

A New Approach (ANA)

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Committee Secretary
Senate Standing Committees on Environment and Communications
Parliament House, Canberra
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National Cultural Policy

A New Approach (ANA) welcomes this opportunity to make a further submission to the National Cultural Policy inquiry. Our submission provides an overview of the research and analysis work that we have undertaken since our submission and appearance before the Committee in 2023, which may be of interest to the Committee:

- Why we need a **National Arts and Culture Strategy** modelled on the National Sports Strategy, and a **Ministerial Council reporting to National Cabinet** focused on cultural access and the cultural and creative industries
- Exploring the **role of governments beyond direct funding** and the broad range of enabling actions governments can take to strengthen cultural access and foster robust cultural industries
- Reviewing the updated evidence of **prosperity, cohesion, security, health and sustainability** impacts of arts and culture and finding this can provide the unexpected edge we need to respond to Australia's deepest challenges
- Understanding the **contribution of arts, culture and creativity to solving Australia's productivity** problem.
- Providing an **update and knowledge base of the finances** of Australia's arts and culture system
- Looking at the ways Australians are using **artificial intelligence** (AI) in arts, culture and creativity, and how government and industry are responding to its emerging impacts.
- The role that **tax reform** can play to support a thriving arts and culture system

About ANA

ANA is Australia's national arts and culture think tank. We believe Australia can become a cultural powerhouse whose creativity is locally loved, nationally valued and globally influential. We work to ensure Australia can be a great place for creators and audiences, whoever they are and wherever they live. In our role as a philanthropically funded, independent think tank, ANA is ready to provide further information about the response in this submission and would welcome the opportunity to discuss. We confirm that this submission can be made public.

Warm regards,

Kate Fielding, CEO, A New Approach (ANA)

Overview

Since ANA's submission to and appearance before the Committee in 2023, we have undertaken research and analysis work in areas of interest to the Committee, including:

- [*Imagine 2035: Towards an arts and culture system that delivers for all Australians*](#)
- [*Government, Culture and Creativity: It's about more than just funding*](#)
- [*Transformative Edge 2024: How arts, culture and creativity impact our prosperity, cohesion, security, health and sustainability*](#)
- [*Belong, Trust, Connect: Policy opportunities for social cohesion through arts and culture*](#)
- [*Accelerate: Reframing culture's role in productivity*](#)
- [*To Scale: Mapping financial inflows in Australian arts, culture and creativity*](#)

We have also published materials focused on **artificial intelligence and arts, culture and creativity**, as well as the **role of tax reform** in supporting the arts and culture system.

The content below provides an overview of all these publications, highlighting our key findings as well as opportunities for governments to act to build an arts and culture system that delivers for all Australians.

In particular, as we have now passed the halfway mark of the current national cultural strategy *Revive*, there is an important opportunity to develop a new **National Arts and Culture Strategy** modelled on the National Sport Strategy. This would see Australia benefit from a national vision for our arts and culture system, and a coordinated commitment from all Australian governments about how to achieve this vision.

Key publications on areas of interest to the Committee

Imagine 2035: Towards an arts and culture system that delivers for all Australians¹

Governments can act right now to establish a long-term approach to cultural policy that is multi-partisan, multi-government and results-focused. This will facilitate enduring cooperation between governments and establish their foundation for collaboration with industry, philanthropy and business across the next decade.

ANA has identified two practical actions that governments can take now to secure Australia's place as a cultural powerhouse by 2035:

¹ A New Approach (ANA), 2025. "*Imagine 2035: Towards an arts and culture system that delivers for all Australians*." Produced by A New Approach (ANA). Canberra, Australia. Available at: <https://newapproach.org.au/publication/imagine-2035-towards-an-arts-and-culture-system-that-delivers-for-all-australians/>

- **Develop a new National Arts and Culture Strategy modelled on the National Sport Strategy**, Sport Horizon. The strategy will establish an agreed national vision, framework and principles for long-term strategic collaboration that complements (not replaces) policies at national, state, territory and local government levels. The strategy should include regular review and renewal points and be supported by a charter outlining the respective responsibilities of government agencies at different levels

To support work to progress this action, ANA has created a draft Strategy-on-a-Page illustrating the principles, outcomes and measurements this strategy could adopt.

