

Creative Together 2020–2030

A 10-Year Roadmap for
arts, culture and creativity
in Queensland



Queensland
Government



This publication may contain images or references to Aboriginal and Torres Strait Islander peoples who are deceased. The Queensland Government does not wish to cause distress to any Aboriginal or Torres Strait Islander community members.

Acknowledgment

The Queensland Government acknowledges the Country and people of Queensland's First Nations. We pay our respect to Elders, past, present and emerging.

We acknowledge the continuous living cultures of First Nations Queenslanders – their diverse languages, customs and traditions, knowledges and systems.

We acknowledge the deep relationship, connection and responsibility to land, sea and sky Country as an integral element of First Nations identity and culture.

This Country is sacred. Everything on the land has meaning and all people are one with it. We acknowledge First Nations peoples' sacred connection as central to culture and being.

First Nations people speak to Country, listen to Country, sing up Country, dance up Country, understand Country and long for Country.

We acknowledge and thank First Nations people for the enduring relationship connecting people, Country and ancestors – an unbreakable bond that safely stewarded and protected the land, waters and sky for thousands of generations.





Premier's message

Creativity is the catalyst to shape a future for our state built upon possibility, innovation and opportunity.

As our recent challenges have demonstrated, Queenslanders know how to pull together in times of crisis and the arts, cultural and creative sector has been at the forefront in showing how to innovate, adapt, support each other and, importantly, stay connected.

These attributes will serve us well as we rebuild and forge a new and even stronger future for Queensland – one that recognises and focuses on the value of the arts as an important driver of vital social, economic and wellbeing outcomes for our state.

Creative Together 2020–2030: A 10-Year Roadmap for arts, culture and creativity in Queensland is this Government's 10-year vision for arts, culture and creativity. It builds on our strong foundations, including our commitment to a pipeline of transformational cultural infrastructure projects, bolsters our focus on experimentation and imagination, and provides a path to recovery from one of the most challenging times to create a vibrant and prosperous future.

The \$22.5 million Arts and Cultural Recovery Package, announced as part of *Unite and Recover for Queensland Jobs* works to support creative recovery, underpinning *Creative Together's* first two-year action plan to sustain the sector and reactivate our cultural and creative places and spaces.

Creative Together will deliver significant benefits for Queensland and will support this Government's *Our Future State – Advancing Queensland Priorities*, including creating jobs, giving our children a great start, keeping Queenslanders healthy and keeping our communities safe.

It reaffirms Queensland as the nation's leader in harnessing the power of the arts to shape communities, drive employment and help our regions thrive, and it is a catalyst to connect government, industry and academia with the sector to build new partnerships and to collaborate on exciting concepts and projects.

Creative Together places creativity front and centre as an integral and inseparable part of Queenslanders' lives and communities and will ensure arts, culture and creativity play a pivotal role in supporting this great state to emerge with strength from adversity. Please join me in celebrating our rich culture and our creative voices as we forge a bright future for us all.

The Honourable Anastacia Palaszczuk MP

Premier and Minister for Trade



Minister's message

The arts have a unique and invaluable place in our world and never has this been better demonstrated than in response to the challenges the world has recently faced.

The ability to connect to each other, to make sense of the increasing number of unprecedented local and global events, and to build on the strength of our unique identity as Queenslanders is the very embodiment of the arts.

Creative Together 2020–2030: A 10-Year Roadmap for arts, culture and creativity in Queensland will be vital to Queensland's prospects, providing a platform to supercharge Queensland's arts, cultural and creative sector going forward. It is a plan to build a stronger future for Queensland, united by arts, culture and creativity, with a focus on Queensland's unique and ancient First Nations stories and cultures that we celebrate and nurture as integral to our cultural identity.

Creative Together presents a once-in-a-generation opportunity to harness the power of our stories, and leverage Queensland's distinct arts and culture, and world-class artistic capability, to connect communities, drive economic growth and regional development, improve happiness and health and, importantly, stimulate creative thinking to fuel our future.

Over the next 10 years, we will see stronger and more vibrant arts, culture and creativity transforming the lives of Queenslanders and their communities.

Queensland will be the best place in the world to create, view and participate in the arts.

We have been hit hard but we are resilient. We are innovative and adaptable. Now is our time to thrive, to harness our incomparable creative energy, and to share our unique stories and creative culture with the world.

