champion for the telling of Australian stories and ideas through different forms of creative expression, both here and across the world.

Statement of preparation

Creative Australia’s Corporate Plan (2023–27) is prepared as required under section 35(1) (b) of the *Public Governance, Performance and Accountability Act 2013* (the PGPA Act).

About Creative Australia

Our purpose

To champion
and invest in arts
and creativity
to benefit all
Australians.



Our vision

Creativity
connects
us.



**We invest in the future of
creative minds**

Developing our industries and their
talent

Creativity brings us together

Providing a platform for participation
and connection

Creativity benefits all our lives

Forging economic and human growth
through creativity

**Creativity allows us to
imagine what's possible**

Championing stories told and yet to be
told

What we do

Creative Australia is the Australian Government's investment, development and advisory body for arts and culture.¹

We invest

in artists and organisations through grants, fellowships, and awards, and deliver government policy initiatives and frameworks that enable art to be created and experienced.

We partner

with others to extend the public value of arts and culture for all Australians.

We collaborate

with state, territory and local governments to develop strategic programs and responses that support our creative sector.

¹ What we do is informed by our functions as set out in the *Creative Australia Act 2023*, section 11. A list of these functions is set out in Appendix A.

We build

capacity, skills, networks and digital mobility that increases markets and audiences for Australian creative work.

We facilitate

public sector, private sector, philanthropic and commercial investment in the arts.

We advocate

for the social, cultural and economic value of arts and creativity.

We promote

fair, safe, and respectful workplaces for Australia's creative workers.

We advise

government on matters connected with arts and culture.

We research

and analyse data and insights that deepens the understanding of the role, value and impact of arts and creativity.



Obscura II – Milaythina,
Tasmanian Symphony Orchestra,
2022.
Credit: Caleb Miller.

Environment

Art and cultural creation – which is central to the cultural and creative industries – is supported by an ecology of ideas, people, organisations and structures. Creative Australia seeks new forms of partnership across independent, publicly funded, commercial and philanthropically supported parts of this environment. However, technological disruptions, and economic and social stresses are challenging traditional business models, modes of operation and engagement.

Policy innovation helping to drive social, cultural and economic success

In January 2023, the Australian Government announced a new National Cultural Policy, *Revive: a place for every story, a story for every place*. *Revive* is a five-year plan to give renewed momentum to arts and culture in Australia and which recognises the centrality and value arts and culture bring to Australian society. Structured around five pillars, the National Cultural Policy provides an integrated strategic framework to support and strengthen Australia's creative workers, organisations, and audiences.

A key component of *Revive* is the transformation and modernisation of the Australia Council under a reimagined Creative Australia, bringing public, private and commercial investment in creativity closer together. Creative Australia will continue to invest in Australian arts and culture through its existing grants programs and investment and development frameworks, and deliver new initiatives to engage more broadly with the sector.

As of 1 July 2023, the functions of Creative Partnerships Australia, including assets and staff, will be integrated into the responsibilities of Creative Australia. Bringing philanthropy and Government support together under Creative Australia will facilitate better leverage between public and private investment, as we build new partnerships that draw on the expertise, capabilities and resources of our government, philanthropic and business sectors. New partnership models will seek to support artists and cultural organisations to have greater impact in improving Australians' wellbeing, education and social connection.

Creative Australia also establishes Music Australia and Creative Workplaces. Creative Workplaces will promote safe workplaces for Australian artists and workers that engage in or support Australian arts practice, including management of funding arrangements for Support Act through Creative Workplaces to provide mental health support to the music sector.

Music Australia will support contemporary music activity and programs which grow the market for contemporary Australian music including through strategic initiatives, industry partnerships, research, skills development and export promotion. It will also provide ongoing investment in Sounds Australia to continue supporting digital and international market development for Australian artists.

In addition, subject to further legislation, a dedicated First Nations-led Board and a works of scale fund will be established in 2024, and Writers Australia will commence in 2025. Creative Australia will also deliver new research to deepen our understanding of the creative sector, including the triennial State of Australian Culture Survey in partnership with Screen Australia, and drawing on data, insights and expertise across the cultural and creative industries. Creative Australia will continue to celebrate the achievements of creative workers through a broadened suite of awards.

With these additional responsibilities, Creative Australia will be an even bigger, bolder champion and investor in Australian arts and creativity.

Empowering and growing First Nations arts and culture

Creative Australia is proud of the Australia Council's 50-year history of investing in First Nations arts and culture and championing First Nations self-determination. As we move towards the upcoming referendum on a First Nations Voice to Parliament, Creative Australia will continue to support First Nations peoples' right to make self-determined decisions. This is particularly critical as we consult on the establishment of a dedicated First Nations-led Board at Creative Australia. To empower and grow First Nations arts and culture, we will continue to provide a range of critical First Nations-led support to Aboriginal and Torres Strait Islander artists, peak bodies, art fairs and creative organisations across our investments and strategic development activity.

Over the next 12-months, as we establish our First Nations-led Board, Creative Australia will build on learnings from Purrumpa, a national gathering and celebration of First Nations Arts and Culture held in 2022; be guided by the First Nations Arts and Culture Strategy 2023–27; and extensively consult with the First Nations arts and cultural sector.

Impacts of globalisation and digital transformation on audiences and creative work

Our increasingly connected world and the rising cost of living are presenting challenges to the discoverability of Australian creative work. In a saturated digital landscape, Australian creatives face challenges ensuring their works are visible and accessible to audiences, both locally and globally. Economic pressures are affecting the viability of in-person arts engagement, particularly regional and international touring of Australian creative work. Inflated freight, travel and staffing costs have the potential to render many tours financially unviable.

For audiences, financial pressures have now overtaken the COVID-19 virus as the main barrier to attending arts and cultural events in-person.² While the pandemic accelerated digital adaptation – highlighting the creative and access possibilities of working in digital spaces and engaging audiences far and wide – we should be wary of merely replacing traditional gatekeepers with new, digital ones.³

There is a need to build on the lessons learned from the pandemic. We need to support and rebuild audiences in live environments while also building digital capacity and leveraging digital technologies to increase the discoverability, access, distribution and consumption of Australian creative content. We need to develop new business models and build on multilateral partnerships and co-investment across regions and industries to safeguard touring and discoverability of Australian creative work. The establishment of Music Australia, a key component of *Revive*, will support the music sector's capacity to safeguard Australian music.

² Patternmakers 2022, Audience Outlook Monitor: Live Attendance Update fact sheet. October 2022, Australia Council.