- **Establish a Ministerial Council reporting to National Cabinet focused on cultural access and the cultural and creative industries.** The National Cabinet should elevate the existing meeting of Cultural Ministers to a formalised Ministerial Council reporting annually to the National Cabinet, including a seat for local government. This will establish an enduring intergovernmental forum for coordination, decision-making and collaboration on structural reform.

To support work to progress this action, ANA has identified six priority agenda items for consideration by a proposed new Ministerial Council focused on cultural access and creative industries. This would facilitate enduring cooperation between governments and effective collaboration with industry, business and philanthropy.

Government, Culture and Creativity: It's about more than just funding²

We know that government and household budgets are under pressure, but that Australians still want to enjoy cultural and creative experiences, and expect federal, state and territory and local governments to help make these accessible.

In response to this, our Insight Report showcases practical actions governments can take, beyond direct cultural funding, to support cultural access and strengthen creative industries. These 'pro-culture' enablers make it easier for creators to work, creative businesses to operate, and consumers to access experiences and products. They are uniquely available to governments and in some cases may be cheaper, easier and more effective than direct funding.

The report provides examples from different parts of Australia that could be adopted more broadly, as well as ideas from overseas that Australian governments could try.

² Sari Rossi, Angela Vivian, Kate Fielding. June 2025. "*Government, Culture and Creativity: It's about more than just funding.*" Insight Report no. 2025-01. Produced by A New Approach (ANA). Canberra, Australia. Available at: <https://newapproach.org.au/publication/government-culture-creativity-more-than-just-funding/>

***Transformative Edge 2024: How arts, culture and creativity impact our prosperity, cohesion, security, health and sustainability*³**

Transformative Edge 2024 reveals that creating and encouraging opportunities for people to experience arts, culture and creativity assists populations to live well – with prosperity, cohesion, security, health and sustainability. Using widely accepted metric tools, it shows that creative and cultural engagement provides an unexpected edge to respond to Australia's deepest challenges.

Transformative Edge 2024 builds on ANA's 2019 review of international and Australian evidence and is the first to consider how time use in arts, culture and creativity influences all five broad wellbeing themes of Measuring What Matters: Australia's first wellbeing framework.

This report brings together new fact-based insights about the impacts of culture and creativity for these key public policy discussions and presents opportunities for stakeholders to harness the benefits of creative and cultural engagement across Australia.

***Belong, Trust, Connect: Policy opportunities for social cohesion through arts and culture*⁴**

Australia's social cohesion is being tested by domestic and global challenges. Evidence shows that cultural and creative engagement can help. This Analysis Paper is a resource for people and organisations looking for policy initiatives that can bring and keep us together through arts and culture. It combines ANA's previous research insights with an analysis of Australian and international policies that are leveraging cultural and creative engagement to connect communities and foster belonging and trust.

It identifies gaps in current policies and outlines steps that governments should take so that cultural and creative engagement can play its part in rebuilding cohesion in Australia. This includes, for example, seeing that governments in Australia explicitly pursue social cohesion through cultural policy, and ensuring that policy focused on social cohesion integrates cultural and creative engagement.

³ Angela Vivian, Kate Fielding, and Sari Rossi, *Transformative Edge 2024: How arts, culture and creativity impact our prosperity, cohesion, security, health and sustainability*, Insight Report no. 2024-03 (Canberra: A New Approach, 2024). Available at: <https://newapproach.org.au/publication/transformative-edge-2024-how-arts-culture-and-creativity-impact-our-prosperity-cohesion-security-health-and-sustainability/>

⁴ Alan Hui and Kate Fielding, *Belong, Trust, Connect: Policy opportunities for social cohesion through arts and culture*. Analysis Paper no. 2025-07 (Canberra, Australia: A New Approach, March 2025). Available at: <https://newapproach.org.au/publication/belong-trust-connect-policy-opportunities-for-social-cohesion-through-arts-and-culture/>

Accelerate: Reframing culture's role in productivity⁵

ANA research has identified that arts, culture and creativity can contribute to solving Australia's productivity problem through both broad-based cultural and creative engagement by the Australian population and within the organisations, businesses and people focused on cultural and creative activities.

This report analyses international and Australian evidence to understand the contribution of culture and creativity to productivity and demonstrate it can be enhanced through integrated, innovative policy design.