The Honourable Leanne Enoch MP

Minister for Environment and the Great Barrier Reef

Minister for Science and Minister for the Arts





The Wider Earth by David Morton - a production by Dead Puppet Society with Queensland Theatre, Trish Wadley Productions and Glass Half Full Productions. *The Wider Earth* recounts the tales of scientific visionary Charles Darwin's voyage on the HMS Beagle. Image: Mark Douet

***Creative Together 2020–2030* is the Queensland Government’s 10-year vision to see Queensland renewed and transformed – socially, culturally and economically – through arts, culture and creativity.**

From ancient and enduring Aboriginal and Torres Strait Islander cultures to new and emerging communities across our state, Queensland is rich in arts, culture and creativity. Whether we are an audience member or participant, or one of the tens of thousands of Queenslanders who work in the sector, arts, culture and creativity play an increasingly integral part in our everyday lives. This is even more relevant as we overcome times of unprecedented challenges to build a stronger and more resilient state.

Creative Together: A 10-Year Roadmap for arts, culture and creativity in Queensland outlines where we want arts, culture and creativity to be in 10 years, and how we will get there. It acknowledges the significant impact of COVID-19 on Queensland, particularly on the state’s arts, cultural and creative sector. This 10-year strategy looks to the future, where the strength of the sector will foster the growth of bold and rich cultural experiences for audiences, and where arts and culture are valued for the important role they play in enriching Queensland and securing a prosperous and creative future for the state.

At the core of *Creative Together* is a strong and sustainable sector in Queensland, one that can adapt to meet audience demand, embrace innovative delivery models, attract investors and build financial sustainability.

A strong sector will build solid foundations upon which to renew and transform Queensland. Through focused actions we will build on Queensland’s strengths and deliver on the following priorities:

- Elevate First Nations arts
- Activate Queensland’s local places and global digital spaces
- Drive social change across the state
- Strengthen Queensland communities
- Share our stories and celebrate our storytellers.

Our vision

A state renewed and transformed by arts, culture and creativity

Our Future State: Advancing Queensland’s Priorities

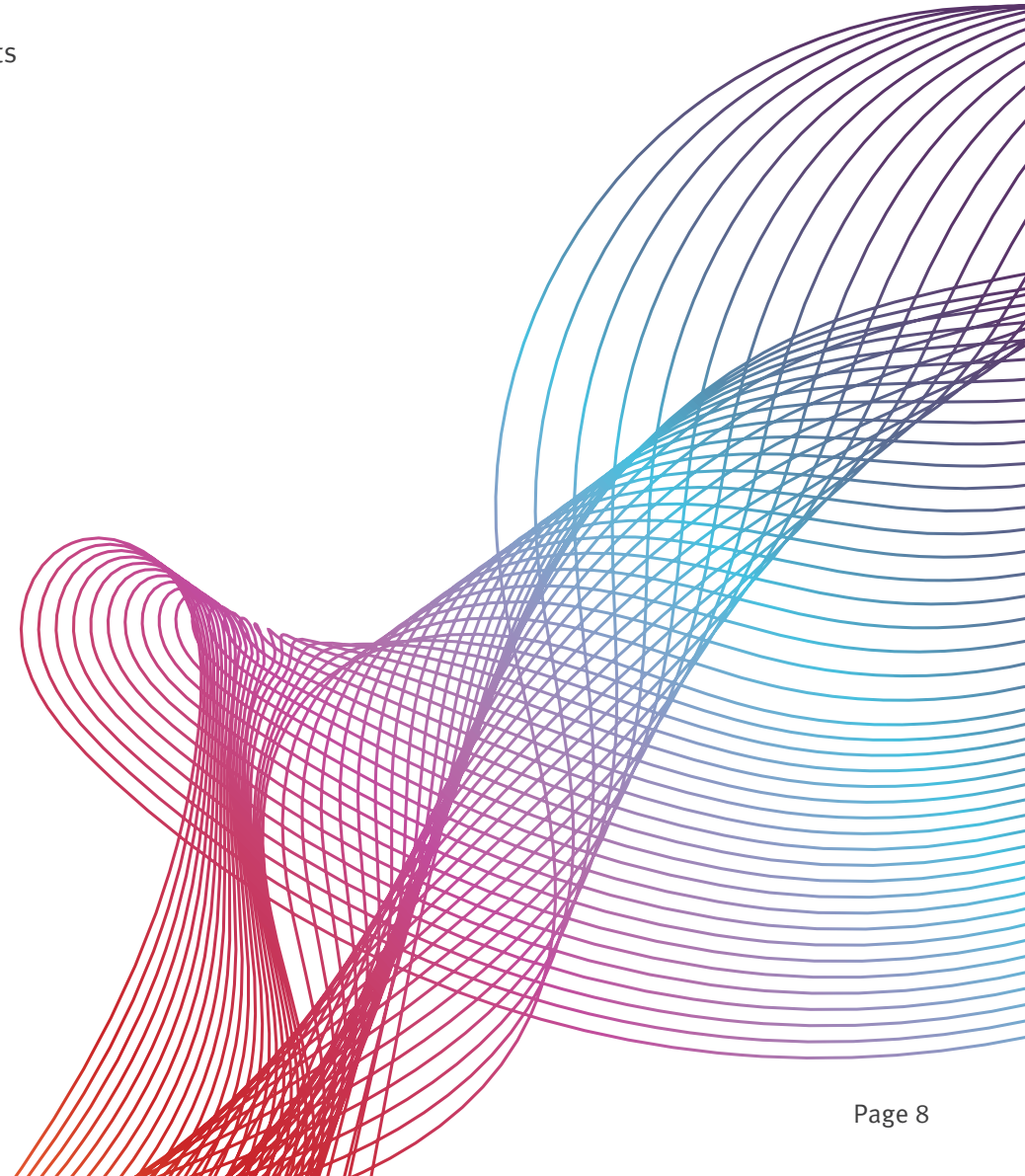
Creative Together aligns with *Our Future State: Advancing Queensland Priorities*, specifically to: **Create jobs in a strong economy; Give all our children a great start; Keep Queenslanders healthy; Keep communities safe; and Be a responsive government.**