³ Australia Council 2021, *In Real Life: Mapping digital cultural engagement in the first decades of the 21st century*.

Removing barriers to equity and participation

Now, more than ever, Australians expect to see their culture reflected in creative practice. Ideas, talent and connections are the foundations of our cultural and creative industries. For our work to be its best – and to be relevant to contemporary Australia – we need it to be accessible, and for Australians of all backgrounds and experiences to participate as audiences, as creators, as workers and as leaders.

Barriers to equity and participation hold us back from drawing on our full range of talent and experiences. To maximise our creative sector's potential, Creative Australia works to address these barriers through our operations, partnerships, investments and strategic development activity.

Championing artists and creative workers

Arts and creativity are an engine for economic growth, innovation and jobs – locally and nationally. However, a major barrier to growth and workforce participation in the arts and cultural sector is the insecurity of creative careers. Intermittent and insecure working arrangements, gender inequality and low remuneration for creative work represent a disincentive to arts and cultural work.⁴

To deliver a high-quality, sustainable and productive creative labour force, we must maximise the potential inherent within the arts and cultural sector by providing tailored education pathways, viable employment infrastructure and safe workplaces.⁵

Creative Australia supports the skills of Australian artists and creative workers through embracing new partnership models, championing training, mentoring and education, and investing to build creative capacity across the creative industries. Creative Workplaces will provide advice to the creative workforce on issues of pay, safety and welfare in the arts and entertainment sector.

⁴ Australian Government 2023, *Revive: A place for every story, a story for every place*. In a recent Australia Council survey of arts organisations, half reported vacancies in leadership roles (51%). Most arts organisations reported this was due to staff leaving for other roles (58%), but a substantial number said it was due to people leaving the sector (36%). Australia Council 2022, *Submission to the Employment White Paper Consultation*.

⁵ Australia Council 2022, *Submission to the Employment White Paper Consultation*.



Cross-fertilisation of creativity and innovation

Our creative sector is a complex, diverse and multi-disciplinary ecosystem with ideas, talent, skills, jobs, career pathways, content and audiences moving between a range of creative industries. Cross-pollination of creativity – for example between music and interactive games, screen, theatre and advertising – supports the vitality of our ecosystem, generating new forms of creative practice and new pathways to audiences and markets.

Beyond the creative industries, creative workers are embedded across the workforce,⁶ feeding a range of sectors with creative content and ideas, including in innovation, regional development and tourism, and mental health. Now, more than ever, creatives are moving across the creative industries and beyond, sharing skills, knowledge and the varied benefits of creativity.

Revive reflects the marriage of innovation and culture through driving future-focussed investments and cross-portfolio collaborative partnerships that aim to support the evolution, cross-pollination and public value of Australian arts, culture and creativity. Creative Australia's expanded remit, including its new function to encourage, facilitate and recognise public and private sector, philanthropic, and commercial support for the arts, enables us to form new partnerships across independent, publicly funded, commercial and philanthropically supported arts and culture.

A host of community dancers performing *Us And All Of This* by Liesel Zink, produced by Performing Lines VIC, in the Arts Centre Melbourne forecourt as part of the Betty Amsden Participation Program. Credit: Image by Mark Gambino.

⁶ See: NESTA 2018, *Creativity and the Future of Skills*. Australia Council 2017, *Making Art Work: A Summary and Response by the Australia Council for the Arts*. World Economic Forum 2016, *The future of jobs: Employment, skills and workforce strategy for the fourth industrial revolution*. Bakshi H, Downing J, Osborne M and Scheider P 2017, *The Future of Skills: Employment in 2030*, Pearson and Nesta, UK. Pratchett L, Hu R, Walsh M and Tuli S 2017, *The Knowledge City Index: A tale of 25 cities in Australia*, University of Canberra. Foundation for Young Australians 2017, *The new work smarts: Thriving in the new work order*.

Our performance framework

Portfolio Budget Statements (PBS)

Outcome 1

Supporting Australian artists and arts organisations to create and present excellent art that is accessed by audiences across Australia and abroad.

Program 1.1

To champion and invest in Australian arts through grants and initiatives that foster and develop Australia’s arts sector and raise the profile of Australian arts nationally and internationally.

Corporate Plan (2023–27)

Purpose

To champion and invest in arts and creativity to benefit all Australians.

Strategic objective 1:	Strategic objective 2:	Strategic objective 3:	Strategic objective 4:	Strategic objective 5:
First Nations creativity is empowered and globally celebrated	Australians are transformed by arts and creativity	Our arts reflect us	Arts and creativity are thriving	Arts and creativity are valued

Annual Performance Statements

Results and analysis

We report against our key performance measures from the PBS and Corporate Plan, with results mapped to the strategic objectives of our Corporate Plan (2023–27).

Analysis is provided against our purpose; for individual performance measures; and against our strategic objectives, including key strategies and activities to achieve these objectives.

Sina Brown in Western Edge’s flagship production of *Lele*, The Bowery Theatre, 2022. Credit: Damian Vincenzi.



**First Nations
creativity is
empowered
and globally
celebrated**

**Our arts
reflect us**

Strategic objectives

**Creative Australia's performance aligns to
five strategic objectives:**

**Australians
are transformed
by arts and
creativity**

**Arts and
creativity are
thriving**

**Arts and
creativity are
valued**

The activities and measures outlined on pages 16–35 set the 2023–27 performance framework, with performance reviewed annually

First Nations creativity is empowered and globally celebrated

Self-determination | Artistic and cultural strength and expression | Audiences

We will build on our long-term commitment to First Nations self-determination, cultural authority and leadership.

Arts and culture are deeply embedded in First Nations identity, community and sites of knowledge. First Nations cultures are a great source of pride to Aboriginal and Torres Strait Islander peoples and a reflection of cultural vibrancy, strength, resilience, innovation and artistic excellence.

The First Nations arts and cultural economy has tremendous strength and potential, representing substantial sales, export value and support for local communities. Internationally, First Nations arts and cultures are being recognised in cultural infrastructure projects and global exchanges which strengthen our global ties.

First Nations-led organisations – both large and small-to-medium – offer leadership and play an integral role as incubators and safe cultural spaces to mentor talent and build capacity. Supporting First Nations-led organisations – as well as individual creatives – has a huge impact on the resilience and sustainability of the sector.

The growth of the sector requires self-determined, First Nations-led approaches and focused attention on First Nations leadership; intergenerational knowledge transferral, respect, understanding and protection of Indigenous Cultural and Intellectual Property (ICIP); investment in skills and training, adherence to First Nations cultural protocols and best practice standards; and a nuanced understanding of the extraordinary diversity of First Nations peoples. The establishment of the First Nations-led body within Creative Australia, consultation with the First Nations arts and cultural sector, learnings from Purrrumpa, and our First Nations Arts and Culture Strategy 2023–27 will guide this important work.





