



Department of
**Local Government, Sport
and Cultural Industries**



Creative WA:

A 10 year vision to grow and
sustain our creative ecosystem



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About DLGSC

On behalf of the State Government of Western Australia, the DLGSC is responsible for fostering a cohesive, prosperous, vibrant and healthy Western Australian community. Our vision is to see Western Australia celebrated as the best place to live in Australia. To achieve this, we work with businesses, industry associations and bodies, community groups and organisations, local governments, and other government agencies. At the heart of our work are Western Australia’s:

- arts, culture and creative industries
- sport and recreation industries
- racing, gaming and liquor-related industry sectors
- local government sector
- culturally and linguistically diverse communities, groups and organisations
- major arts, culture, sporting and recreation infrastructure projects.

Our mission is to lead the public sector in community-focussed delivery including building a high performing organisation and a thriving workforce to do this important work. Within our organisation, and in our interactions with the community, we are committed to behaving in a way that is respectful, accountable, responsive, open-minded and with integrity. Further information can be found in the DLGSC Strategic Plan 2024 - 2029.

This publication is current as at December 2024.

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Acknowledgement of Country and peoples

The Department of Local Government, Sport and Cultural Industries acknowledges Aboriginal people throughout Western Australia as the Traditional Owners and Custodians of the lands, waters, and communities in which we operate.

The Department of Local Government, Sport and Cultural Industries is committed to developing strong working relationships with Aboriginal people, is proud to celebrate the cultural diversity, strength and resilience of Aboriginal people, and is deeply grateful for the contributions they make to the State of Western Australia.

We pay our respects to all Aboriginal people and their cultures, and to Elders past and present.

Language

In alignment with Western Australia's Aboriginal Empowerment Strategy 2021-2029, in this document, the term Aboriginal people is used in preference to 'Indigenous' or 'Aboriginal and Torres Strait Islander' people, in recognition that Aboriginal peoples are the original inhabitants of Western Australia.

Together, Aboriginal people and Torres Strait Islanders make up the First Nations of Australia. However, Torres Strait Islander people in Western Australia have unique cultures, identities and histories, distinct from those of Aboriginal people. Some families have both Aboriginal and Torres Strait Islander cultural heritage, and this rich diversity is acknowledged and celebrated.

This document is primarily about Aboriginal people in Western Australia (including Aboriginal people who also identify as Torres Strait Islanders). We respectfully recognise the valuable contributions of Torres Strait Islanders to Western Australia's society, economy, communities and culture. We acknowledge that some of the principles and strategic directions outlined in this document may also apply to Torres Strait Islanders.

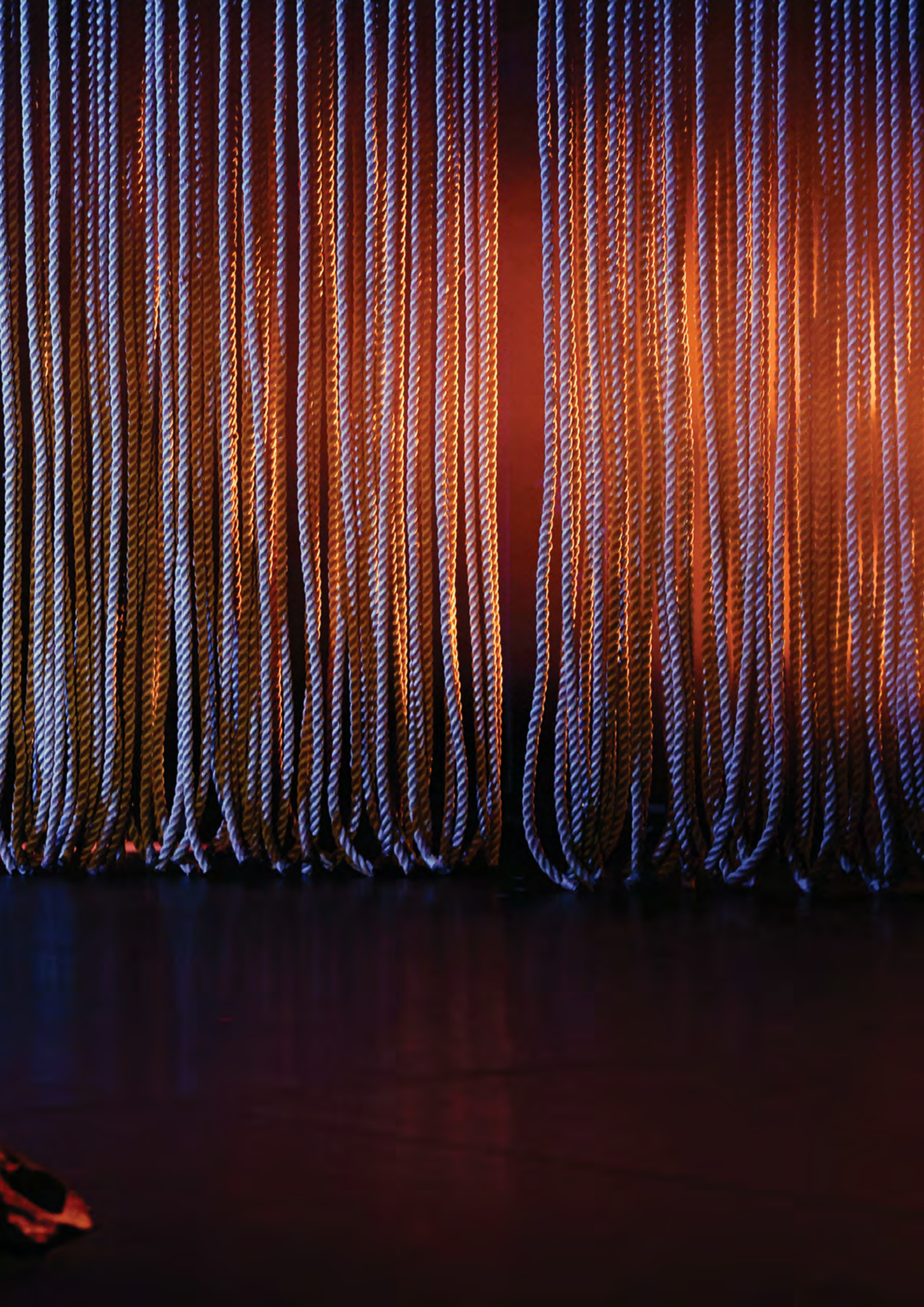
Images

Aboriginal and Torres Strait Islander people are advised that this document may contain images of people who have died.





Zee Zunnur in Marrugeku's MUTIARA, presented by Perth Festival, February 2024. Photo by Prudence Upton.





The Great Un-Wondering of Wilbur Whittaker, by Barking Gecko Theatre Company, State Theatre Centre of WA, Perth Cultural Centre, 2022. Photo by Stewart Thorpe.

Contents

Foreword	8
Where we start: aiming for a sustainable creative boom in the West	11
WA's current creative ecosystem	16
Vision	20
Principles	20
Creative WA: Our 10 year vision	22
Strategic priorities	26
Strengthen the creative, cultural and arts sector	26
Share stories and celebrate place	28
Increase access and participation for all Western Australians	29
Spotlight communities	32
Young people	32
First Nations peoples	32
People in regional and outer metropolitan communities	33
Milestones and outcomes	36
Consultation and context	38
Monitoring and evaluation	47
Appendix: Actions and potential initiatives	48
References	57

Foreword

Western Australia is a vibrant and exciting state, with a diverse and thriving artistic community. Over the next decade, we want to see the creative and artistic sector grow and provide more jobs for locals.

We want our young people to stay here, in Western Australia, and have real job opportunities in the creative industries. This document – Creative WA – outlines the way forward for our state and our Government’s vision for culture, the arts and creativity.

Creative WA will guide us over the next 10 years, bringing together initiatives across government and exploring key partnerships to ensure the creative, cultural and arts sector can deliver, and benefit from, improved social, cultural and economic outcomes for WA.

We have incredible talent in this state that we want to foster and retain.

By 2034, we aspire to build the size and resilience of the creative, cultural and arts sector in all parts of the state, and further increase understanding and appreciation of the role culture, art and creativity play in our everyday lives.

By strengthening pathways into creative careers and supporting education, we aim to grow a dynamic, resilient workforce that already contributes \$3.3 billion annually to our economy and employs more than 51,000 people.



The Journey Down in Broome. A TURA project and presented in partnership with the WA Museum. Broome, September 2023. Photo by Edify Media.

Our arts, culture and creative industries forge community connections and a shared identity, improve our wellbeing, increase the vibrancy of our communities, attract investment and tourism, nurture ideas and foster innovation.

This vision will guide initiatives and partnerships, boost cultural infrastructure, and grow opportunities for young people and emerging talent. It will enable WA's creative sector to drive innovation, connect communities, and enrich lives, while diversifying our economy and enhancing liveability across our cities and regions.

Creative WA is setting WA up for success. Our cities and regions are the best place to live, work and learn when everyone can participate and benefit from culture, art and creativity.

This is an exciting time for WA, and we look forward to the transformation this vision will bring to our state.




Hon Roger Cook MLA
Premier of Western Australia



Hon David Templeman MLA
Minister for Culture and the Arts



A person is performing fire juggling at night. They are holding two bundles of flaming sticks, one in each hand, raised high above their head. The fire is bright orange and yellow, contrasting sharply with the dark night sky. The person is wearing a dark t-shirt and has their hair tied back. The background is dark, with some faint lights visible in the distance.

This vision looks towards a future where these creatives stay and WA becomes a creative haven, providing more support for the workforce who are at the creative core of it all.

Where we start: aiming for a sustainable creative boom in the West

Western Australia's arts and culture are built on the achievements of our vibrant creative ecosystem, that is driven by the creative labour of artists and practitioners. Culture, art and creativity enrich our lives, sense of place and belonging. Wherever we are in WA, whether connecting to culture, participating in or experiencing various artforms, creativity is fundamental to us as individuals, families and communities.

The past decade has been one of critical change for everyone, and particularly those who work in creativity and the arts. Digital innovations, such as music streaming, have transformed how industries and audiences connect. The COVID-19 pandemic and recent economic factors have accelerated this change and exposed longstanding vulnerabilities for the creative, cultural and arts sector. Artists, creative practitioners and organisations face increasing costs to deliver creative and cultural activity. Audiences have less money to spend on tickets and art. Changing consumer behaviour has intensified uncertainty for the workforce and in WA many workers in the creative, culture and arts sector have left for more populous states and stable industries. The 1,300 Western Australians who participated in our statewide consultation made it clear that there is more work to do.