Creative Together is a whole-of-government roadmap shaped through consultation with Queenslanders, the arts, cultural and creative sector and government. It will be led by Arts Queensland within the Department of Environment and Science, in partnership with the sector, other levels of government, key stakeholders and the Queensland public.

Consecutive action plans will be developed to support the delivery of *Creative Together*. Across the 10-years, these actions plans will introduce initiatives that will transition from rebuilding to strengthening and growing a thriving sector (Figure 1). See Next Steps for further information about the implementation of *Creative Together*.



Figure 1: Summary of Creative Together action plans





Art workers Emma Gela, Nancy Naawi and Racy Oui-Pitt from Erub Arts sort nets and ropes for the At Home Together kits. The At Home Together kits were created for people to make ghost net creations at home while isolated due to COVID-19 restrictions. Erub Arts will use some of the creations in a collaborative artwork. Image Erub Arts

Role of arts, culture and creativity in renewing and transforming Queensland

The impact of arts, culture and creativity – socially, culturally and economically – is well documented.



The sector **contributed \$8.5 billion directly and \$3.8 billion indirectly** to the Queensland economy in 2016–17. ¹



Access to arts and recreational facilities and services is **important for many in deciding where to live.** ²



Cairns Indigenous Art Fair (CIAF) strengthens and celebrates culture, and creates development opportunities for artists. Since 2009, it has attracted more than 285,000 attendees, represented over 1500 Queensland First Nations artists, generated almost \$7 million in art sales and injected about \$22 million into the state's economy.

Cairns Indigenous Art Fair 2019. Image: Lovegreen Photography



Artist-in-residence programs, arts touring and arts education

in schools are recognised as supporting better education and social outcomes for young Queenslanders by building confidence and motor development, increasing connection with family culture and country, and fostering belonging and connection for English as an Additional Language or Dialect students.

Dance... Like No One Is Watching at Queensland Performing Arts Centre's Out of the Box. Image: Darren Thomas



Arts and culture impacts the ability to **think creatively** - a critical skill for the future. ³



Engagement in arts and cultural experiences **fosters social connection** and builds thriving communities. ⁴



Arts engagement can increase help seeking behaviours, reduce loneliness and support greater engagement in health and social services. ⁵



Arts in education has been linked to increased self-esteem, increased positive behaviour and enhanced academic achievement. ⁶

Erub Art: Work by Erub Artists (Torres Strait)

is recognised internationally for its large-scale sculptures using ghost nets and featuring marine animals. The sculptures are featured in galleries across the world, raising awareness about the impact of pollution from abandoned ghost nets, or fishing nets on Australian marine life and seas.



Merad Turtle, with artists, Jimmy K Thaiday, Solomon Charlie and Jimmy John Thaiday. Image: Lynnette Griffiths



Queensland Music Festival's 2019 choir initiative, *Help is on its Way*, brought Queenslanders from across the state together to raise their voices for men's mental health. Music provided a safe environment to increase awareness and conversation about positive mental health.