KU Arts. Dunjiba Design artists
L-R – Jasmine Nelson, Melissa
Stewart, Audrey Stewart and Kay
Finn – photo taken at the clay
pans in Dunjiba.
Credit: Mel Henderson.

Goals	Strategies
Strengthen and embed First Nations arts and culture	<ol style="list-style-type: none"> 1. Support First Nations artists, groups and arts organisations to create and present work, locally, nationally, and globally including First Nations-led major new works of scale. 2. Support opportunities for First Nations arts and cultural practitioners to sustain and strengthen global networks, audiences and markets. 3. Build relationships and leverage co-investment between public, philanthropic and commercial bodies and the First Nations arts and cultural sector. 4. Strengthen cross-portfolio engagement, research and advocacy on matters relating to First Nations arts and culture.
Grow participation in First Nations arts and culture	<ol style="list-style-type: none"> 1. Invest in skills and training and artistic and cultural leadership to empower the First Nations creative workforce to strengthen capacity. 2. Support self-determined decision-making to empower the First Nations arts and cultural sector to protect, promote and increase First Nations participation in the cultural and creative industries. 3. Support opportunities for First Nations audiences to see their stories reflected across all artforms within their own communities. 4. Promote greater access, inclusion and participation in First Nations arts and culture, including greater digital access and regional activity. 5. Build the evidence base to support the First Nations arts and cultural sector to grow audiences and markets.
Support First Nations young people's artistic and cultural expression	<ol style="list-style-type: none"> 1. Support artistic and cultural mentoring to facilitate intergenerational cultural knowledge transfer. 2. Support young First Nations artists and cultural practitioners to create major bodies of work. 3. Advocate for greater cross-portfolio investment in initiatives that engage First Nations young people in the arts and support intergenerational cultural transmission.⁷ 4. Increase artistic opportunities for First Nations young people.
Uphold First Nations arts and cultural practitioners' cultural rights	<ol style="list-style-type: none"> 1. Empower the First Nations arts and cultural sector to self-determine arts and cultural investments and development strategies, and for First Nations cultural leaders to provide expert advice on arts, creativity and cultural matters. 2. Support First Nations arts and cultural practitioners and communities to protect and benefit from their Indigenous Cultural and Intellectual Property. 3. Promote best standard practices for First Nations engagement across the creative industries and advocate for greater recognition of Indigenous Cultural and Intellectual Property.

⁷ See Australia Council 2017, *Living Culture: First Nations arts participation and wellbeing* and Australia Council 2018, *Australia Council Submission to the Closing the Gap Refresh*.

Key performance measures

Performance measure	Target 2023–24	2024–25 and beyond
Establishment of a First Nations-led Body within Creative Australia	Consult with First Nations communities on the development of the First Nations Body within Creative Australia	Establish a First Nations-led Body within Creative Australia
Number of applications for First Nations projects and events supported and total amount invested each year*	180 applications supported with \$13 million investment	Targets to be determined with establishment of First Nations First investment.
Supporting new works created by First Nations artists and organisations each year	1,000	
Live attendances at works by Creative Australia supported First Nations artists and organisations in Australia each year	1,000,000	
Live attendances at works by Creative Australia supported First Nations artists and organisations overseas each year	50,000	
Digital engagement with activities delivered by Creative Australia supported First Nations artists and organisations each year	Develop audience measures that capture a range of online experiences	Report on audience measures of online experiences
Enact and monitor Creative Australia's Reconciliation Action Plan (and associated metrics)	Launch and implement interim Reconciliation Action Plan (and associated metrics)	Enact Reconciliation Action Plan

* indicates a Portfolio Budget Statement metric

Australians are transformed by arts and creativity

Australian public | Audiences | Experiences | Access

We will create more opportunities for Australians to connect with ideas, new forms of participation and each other through arts and creativity

Engagement with arts and creativity plays a crucial role in improving quality of life for all Australians. It creates stronger individual and collective futures, building a more civil society for generations to come.

Australians increasingly recognise the positive impacts of arts and culture in our lives and communities – our wellbeing, education, social cohesion and global standing.⁸

All Australians, regardless of social, physical, geographic or personal circumstances, should be empowered to engage with exceptional cultural experiences⁹ and creatively participate. Experiencing arts and culture is not a pastime of the elite: 98% of Australians are already engaging in many ways.¹⁰ However, inequalities remain in the ways Australians participate in culture, including in relation to income and disability.¹¹ Cultural inclusion is critical to the health, wellbeing and prosperity of Australian communities, and for the vitality of our future generations.



Koolbardi Wer Wardong, Kalgoorlie School's performance, West Australian Opera, 2022. Credit Mellen Burns.

⁸ Australia Council 2020, *Creating Our Future: Results of the National Arts Participation Survey*.

⁹ Article 27 of the Universal Declaration of Human Rights states that 'everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.' Cultural rights are, therefore, inseparable from human rights, as recognised in Article 5 of the 2001 UNESCO Declaration on Cultural Diversity and can be defined as the right of access to, participation in and enjoyment of culture. This includes the right of individuals and communities to know, understand, visit, make use of, maintain, exchange and develop cultural heritage and cultural expressions, as well as to benefit from the cultural heritage and cultural expressions of others. Other human rights, such as the rights to freedom of expression, the right to information and the right to education, are key to the realisation of cultural rights. There are also cultural rights for specific groups enshrined in a range of international conventions, including in relation to racial discrimination, children, discrimination against women, persons with disabilities, and the rights of Indigenous Peoples.

¹⁰ Australia Council 2020, *Creating Our Future: Results of the National Arts Participation Survey*. The 98% includes those who listen to recorded music, read creative writing, attend the arts in person, engage online or creatively participate.

¹¹ Australia Council 2020, *Creating Our Future: Results of the National Arts Participation Survey*.



Goals

Support engaging arts experiences

Strategies

1. Support arts and cultural organisations to provide rewarding experiences that connect with and grow audiences.
2. Deliver targeted investment to support live performance, festivals, and presentation of creative works, including in regional areas.¹²
3. Invest in diverse, high quality creative activities that provide a point of focus for creative celebration in communities.
4. Invest in the development, presentation and distribution of artistic works of scale and ambition to reach diverse and new audiences.