Perhaps surprisingly the opportunities have never been greater. With a growing population, there is an increasing demand for cultural services. Arts, culture and creativity have an increasingly valuable role in Western Australian's lives. In WA, the creative workforce is growing. Between 2016 and 2021 WA's creative workforce grew by 3 per cent - above the 2.5 per cent average for the WA workforce overall.

Our creative workforce contributes to diverse industries from education and health to finance and mining. With the expansion of digital infrastructure, the potential for international connections exist like never before. These opportunities are enhanced by our location, particularly our closeness to countries in the ASEAN region and Indian Ocean rim. The challenge is to find ways to address the paradoxes we face to grow the creative ecosystem through targeted investment, policy settings and legislative change and ensure this growth is sustainable.

Our creative future

Creatively, WA has always punched above its weight, producing some of the finest cultural expressions and exporting more trained, creative talent than it imports.

This vision looks towards a future where these creatives stay and WA becomes a creative haven, providing more support for the workforce who are at the creative core of it all.

We can do this by supporting individual artists and arts workers to focus on creative development through measures such as fellowships. We can establish events that occur year-round across the state at a sufficient scale to cater to community interest and provide ongoing employment opportunities for the many specialised roles required by our creative, cultural and arts sector.

By growing creative cities and communities, we improve liveability in WA, and increase our state's competitiveness in attracting and retaining creative talent, thinkers, and innovators across all industries.

Creative WA will guide the activities of the WA Government over the next 10 years, bringing together initiatives across government and exploring key partnerships to ensure the creative, cultural and arts sector can both deliver, and benefit from, improved social, cultural and economic outcomes for WA.

WA's creative ecosystem has many elements that interconnect

At the heart of Creative WA is recognition and respect for First Nations culture.

WA is home to the world's oldest living and continuous cultures, stretching back more than 65,000 years. WA's Aboriginal cultures are vibrant and diverse, thanks to the custodianship of Elders, past and present, and artists and communities from all of the First Nations lands across this part of our vast continent.

Aboriginal art, culture and language at the heart

Creative WA places culture, specifically Aboriginal art, cultural practice and languages, at the heart of this creative ecosystem. We include within this the evolving and living inherited cultural heritage and traditions passed from ancestors.¹

“You know everything connects: culture, dance, song, language, Country... So art doesn't stand alone and culture and everything mix, and we need to start from the ground and work forward.”

– First Nations Elder and focus group participant

Culture, art and creativity are interconnected:

Culture is our collective humanity. It is not financially transactional but is integral to society. It exists to bond groups together and helps us understand others and ourselves.

Art is the expression and application of human creative skill and imagination, producing works that share stories, ideas and emotions.

Creativity is human innovation and integral to art, science and communication. It forms through creative thinking and practice and is intertwined with our social and cultural environments.²

We recognise that First Nations creative, cultural and arts practice takes many forms - contemporary and traditional, crossing all artforms and curatorial practices - and occurs in a variety of spaces including theatres, museums, galleries, historic sites, research centres, Aboriginal art, cultural and language centres, and Keeping Places (safe places for First Nations cultural objects and secret and sacred items).

Aboriginal cultural practice, languages and Country are inseparable from one another, and arts policies and programs must reflect this.

Similarly, culture, art and creativity are impossible to separate. Art reflects and challenges our cultural beliefs, and culture shapes the art we produce. Creativity is a key product of our culture, as well as a tool for enriching it.³

Embracing our rich cultural diversity

Western Australia's multicultural society, groups and associations are vital to WA's rich cultural diversity, and our connected, inclusive communities. Acknowledging and promoting respect for the cultural, artistic and creative contributions and achievements of people from culturally and linguistically diverse backgrounds enhances our sense of identity and belonging and ensures everyone can participate and contribute. Drawing on the diversity of Western Australian communities helps us to proactively connect with other countries and markets and contribute to cultural exchange and diplomacy.

Growing and sustaining our creative ecosystem

Arts, culture and creative industries are central to the future development of WA. State Government investment works like seed funding, attracting further investment from the Australian Government, local government, private investment and philanthropy. Growing a critical mass of creative, cultural and arts workers will ensure WA is competitive in attracting talent and investment to our state. Drawing on and feeding into key WA and Australian Government policies, Creative WA presents an array of opportunities for across-government collaboration, enhancing education and training prospects, including targeted training to match planned infrastructure investment, securing jobs, diversifying the economy, growing cultural tourism, and supporting trade objectives and cultural diplomacy.



AWESOME Arts in Nullagine, September 2023.
Photo by Leith Alexander and Sally Stoneman.

As just 3 examples of such investment, the Western Australian Screen Industry Strategy, ECU City and the Aboriginal Cultural Centre demonstrate a solid starting point.

The WA Government has committed \$31.9 million over 4 years to develop the WA screen industry workforce, extend the pilot Digital Games Fund, and finance the attraction of major screen productions to WA. In 2023, a total of 41 film, television, digital games and post-digital and visual effects projects commenced across the state. The opening of the new \$233.5 million Perth Film Studios in 2026 will accelerate this growth and establish Western Australia as a major international and national screen production destination. It is important to ensure a supportive screen culture accompanies this growth to keep filling the creative well with new talent and innovation.

Investing in on-the-job training and workforce development will contribute to the growth of creative, cultural and arts organisations. We need to ensure there are sufficient professional creative development opportunities to nourish the creative ecosystem. Artform development will be a policy focus to ensure the creative ecosystem replenishes with innovation and new standards of excellence.

The \$1.66 billion Perth City Deal partnership between the WA and Australian Governments and City of Perth will bring more than 8,000 students and 1,100 staff to our capital city when ECU City opens in 2026. Edith Cowan University's ECU City will house the world-renowned Western Australian Academy of Performing Arts (WAAPA), the WA Screen Academy, the Kurongkurl Katitjin Centre for Indigenous Australian Education and Research, and creative industries programs, adaptive creative arts studios, design studios, and galleries that will attract and develop local, national and international talent.

Working in partnership with Aboriginal communities, WA Government planning for the flagship Aboriginal Cultural Centre is well underway.

The Aboriginal Cultural Centre has been identified as a major cultural infrastructure need for Western Australia and presents an extraordinary opportunity to celebrate WA's diverse Aboriginal art and cultures and share them with the nation and the world. Western Australia's Aboriginal creative and cultural sector is one of the most significant in Australia, yet there exists no wholly dedicated centre which celebrates, explores and strengthens culture. To be opened in 2030, the Aboriginal Cultural Centre will be located on the traditional lands of the Whadjuk Noongar people in Boorloo (Perth) on the banks of the Derbarl Yerrigan (Swan River). The statewide centre will be a powerful symbol of truth telling, justice, healing, and reconciliation, creating a culturally safe place for Aboriginal people in the state's capital city. The centre will have performance, gallery/exhibition, education/research, commercial, hosting and community spaces that will play a role in the economic empowerment of Aboriginal people through the growth of creative, cultural, and tourism sectors. The Aboriginal-led project will be developed through meeting with and listening to Aboriginal people and communities, cultural knowledge holders, and language, art and cultural centres across the state in order to work together to connect the many cultural campfires across Western Australia.

“The site is part of our spiritual identity. It’s where the bilya (river) meets the boodja (land) and where ancient waterways were created by the Wagyl as part of our Dreaming.

This is a spiritual place where we can tell our stories, but also where we welcome others to tell their stories to promote healing and understanding.”

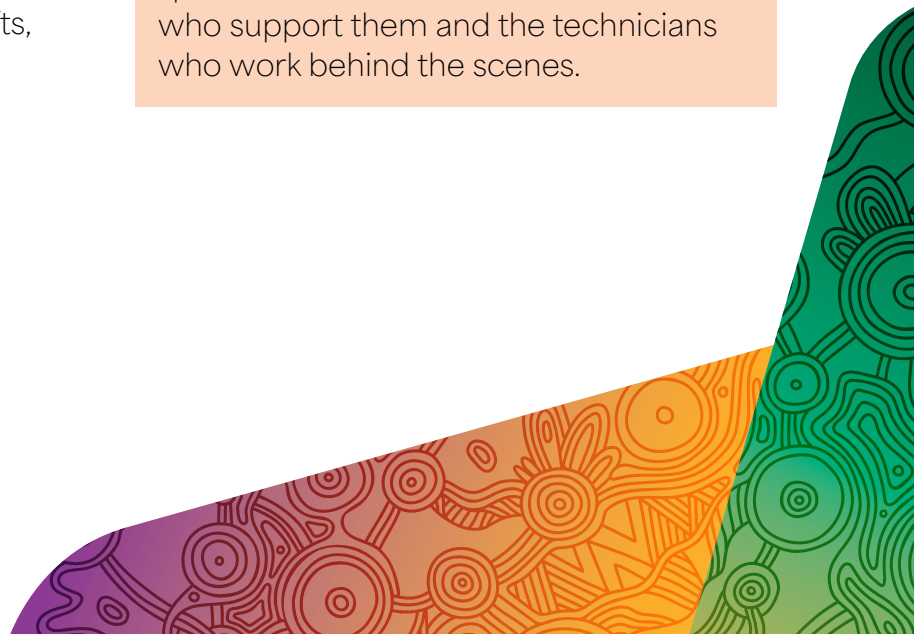
– Mr Barry Winmar, Noongar man and Aboriginal Cultural Centre steering committee member

Alongside such investment, the WA Government is committed to growing the state’s creative industries as an economic diversification opportunity in Diversify WA, the WA Government’s economic development framework. Globally, governments are looking at the potential of the creative industries to drive sustainable development, secure creative export competitiveness and attract cultural tourists. The recent and ongoing targeted investment by the WA Government in infrastructure, screen and regional arts presents a blueprint to deliver significant investment attraction, economic and social outcomes across the state. Creative WA also plans for a Creative Industries Strategy to grow creative IP, innovation, creative technology and enterprise, with an initial focus on commercially-oriented sectors including fashion, writing, crafts, contemporary music, and authentic Aboriginal art and craft products.

Creative WA outlines the WA Government’s aspirations for the next decade fostering a vibrant, healthy and cohesive Western Australian community, with thriving industries and sectors that increasingly contribute to the prosperity and diversity of the Western Australian economy. It maps our vision, principles, the strategic priorities, initial actions, outcomes and milestones we plan to achieve.

