

The Hon Mike Rann MP
Premier, Minister for the Arts
GPO Box 2343
Adelaide SA 5001
Monday 5 July, 2010

2010/11 State Budget Submission

Dear Premier,

The Arts Industry Council of South Australia (AICSA) is an independent voice for the arts representing over **1500** of the State's arts and cultural organisations and independent artists.

The Council acknowledges the commitment shown by you and the government to supporting the arts in South Australia, and we are pleased to report to our members a substantial increase in the budget has been allocated to the arts during the tenure of your government, and that this growth trend has continued in 2009-10.

The arts budget has grown "... from **\$79 million** in 2002 to **\$116 million** in 2009-10. This is an average increase of 5.2 percent per annum, well ahead of the inflation rate." (Greg Mackie OAM, Deputy Chief Executive Cultural Development, Department of Premier and Cabinet, in The Advertiser 16 January 2010).

The 2009-10 arts budget continued a pattern of increased investment in festivals. The AICSA notes the announcement that the Adelaide Festival of Arts is to be an annual event from 2012, effectively doubling funding to **\$8 million** per year. This follows previous increases in budget allocations to enable the Adelaide Fringe and WOMAdelaide to become annual events. The government has also made significant capital investments to establish the new **\$43 million** film and screen hub for the South Australian Film Corporation at Glenside and to build a new **\$52 million** 'Black Box' live entertainment space at the Adelaide Entertainment Centre.

The Arts Industry Council acknowledges the ongoing investment in regional arts, including the allocation of **\$1.8 million** over two years from 2010-11 for Murray Bridge to be a South Australian Regional Centre of Culture.

In the context for planning the State Budget for 2010-11, the Council recognises that Australia has successfully negotiated the global financial crisis, avoiding recession and some of the worst aspects of the economic downturn. The Council also notes the contribution of the arts sector in achieving budget savings over the last year and acknowledges the need for this to continue into the next financial year. The arts have made a significant economic contribution, both in terms of income generation for the wider State economy and in terms of budget savings.

For example, in a variation to their funding agreements, small to medium organisations had their CPI indexation adjusted down from 2.5% to 1.625% in the 2010 calendar year. These budget savings were a short term measure to deal with the worst of a crisis situation and are

certainly in line with other portfolios contributions. The efforts made by the small to medium organisations to assist our community to deal with this crisis have also had an unfortunate effect on the creative capacity of South Australia's artists and have further restricted an already constrained sector.

AICSA commends the positive impact of the following measures on the vitality of the arts and encourages you to continue to support these initiatives into the future:

- Increases in arts activity through the cycle and range of arts festivals supported in South Australia.
- On-going support for major arts companies. (This includes initiatives to improve the financial situation of the Adelaide Festival Centre Trust with the transfer of \$77 million in assets to the Minister for the Arts, and the Treasurer forgiving accumulated debts of \$28.2 million on 30 June 2008.) In addition there is \$9.2 million over four years for the Festival Centre's New Directions program and \$500,000 for the 2010 Adelaide Cabaret Festival.
- Instigation of the new visual arts Major Exhibitions Fund of \$600,000 per annum for block 'buster exhibitions', plus the New Works Fund of \$400,000 for works by South Australia's visual artists.
- The Festival Commissioning Program of \$500,000 for investment in works of any genre.
- On-going support for the youth arts including new initiatives and partnerships such as the Creative Education Partnership - Artists in Residence initiative.

The Arts Industry Council identifies the following areas as priorities in framing the 2010-11, State Budget:

- Arts Policy
- Increased investment in creative artists - the South Australian makers of art
- Improving the quality and capacity of arts venues in South Australia

Arts Policy

Articulation of the government's support for the arts in the form of arts policy and action plans provides a framework for the government and a strategic guide for those working in the arts. The AICSA acknowledges the State Strategic Plan, Fostering Creativity and Innovation (page 26-27) <http://www.stateplan.sa.gov.au/>, Labor Party State of the Arts Policy 2010

<http://www.sa.alp.org.au/images/stories/Policies/arts%20policyweb%20correct.pdf> and Arts SA priorities. We call on the government to continue an active dialogue with the arts sector and for the clear articulation of future policy directions.