Expand access to arts experiences

1. Invest in activities and content creation on emerging mediums and technology to engage new audiences.
2. Support artists to develop targeted distribution strategies to connect with audiences on the platforms they are using.
3. Build the audience development capacity of arts and cultural organisations.
4. Build the evidence base on Australian arts and cultural engagement and consumption, audience access and audience development.
5. Work with local, state and federal government to support a thriving arts and culture environment to deliver the necessary cultural infrastructure for local communities.

¹² Includes national regional touring programs, Visual Arts and Craft Strategy and the National Performing Arts Partnership Framework.

Goals	Strategies
Support the digital mobility of Australian arts and creativity	<ol style="list-style-type: none"> 1. Build the knowledge and evidence base related to new developments in creating, distributing and experiencing arts and culture digitally. 2. Enable risk taking and experimentation with digital and emerging technologies. 3. Foster mobility and audience development activity to increase discoverability and access to Australian digital work. 4. Form government and industry partnerships to maximise the benefits that digital platforms and technologies offer the arts and cultural sector.
Promote arts experiences in everyday life	<ol style="list-style-type: none"> 1. Promote and support a diverse range of creative experiences in our everyday lives, including in virtual and unexpected spaces, at events and in communities. 2. Build the evidence base and produce resources on how the sector can change consumer behaviour for audiences who engage but do not see themselves as regularly engaging in arts experiences.

Emily Liu, Temeka Lawlor and Antoine Jelk (Hans + Gret), Windmill Theatre Co, 2023. Credit: Claudio Raschella.



Key performance measures

Performance measure	2023–24 and beyond	2024–25 and beyond
Live attendances at Creative Australia supported activities each year*	15 million	Targets to be set as part of Creative Australia strategic review in 2023–24
Digital engagement with Creative Australia supported activities each year	Develop audience measures that capture a range of online experiences	Report on audience measures of online experiences.
New Australian artistic works with a public outcome (performed, exhibited, published or recorded) supported each year*	4,500	Targets to be set as part of Creative Australia strategic review in 2023–24
The proportion of Australians agreeing ‘the arts are not really for people like me’ as captured in the National Arts Participation Survey (29% in 2019)	Decrease proportion, reversing the current trend by 2023–24	No reporting
Development of a works of scale fund to establish works of scale, or grow the scale of existing works.	Program design for works of scale fund	Delivery of works of scale fund to create artistic works of ambition.

* indicates a Portfolio Budget Statement metric

Our arts reflect us

Diversity | Equity | Accountability | Connection | Audiences

We will support equity of opportunity and access for artists, creative workers, leaders and audiences.

Australian communities are enriched by extraordinary diversity of culture, language and religion. They include a broad range of lived experiences informed by living with disability, different socio-economic contexts and a rainbow of gender and sexual identities. This is true across all generations and across a range of geographies.

Ideas, talent and connections are the foundations of our cultural and creative industries. For our work to be its best – and to be relevant to contemporary Australia – we need it to be accessible, and for Australians of all backgrounds and experiences to participate as audiences, creators, workers and leaders.

Cultural participation is a right, and we should all experience its many benefits: better wellbeing, stronger communities and life-long learning. But, barriers to equity and creative participation hold us back from drawing on our full range of talent and experiences.

As we encounter further structural change from economic, environmental, health and digital disruption, creativity will continue to be key to our nation's recovery, resilience and transformation. Now is a critical moment to get the settings right so that we can unleash the full potential of creativity. Creative Australia's work in equity and inclusion and our expanded functions through Creative Workplaces will be key to the success of this work.



Kawadji Wilmpa Dancers
from Lockhart River at CIAF,
2022. Credit: Blueclick
Photography.



Goals	Strategies
Enable activity that connects communities	<ol style="list-style-type: none"> 1. Support projects and activities that enhance and strengthen social connections. 2. Work with government, and the philanthropic and commercial sectors, to invest in activities that strengthen arts and culture in local communities, both in cities and regional Australia. 3. Support activities that provide opportunities to share stories of place and heritage.
Support creative work that reflects contemporary Australia	<ol style="list-style-type: none"> 1. Invest in work that is culturally diverse and in artists and organisations that are representative of all Australians. 2. Support artists and creative workers with disability to extend arts practice, networks and skills. 3. Strengthen capacity of artists and creative workers from diverse communities to engage internationally.
Support increased diversity in our creative workforce	<ol style="list-style-type: none"> 1. Increase intake of arts leaders from diverse backgrounds and lived experiences in capacity building programs. 2. Collaborate with other jurisdictions and national industry bodies on the coordination of diversity metrics and reporting. 3. Support skills and training of, and opportunities for, young Australians and people from diverse backgrounds to access and participate in arts and culture. 4. Ensure newly established bodies within Creative Australia represent contemporary Australia. 5. Address barriers that arise to accessing Creative Australia's programs.
Promote diversity across our activities	<ol style="list-style-type: none"> 1. Ensure our vision, priorities and processes centre equity and celebrate diversity. 2. Advocate and highlight how increased diversity across cultural and creative industries strengthens social cohesion. 3. Celebrate the achievements of artists and arts activities that reflect Australia's diversity.

Key performance measures

Performance measure	Target 2023–24	2024–25 and beyond
Number of applications for culturally diverse projects and events supported and total amount invested each year ^{13*}	250 applications supported with \$10 million	Targets to be set as part of Creative Australia strategic review in 2023–24
Collecting and reporting diversity data of multi-year investment organisations	Public reporting	Review and develop best practices in diversity reporting
Monitoring and reporting on Creative Australia's staff diversity	Public reporting	Public reporting each year
Conducting and publishing research on the diversity of audiences, creative work and the creative workforce	Relevant and impactful ¹⁴ research is conducted or published	Relevant and impactful research is conducted or published each year
Monitoring and reporting on Creative Australia's diversity performance, including diversity of recipients of support from grants and strategic programs	Public reporting	Review and develop best practices in diversity reporting
Establishment of artist residencies to visit Australian World Heritage Sites to produce artworks to tell stories of place and heritage	Program design and assessment of applications for Australian World Heritage sites artist residencies	Investment in Australian World Heritage sites artist residencies

¹³ In recognition of First Nations peoples' unique position, from 2020–21 this measure does not include applications from First Nations applicants unless they identify as culturally and linguistically diverse. A specific performance measure for First Nations applications and investment is included under Strategic Objective 3: First Nations arts and culture are cherished. Creative Australia recognises that Australian identities are not singular and that there is ongoing debate about how to measure and discuss cultural diversity. We are undertaking research and consultation to inform future data collection and strategy. This will include a review of our Cultural Engagement Framework and this performance measure.