Approximately 67,000 Queenslanders are employed in the sector with a further 25,500 Queenslanders working in a job supported by it. ⁷



Arts plays an important role in connecting Queenslanders with culture and country and understanding other people and cultures. ⁸

Help is on its Way, Queensland Music Festival 2019. Image: Oscar Sun

Creating our future led by a strong sector

A strong and sustainable sector is essential to delivering *Creative Together*. Enabling our sector to adapt to meet shifts in audience demand, embrace innovative delivery models, attract investors and build financial viability will be critical to delivering our vision: to renew and transform Queensland through arts, culture and creativity.

Queensland has a dynamic arts, cultural and creative ecology fuelled by the unique mix of local talent and rich and diverse artistic practice. Our sector, from individual artists to arts companies and commercialised businesses, is passionate, talented, hardworking and recognised internationally.

Queensland Government investment has played an important role in building the capability and capacity of artists, arts organisations and creative businesses. *Creative Together* continues this commitment while also acknowledging that new technology, changing audience expectations and shifts in available investment, social and environmental concerns impact the sector.

Creative Together recognises the challenges and impacts of COVID-19 on the future sustainability of the sector, and it is supported through the Queensland Government commitment of \$22.5 million Arts and Cultural Recovery Package to *Unite and Recover for Queensland Jobs*. This funding will deliver the first two-year action plan *Sustain (2020–2022)* and will ensure the sector emerges from the impact of COVID-19 to play a significant role in Queensland's future.

Over the next 10-years, *Creative Together* works to drive the necessary new thinking and new skills, approaches and business model innovation required to secure future success. It will focus on supporting our sector to continue to develop and thrive in a changing environment.





Humans. Circa Contemporary Circus is one of the world's leading performance companies, performing in 40 countries to over a million people since 2015. In 2019, Circa was named Queensland's top Creative Industries exporter at the Premier of Queensland's Export Awards. Image: Sarah Walker

Focus areas:

- **Support** the sector to grow its skills base and increase capacity to seek opportunities, diversify into new markets and realise innovative creative practice.
- **Build** sector agility to adapt to and leverage changing community needs and support delivery of government priorities.
- **Continue** to invest in the adoption of best-practice governance and business models in organisations and businesses.
- **Enhance** access and understanding of data to support business model and programming decisions.

Towards 2030:

- The Queensland sector is resilient, adapting to change and meeting audience demand.
- Queensland grows and retains its local creative talent within the state.
- The Queensland sector is driven by a strong evidence base that demonstrates audience demand and social, cultural and economic value of arts, culture and creativity.



Uncle Josiah Omeenyo (Umpila Dance Leader from Lockhart) with Pryce Centre's Baiwa Kazil Youth Company. Image: Marc McCormack

Elevate First Nations arts

The First Nations arts sector in Queensland is built on thousands of years of practice. As the only state in Australia that is home to both Aboriginal cultures and Torres Strait Islander cultures, we have a unique opportunity to elevate the awareness, understanding and contributions of First Nations arts.

First Nations arts and cultural expression are an intrinsic part of Queensland's culture and identity. They play a fundamental role in cultural maintenance, economic empowerment, community connectedness, truth telling and wellbeing among First Nations cultures.⁹

First Nations arts is a thriving force in Queensland, with our artists, dancers, musicians and writers recognised nationally and internationally. Our fairs and festivals attract audiences from all over the world and our network of Indigenous Art Centres and Indigenous Knowledge Centres, influenced by the country, languages, stories and experiences of local artists, provides perspectives that cannot be found anywhere else.

Creative Together will elevate the First Nations arts sector in Queensland, building and strengthening its position on the national and global stage. It will maximise opportunities to support and value the history, cultures and languages of Aboriginal and Torres Strait Islander Queenslanders.

First Nations people will play a larger role in decision making related to Indigenous arts, cultures and heritage policy and investment.

First Nations creative talent will be supported to access opportunities and markets all over the world. Strengthening the links between communities and other sectors, such as education and tourism, will provide more opportunities for engagement in Aboriginal and Torres Strait Islander arts and cultures, increasing employment and sharing First Nations cultures with broader audiences.

Focus areas:

- ✓ **Increase** involvement of First Nations people in the arts, both artistically and as key leaders and decision makers regarding policy and investment.
- ✓ **Increase** career and development opportunities for Aboriginal and Torres Strait Islander practitioners across the state.
- ✓ **Support** and grow the ethical distribution of First Nations arts products.
- ✓ **Grow** opportunities for audiences to experience authentic First Nations arts and cultures.
- ✓ **Foster** the role of arts in celebrating and sharing the many cultures, languages and traditions of Queensland Aboriginal and Torres Strait Islander peoples.