Careful planning for future needs will ensure that new arts buildings, spaces and facilities complement existing infrastructure and that these requirements are balanced with the requirement to invest in artists that are central to our creative purpose and vibrancy. The 30 Year Plan for Greater Adelaide predicts population growth of 560,000 over the next thirty years. We welcome the concept of an Integrated Design Commission to coordinate how our infrastructure including arts facilities will be incorporated as part of this growth.

Increased investment in creative artists - the South Australian makers of art

An increase in the level of investment in the makers and creators of art will ensure that the reputation of South Australia as centre of artistic excellence is sustained. South Australia's creative economy is growing especially during the peak summer festival season. Increased spending on arts festivals, supporting infrastructure and major arts organisations are stimulating the arts. However, the arts are not necessarily a seasonal activity, artists must earn a living throughout the year and many artists work in the constrained funding environment of the small to medium sector.

The Arts SA **Industry Development, Independent Makers and Presenters, and Contemporary Music Funds**, provide examples of the restrained government support to the second and third tiers of the industry. For example, we note that in context of a 47% increase to arts funding over the past 8 years that there has been no increase to the funding for Contemporary Music sector during the same period, remaining capped at \$500,000 since 2002. With CPI and inflation taken into account the funding to this sector has effectively decreased each year during this period. We also note that the State of The Arts 2010 policy document does not include detail on or a strategic direction for the investment in and growth of the contemporary music sector in South Australia. We encourage investment in a strong strategic policy for the growth of the Contemporary Music sector as a part of the Government's strategy of investment in the Arts.

The Australia Council *More than Bums on Seats: Australian Participation in the Arts* (2010) research shows that the arts are strongly supported by the community and that there is an ever-growing engagement with the arts. The release of the follow up study by Professor David Throsby to *Don't Give Up Your Day Job an economic study of professional artists in Australia* (2003) is anticipated before the next Federal election. This study will indicate the extent to which artists have shared in and benefited from the growth in the creative economy over the last seven years.

We encourage the state government to continue to maximise the impact of Federal expenditure on arts activity through its influence on the Cultural Ministers Council and through matching Federal funds at a macro and micro level. For example, at the micro level the State could introduce the *Manager and Producer Services* (MAPS) available as a

partnership through the Theatre and Dance Board of the Australia Council. This would enable South Australia to catch up with other states that have already introduced the MAPS initiative.

Improving the quality and capacity of arts venues in South Australia

The Arts Industry Council recognises that the government plays a significant role in providing access to quality infrastructure. This is a complex area involving maintenance programs, capital investment, strategic planning and relationships with other stakeholders such as universities, local government, schools, private investors, and not for profit organisations. We support the recommendation of the recent audit of Theatre Venues and Spaces for improved maintenance of existing performing arts venues. The Council supports consideration of a new central performing arts facility in the context of an overarching design plan for the City of Adelaide, taking into account future population and audience projections. The Council highlights its long-term advocacy for policy development at state, federal and local government levels in the following key areas:

- Improvements to the income levels and working conditions for artists assisting them to achieve parity with others in our community.
- Research and analysis into the 'tangible' contribution of the arts to the economy, as well as the 'intangible' contribution of the arts to innovation, creativity and well being.
- Integration and funding support for arts curricula and aligned arts activities as part of the education system and life long learning.
- Importance and central contribution of artists, including those in the small to medium sector and working freelance, to the development of Australia's globally recognised reputation for high quality arts.

Once again the Arts Industry Council Committee thanks you for the government investment and support of the arts in South Australia.

If you wish to discuss any of the issues raised in this letter please contact our Executive Officer, Torben Brookman, to arrange a meeting with representatives from the Council.

Yours sincerely,

Mr Phil Callaghan, Deputy Chair, Director, Ausdance SA
On behalf of the committee
Arts Industry Council South Australia



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Arts Industry Council Committee

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Mr Daniel Clarke, Independent Artist

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Ms Lisa Phillip-Harbutt, Director, Community Arts Network SA

Mr Craig Harrison, Programming Executive Creative Programs, Adelaide Festival Centre

Ms Anne Marie Kohn, Program Manager, Visual Arts & Digital Media, Carclew Youth Arts

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