¹⁴ Relevance and impact will be assessed through a range of factors including industry and media response and web page views.

* indicates a Portfolio Budget Statement metric

Arts and creativity are thriving

Creation | Viability | Capabilities | Reach

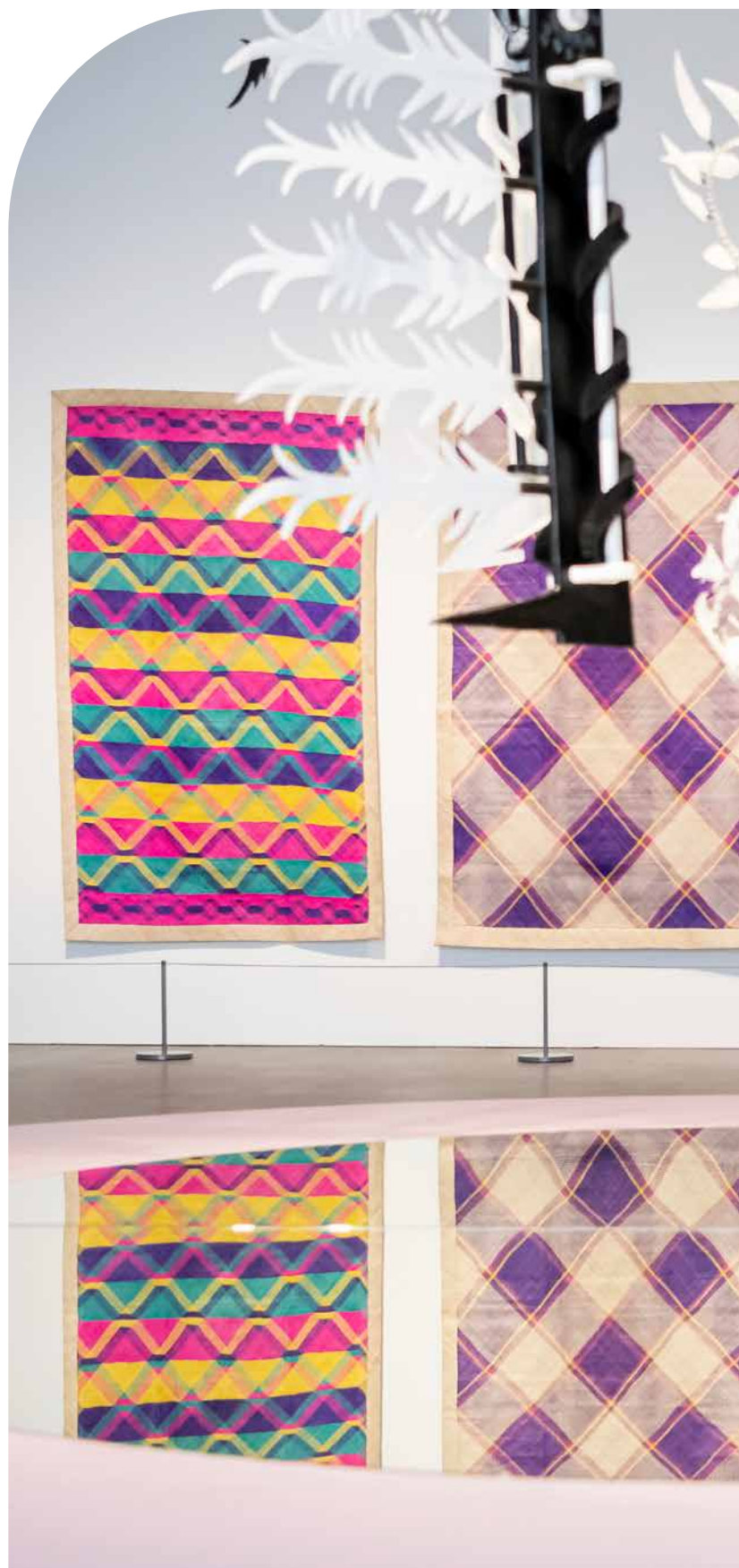
We will support the conditions and structures for a thriving arts and cultural sector.

Great creative work is the product of long periods of development: the hard graft of testing and refining skills, collaborations, refinements and evolutions of art forms.

Our creative sector includes a diverse ecosystem of independent artists, musicians, writers, creators, cultural practitioners, creative workers, sole-traders, small, medium and large companies, funded and non-funded organisations and formal and informal networks. It includes peak bodies, trade bodies, service organisations, commentators, and critics.

Creative work is diverse and often interdisciplinary, employing new modes of creation, community engagement, distribution, innovation, and relationships with audiences. Arts and cultural practice areas and markets are not discrete nor neatly defined. Publicly funded and commercial arts co-exist and cross-pollinate ideas, talent and audiences.

For independent artists, creative work is precarious and at times involves taking risks to self-fund creative development. Investment and public policy settings enable creators to take risks with creative content and ideas.





A thriving ecosystem needs brilliant new ideas and great execution. We need artists, skilled creative workers, innovators, entrepreneurs and great collaborators. We need capable organisations and institutions who work sustainably in and beyond 'the arts'. We need Australian work to be discoverable, profiled and celebrated. We need investment and distribution networks that allow for viable business models for artists and creative businesses, accelerated, for example, through our expanded functions of leveraging philanthropic and corporate investment through both Music Australia and taking on the functions of Creative Partnerships Australia. To be successful, our institutions, partners and creatives must be highly-skilled, inclusive, relevant and resilient.

The 10th Asia Pacific Triennial of Contemporary Art (APT10)
4 Dec 21 - 25 April 22
Queensland Art Gallery | Gallery of Modern Art, Brisbane

Front: Grace Lillian Lee and Ken Thaiday Sr / Meriam Mir people / Australia b.1988 and 1950 / Suggoo Pennise (detail, installation view) 2021 / Courtesy: The artists

Back: Tepo(mats) by Bajau Sama Dilaut Weavers / Malaysia /

Purchased 2021. QAGOMA Foundation / Collection: QAGOMA

Photograph: Chloe Callistemon, QAGOMA.