Towards 2030:

- First Nations arts and culture strategies and investment are led by Aboriginal and Torres Strait Islander peoples.
- Aboriginal and Torres Strait Islander practitioners are employed in arts, culture and creativity at all sector levels.
- Queensland is home to strong and sustainable creative businesses owned and led by First Nations people.
- Queensland is internationally known for its ethical distribution of First Nations arts.
- Aboriginal and Torres Strait Islander arts and culture is prominent, appreciated and valued, influencing state and national policy across a range of delivery areas.



Art camp at Woorabinda in 2019. Image: Julie Barratt



Seeing, temporary public artwork by Brisbane-based artist Sebastian Moody, developed in collaboration with Brisbane-based designer Sai Karlen. The exhibition is part of the Institute of Modern Art (IMA) Belltower program at the Judith Wright Arts Centre (Brisbane), exploring the meaning of place. Image: Louis Lim

Activate Queensland's local places and global digital spaces

Activating Queensland's places and spaces with arts and culture enhances the vibrancy of local communities, strengthening their attractiveness and providing more opportunities for Queenslanders to engage in arts, culture and creativity.

Queensland is home to vibrant places and spaces, from traditional cultural buildings and infrastructure to 'pop up' and programmed events. These experiences stimulate the cultural vitality of towns, cities and regions, while engaging, inspiring and educating audiences and visitors.

The state's significant investment in cultural infrastructure, including our state cultural institutions, provides a strong platform to showcase the incredible product of Queensland arts companies and sector, and grow cultural tourism within and across the state. Greater focus on local spaces will provide more opportunities for Queenslanders to engage in arts and culture, while ensuring suitable places are available to enable the sector to create, perform and exhibit.

Evolving audience expectations around access to experiences in the digital space continue to challenge how Queenslanders define cultural places and spaces, and how and when they want to engage in arts and culture. While engagement in live performing arts remains high, more Queenslanders are seeking digital cultural experiences or all-hours activation. Increased engagement in online content has enabled greater audience reach and the delivery of new arts experiences to audiences. This presents significant opportunity to strengthen online engagement and grow income streams for Queensland artists, creatives and arts workers.

Creative Together will activate Queensland's local places and global digital spaces, providing opportunities for our creative talent and engaging wide audiences, be it live or from their own homes. It will ensure the foundations are in place, both physical and online, so our local artists and practitioners can develop and present quality content that audiences can engage with. It will foster a greater understanding of the value of arts, culture and creativity in activating spaces, so they become a priority in planning.

Focus areas:

- ✓ **Support** the sector to develop and showcase creative work that activates spaces and places in Queensland communities.
- ✓ **Grow** opportunities and pathways for local artists within their communities.
- ✓ **Support** and develop artists, arts companies and festivals to create new opportunities to engage Queenslanders.
- ✓ **Foster** the development and distribution of quality Queensland digital content and support the sector to diversify its income streams.
- ✓ **Support** local spaces and places that are welcoming of all Queenslanders.

Towards 2030:

- Arts, culture and creativity rejuvenate spaces and places, enhancing attractiveness and liveability of communities.
- Audiences can engage in quality arts and cultural experiences in places that are meaningful and accessible places.
- Queensland online content is quality and audience-driven, providing additional income for Queensland artists, creatives and arts workers.



Prickles the Unhuggable Bear by Dion Parker and Andrew Cullen, SWELL Sculpture Festival 2018. Swell Sculpture Festival connects people, art and place through their annual outdoor sculpture exhibition set along Currumbin Beach, Gold Coast, attracting a large audience of locals and visitors. Image: Leximagery

Building transformational infrastructure to secure Queensland's future



New theatre at Queensland Performing Arts Centre

The new 1500-capacity theatre at QPAC will be transformational for Queensland, creating the largest performing arts centre in Australia, with five outstanding venues. When fully operational it has the potential to welcome an additional 300,000 visitors per year.

It will bolster Queensland's cultural vibrancy, showcase our unique stories, support our local arts sector, and drive cultural tourism and economic return for the state.

Redevelopment of the Thomas Dixon Centre

Queensland Government investment in the heritage listed Thomas Dixon Centre is supporting Queensland Ballet's ambition to create a centre of artistic excellence within the Asia Pacific region. It will enable the growth of its dancer ensemble and program offering, with more dance studios and a 349-seat performance theatre.

The Centre will enable the company to collaborate with small to medium arts organisations, extend its digital reach regionally, nationally and internationally, offer more community programs, develop its education offerings and provide a world class theatre for other organisations to utilise.



