



Roadmap discussion paper summary

The *Creating Queensland's Future: 10-Year Roadmap for the arts, cultural and creative sector* discussion paper is the first step towards developing a whole-of-government strategic approach to position the sector as a key driver in securing Queensland's future.

The discussion paper proposes a draft vision for the sector: *Queensland's unique and innovative arts, cultural and creative sector is a key driver in strengthening the State's local and visitor economy, supporting employment and enriching the lives of Queenslanders and their communities.*

Three key objectives are proposed:

- build the creative capability of Queensland's workforce.
- enrich the lives of Queenslanders through arts and culture; and
- empower Queensland's arts, cultural and creative sector to drive innovation and economic growth.

What is the arts, cultural and creative sector and why is it important?

The arts, cultural and creative sector supports employment opportunities and contributes to economic and social policy outcomes, including revitalised communities and solutions to individual, social and community concerns. The sector incorporates a diverse range of areas including: visual art and design, music, dance, dramatic and physical theatre, publishing and writing, public art, community development, screen, festivals, heritage, museums, galleries and libraries. It includes activities that are not-for-profit, profit-for-purpose, community based and commercially-focused.

Queensland's sector

Queensland's artists, art workers, small to medium arts sector, major performing arts organisations and creative enterprises and business are incubators of creative talent, drivers of innovation and generators of ideas and local employment across all arts forms and disciplines.

The sector has a strong reputation nationally and globally in particular for Aboriginal and Torres Strait Islander arts and culture and for collaboration within the Asia-Pacific region. The heritage-listed Queensland Cultural Centre is a landmark architectural and cultural tourism destination, uniquely housing the State's Arts Statutory Bodies. The institutions are among the most visited in Australia.

The geographical diversity and vastness of the State has fostered regional events and experiences, showcasing the State's unique local story, contributing to local employment and economies and enlivening communities. The sector has strong links to education and plays a significant role in supporting learning in Queenslanders of all ages.

Queensland Government investment

The Queensland Government is a significant investor in the arts, cultural and creative sector across a range of initiatives and programs. Investment is closely aligned with the Queensland Government's *Our Future State: Advancing Queensland's Priorities*.

Opportunities

National and global trends, including digital transformation and changing markets and business models, present new opportunities for the sector in Queensland. The discussion paper highlights a number of these opportunities:

- **Creativity as the skill of the future:** With creativity increasingly viewed as an essential skill for the future, there is potential for the sector to support other industries and sectors to develop and integrate creative thinking in their practices.
- **Changing markets:** Changing economic markets (in particular within the Asia Pacific region) presents export markets, trade, tourism and cultural diplomacy opportunities.
- **Changes to business models:** While traditional government investment models remain, adoption of hybrid and new models could increase the types and level of investment available to the sector.
- **Experience economy:** Growth of Queensland arts and cultural events and products could provide competitive advantage and further differentiate Queensland as a destination.
- **Digital disruption:** Effective use of and support of technology could address Queensland's geographic challenges, foster creative thinking, collaboration and development of innovative products.

Challenges

In positioning the arts, cultural and creative sector to support the State's creative future, it is important to ensure the sector can respond to challenges including:

- **Skilled and diverse workforce:** Creative careers need access to opportunities and investment which develop and diversify skills and expand the reach into other industries.
- **Investment:** Competing priorities, knowledge of and availability of funding for long-term projects can impact the ability to produce quality and innovate work, the sustainability of arts businesses and the delivery of long-term outcomes
- **Changing population:** Consideration is required to ensure all Queenslanders have access to quality arts and cultural experiences and are not disadvantaged by geographical location, demographics, personal circumstances and economics.
- **Infrastructure:** Access to affordable cultural infrastructure and quality digital infrastructure to create, perform or exhibit work is important to the sector, in particular to emerging and early career practitioners and businesses.