Goals	Strategies
Support viable creative careers and business models	<ol style="list-style-type: none"> 1. Ensure supported projects and organisations have sustainable approaches, including through financial analysis of multi-year investment organisations to mitigate risks impacting viability. 2. Support sustainable careers and dynamic business models through evidence-based advocacy and capacity building, including developing a skill base in leveraging philanthropic and commercial investment. 3. Support international market development and engagement initiatives for Australian artists and organisations. 4. Support artists and organisations to leverage digital opportunities to enhance their audience and revenue streams through digital capacity building programs. 5. Work with government and industry to support artists to protect their intellectual property and maximise revenue from the content they create.
Enable risk taking and experimentation in the realisation of new works	<ol style="list-style-type: none"> 1. Support creation, experimentation and freedom of expression. 2. Champion the development of, and access to, a diverse range of new arts practices. 3. Support multi-year investment organisations to collaborate across sectors, community groups and industries. 4. Ensure Creative Australia investment and funding is accessible for artists and work that may not be easily defined by genre.
Develop partnerships to strengthen our cultural and creative industries	<ol style="list-style-type: none"> 1. Cultivate cross-portfolio connections at local, state and national levels to extend the reach and opportunities for the creative sector and ensure more Australians experience the positive benefits of arts and culture. 2. Connect the publicly funded arts, philanthropy and commercial sectors to amplify investment and generate public impact. 3. Partner with government, private investors and industry to build capacity across arts and cultural sectors, focusing on skills, training and career development. 4. Promote global connections between Australian and international influencers and leaders.
Promote wellbeing and a safe environment for people working in the arts	<ol style="list-style-type: none"> 1. Advocate for viable artists' careers, including sustainable incomes, career development, and healthy work environments. 2. Promote safe work environments within the arts and entertainment sector and provide advice and resources on issues such as welfare and pay. 3. Advocate for the wellbeing of artists and people working in the arts and entertainment sector, including through Creative Workplaces.

Key performance measures

Performance measure	Target 2023–24	2024–25 and beyond
New Australian artworks supported each year*	5,700	Targets to be set as part of Creative Australia strategic review in 2023–24
Total amount invested in projects creating new Australian artwork each year*	\$7.5 million	
Number of initiatives delivered each year that strengthen ties with other countries*	15	
Number of countries where Creative Australia supported arts activities are delivered each year*†	25	
Number of international attendances at Creative Australia supported activity each year	\$1 million	
Establishment of Creative Workplaces to provide information, advice, and promote fair, safe and respectful workplaces for Australian artists	Establish Creative Workplaces including funding for Support Act	Monitor the efficacy of programs and initiatives of Creative Workplaces
Establishment of Music Australia to support the Australian music industry, including through strategic initiatives and industry partnerships, research, skills development, and export promotion	Establish Music Australia, including investment in Sounds Australia	Develop and monitor programs and initiatives for Music Australia
Percentage of matched funding program participants in Plus1 and MATCH Lab reaching their matched funding target	95%	95%
Dollar value of donations raised via the Australian Cultural Fund	\$10 million	\$10 million
Attendance at capacity building events and initiatives	1,000	1,000

* indicates a Portfolio Budget Statement metric

† Portfolio Budget Statement refers to Australia Council which has the same meaning as Creative Australia in this context

Arts and creativity are valued

Evidence | Advocacy | Public value | Leadership

We will increase awareness of the public value of investment in arts and creativity.

As well as enabling important intrinsic value, investment in Australia's arts and creativity unlocks social, reputational and economic value throughout the cultural and creative industries and beyond.

Australian arts and creativity are among our most powerful assets, playing essential roles in our health, wellbeing, education, innovation, identity, advancement, economy and international reputation. Investment in arts and creativity cultivates new ideas, technologies, and cutting-edge innovation; fuels our talent pipeline and job growth; and has great potential to leverage private and inward investment to significant economic benefit.

Creative Australia has a crucial role to play in informing the policies that impact arts and creativity, raising broader awareness of the value of arts investment, and highlighting the ways arts and creativity enrich the lives of all Australians. There is a need for greater recognition and understanding of the public value of the arts and creativity, to ensure a well-supported creative sector which in turn delivers social, cultural and economic returns.

Through evidence, analysis and advice, we advocate for the public value of arts and culture. Our research and advocacy agenda will focus on developing the evidence base to increase investment in the growing creative economy and to support greater cross-portfolio investment in creativity.

Elevating the value and broader relevance of arts and creativity in Australian public life and policy-making is critical to a creatively connected nation.

Bruno Booth, *Dead Ends and Detours*, installation view, Perth Institute of Contemporary Arts (PICA), 2023. Credit: Tristan McKenzie.





Goals	Strategies
Advocate for the public value of arts and creativity	<ol style="list-style-type: none"> 1. Draw together research and evidence to advance a compelling case which demonstrates the artistic, cultural, social and economic impact of arts and creativity. 2. Convene and participate in advocacy forums to explore and share research, insights and best practices. 3. Collaborate with national and international strategic partners to advance a public value agenda and make more visible the wide-reaching impact of the arts. 4. Develop a network of strategic partners to advocate for investment in Australia's cultural and creative industries.
Advise on arts matters to inform government policy development	<ol style="list-style-type: none"> 1. Provide advice to government on the arts and cultural sector. 2. Leverage robust, relevant research and analysis on key issues. 3. Identify cross-portfolio opportunities that harness the value of the cultural and creative industries to deliver effective policy outcomes.
Lead public discussion about matters relating to arts and creativity	<ol style="list-style-type: none"> 1. Evidence and advocate for the public value of arts and creativity. 2. Lead discussion on issues related to the cultural and creative industries through media and other public channels. 3. Empower the arts and cultural sector to advocate on its own behalf. 4. Create opportunities for public acknowledgment and celebration of Australian artists and creativity.
Develop evidence that increases understanding of the cultural and creative industries	<ol style="list-style-type: none"> 1. Monitor and report on trends in public attitudes to and participation in the arts. 2. Contribute to the evidence base on the creative workforce and its impact on the creative economy. 3. Develop a strong body of research exploring the impact of new innovations and technology on the future of creating and experiencing art. 4. Provide an evidence-based understanding of how arts and creativity can address social, cultural and economic development issues.

Key performance measures

Performance measure	Target 2023–24	2024–25 and beyond
Analysing stakeholder perceptions of how Creative Australia is working alongside them to deliver value	Planning next stakeholder survey ¹⁵	Develop and deliver stakeholder survey
Convening or leading relevant and impactful forums or public events each year	Relevant and impactful ¹⁶ forums or public events are convened or led	Relevant and impactful forums or public events are convened or led each year
Delivering impactful and relevant research projects each year	Relevant and impactful ¹⁷ research is conducted using varied methodologies to examine the economic, social and cultural impact of arts and culture (including areas of immediate focus such as the qualitative and quantitative impact of music festivals, and a triennial State of Australian Culture Survey in partnership with Screen Australia')	Relevant and impactful research is conducted and published each year
Publicly celebrating Australian artists and the public value of creativity	Deliver an expanded suite of awards, including the Prime Minister's Literary Awards, the Arts in Asia and Pacific Awards, and the Creative Partnerships Awards	Deliver an expanded suite of awards, including the Prime Minister's Literary Awards, the Arts in Asia and Pacific Awards, and Creative Partnerships Awards

¹⁵ Following the significant national industry recovery consultation the Australia Council undertook in 2020–21.