By centring creativity, taking a partnership approach, and prioritising equity and inclusivity, Creative WA imagines a creative boom for WA – growing a sustainable creative ecosystem that will create social and economic benefits beyond the next 10 years.

WA’s cultural and creative industries are those areas of practice that turn original individual and collective creativity into social and commercial outcomes. They draw on WA’s unique identity to produce new artistic, cultural, and aesthetic-functional products and services for local, national and international markets. This includes **cultural production industries** (such as music, film, TV, performing and visual arts, crafts and artists, libraries, galleries, museums and broadcasting) and **creative service industries** (which include fashion, graphic and product design, photography, games and interactive technologies and creativity in other industries). This definition includes specialist creative workers, the workers who support them and the technicians who work behind the scenes.



WA's current creative ecosystem

This snapshot demonstrates the rich cultural and creative landscape that sets us up for success over the next 10 years.

A rich and diverse culture

Our diverse Aboriginal cultures are rich and living, with 60 Aboriginal languages in WA alone.⁴

WA's Aboriginal art centres produce 40% of Australia's Aboriginal art.⁵

We are one of Australia's most culturally and linguistically diverse states and speak more than 249 languages.⁶ 32.2% of us were born overseas and 55.6% have one or both parents born overseas.⁷

Strong economy with a strategic focus on diversifying

The creative workforce contributed \$3.3 billion to WA's economy in 2018-2019.⁸

The creative workforce is high growth, jobs and knowledge intense, contributes to technological innovation more broadly and diversifying WA's economy in line with the state's economic development framework, Diversify WA.⁹

Workforce growth and challenges

WA's creative workforce grew by 3% from 2016 to 2021, above the 2.5% average for the WA workforce overall.¹⁰

The creative workforce in WA employed 51,050 people in 2021.¹¹

WA's tight labour market, and low unemployment rate of 3.8% (August 2024), the lowest of any state in Australia, means there is an overall shortage of labour.¹²

Arts and culture in a society with a growing population

82% of Western Australians specified an arts, cultural or creative event they had attended in the past 12 months.¹³

In 2021-22, WA local governments invested an average of \$72.54 per person in cultural expenditure, the 3rd highest expenditure per person in Australia.¹⁴

WA's population is the fastest growing of all states (with a growth rate of 3.3%), which means an increased demand for cultural services.¹⁵

Education

Participation in arts, culture and creativity has been found to improve children's literacy and benefits participation in science, technology, engineering and maths.¹⁶

Our creative workforce is highly educated, with a higher level of education among artists than the broader workforce.¹⁷

Western Australians value arts education: 93% agree that it is important for children and young people to have access to arts, cultural and creative activities as part of their education in school.¹⁸

Cultural reach

There were 3.6 million attendees and participants in creative, cultural and arts activities delivered by organisations funded through the DLGSC Arts Organisation Investment Program in 2019.¹⁹

The Art Gallery of WA had an annual record of 437,960 people through its doors in 2023, a 60.4% increase from 2019. Half were first-time visitors.

The WA Museum Boola Bardip welcomed its one-millionth visitor, with 449,322 annual visits in 2022-23.

The WA public library network is the most used of all cultural services in the state, with 232 public libraries, and more than 600,000 active WA members making more than 12.6 million in-person and online visits each year.

Across 6 venues and 22 spaces, the Arts and Culture Trust hosted 1025 performances and 458,109 attendees and participants in 2022-23.

In 2022-23, the State Records Office addressed more than 9,300 requests for access to state archives. There are more than one million items in the collection.

State Government investment through the DLGSC Regional Arts and Cultural Investment Program and Regional Exhibition Touring Boost program reaches all nine regions of WA.

Tourism

More than half of all international visitors to WA visit a cultural or heritage destination.²⁰

84% of WA visitors are interested in an Aboriginal tourism experience or activity, and 28% of visitors participated in Aboriginal tourism: the most popular activities were seeing art, craft or cultural displays and visiting an Aboriginal gallery.²¹

The 2024-25 State Budget for major and homegrown events has been increased to \$77.5 million. Including an additional \$3.6 million invested in a Metro Events program, to focus on creating iconic homegrown WA events in and around Perth.²²

Health

WA-led research has found that 2 hours of any creative activity every week enhances mental health and wellbeing.²³

80% of Western Australians say that attending or participating in arts, cultural and creative activities and events have a positive impact on their mental health.²⁴

Healthway funding is being provided to arts organisations to create practices that build the social and emotional wellbeing of young people through the Telethon Kids Institute's research program Social and Emotional Wellbeing through the arts (SEW-Arts).²⁵



Subliminal Drift by Laura Boynes. Commissioned by STRUT Dance in association with TURA, presented by the Fremantle Biennale for SIGNALS 2023. Bathers Beach, Fremantle, November 2023. Photo by Rebecca Mansell.



Vision

A vibrant, booming and sustainable creative ecosystem that celebrates and supports the highest ambitions of creative endeavour. Our cities and regions are the best places to live, work and learn because everyone can participate and benefit from culture, art and creativity.

Principles

Promoting inclusivity, enhancing liveability, empowering Aboriginal peoples and diversifying the economy are current priorities of the WA Government. Creative WA aligns with these priorities by recognising the integral role that culture, art and creativity play in WA's growth and prosperity, social harmony and community wellbeing. The strategic priorities and spotlight communities outlined in Creative WA, and the investments and initiatives that will follow, are underpinned by 3 guiding principles.

"Arts and culture are the basis of our community, without which we function in grayscale. Arts and culture is the vibrancy, the liveability, the happiness of a community."

– Consultation participant

Creativity is central to life in WA

Our everyday interactions with culture, art and creativity nurture, inspire and define us. This includes all forms of creativity, at all points of engagement, wherever they happen across the state. Whether it is part of our education, community activities, volunteering or leading our world-class creative, cultural and arts organisations, Creative WA is our opportunity to improve access to, and participation in, culture, art and creativity for all Western Australians.

Our artists, creative and cultural practitioners are leaders in global markets and local communities. Culture, art and creativity help us make sense of ourselves, our community and the world. They challenge us, entertain us, and remind us of our shared humanity.

Creativity is participatory and interactive, it opens minds, builds intercultural connections, and fosters sustainable development and technological invention. It fuels curiosity and collaboration from everyday life to technological and industrial advancement.

Partnership approach

The DLGSC will lead the implementation of Creative WA which will create opportunities to collaborate and deliver positive outcomes with the Australian Government, Creative Australia, other State Government departments as well as Tourism WA, Development WA, Infrastructure WA, Lotterywest and Healthway, Regional Development Commissions, the Heritage Council of WA, local governments, TAFE WA and universities.

Achieving this 10 year vision will require a partnership approach that connects and empowers our broad sector and harnesses growing collaborations. Everyone will have a role, agency and responsibility in helping achieve our shared ambition. For example, the conservation of heritage places and artifacts are beneficial to the creative ecosystem as cultural assets that link to traditional crafts and trades.

Museums and galleries play a vital role in preserving and promoting such cultural heritage and we will continue to work with and support these institutions.

Creative WA will increase opportunities for policy and program decisions about Aboriginal culture, language and art to be made with a co-design approach, and shared decision making.

The DLGSC will work across its divisions and all levels of government to help deliver this expansive vision. This will require ongoing conversations and partnerships with the sector, and collaboration with peak bodies to build additional networks and strategies.

Equity and inclusivity

Creative WA acknowledges and values people's differences and strengths. To achieve equitable outcomes, targeted supports and investments are often required, with the need to remove barriers and improve access and representation to develop a more inclusive WA for us all. This is reflected in the spotlight communities that are central to Creative WA: young people, First Nations peoples, and regional and outer metropolitan communities. More broadly Creative WA celebrates multicultural communities, d/Deaf and disabled people, LGBTQIA+ communities, and other diverse groups that make up our rich cultural landscape.

It is a principle of Creative WA that the spaces in which culture, art and creativity are made, shared and experienced are welcoming and safe.

Our boards and creative workplaces need to be representative of WA's diverse communities, embracing the benefits that different backgrounds and perspectives bring.

Creative WA supports a creative ecosystem that celebrates the stories of the diverse communities that make up WA. This aligns with goals set out in key Western Australian strategies including A Western Australia for Everyone: State Disability Strategy 2020-2030, Youth Action Plan and the Western Australian Multicultural Policy Framework.²⁶

“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.”

– Universal Declaration of Human Rights, Article 27, 1948



Creative WA: Our 10 year vision

Vision:

A vibrant, booming and sustainable creative ecosystem that celebrates and supports the highest ambitions of creative endeavour. Our cities and regions are the best places to live, work and learn because everyone can participate and benefit from culture, art and creativity.

Principles






Creativity is central to Western Australian life	Partnership approach	Equity and inclusivity
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Strategic priorities

Spotlight communities

Strengthen the creative, cultural and arts sector	Share stories and celebrate place	Increase access and participation for all Western Australians	Young people
<ul style="list-style-type: none"> invest in creative development increase visibility of WA's creative, cultural and arts sector and celebrate its benefits deliver on Diversify WA and grow the creative industries support creative, cultural and arts employment pathways and career development strengthen the sustainability of arts and cultural organisations. 	<ul style="list-style-type: none"> support the creative, cultural and arts sector to tell and share our unique stories in new ways share our stories with each other and in global markets ensure we have fit-for-purpose spaces for creative activity and presentation grow community and creative industries participation in state tourism, event and trade strategies. 	<ul style="list-style-type: none"> reduce barriers to creative, cultural and arts participation including cost, physical and digital improve the quality, quantity and accessibility of creative offerings so cities, towns and communities are activated year-round grow support for Aboriginal arts and cultural practice across WA promote the wellbeing aspects of creative, cultural and arts participation. 	<p>Grow young people's participation and pathways for our creative future</p>
			First Nations peoples
			<p>Centre the participation and leadership of Aboriginal people</p>
			Regional and outer metro
			<p>Recognise and build on the unique strengths and needs of outer metropolitan and regional communities</p>