Top: Concept design for the new theatre being constructed at Queensland Performing Arts Centre

Bottom: Concept design for the activation of the heritage-listed Thomas Dixon Centre. Image: Conrad Gargett



Queensland Ballet Academy

Investment in the new Queensland Ballet Academy is enabling skills development and nurturing the talent of tomorrow, with the new centre increasing the company’s capacity to support more than three times the number of students at the world-class training and education facility.

With the Academy located within Kelvin Grove State College, it is the first Ballet Academy of its type anywhere in the world. The Academy is set to attract elite dance students from across Australia and overseas to train under the creative direction of Queensland Ballet.



Rockhampton Museum of Art

As the major funder of the Rockhampton Museum of Art, the Queensland Government is investing in this vital infrastructure to bolster further Rockhampton’s reputation as the vibrant home to the one of the nation’s leading regional galleries.

The project will deliver significant tourism benefits for the city, and drive regional employment, including supporting more than 100 jobs during the construction period.



Bulmba-ja arts centre

The redeveloped Bulmba-ja arts centre continues the Queensland Government investment in the arts in Cairns, including \$15 million for the Cairns Performing Arts Centre, playing an important role in growing cultural tourism to Cairns and far north Queensland.

Bulmba-ja offers a uniquely Far North Queensland arts experience, with a focus on contemporary Aboriginal and Torres Strait Islander work to deliver a renewed focus on First Nations art and storytelling from across the region.

Queensland Ballet Academy. Image: David Kelly

Concept design image Rockhampton Museum of Art. Image: Conrad Gargett and Rockhampton Regional Council

Bulmba-ja building façade. Image: Andrew Watson Photography



Families enjoying *First 5 Forever – Dive into Books* before a swim at Rosewood Pool. *Dive into Books* is an initiative of Ipswich Libraries. *First 5 Forever* is a Queensland Government initiative providing strong early literacy foundations for Queensland children aged 0–5 years. Image: State Library of Queensland

Drive social change across the state

Queensland faces new and unexpected social challenges over the next decade. Arts, culture and creativity will support and drive social change, benefiting Queenslanders and their communities.

Arts, culture and creativity can be powerful catalysts, offering new and different ways of responding to the social challenges faced in Queensland, from individual health and wellbeing to community recovery and rejuvenation. Engagement in cultural and creative activities also supports the development of creative minds, which are needed to develop and implement innovative solutions to these challenges.

Arts, culture and creative engagement are used across a wide range of sectors to enhance service delivery and community outcomes. Evidence shows the value of arts in developing skills in problem solving, risk taking, empathy, critical thinking and teamwork, especially in an education setting.

Creative Together will support arts, cultural and creative engagement that drives positive change for Queenslanders and their communities. It will focus on building the skills in all Queenslanders that are vital in developing creative solutions. Queensland's arts, cultural and creative sector will be able to apply skills in other areas to complement existing services and benefit Queenslanders. We will foster collaborations across and between the sector, all levels of government, the private sector, and health and social services, increasing partnerships, growing investment and fostering opportunities for artists and other practitioners.

Focus areas:

- ✓ **Strengthen** wellbeing, social cohesion and creativity in Queensland through cultural and creative engagement.
- ✓ **Grow** partnerships between the sector and other industries to diversify revenue streams.
- ✓ **Ensure** Queensland artists and practitioners are skilled to work with and bring their creative practice to other sectors.
- ✓ **Support** programs and initiatives that increase opportunities for Queenslanders to develop creative behaviours and thinking.
- ✓ **Build** and share the evidence base for the value of arts, culture and creativity.

Towards 2030:

- Queensland is recognised for its innovative approaches to solving societal challenges through cultural and creative engagement.
- Artists and practitioners are employed across all sectors and industries.
- Queenslanders value the role of arts, culture and creativity in improving their lives and communities.
- Queensland has a strong evidence base that demonstrates the value of arts, culture and creativity in delivering social outcomes.



Reminiscence Program, Queensland Museum Network, provides cultural stimulus and social contact to senior citizens in aged care facilities. Delivered by Queensland Museum volunteers working with therapists, the program creates opportunities to share stories, participate in purposeful activity and promote lifelong learning. Image: Sam Friedrichs, Cobb+Co Museum



Trailblazing the West, Mount Isa by Queensland artist David Houghton. *Trailblazing the West* is a water tower and tank mural artwork trail linking outback Queensland towns including Mt Isa, Cloncurry, Richmond, Windorah and Augathella. Image: Red Ridge

Strengthen Queensland communities

Arts and culture strengthen community connectedness and contribute to liveability, local identity and what makes communities different and exciting. Arts has the power to stimulate local economies and attract visitors to experience diverse cultural experiences.