¹⁶ Relevance and impact will be assessed through a range of quantitative and qualitative factors each year, including the range and nature of the events and public engagement.

¹⁷ Relevance and impact will be assessed through a range of factors including industry and media response and web page views.

Management and accountability

Review of performance 2022–23

Summary of results against performance measures¹⁸

Strategic objective	Performance measure	Target	Result
Strategic objective 1	Live attendances at Council supported activities each year [*]	15 million	Not achieved
	Digital engagement with Council supported activities each year	Develop reporting framework	On track
	New Australian artistic works with a public outcome (performed, exhibited, published or recorded) supported each year [*]	4,500	Achieved
	The proportion of Australians agreeing ‘the arts are not really for people like me’ as captured in the National Arts Participation Survey (29% in 2019) ¹⁸	No reporting	Too early to report
Strategic objective 2	Number of applications for culturally diverse projects and events supported, and total amount invested each year ¹⁹	250 applications supported with \$10 million	Achieved
	Collecting and reporting diversity data of multi-year investment organisations	Public reporting	Achieved
	Monitoring and reporting on the Council’s staff diversity	Public reporting	Achieved
	Conducting and publishing research on the diversity of audiences, creative work and the creative workforce	Relevant and impactful research is conducted or published	Achieved
	Monitoring and reporting on the Council’s diversity performance, including diversity of recipients of support from grants and strategic programs	Public reporting	Achieved

^{*} Portfolio Budget Statement performance measure.

¹⁸ The National Arts Participation Survey is conducted every three years, with no data to report within this reporting period.

¹⁹ From 2020–21 this measure does not include applications from First Nations applicants unless they identify as culturally and linguistically diverse. A specific performance measure for First Nations applications and investment is included under strategic objective 3: First Nations arts and culture are cherished. The Council recognises that Australian identities are not singular and that there is ongoing debate about how to measure and discuss cultural diversity. We are undertaking research and consultation to inform future data collection and strategy. This includes a review of our commitments and actions plans related to equity, diversity and inclusion and this performance measure.

Strategic objective	Performance measure	Target	Result
Strategic objective 3	Number of applications for First Nations projects and events supported and total amount invested each year	180 applications supported with \$13 million investment	Achieved
	Supporting new works created by First Nations artists and organisations each year	750	Achieved
	Live attendances at works by Council supported First Nations artists and organisations in Australia each year ²⁰	1 million	Achieved
	Live attendances at works by Council supported First Nations artists and organisations overseas each year	50,000	Achieved
	Digital engagement with activities delivered by Council supported First Nations artists and organisations each year	Develop reporting framework	On track
	Enact and monitor the Council's Reconciliation Action Plan (and associated metrics)	Launch and implement new Reconciliation Action Plan 2022–25	Delayed
Strategic objective 4	New Australian artworks supported each year*	5,700	Achieved
	Total amount invested in projects creating new Australian artwork each year*	\$7.5 million	Achieved
	Number of initiatives delivered each year that strengthen ties with other countries*	15	Achieved
	Number of countries where Council supported arts activities are delivered each year*	25	Achieved
	Number of international attendances at Council supported activity each year	1 million	Achieved
Strategic objective 5	Analysing stakeholder perceptions of how the Council is working alongside them to deliver value	Planning next stakeholder survey	On track
	Convening or leading relevant and impactful forums or public events each year	Relevant and impactful forums or public events are convened or led	Achieved
	Delivering impactful and relevant research projects each year	Relevant and impactful research is conducted or published	Achieved

* Portfolio Budget Statement performance measure.

20 From 2020–21 live attendance performance measures for Australian and overseas attendees for First Nations projects and events supported is separated.

Financial projections

Comprehensive income statement (showing net cost of services) for the period ended 30 June 2023 as reported in the May 2023 Portfolio Budget Statements.

	2022–23 Estimated actual \$'000	2023–24 Budget \$'000	2024–25 Forward estimate \$'000	2025–26 Forward estimate \$'000	2026–27 Forward estimate \$'000
Expenses					
Employee benefits	14,870	19,868	21,338	23,267	24,465
Suppliers	14,621	18,181	20,393	23,626	25,617
Grants	192,958	223,343	250,063	267,648	278,833
Depreciation and amortisation	2,404	2,498	2,602	2,674	2,725
Finance costs	128	110	92	71	50
Total expenses	224,981	264,000	294,488	317,286	331,690
Less:					
Own-source income					
Own-source revenue					
Interest	1,800	300	300	300	300
Sublease income	10	0	0	0	0
Other	2,640	5,726	5,139	5,750	5,162
Total own-source revenue	4,450	6,026	5,439	6,050	5,462
Total own-source income	4,450	6,026	5,439	6,050	5,462
Net (cost of)/ contribution by services	(220,531)	(257,974)	(289,049)	(311,236)	(326,228)
Revenue from Government	220,531	257,974	289,049	311,236	326,228
Surplus/(deficit) attributable to the Australian Government	–	–	–	–	–
Average staffing level	108	143	149	157	161

I Want To Touch You,
Gravity & Other Myths, 2021.
Credit: Matt Byrne.



Our capabilities

Creative Australia's capability to deliver on our strategic objectives is dependent on our people and culture, and ongoing sustainability and efficiency, including technology and communication.

People and culture

Our culture statement, *Why it Matters*, underpins how we work and ensures all our people are aligned and clear about our organisational culture. It outlines the expected behaviours through which we will realise deeper engagement and more effective organisational performance.

Why it Matters provides a roadmap for our unified contributions to make a difference.

Our cause: Enriching lives

Our commitment: Communicate with clarity

Our cultural pillars:

- People: growth through value and inspiration
- Relevance: Social, cultural and public
- Community: Inclusive and engaged
- The Arts: Supporting impact, vibrancy and sustainability

Our foundations:

- Cultural Engagement Framework
- Freedom of expression
- Care and commitment
- First Nations focus

Our values:

- Leadership: advocate and empower
- Diversity: embracing difference
- Collaboration: cooperation with a common purpose
- Integrity: ethical and accountable
- Resilience: flexible, adaptable and responsive
- Service: professional and engaged

We empower and develop our people to make a difference for arts and culture in Australia. We are committed to optimising our shared knowledge and we value different perspectives while cooperating as one organisation.