Outcomes

<p>Social impact: Community connection, improved wellbeing and mental health</p> 	<p>Cultural impact: Strengthened cultures and enhanced liveability</p> 	<p>Sector development: Increased cultural vibrancy and participation in creative, cultural and arts activities</p> 	<p>Economic growth: Productivity, creative industries exports and cultural tourism income are increased</p> 	<p>Job growth: Growth in employment and skills in the creative, cultural and arts sector</p> 
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Strategies	Actions	Communities					
Strengthen the creative, cultural and arts sector	Improve creative learning opportunities and career pathways	Young people	●	●	●	○	○
	Grow workforce pathways and jobs for Aboriginal people	First Nations peoples	●	●	●	○	○
	Grow investment in artists, cultural workers and creative practitioners and celebrate individual and collective artistic achievement, including via individual fellowships	Statewide Regional/ outer metro	●	●	●	○	○
	Deliver and implement an Artform Development Policy	Statewide		●	●		○
	Build strong WA arts, cultural and creative organisations	Statewide Regional/ outer metro	●	●	●	○	○
	Establish across-government partnerships to support and develop WA's creative workforce	Statewide			●	○	○
	Continue implementation of the WA Screen Industry Strategy	Statewide				○	○
	Deliver and implement a WA Creative Industries Strategy	Statewide				○	
	Deliver a new approach to public art and live events	Statewide			●	○	○
	Facilitate partnerships between WA, Australian and local governments	Statewide	●	●			○
	Improve communication of across-government services, programs and opportunities	Statewide			●		○
	Support digital culture	Statewide	●		●		
Support the implementation of the <i>Arts and Culture Trust Act 2021</i>	Statewide	●	●	●			
Share stories and celebrate place	Empower young people as creators and ensure they have a platform	Young people	●	●	●		○
	Build and open the Aboriginal Cultural Centre	First Nations peoples	●	●	●		○
	Co-design an Aboriginal Culture and Arts Strategy in collaboration with Aboriginal leaders	First Nations peoples		●	●		○
	Grow markets for authentic Aboriginal art and craft products worldwide	First Nations peoples		●	●	○	
	Develop an International Arts Strategy to increase opportunities for international market development and cultural exchange	Statewide			●	○	○
	Empower communities across WA to participate and share their stories both in person and with the world online	Statewide	●	●	●		
	Work with local communities to update and establish cultural facilities	Regional/ outer metro	●	●	●		
Increase access and participation for all Western Australians	Increase access to culture, art and creativity for young people	Young people	●		●		○
	Grow investment in programs supporting traditional and contemporary Aboriginal arts and cultural practice	First Nations peoples	●	●	●		
	Deliver commitments to Closing the Gap with a focus on Outcome 16	First Nations peoples	●	●	●		
	Increase cultural events and exhibitions in Perth and regional centres	Statewide	●	●	●	○	○
	Improve accessibility of the Cultural Statutory Authorities' venues and collections both on and offline	Statewide			●	○	
	Develop a DLGSC Regional Services Strategy	Statewide	●		●		○
	Support creative initiatives to enhance wellbeing and mental health	Statewide	●	●	●		
	Improve access to culture, art and creativity for: <ul style="list-style-type: none"> • people from culturally and linguistically diverse backgrounds • d/Deaf and disabled people 	Statewide	●	●	●	○	○
	Increase opportunities for artists from diverse communities	Statewide	●	●	●		○
	Model impact and response to climate change, both for key public buildings and as it relates to outdoor events.	Statewide	●	●			





Kiki Saito as Odette with Kyle Morrison as Mowadji and the dancers of the Gya Gnoop Keeninyarra in Krystof Pastor and Barry Maguire's Swan Lake, WA Ballet, His Majesty's Theatre, Perth, November 2022. Photo by Bradbury Photography.

Strategic priorities

Creative WA has 3 priority areas that will form the focus of our partnerships, initiatives and investments over the next 10 years. Strategies will prioritise the needs of 3 spotlight communities. These strategic priorities and spotlight communities will grow the social and economic outcomes of the creative, cultural and arts sector for the benefit of all of WA. They will help direct decision-making and resources and provide the building blocks for a thriving creative ecosystem that enriches the lives of all Western Australians.

Strengthen the creative, cultural and arts sector

Central to our creative ecosystem are the people who make up the creative workforce: the artists, arts workers, technicians, and the people who support them. It is essential that we nurture the artists and creative workforce that form the bedrock of our creative ecosystem. In order to achieve this, we must strengthen the creative, cultural and arts sector.

“Small live music venues are like the fertile rainforest floor. They are absolutely critical to the music ecosystem. They are the breeding and development ground of future talent.”

– Al Taylor, Western Australian Music Board President

WA’s creative industries have been identified as one of the economic diversification opportunities in Diversify WA, the WA Government’s economic development framework. Creative WA will ensure the state has the skilled human resources it needs for our creative future to guarantee the creative workforce can realise its ambitions and grow.

Creative WA will see us deliver and implement the Screen Industry Strategy, an International Arts Strategy, an Artform Development Policy and a Creative Industries Strategy to deliver, diversify and grow social and economic outcomes in line with Diversify WA. There will also be an infrastructure policy for arts and culture assets that dovetails with arts funding policies. This suite of strategies and policies will incorporate expanding links across existing programs to contribute to whole-of-government outcomes and streamline the communication of across-government opportunities to creative and cultural practitioners and organisations.

This will include collaboration with Creative Australia and Creative Workplaces. Whether people volunteer, are part of our significant ‘gig economy’ or in ongoing employment, artists deserve to be recognised as skilled professionals who provide key contributions to the economy. They deserve fair pay and fair treatment, financially secure and healthy working conditions, and frameworks that are equitable, representative, and culturally safe.

Such an across-government approach to workforce development will safeguard and leverage existing investments in transformative cultural infrastructure projects, which are highly dependent on a strong and skilled cultural workforce. We must fully activate our existing and new cultural facilities to meet the expectations of locals and visitors.

By 2034, we want to build the size and resilience of the creative, cultural and arts sector in all parts of the state, address education pathways and skills gaps, and build the capacity of sector organisations to employ more people on a secure, long-term basis. Growing the creative workforce directly increases our creative technology and knowledge economy sectors, which drives innovation across all industries in WA.



Artists and guests from Yinjaa Barni Art look at artworks on the opening night of the Revealed 2024 exhibition, Fremantle Arts Centre. May 2024. Photo by Ella McDonald (image courtesy of AACHWA).

Share stories and celebrate place

Creative WA celebrates WA's diverse cultures, places and stories. Our storytellers make an invaluable contribution to community connection, cohesion and identity, as well as to our sense of belonging and pride.

Cultural diversity is undoubtedly one of WA's greatest strengths. This place is home to the world's oldest living and continuous Aboriginal cultures, with stories that stretch back 350 million years.²⁷ Nearly 250 languages and dialects are spoken around the state to tell multi-lingual stories in new and traditional ways. WA's culture, art and creativity are enhanced by our size, geographic location, histories, languages, and closeness to countries in the ASEAN region and the Indian Ocean rim.

Our world-renowned artists are just as likely to live in remote communities as they are in major cities. Of the 8 awards presented at the WA 2022 State Cultural Treasures, 5 artists and one organisation had connections to regional WA.²⁸ Our d/Deaf and disabled artists perform on international stages. Our queer history and culture are showcased in WA Government collections. Our young people have grown up in a digital environment and are redefining art and future cultural engagement.

Nearly all of us - from curious observers to seasoned ticket-holders - engage in culture, art and creativity every single week. In addition, our artists, cultural workers and creative practitioners are creating objects and experiences of this place which are exported all over the world.



Ballet dancer playing Little Red performs in front of a crowd of children at AWESOME Festival 2023. Perth Cultural Centre, 2023. Photo by James Campbell.

Increase access and participation for all Western Australians

Creativity is everywhere and for every single one of us.

Western Australian research has shown that a 2-hour 'dose' of creative activity each week can enhance our mental wellbeing.²⁹

Everyone should be able to engage with culture, arts and creativity, regardless of who they are or where they live. We know, however, that not everyone is currently able to do so.

Barriers still exist for people in regional and remote areas, Aboriginal people, children and young people, as well as people from culturally and linguistically diverse backgrounds, d/Deaf and disabled people, and others. As shown in Figure 1, there are key regional variances in people's agreement with how easy (or not) it is to access arts and cultural activities across WA, with access easier in metro areas than regional ones. More granular data reveals an unmet demand for access in outer metro areas.

We recognise that equity won't come from treating everyone equally, but from providing the support and investment needed to give everyone equal access in the long term.

By 2034, we will work with statewide networks to improve cultural infrastructure, build pathways into the sector, grow young people's engagement with culture,

art and creativity and further increase understanding and appreciation of the role culture, art and creativity play in our everyday lives. This will require collaboration with local governments, Regional Development Commissions and other statewide networks.

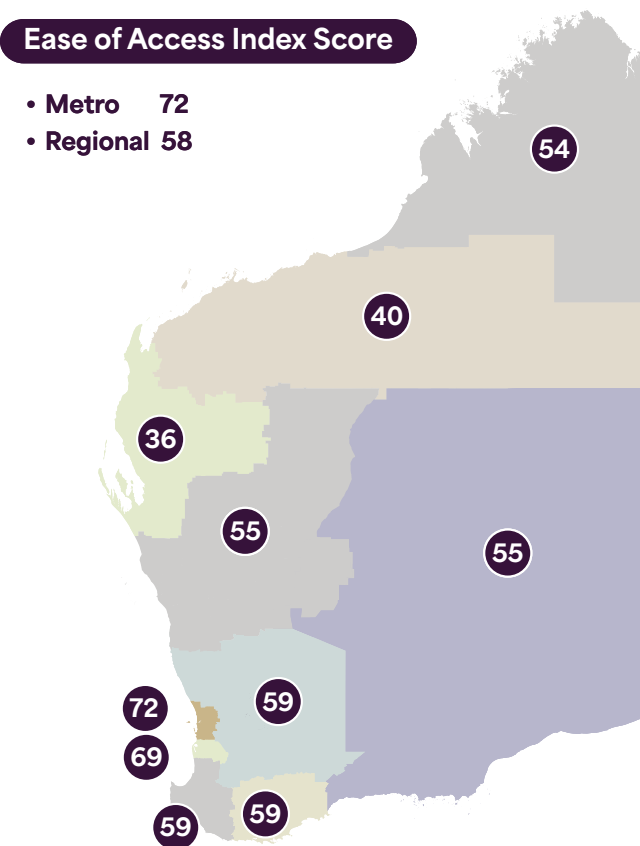
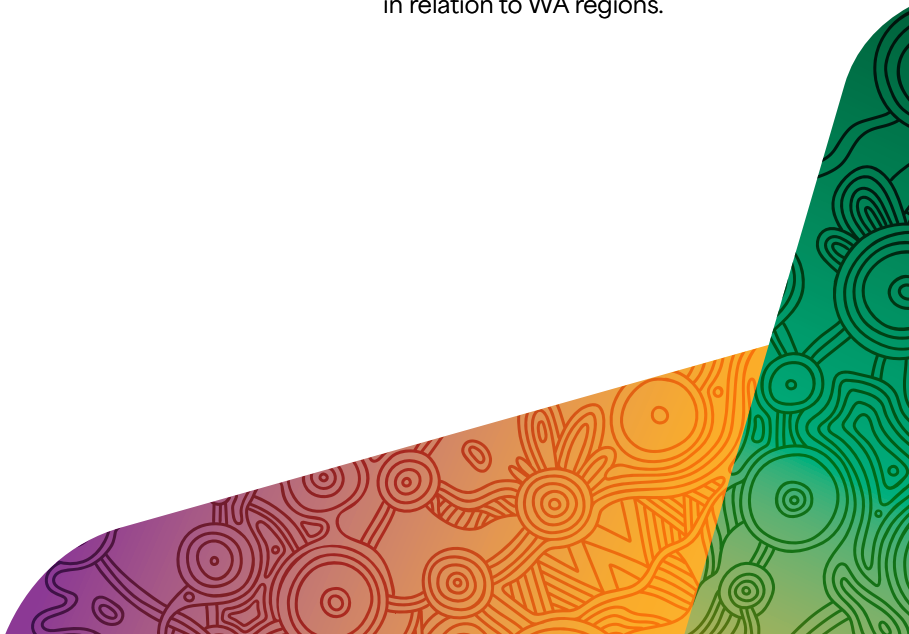


Figure 1 – Ease of Access Index Score shown in relation to WA regions.