Arts and cultural experiences play a significant role in urban and regional development by bringing people together and strengthening community cohesion and participation. Activities and events attract visitors and support local economies. For some communities, arts and culture have been vital in economic regeneration.

Queensland regions are extremely diverse. The experience in large cities differs markedly from small and remote communities. Regional differences, shaped by First Nations history, culture, and distinctive and varied natural geography, have led to unique experiences and cultural products across the state, which all contribute to Queensland's rich culture. Flexible approaches that focus on local priorities are therefore essential to strengthening communities.

Creative Together will position arts, culture and creativity at the core of strengthening communities. A key focus will be to support communities to build on their distinctive strengths, by working with local people, industry and government to deliver solutions to challenges, driving strategy, investment and activity at the grassroots level. The strategy and supporting action plans will work to strengthen cultural tourism and events, products and experiences that promote and showcase regional identities.

Focus areas:

- ✓ **Identify** opportunities for new arts content to contribute to the state's reputation as a cultural tourism destination.
- ✓ **Invest** in the development of new arts companies that deliver unique experiences for local audiences and visitors.
- ✓ **Partner** with local councils and communities to grow local employment opportunities and support economic outcomes.
- ✓ **Work** in partnership with regional tourism bodies to grow and develop cultural tourism opportunities.

Towards 2030:

- Arts and culture are recognised as catalysts for community rejuvenation, growth and development.
- Queensland arts and culture attracts new audiences and visitors to communities.
- Queensland arts content is embedded in the state's festivals and in unique local experiences.



Dancenorth performs *Tectonic* at Bleach*Festival 2019. *Tectonic* is a collaborative outdoor production created by Dancenorth (Townsville) and the Urab Dancers from Poruma Island (Torres Strait). Image: Amber Haines



Frank and Fearless at the Queensland Music Festival 2019. Merle Thornton in conversation with Sigrid Thornton, about the incredible women that helped pave the way for Queensland women. Image: Rob Maccoll

Share our stories and celebrate our storytellers

Queensland has many stories to tell, including those from the oldest and most enduring First Nations cultures, and the events, places and experiences that continue to shape us. Supporting and developing our talented Queensland storytellers will be critical to sharing our stories.

Our stories are a rich source of enjoyment, celebration and reflection told through song, writing, dance and theatre. They celebrate the diversity of our cultures and encourage us to reflect on what it means to be a citizen of this state. They bring to life our heritage places, enliven our communities, deepen our sense of history and identity, and create distinctive experiences attracting both locals and visitors.

Digital transformation and changing lifestyles are influencing audience expectations and behaviours. Audiences are seeking more unique and immersive opportunities using delivery channels and times that are meaningful and convenient. Audiences also want stories that reflect a wider range of experiences occurring in our evolving communities.

Creative Together will invest in initiatives that develop, enable and grow our sector, to present Queensland's unique stories and support the preservation and activation of Queensland's heritage assets. Queensland's storytellers will be supported, inspired and celebrated. Well-told stories will strengthen our sense of identity, protect our cultural heritage and enable us to share our narratives with different audiences.

Focus areas:

- ✓ **Invest** in Queensland stories and storytellers to create, develop and present engaging and meaningful arts experiences.
- ✓ **Support** new and innovative ways of sharing Queensland stories.
- ✓ **Preserve** and celebrate Queensland's heritage places.
- ✓ **Support** the integration of Queensland stories into school touring and regional tours.

Towards 2030:

- Queenslanders are proud of their stories and storytellers.
- Our stories reflect the diversity of our cultures and experiences.
- Queensland's artists and creatives are recognised for their calibre and stories globally.
- Cultural and heritage places are valued and protected for future generations.



Wilbur the Optical Whale is an interactive and accessible performance for children, celebrating difference and exploring the themes of bullying and acceptance. The show created strong pathways for connections with audiences of all ages and abilities and was awarded the weekly John Chataway Innovation Award and the Access Award at the 2020 Adelaide Fringe. indelibilityarts collaborated with Flipside Circus' creatives and performers as well as independent artists, Clint Bolster and Elise Greig to bring the story to life, through music, circus, digital storytelling and Auslan. Images: Nick Morrissey



Woodford Folk Festival 2019/20. Woodford Folk Festival is one of the largest gathering of artists and performers of its kind in Australia. Annually, the festival showcases more than 2000 artists, musicians and presenters to an estimated aggregate audience of 125,000 people. Image: Flint Duxfield

Next steps

Creative Together is the first step in rebuilding, restoring and growing Queensland's creative future.