We invest holistically in our staff through skills development that builds strength, capability and adaptability, as well as support structures for wellbeing and workplace safety.

Our success is built on diversity and inclusion, empowerment, support and culture and these foundations will always be a part of us. First Nations leadership is integral in our daily work practice and our Cultural Engagement Framework anchors our commitment to diversity which is at the centre of our values, goals, systems and actions for all people. Creative Australia is undertaking a review of its commitments to equity and diversity.²¹

²¹ Utilising findings from Council research, *Towards Equity: A research overview of diversity in Australia's arts and cultural sector 2021*.

Operational efficiency and effectiveness

Creative Australia continues to seek improvements in our operational efficiency while maintaining our effectiveness across our programs and activities. Key projects are highlighted below.

Information management, technology and systems

Creative Australia continues to improve its business systems with up-to-date technology and integration of its cloud-based infrastructure and applications. This work provides continuous improvement capabilities, reporting and analytics, enhanced productivity, better security and IT resilience.

Improved engagement with external stakeholders over the medium and longer term will be made possible by sharing valuable information in an increasingly dynamic and accessible format through our Application Management System and Data Hubs platform.

Creative Australia's Data Strategy 2021–24 sets our strategic vision for how we will continue to grow our capabilities and data usage to maximise the value of our data, so we are better able to champion and invest in the arts and deliver our strategic objectives.

Reducing our impact on the environment

Creative Australia will continue to undertake a range of activity to minimise the impact of our operations on the environment, including switching to 100% green power and achieving 6 star national Australian built environment rating system (NABERS) energy tenancy rating for our offices in Pyrmont.

Creative Australia will continue to explore opportunities to measure and reduce its greenhouse gas emissions. Creative Australia has commissioned a comprehensive assessment of its greenhouse gas emissions in 2022–2023. This data will inform priorities and initiatives as Creative Australia moves towards Net Zero emissions by 2030.

Isaiah Soares, Story Factory. Credit: Audrey Svoboda



Risk management and oversight

We are committed to a strategic, consistent and structured organisational-wide approach to risk management to promote a well-informed decision-making process which achieves an appropriate balance between realising opportunities for gains and minimising losses.

The Risk Management Policy and Framework embodies the key principles for managing risk as outlined under the PGPA Act and the Commonwealth Risk Management Framework. It defines the organisation's risk appetite and sets out key processes and responsibilities. These documents are reviewed and approved by the Audit and Risk Committee on an annual basis.

Specifically, these risk management and oversight functions review, manage and respond to a range of risks, including:

- **financial and governance risk** (including risks associated with investment and financing programs)
- **reputational**
- **people and workforce**
- **IT and operations**
- **business planning and decision making**
- **development of new policies and programs**
- **contract and project management.**

Management regularly reviews Creative Australia's risk profiles and risk register to identify the key risks facing the organisation and the actions required to ensure that risks are managed to an acceptable level over time.

The risk profiles and risk register are reviewed and endorsed by the Audit and Risk Committee on a six-monthly basis and then presented to the full Board for its consideration.

Creative Australia has identified a range of key risks that may impact the implementation of the organisation's strategy, *Creativity Connect Us*, and individual projects and activity outlined in the corporate plan. A summary of these risks is provided below.

Implementation of Revive

Implementation of Creative Australia's new functions and expanded remit does not achieve an optimal, coherent and efficient portfolio of investments across new and existing investment programs.

Stakeholder value and relevance

Creative Australia's actions are perceived as not serving our many and diverse external stakeholders.

People and workforce

Sustained strain on staff and workload during the intensive implementation period of Creative Australia's new activities and programs impact service delivery and support for the arts and cultural sector.

Business planning and decision making

Decisions and actions of Creative Australia impact the achievement of the organisation's purpose, strategic and financial objectives, and reputation.

Compliance with legislated functions

Achievement of Creative Australia's functions and legislated objectives are impacted due to increasing demand, in both quantum and diversity, and limited resources.

IT and operations

Creative Australia's IT infrastructure is compromised through unauthorised access to data and information assets.

Risk mitigation and management

Management of these risks is achieved through regular review of Creative Australia's risk profiles and risk register and enactment of mitigation actions. This process is managed through Creative Australia's risk management system, Lighthouse, business continuity planning, fraud control policy and associated action plans. Creative Australia continues to develop its risk maturity level through these actions and processes, which are overseen by the Executive, the Board, and the Audit and Risk Committee.

Independent internal audits of key business functions are performed throughout the year and the findings reported to the Audit and Risk Committee of the Board.

Purrumpa, First Nations arts gathering, 2022.
Image credit: We.Create.



Appendix A:

Our functions

As set out in the *Creative Australia Act 2023* Section 11, our functions are to:

Creative Australia has the following functions:

- to support Australian arts practice that is recognised for excellence;
- to foster excellence in Australian arts practice by supporting a diverse range of activities;
- to support Aboriginal and Torres Strait Islander arts practice;
- to support Australian arts practice that reflects the diversity of Australia;
- to uphold and promote freedom of expression in the arts;
- to promote community participation in the arts;
- to recognise and reward significant contributions made by artists and other persons to the arts in Australia;
- to promote the appreciation, knowledge and understanding of the arts;
- to support and promote the development of markets and audiences for the arts;
- to encourage, facilitate and recognise public sector, private sector, philanthropic and commercial support for, and investment in, the arts;
- to promote fair, safe and respectful workplaces for:
 - Australian artists; and
 - persons who are employed, or otherwise engaged, by organisations that engage in, or support, Australian arts practice; and
 - persons otherwise involved in Australian arts practice;
- to provide information, advice, training and mentoring on matters connected with the arts or the performance of Creative Australia's functions;
- to provide information and advice to the Commonwealth Government on matters connected with the arts or the performance of Creative Australia's functions;
- to conduct and commission research into, and publish information about, the arts, and support for, and investment in, the arts;
- to evaluate, and publish information about, the impact of the support Creative Australia provides;
- to undertake any other function conferred on it by this Act or any other law of the Commonwealth;
- to do anything incidental or conducive to the performance of any of the above functions.

Tangki still from Tjanpi produced short animation that won the Yoram Gross Award and the AFTRS Craft Awards at the Sydney Film Festival, 2022.
Credit: Karin Riederer.





Australian Government



creativeaustralia.gov.au