Perth Symphony Orchestra's Narrogin Hay Bales Concert, Narrogin, Western Australia, November 2023. Photo by Natalie Davy.



Spotlight communities

Three communities have been put in the spotlight as a way of directing decisions and resources over the next 10 years based on need and potential impact. This is not at the exclusion of WA's many other communities. Creative WA is for all of us.

Young people

Seeing creativity through the eyes of young people is vital. How young people view, participate in and value creative endeavours should always be front and centre in what and how we create.

“We want kids at school to think ‘I want to be an artist’ and that be a realistic and achievable career goal for them.”

– Young people focus group participant

We recognise young people as vital current contributors to, and caretakers of, our creative futures. Building on WA's existing strengths in youth arts, we will look to establish a dedicated creative precinct where young people can celebrate, experiment with and innovate their artistic practices.

Young people told us they need more opportunities and clearer (and more affordable) pathways for creative learning, participation and careers – including in-school learning and post-school pathways to guide the transition from training to employment in the creative, cultural and arts sector. Increasing the availability, accessibility and affordability of training opportunities will help address current skills gaps within the industry and strengthen our future creative workforce.

There is inherent social value in focusing on young people's access to creativity

given the benefits of arts and culture to mental wellbeing and learning for children and young people.³⁰ We recognise the need to increase the accessibility of the creative, cultural and arts sector for young people, specifically those from traditionally marginalised groups, to help them engage deeper in the arts and expose them to different forms of artistic expression.

First Nations peoples

Creative WA is built on respect for the First Nations peoples of this country as the state's first artists, storytellers and custodians of Country, cultures and languages. It will focus on centring Aboriginal participation and leadership at all points of engagement, from grassroots cultural and language maintenance to leadership of our cultural institutions and everything in between. It responds to a clear call from Cultural Elders for culture, language and Country to be recognised as the start of the Aboriginal art supply chain, and the need to protect First Nations cultural practice and practitioners.

This will also feed into WA and Australian Government initiatives to preserve and safeguard First Nations languages and learning across WA, prioritising Aboriginal self-determination, and the incorporation of cultural maintenance activities into new and existing initiatives. This acknowledges a need to address urgent Aboriginal cultural workforce issues, including staffing the new Aboriginal Cultural Centre. This positioning responds to the need to recognise and protect Indigenous Cultural and Intellectual Property and address the harm caused by fake art and merchandise alongside increasing commercial demand for authentic Aboriginal culture and art. It also recognises national and international opportunities for local Aboriginal artists and creative practitioners.

People in regional and outer metropolitan communities

Creative WA recognises the unique strengths and needs of the regional and outer metropolitan communities across our state. Some of our world-renowned artists access international markets direct from our most remote locations. WA's regional arts organisations engage regional residents and tourists in world-class cultural and creative experiences.

Access to culture, art and creativity is an essential characteristic of liveable communities, but barriers exist for those living outside larger cities. Over the past few years significant money has been invested into arts and culture through WA Government funding.

This has provided the foundations for growth and stability for the creative, cultural and arts sector in these regions with organisations able to plan strategically and leverage opportunities for collaboration and innovation, rather than surviving project to project. To improve barriers to access and inequality between the city and regions, however, more needs to be done. Creative industries and cultural tourism provide real opportunities to diversify outer metropolitan and regional economies, grow local jobs, promote sustainable growth and innovation, and enhance liveability across WA. Initiatives to achieve this can include increasing access to high quality arts and cultural programs and experiences in regional areas, and professional development, residencies, and exchange opportunities for regional artists.



North Midlands workshop in the riverbed of Coalseam Conservation Park near Mingenev, 2019. Photo by Lizzy Robinson.



FRONT presented by FORM's Scribblers Festival, 2023. Photo by Dan MacBride, image courtesy of FORM Building a State of Creativity.



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Milestones and outcomes

Growing the resilience of WA’s cultural, arts and creative ecosystem is a key priority in WA’s ongoing recovery from COVID-19.

Implementation of Creative WA will be tracked in 2 key phases: against 5-year outcomes in 2029 and 10-year outcomes in 2034.

Outcomes Key		
Social impact		Community connection, improved wellbeing and mental health
Cultural impact		Strengthened cultures and enhanced liveability
Sector development		Increased cultural vibrancy, and increased participation in creative, cultural and arts activities
Economic growth		Productivity, creative industries exports and cultural tourism income are increased
Job growth		Growth in employment and skills in the creative, cultural and arts sector

By 2029, we will have:						By 2034, we will have:					
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Culture

<p>Realised the ambitions of the Aboriginal Cultural Centre, Art Gallery of Western Australia, Western Australian Museum, State Library of Western Australia, State Records Office, and Arts and Culture Trust as leaders:</p> <ul style="list-style-type: none"> in the showcasing of WA’s stories and their accessibility to all growing best practice in workforce development. 						<p>Activated cities and communities in Perth’s cultural heart and public spaces across the state including the Art Gallery of Western Australia, Western Australian Museum, State Library of Western Australia, State Records Office and Arts and Cultural Trust, with sustainable workforces, Western Australian stories celebrated, and accessible venues and collections both on and offline.</p>					
<p>Increased cultural vibrancy through more events, performances, exhibitions, festivals and tours held year-round across the state.</p>						<p>Local governments and regional development commissions that have implemented policies and strategies to increase cultural, arts and creative capacity and participation.</p>					
<p>Delivered the Perth Film Studios, the Perth Concert Hall renovations and the Perth Cultural Centre revitalisation.</p>						<p>Created more opportunities for Aboriginal people and their communities to connect to languages and cultures and increased initiatives to preserve and safeguard Aboriginal languages, cultural and intellectual property.</p>					
<p>Achieved the Bunuru (project delivery) phase of the Aboriginal Cultural Centre.</p>						<p>Achieved the Djeran (centre operational) phase of the Aboriginal Cultural Centre.</p>					

By 2029, we will have:



By 2034, we will have:



Workforce

Increased jobs for artists, cultural workers and creatives (making up an increased share of the total Western Australian workforce).	●	●	●	●	●	Grown and strengthened the creative workforce, including clearer entry points and pathways, more affordable education and training opportunities, more regional practitioners able to sustain careers in their areas, and more practitioners remaining or coming into Western Australia.	●	●			●
Increased jobs and pathways for Aboriginal artists, cultural workers, arts workers and creatives.	●	●	●	●	●	Increased permanent and temporary spaces fit-for-purpose for making and presenting creative, cultural and arts work.	●	●	●		
More stable and sustainable working conditions and career opportunities across the sector from the small to medium sized creative organisations to our largest employers.	●		●	●		Increased young people reporting active encouragement and clearer pathways for creative learning, engagement and careers.	●		●		

Society

Increased participation and attendance in art, culture and creativity, including for First Nations peoples, regional people, children and young people, people from culturally and linguistically diverse backgrounds, d/Deaf and disabled people and LGBTQIA+ people.	●	●	●			Improved understanding and appreciation of the role culture, art and creativity play in our everyday lives and as a major contributor to community wellbeing, economic growth and liveability.	●	●			
Improved connectivity for regional and remote cultural workers and organisations.	●	●			●	Reduced barriers, improved equitable access and achieved broader representation across culture, arts and creative industries.	●	●	●		
Developed, maintained and optimised Western Australia's cultural infrastructure and precincts and grown cultural infrastructure in communities across Western Australia.	●	●	●			Increased initiatives to reduce the sector's environmental impact.	●	●			

Education

Reduced skills and labour gaps across the creative, cultural and arts sector.	●		●	●	●	Embedded creative learning across primary and secondary education, with more opportunities for creative practitioners and artists.	●	●			
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Tourism and economy

Increased large-scale events telling Western Australian stories across the state and to the world.		●	●		●	Demonstrated growth of creative industries.		●		●	●
Grown cultural infrastructure to enhance global recognition of Western Australia's creative industries to drive increased investment and visitation.		●	●	●	●	Strategically invested to grow international pathways to facilitate creative cultural and arts exports.		●		●	●

Across-government connections

Improved whole of State Government engagement with culture, arts and creative industries including tourism, education, heritage, justice, communities and health.		●	●		●
Increased per capita investment in culture, art and creativity across all levels of government.		●	●	●	●

Consultation and context

The process of developing Creative WA began in September 2023, driven by the need to update the WA Government's strategy for culture, art and creativity (Strategic Directions 2016-2031) after a time of great instability and global disruption.

Consultation revealed an unusually high consensus about the priorities for the creative, cultural and arts sector over the next 10 years. There was a shared sense of urgency with a range of key challenges and opportunities identified that require a new way of doing business.

There is demand to build capacity for the whole sector to maximise the value of current investments, to meet and exceed the expectations of our growing current and future population, and to fully realise the social and economic benefits of the sector.

Creative WA reflects this consultation and the current national and global context and considers the possibilities presented.