To scale: Mapping financial inflows in Australian arts, culture and creativity⁶

Investment in cultural and creative activity is high on international public agendas as nations seek to harness its economic, social and cultural benefits. However, the non-governmental finance market for arts, culture and creativity in Australia – and industry's knowledge of these diverse financial options – remains under-researched.

This report addresses these gaps in research and awareness by painting a fuller picture of the scope and scale of financial inflows to the cultural and creative industries in Australia. It also explores new ways to assess and articulate return on investment (ROI) across short, medium and long-term time horizons.

Artificial Intelligence and arts, culture and creativity

ANA has published two Analysis Papers that look at artificial intelligence and arts, culture and creativity. Our analysis shows that governments have the opportunity to harness the knowledge of the impacts of artificial intelligence in arts, culture and creativity, acknowledge these impacts in cultural policies, and respond to them through a cross-portfolio approach. Arts and culture can also be used to help Australians work out how to apply artificial intelligence in safe, innovative and inclusive ways:

⁵ Kate Fielding, Angela Vivian, Sari Rossi, November 2023. "Accelerate: Reframing culture's role in productivity." Insight report no. 2023-03. Produced by A New Approach (ANA). Canberra, Australia. Available at: <https://newapproach.org.au/publication/accelerate-reframing-cultures-role-in-productivity/>

⁶ Kate Fielding, Angela Vivian, Sari Rossi, August 2023. "To Scale: Mapping Financial Inflows in Australian Arts, Culture and Creativity". Insight report no. 2023-02. Produced by A New Approach (ANA). Canberra, Australia. Available at: <https://newapproach.org.au/publication/to-scale-mapping-financial-inflows-in-australian-arts-culture-and-creativity/>

Friend, foe or frenemy: Foreseeable impacts of AI on arts, culture and creativity⁷

This paper (published in October 2023) demonstrates the depth and diversity of existing applications of artificial intelligence in arts, culture and creativity, explores their current and foreseeable impacts, and highlights the need for enhanced understanding and governance.

The paper highlights that while impacts are likely to evolve over time, some are tangible now. For example, we can see impacts on incentives to create and on freedom of expression, and we can recognise changes to how people connect with arts, culture and creativity, and the uneven impacts for different Australians.

The paper welcomes efforts from all governments in Australia to design, implement and support appropriate AI governance, and highlights the important role that people have in shaping the impacts of AI.

Guide, Steer, Repeat: Applications of AI in arts, culture and creativity, and how Australia should respond⁸

This second Analysis Paper on artificial intelligence (published in October 2024) provides an updated look at the ways Australians are using artificial intelligence in arts, culture and creativity, and explains how government and industry are responding to its emerging impacts.

The paper highlights that artificial intelligence is already woven into Australians' cultural and creative activities, helping creators brainstorm and refine ideas, and audiences access and participate. Importantly, the paper makes clear that why and how we use artificial intelligence determines whether it will generate benefits or cause harm to people and communities.

⁷ Alan Hui, Kate Fielding, October 2023. 'Friend, foe or frenemy'. Analysis Paper No. 2023-04. Produced by A New Approach (ANA). Canberra, Australia. Available at: <https://newapproach.org.au/publication/friend-foe-or-frenemy-foreseeable-impacts-of-ai-on-arts-culture-and-creativity/>

⁸ Alan Hui, Kate Fielding and Sari Rossi, *Guide, Steer, Repeat: Applications of AI in arts, culture and creativity and how Australia should respond*. Analysis Paper No. 2024-06. Canberra, Australia: A New Approach, October 2024. Available at: <https://newapproach.org.au/publication/guide-steer-repeat-applications-of-ai-in-arts-culture-and-creativity-and-how-australia-should-respond/>

Tax reform to support the arts and culture system⁹

ANA believes that there are important opportunities to use the tax system to better support the cultural and creative industries. Tax reform is not an end in itself, but it is one of the enabling actions uniquely available to governments to achieve the outcomes that are common to arts and culture policies across all levels of Australian government.

Drawing on our research, our [response](#) to the NSW Government's The Art of Tax Reform Discussion Paper highlights how tax reforms can provide a significant opportunity for all levels of government to enable and realise arts and culture policy ambitions.

⁹ ANA submission to the NSW Government consultation on The Art of Tax Reform – available here: <https://newapproach.org.au/submission/the-art-of-tax-reform-nsw-government/>