To guide delivery of the priorities, consecutive action plans will be developed across the 10 years (Figure 2). Actions will be delivered by the Queensland Government in partnerships with the sector, other levels of government, key stakeholders and the Queensland public.

The first action plan, *Sustain 2020–2022*, will focus on recovery and rebuilding the sector post COVID-19, with actions to be implemented across the next two years. It will be realised through the two-year \$22.5 million Arts and Cultural Recovery Package as part of the state's Unite and Recover for Queensland Jobs.

It is anticipated that the next-stage action plan, *Grow 2022–2026*, will focus on growing and amplifying the impact of arts, culture and creativity to support strong outcomes for Queensland. Actions within *Thrive 2026–2030* will transition from growth and reconnection to a focus on building a thriving sector that is transforming Queenslanders' lives and their communities

Implementation of *Creative Together*, will be closely measured, and its outcomes will be reported against. Key outcomes will be made available at www.arts.qld.gov.au.

Summary of the proposed actions under *Creative Together* action plans

Sustain

2 Years
(2020–2022)

- Sustain and support Queensland sector during the COVID-19 recovery phase, ensuring Queensland retains and grows its creative workforce.
- Grow First Nations arts through commissioning new work, expanding audience and market access, and strengthening Aboriginal and Torres Strait Islander peoples voice in arts and cultural strategy, policy and investment decisions.
- Activate local spaces and places through support for infrastructure and programming in cultural venues.
- Grow local arts communities, increasing economic participation and broadening the impact of cultural tourism.
- Foster arts-led projects which benefit Queenslanders and their communities.
- Drive new creative work, supporting Queensland artists and performers to tell and share our stories with a wider audience.

Grow

4 Years
(2022–2026)

- Strengthen and promote First Nations arts and access to international audiences.
- Grow local performing arts with the opening of a new theatre at the Queensland Performing Arts Centre.
- Cultivate collaboration and partnerships with other sectors to drive social outcomes in Queensland communities.
- Support Queensland artists, organisations and business to access international markets.
- Attract investment to Queensland communities through cultural vibrancy and activations.
- Articulate the value of arts, culture and creativity to foster partnerships and attract investment from private and corporate sectors.
- Foster leadership across the sector to drive innovation.

Thrive

4 Years
(2026–2030)

- Broaden Queensland’s reputation as a centre for First Nations arts in the Asia-Pacific region.
- Establish Queensland cities and communities as cities of culture with networks to national and international cities.
- Support our sector to be recognised and celebrated on the national and international stage.
- Leverage quality cultural tourism opportunities to grow markets and visitors that drive regional growth.
- Grow the role of culture and creativity in supporting social and economic outcomes across the state.
- Position Queensland arts, culture and creativity as a state export industry.

References

- ¹ Deloitte Access Economics, 2018, *Economic analysis of the arts, cultural and creative sector in Queensland*, Deloitte Access Economics, Brisbane. In this report, arts, cultural and creative sector encompasses: performing arts; visual arts and crafts; design; fashion; music composition and publishing; digital media, publishing and broadcasting; literature and print media; arts education; galleries, museums, libraries, archives and performing arts venues; and support sectors.
- ² Australian Academy of the Humanities, 2019, *Transformative: Impacts of Culture and Creativity* Produced by A New Approach (ANA) think tank with lead delivery partner the Australian Academy of the Humanities. JWS Research, 2018, *Community Perceptions of Australia's Infrastructure*. Prepared for Infrastructure Australia.
- ³ World Economic Forum, 2018, *The Future of Jobs Report 2018*, Switzerland. Australia Council for the Arts 2020, *Creating Our Future: Results of the National Arts Participation Survey*.
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- ⁷ Deloitte Access Economics, 2018, *Economic analysis of the arts, cultural and creative sector in Queensland*, Deloitte Access Economics, Brisbane. In this report, arts, cultural and creative sector encompasses: performing arts; visual arts and crafts; design; fashion; music composition and publishing; digital media, publishing and broadcasting; literature and print media; arts education; galleries, museums, libraries, archives and performing arts venues; and support sectors.
- ⁸ Australia Council for the Arts, 2017, *Living Culture: First Nations Arts Participation and Wellbeing*. Australia Council for the Arts 2020, *Creating Our Future: Results of the National Arts Participation Survey*.
- ⁹ Australia Council for the Arts, 2017, *Living Culture: First Nations Arts Participation and Wellbeing*.



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