Aligning with Revive: Australia's cultural policy

In a national policy context, Creative WA draws on and endorses Australia's National Cultural Policy, 'Revive: a place for every story, a story for every place,' which noted the extraordinary strength and resilience of the sector and identified the need for leadership and momentum to support it to thrive. This alignment with 'Revive' creates opportunities to work across all levels of government to achieve better outcomes for everyone.

The sector responded resoundingly to the consultation, with:

- **1,069 responses** to an extensive online survey
- **271 people** attending onsite and online focus groups including:
 - two young people focus groups facilitated by the Youth Affairs Council of Western Australia
 - First Nations focus group attended by Senior Elders and cultural leaders
 - regional focus group
 - workforce focus group
- written submissions, interviews and fact-finding discussions across government and related stakeholders.

The process was informed by an Arts Leadership Group of industry peers and an extensive literature review and overseen by an across-government working group.

Developing the creative industries and delivering on Diversify WA

Diversify WA supports the WA Government's focus on creating secure, quality jobs, growing and diversifying the economy and attracting international investment to support WA's economy. The creative industries are identified as a priority sector within Diversify WA. Strategies will grow the screen and immersive technology industries to increase investment and deliver Western Australian content to global audiences.

We will also continue to grow cultural infrastructure to enhance global recognition of WA's creative industries and drive increased investment and visitation. We will work to increase value in original creative thoughts and processes, craft and the handmade, and the skilled artisans who work in these spaces. In a world of increased automation such skills are likely to be in high demand in the future. Developing the creative industries and growing the cultural, arts and creative workforce will help deliver a sustainable, resilient and diverse economy for Western Australians.

Collaborate across-government to deliver events and grow cultural tourism

A thriving and visible creative, cultural and arts sector with events year-round adds to WA's vibrancy and enhances the

state's reputation as the premier place to live, work, study and play. Consultation highlighted the economic benefits from growing opportunities for cultural tourism and diplomacy and building on the success of WA Government tourism strategies including the Jina: Western Australian Aboriginal Tourism Action Plan and the WA Visitor Economy Strategy 2033. The recent creation of an across-government Tourism Investment Committee of Cabinet provides additional opportunities to work strategically.

Looking forwards and outwards

With international cooperation and engagement returning to pre-pandemic levels, and with the Department of Jobs, Tourism, Science and Innovation (JTSI) expanding its international network of Trade and Investment offices, this is the time to build future opportunities in international trade, artists exchange and diplomacy.



Emerging Curators Amy Roberts from Yamaji Southern Regional Corporation and Lily-mae Kerley from Yamaji Art learning techniques for storing objects as part of the workshops with WA Museum conservators, Welshpool, 2023. Photo by L Riley.



David Leha as Mubarn in West Australian Opera's *Wundig wer Wilura*. His Majesty's Theatre, Perth, February 2024. Photo by West Beach Studio.

WA will continue to define its unique identity not by its isolation but by its proximity and connections to new centres of global economic and strategic powers. The success of Creative WA will require adaptation to national and global markets and competition, policies and changing regulatory settings, world-wide trends in consumer behaviour, and new and emerging technologies. WA belongs to the most populated time-zone on the planet and enjoys proximity to countries in the ASEAN region and the Indian Ocean rim. There are significant opportunities for cultural diplomacy and to redress WA's position as a net-importer of creative products and services – a key element of the creative trade deficit. We can build on existing markets for our creative products and services and, with careful research, consultation and collaboration, expand into new markets. This sharing of stories can be for mutual benefit; a good example being the creative partnering of the Simon Lee Foundation with the Art Gallery of Western Australia to establish The Institute of Contemporary Asian Art. WA currently leads Australia in the export of Aboriginal visual arts and is rapidly growing strengths in screen, games and design.

Prioritising Aboriginal culture

The maintenance and strengthening of Aboriginal cultures are vital for the wellbeing of Aboriginal people, as well as for the prosperity and identity of WA as a whole. Aboriginal leaders continue to tell us about a range of issues impacting the success of Aboriginal cultural and artistic practice across the state. Cultural Elders reiterate a clear call for culture, language and Country to be recognised as the start of the Aboriginal art supply chain, and the need to protect First Nations cultural practice and practitioners before the storytellers – and their stories – disappear.

“People understand the need to look after libraries. Old people are our living libraries, holding 65,000 years of cultural knowledge. We need to look after them.”

– First Nations focus group participant

Creative WA aligns with the principle of culture at the heart, the central commitment of WA's Aboriginal Empowerment Strategy 2021-2029. Informed by the leadership and wisdom of Aboriginal Elders, artists and communities, and alongside those working in museums and galleries, this 10 year vision will see us walk together towards the state's bicentenary since colonisation and create opportunities for reflection and reconciliation.

Addressing skills gaps and workforce development issues

Feedback from the 10 year vision consultation was consistent: there are key gaps within a depleted post-pandemic creative workforce. For those in the creative service industries there are key skills and workforce gaps, while for those working in arts and cultural production there are few available jobs and less growth than the rest of the creative workforce. This reflects a national trend: Australia has a shortage of trained, specialist arts workers and craftspeople. This is particularly significant in WA where the creative workforce only makes up 3.9 per cent of WA's total workforce, well below the Australian average of 5.9 per cent. These workforce capacity issues restrict opportunities for growth and success across the ecosystem. These issues are particularly acute in areas such as Aboriginal arts and cultural production, live event technical production, curatorial (visual arts and museums) and library roles.

Young people were especially articulate in consultation about the many obstacles to their pursuit of a creative career including reduced pathways, rising education costs and unattractive employment conditions. This reflects the Australian Universities Accord which pointed to inequities in tertiary education, with substantial under-representation of people from disadvantaged groups.³¹

We also heard from, and about, mid-career professionals who left the creative, cultural and arts sector during the pandemic, some because of increased precarity and burnout.

Workers from galleries, libraries, museums and historical societies reported not feeling reflected in arts and culture strategies or funding.

The creative, cultural and arts sector also emphasised the importance of improved sector communication, collaboration and supported networks.

“It is important to effectively plan how these buildings will be staffed, and determine who will provide relevant, accessible, targeted training to develop the workforce.”

– Consultation response



Campaign Shoot of the cast of Made in Boorloo, Liberty Theatre, Perth WA, December 2023. Photo by Cole Baxter.

Artists as workers

Artists, cultural workers and creative practitioners should be respected as workers as well as makers and creators – and essential workers at that. Their employment and work conditions are as important as any other industry.

The consultation for Creative WA identified the capacity of our creative workforce as the most urgent and critical issue that will affect Western Australia's ambitions and performance over the next 10 years. This is also reflected in 'Revive,' which includes as pillar 3 the "centrality of the artist: Supporting the artist as worker and celebrating artists as creators".³² This has also been identified as key in the recent report 'Artists as Workers: An economic study of professional artists in Australia.'³³

Extending digital and physical reach

Digital access to culture, art and creativity increased dramatically in the early years of the pandemic. However, the rush to digital delivery also highlighted gaps in connectivity, skills and access to technology, and issues that are ongoing, particularly in outer metropolitan, regional and remote areas.

Western Australia's vast distances create hurdles for people living and working regionally and remotely. The state covers an area larger than Western Europe and includes some of the most remote communities in Australia. With such distances, the costs to move products

and people around the state have risen exponentially, with freight, travel and accommodation key challenges for the sector and communities. These costs impact connection and engagement within WA. The time required to travel, and costs related to distance, are also a challenge for deeper, ongoing engagement with national and international art markets.

There are, however, opportunities for digital and physical connection through partnerships. Partnerships between State Government, local governments and industry help ensure our cities and towns are vibrant places to work, play and learn. Local governments connect and collaborate with communities across WA and, in 2021-22, invested an average of \$72.54 per person in cultural expenditure, the third highest expenditure per person in Australia.

Alongside the integral role of local governments, the WA public library network is the most used of all cultural services in the state, with more than 600,000 active WA members making more than 12.6 million in-person and online visits each year. Public libraries provide a vital service in communities with no other cultural places and provide critical digital connectivity for those who cannot access it by other means.

Making and sharing culture and art requires access to affordable spaces. The Western Australian Cultural Infrastructure Framework 2030+ outlines opportunities for a holistic approach to planning our cultural spaces.



Navigating artificial intelligence and new technologies

Globally, the impact of generative artificial intelligence (AI) and machine learning as a creative tool across art forms and media has been challenging. The long-term impacts of AI are currently unknown with a range of ethical, safety, legal (intellectual property, Indigenous cultural and intellectual property, copyright, privacy, regulation), workforce and productivity issues that pose incredible challenges given the rate of change. The rapid adoption of AI and new technologies is outstripping understanding, indicating a key need for our workforce to upskill to keep up with this pace of development. As with the emergence of previous forms of media, artists are already taking a leading role in exploring new opportunities and specific threats with, and from, AI. Discussion with the creative, cultural and arts sector indicates a diversity and breadth of AI applications with potential for both beneficial and negative implications.

“In an ideal setting, with ample operational resources, we could propel their talents, foster innovation, and offer a more consistent nurturing environment. It’s paramount to find ways to overcome these resource constraints to ensure the WA art community thrives.”

– Workforce focus group participant

Supporting artform and creative development

With digital transformation driving significant changes to the global economy there is a need for artists, arts workers and organisations to be flexible, self-directed and able to adapt to evolving technologies.

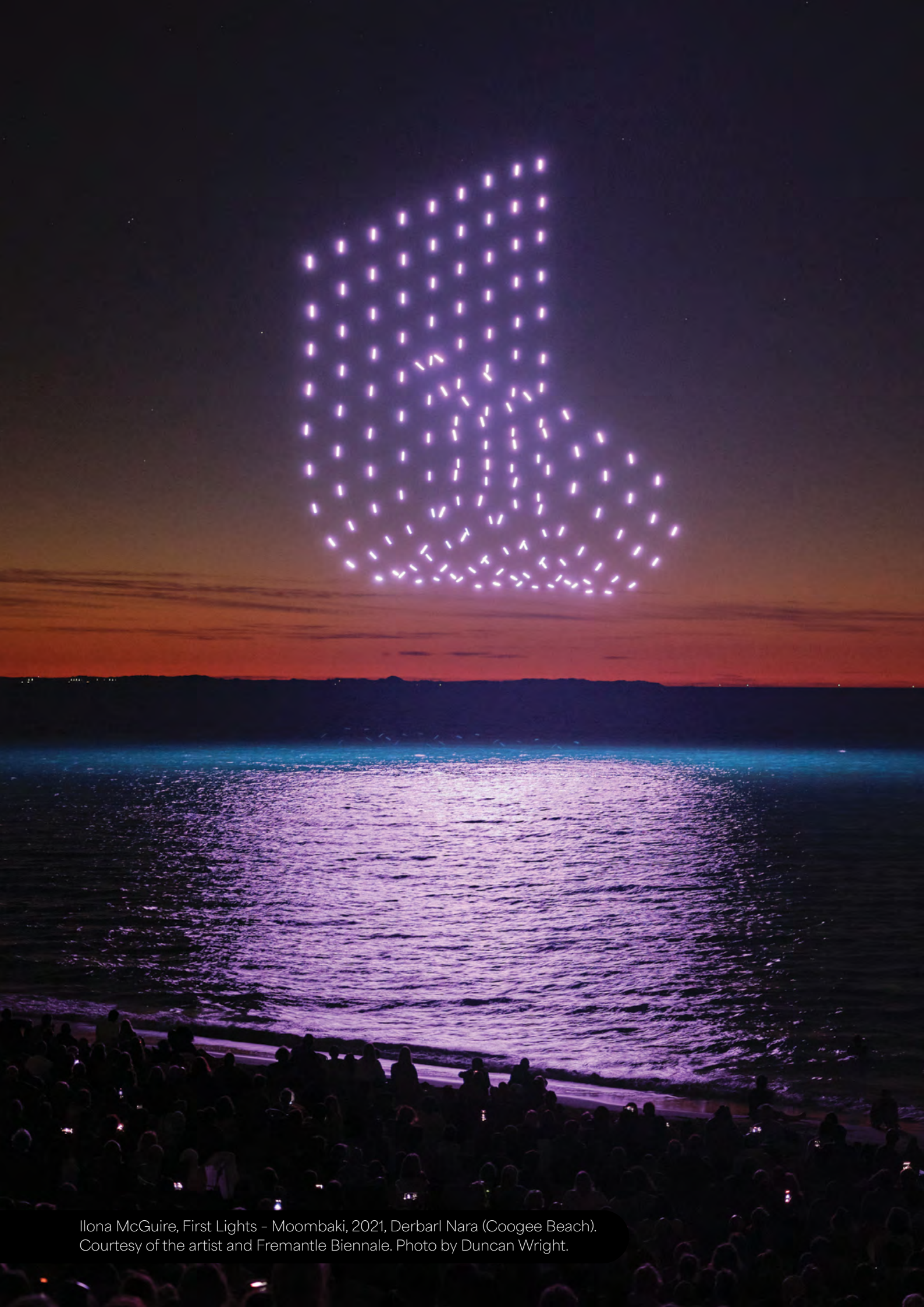
DLGSC plays a unique role in WA as the only government body with the responsibility for supporting artform development through grants programs and strategic investments. This role remains essential. At a time when the cost of living impacts audiences and productions, taking risks with art can seem precarious. It is essential that we continue to support artistic excellence and innovation to ensure the culture, art and creativity that emerges from WA reflects the unique position of our state.

Investing in building key digital skills will ensure the WA creative workforce has the transferable skills it requires to adapt to a changing future. Investing in fellowships for artists and arts workers at all stages of their careers nurtures sustainable creative careers in WA and the reputation of the sector more broadly through the creation of new works, collaborations, professional development and residencies.

Acting on climate change

The sector is concerned about its response and responsibilities around the climate crisis. WA is already experiencing the impacts of climate change, including more frequent and severe droughts, heatwaves, high-risk bushfire weather, extreme rainfall events and rising sea levels. These changes affect our communities, infrastructure, environment and water supplies, and the state’s economy.

Acting on climate change is fundamental to our future as a resilient and creative state. This includes recognising the vital role of culture, art and creativity in giving voice to this challenge, as we rethink what we make, how and when we make it, who with, and the ways we share it with the world.



Ilona McGuire, First Lights - Moombaki, 2021, Derbarl Nara (Coogee Beach).
Courtesy of the artist and Fremantle Biennale. Photo by Duncan Wright.



Children completing workshop during The Literature Centre's Storytellers Festival, Fremantle Town Hall, October 2023. Photo by Jessica Wyld.

Monitoring and evaluation

Creative WA initiatives have been developed with a program logic map that speaks directly to WA Government policy priorities and sector outcomes.

A monitoring and evaluation plan has been developed by DLGSC to assess the implementation of Creative WA against intended outcomes and evaluate the efficiency and effectiveness of the vision’s strategic priorities.

To implement this, DLGSC has created an outcomes framework system that systematically and consistently captures and demonstrates the impact and value of WA Government investment in culture, arts and creativity. The function is embedded within the Online Grants Management System to effectively and efficiently capture and report outcomes of all DLGSC Culture and the Arts funding.

Creative WA outcomes will be evaluated annually and tracked against 5-year milestones and updated regularly in response to changing local and global circumstances.

The aim is that the delivery of Creative WA will be outcomes literate – with programs based on clear outcomes. The creative, cultural and arts sector, too, will become outcomes literate, and develop projects based on community and industry need.

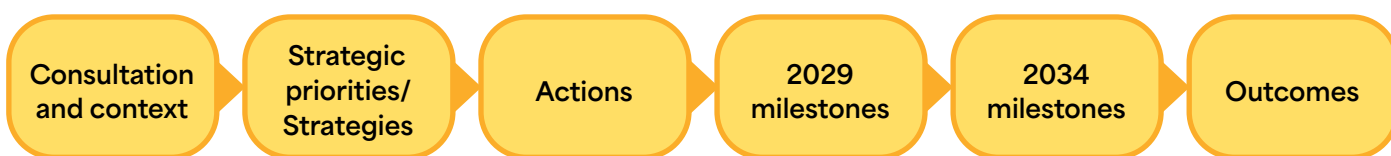
The process will support the development of a long-term vision for culture and the arts investment in WA with clear and simple reporting on the outcomes that DLGSC Culture and the Arts grants programs provide to the WA community.

We will continue to develop our Public Value Measurement Framework and the evaluation plan will include an outcomes framework that will inform ongoing investment.

Social impact	Cultural impact	Sector development	Economic growth	Job growth
Social benefits to individuals and the community generated through participation and attendance at artistic, cultural and creative activities.	Strengthening the state’s rich, diverse, living cultures and shared identity through the sharing of WA stories.	Professional and skills development of arts, cultural workers and organisations across the life cycle of their careers.	Sustainable economic growth for arts, cultural and creative businesses to strengthen trade exports and productivity.	Increased employment opportunities for creative industry professionals across the life cycle of their careers.

Information on the Creative WA implementation will be published on the DLGSC website dlgsc.wa.gov.au





Creative WA strategic logic map
















Appendix: Actions and potential initiatives

Strategic priority: Strengthen the creative, cultural and arts sector

- Invest in creative development
- Increase visibility of WA’s creative, cultural and arts sector and celebrate its benefits
- Deliver on Diversify WA and grow the creative industries
- Support creative, cultural and arts employment pathways and career development
- Strengthen the sustainability of arts and cultural organisations.

Initial actions	Potential initiatives	Communities and outcomes
Improve creative learning opportunities and career pathways for young people across the state	Grow the Creative Learning program to increase reach and build creative skills capacity among young people	Young people 
	Target young people through a statewide grants program	
	Build on the successful Safer Venues WA initiative to encompass festivals to reduce the occurrence of sexual harassment and improve safety and diversity for young people in the music industry and music festival environment through education, policies and procedures	
Grow workforce pathways and jobs for Aboriginal people	Deliver a workforce for the Aboriginal Cultural Centre 2030 opening, creating employment pathways for Aboriginal people in the Cultural Statutory Authorities (the Art Gallery of Western Australia, Western Australian Museum, State Library of Western Australia and Arts and Culture Trust), DLGSC and Aboriginal Cultural Centre project team	First Nations peoples 
	Support Elders and cultural leaders working in remote and regional Aboriginal Art Centres	
Grow investment in artists, cultural workers and creative practitioners and celebrate individual and collective artistic achievement, including via individual fellowships	Introduce fellowships for artists to support creative development	Statewide 
	Assist individuals and groups to produce work, to develop skills and to build sustainable careers	
	Reach a very diverse range of arts and cultural practitioners, art forms, demographics and geographic locations	
	Support emerging professionals and senior career artists to engage in research and development, establish large projects and collaborations	
Deliver and implement an Artform Development Policy	Host Australian Performing Arts Market in Perth from 2026 - 2030 to showcase and grow WA performing arts sector	Statewide 

Initial actions	Potential initiatives	Communities and outcomes
<p>Increase capacity to build strong Western Australian arts, cultural and creative organisations, including in outer metropolitan, regional and remote locations</p>	<p>Investigate hosting Craft Masters of the Asia Pacific Region awards in Perth to build on growing success of Indian Ocean Craft Triennial (2024, 2027, 2030) and grow WA’s reputation as a centre for craft excellence</p>	<p>Statewide</p>  
	<p>Expand investment scope to include cultural heritage peak body organisations that support museums, galleries, historic sites, research centres, Aboriginal cultural centres, and Keeping Places</p>	
	<p>Increase arts, cultural and creative activities in regional communities</p>	<p>Regional/outer metro</p>   
	<p>Build capacity of regional arts organisations</p>	
<p>Incorporate multi-year funding for regional events</p>		
<p>Establish across-government partnerships to support and develop WA’s creative workforce</p>	<p>Develop a Department of Training and Workforce Development (DTWD) workforce plan for growth of the arts, cultural and creative industries</p>	<p>Statewide</p> 
	<p>Put in place workplace training incentives for arts organisations</p>	
	<p>Address the specific current and future skills gap priority areas including live event production, screen, galleries, libraries, archives and museums, and community arts and cultural development (CACD)</p>	
	<p>Build the capacity of sector organisations to create more jobs and employ more people on a secure, long-term basis</p>	
<p>Continue implementation of the Western Australian Screen Industry Strategy</p>	<p>Implement workforce development plan that will grow workforce production capacity in readiness for the completion of the new Screen Production Facility (\$11.174 million over 4 years)</p>	<p>Statewide</p> 
	<p>Investigate ways to expand the pilot Digital Games and Interactive Fund, delivered through Screenwest (\$2 million over 4 years)</p>	
	<p>Attract major productions, market WA as a film destination nationally and internationally, and boost local industry capacity (\$18.72 million over 4 years)</p>	
<p>Deliver and implement a Western Australian Creative Industries Strategy</p>	<p>Explore export, trade and investment opportunities within the creative industries</p>	<p>Statewide</p> 
	<p>Deliver across-government collaboration, incorporating future trends, market development, network outreach and workforce pathways</p>	






Initial actions	Potential initiatives	Communities and outcomes
<p>Deliver a new approach to public art and live events</p>	<p>Establish a framework that promotes the value of public art across communities and creative industries in WA</p> <p>Work with government to develop new approaches to grow the live performing arts industry</p>	<p>Statewide</p> 
<p>Facilitate partnership opportunities between WA, Australian and local governments</p>	<p>DLGSC to work closely with other WA Government departments, Lotterywest, Healthway, Regional Development Commissions, Office of Multicultural Interests, Tourism WA, Creative Australia, Office for the Arts, WA Local Government Association (WALGA) and local governments to deliver Creative WA</p> <p>Work with Department of Training and Workforce Development (DTWD) and Department of Planning, Lands and Heritage (DPLH) to accelerate the growth of WA's arts, cultural and creative industries workforce incorporating initiatives for training, mentorship, fellowships and residencies, interdisciplinary skills and business development</p>	<p>Statewide</p> 
<p>Improve communication of across-government services, programs and opportunities</p>	<p>Increase the reach of information on DLGSC's role, services and programs in culture and the arts so that the support provided by DLGSC and the whole of government to culture and arts can be more fully accessed and utilised</p>	<p>Statewide</p> 
<p>Support digital culture</p>	<p>Continue support of the Digital Culture Program, particularly the Digital Fellowship and Digital Specialist-in-Residence in collaboration with the Creative Australia National Digital Culture Strategy to develop a digitally enabled and thriving arts and cultural industry</p>	<p>Statewide</p> 
<p>Support the Arts and Culture Trust to implement the <i>Arts and Culture Trust Act 2021</i></p>	<p>Continue to work with the Arts and Culture Trust to:</p> <ul style="list-style-type: none"> • deliver the mandate under the Act to shape a diverse and broadened cultural landscape in WA • optimise Arts and Culture Trust venues and activate Arts and Culture Trust spaces 	<p>Statewide</p> 







Western Australian Symphony Orchestra perform with Birds of Tokyo, Perth, 2023. Photo by Rebecca Mansell.

Strategic priority: Share stories and celebrate place

- Support the creative, cultural and arts sector to tell and share our unique stories in new and innovative ways
- Share our stories with each other and in global markets
- Ensure we have fit-for-purpose spaces for creative activity and presentation
- Grow community and creative industries participation in state tourism, event and trade strategies.






Initial actions	Potential initiatives	Communities and outcomes
Empower young people as creators and ensure they have a platform to tell their stories	Build the Young People Creative grants program for 14 to 22 year olds including preventative diversionary creative programs	Young people 
	Investigate avenues to increase young people's access to grant programs	
Build and open the Aboriginal Cultural Centre	Establish the Aboriginal Cultural Centre to promote, and nurture art, culture, language, and heritage	First Nations peoples 
Co-design an Aboriginal Culture and Arts Strategy in collaboration with Aboriginal leaders	Co-design Aboriginal Culture and Arts Strategy with linkages to current and new initiatives, Wadjemup Project, Aboriginal History Unit, preservation of Aboriginal languages, management of Aboriginal heritage sites and Aboriginal Cultural Centre	First Nations peoples 
Grow markets for authentic Aboriginal art and craft products worldwide	Promote Revealed - New and Emerging WA Artists program	First Nations peoples 
	Complete Selling WA to the World program to grow international markets	
	Support the implementation of recommendations of Productivity Commission's Aboriginal and Torres Strait Islander visual arts and crafts report	
Develop an International Arts Strategy to increase opportunities for international market development and cultural exchange	Deliver an International Arts Strategy to align with creative and cultural sector objectives, and the state's trade and cultural diplomacy objectives	Statewide 
	Host Australian Performing Arts Market in Perth to showcase and grow WA performing arts sector	
	Investigate hosting Craft Masters of the Asia Pacific Region awards in Perth to build on growing success of Indian Ocean Craft Triennial and grow WA's reputation as a centre for craft excellence	
	Undertake International Market Development and Cultural Exchange programs for creative industries and sector growth, with a focus on our neighbouring countries and WA's biggest trading partners	








Initial actions	Potential initiatives	Communities and outcomes
<p>Empower communities across WA to participate and share their stories both in person and with the world online through increased access to culture, art and creativity</p>	<p>Promote community access to arts, culture and creativity across WA through community co-designed programs via an expansion of the Creative Communities program</p>	<p>Statewide</p> 
	<p>Incorporate targeted outcomes for outer-metropolitan, regional, remote, CaLD, d/Deaf and disabled people, Aboriginal people, young people, and others with low access to arts, culture and creative activities</p>	
<p>Work with local communities to update existing and establish new local and state cultural facilities, including specialist creative precincts</p>	<p>Enable communities to identify and establish cultural facilities that respond to local need through a leveraged community culture and arts facilities fund so that space needs for organisations and individuals are addressed</p>	<p>Statewide</p> 
	<p>Enable communities to better access and understand available infrastructure by publicising the cultural infrastructure map, framework and toolkit</p>	
	<p>Undertake planning and feasibility for creative precincts in strategic regional and outer metropolitan areas</p>	<p>Regional/outer metro</p> 
	<p>Continue to work on the Special Entertainment Precinct Reform to enact noise regulation and planning reform to support live music venues and increase cultural vibrancy and sector viability</p>	<p>Statewide</p> 
	<p>Build partnership opportunities for artists, crafts people and arts workers with Department of Planning, Lands and Heritage</p>	



Strategic priority: Increase access and participation for all Western Australians

- Reduce barriers to creative, cultural and arts participation including cost, physical and digital
- Improve the quality, quantity and accessibility of creative offerings so cities, towns and communities are activated year-round
- Grow support for Aboriginal arts and cultural practice across WA
- Promote the wellbeing aspects of creative, cultural and arts participation.

Initial actions	Potential initiatives	Communities and outcomes
Increase access to culture, art and creativity for WA's children and young people	Investigate opportunities to improve and increase the participation of young people in culture and the arts with a focus on children aged 5 to 18 from a disadvantaged background	Young people 
	Develop a partnership with Healthway that supports creative activity for young people disadvantaged in their access to participation in the arts, outside of school hours and including holiday periods	
Grow investment in programs supporting traditional and contemporary Aboriginal arts and cultural practice	Leverage Australian Government investment in Aboriginal Arts Centres	First Nations peoples 
	Explore ways to build on the Connecting to Country grants program	
Deliver commitments to Closing the Gap with particular focus on Outcome 16 (Aboriginal and Torres Strait Islander cultures and languages are strong, supported and flourishing)	Explore ways to support the WA Aboriginal Language sector	First Nations peoples 
	Determine how to deliver services in a culturally appropriate and safe way across DLGSC	
Increase cultural events and exhibitions in Perth and regional centres, in collaboration with Tourism WA and other government agencies	Resource the Art Gallery of Western Australia, Western Australian Museum, State Library of Western Australia, Aboriginal Cultural Centre and Arts and Culture Trust to mount large scale exhibitions and events in Perth and regional centres	Statewide 
	Work with Tourism WA to explore opportunities around their Major Event Fund and Regional Events Fund	
	Collaborate with the Department of Biodiversity, Conservation and Attractions on events or attractions within parks and natural attractions	
Improve accessibility of the Cultural Statutory Authorities' venues and collections both on and offline	Improve digital accessibility of the Art Gallery of Western Australia, Western Australian Museum, State Library of Western Australia, State Archives and Arts and Culture Trust collections including the digitisation of Cultural Statutory Authorities' assets	Statewide 
	Improve physical accessibility of Cultural Statutory Authorities venues	

Initial actions	Potential initiatives	Communities and outcomes
Develop DLGSC Regional Services Strategy	Place focus on regional connectedness, aligning capabilities with workforce strategy, improving internal communications between metro and regional teams and improving arts and culture support and infrastructure in the regions	Regional/outer metro 
Support creative initiatives designed to enhance wellbeing and mental health	Develop and support existing partnerships and new creativity-led initiatives designed to enhance social connectedness, wellbeing and mental health in particular	Statewide 
Improve access to culture, art and creativity for people from culturally and linguistically diverse (CaLD) backgrounds	Increase number of DLGSC initiatives that develop and strengthen global connections through partnerships that build engagement with WA's CaLD communities and businesses	Statewide 
	Increase number of activities specifically designed for people from CaLD backgrounds delivered by organisations that receive DLGSC Culture and the Arts funding	
	Deliver programs with activities specifically designed for people from CaLD backgrounds	
	Continue cross-DLGSC engagement through the DLGSC Multicultural Plan 2024-2027	
Improve access to culture, art and creativity for d/Deaf and disabled people	Increase number of activities specifically designed for d/Deaf and disabled people delivered by organisations that receive DLGSC Culture and the Arts funding	Statewide 
	Deliver programs with activities specifically designed for d/Deaf and disabled people	
	Continue intergovernmental engagement on arts and disability through the Australian Government's Arts and Disability Associated Plan	
Increase opportunities for artists from diverse communities	Deliver programs with activities specifically designed for artists from diverse communities	Statewide 
	Increase percentage of people from culturally and linguistically diverse (CaLD) backgrounds, and d/Deaf and disabled people, and other diverse communities, including LGBTIQIA+ people employed by organisations that receive DLGSC Culture and the Arts funding	
Model impact and response to climate change, both for key public buildings and as it relates to outdoor events	Produce Climate Adaption Strategies for select State-owned cultural buildings including: <ul style="list-style-type: none"> • Climate Vulnerability and Risk Matrix/Register • Transition Risk Assessment 	Statewide 

Further details and additional strategies will be confirmed over the 10 year vision period.

The Creative WA consultation process also created a rich repository of ideas and recommendations, which will be considered in future budget deliberations.



Framed! by Theatre Kimberley's Act Belong Commit Sandfly Circus. Broome Convention Centre, September 2023. Photo by Boy from Beyond Photography.

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Throughout this document we have used sector specific language. More information regarding the terms we use can be found in the glossary on our website at <https://www.dlgsc.wa.gov.au/Creative-WA-glossary>

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Zahnaysha Drummond, producer and artist Optamus (Scott Griffiths) and Laquade Dalbin rehearsing for Now Sounds Hedland final performance for youth week. Matt Dann Theatre, Town of Port Hedland, 2024. Photo by Amelia Blanco courtesy of Community Arts Network.

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