

Creative Together

2020–2030 **August 2022**

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

Queensland | *Good jobs
Better services
Great lifestyle*



**Queensland
Government**





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

Artwork

Artwork adapted from original designs with permission from the artists.



Chern'ee Sutton Artwork

Chern'ee Sutton is a contemporary Aboriginal artist from the Kalkadoon people of Mount Isa. Her artwork represents the Department of Communities, Housing and Digital Economy (DCHDE) commitment to a journey together with First Nations people; building long lasting relationships that embed truth telling, healing and self-determination at the heart of our systems and services.



Laurie Nona Artwork - 'Urgabaw' (Oo[r]-Ga-Baw Gu-wa)

Laurie Nona is a proud Badhulayg, Maluyligal, Guda Maluyligal and Meriam Nation man from Badu Island in the Torres Strait. His artwork represents DCHDE's commitment to real change through partnerships and collaboration, placing 'people' at the heart of its systems and service delivery. Laurie has articulated this through Urgabaw Guwa (Sweet Potato Garden) that for there to be good yield, the sweet potato needs to be cared for by the community, service providers and government. The better everyone works together, and the more effort put into watering and maintaining the sweet potato crop, the better the outcome of the produces will be.

Acknowledgement

The Queensland Government respectfully acknowledges the Traditional Owners and Custodians of this land. We extend our respect to Elders, past and present, and Aboriginal and Torres Strait Islander peoples, as First Peoples of this country.

We acknowledge the continuation of diverse cultural practices and knowledge systems of Aboriginal and Torres Strait Islander peoples.

We acknowledge that Aboriginal and Torres Strait Islander self-determination is a human right as enshrined in the United Nations Declaration on the Rights of Indigenous Peoples.

The Queensland Human Rights Act 2019 also recognises the particular significance of the right to self-determination of Aboriginal and Torres Strait Islander peoples.





Premier's message

Creative Together 2020-2030: A 10-year Roadmap for Arts, Culture and Creativity in Queensland sets a strategic path to success and is helping to provide more jobs, better services, and a great Queensland lifestyle.

The first action plan under *Creative Together* was *Sustain 2020-2022* which took us through the first two years of the Roadmap, strengthening access to the arts through the regions and supporting critical recovery initiatives through the Covid pandemic.

The 2022-23 State Budget includes an additional investment of \$50 million over four years, underpinning the second *Creative Together* action plan - *Grow 2022-2026*.

This new funding brings the total new investment in *Creative Together* to almost \$80 million.

As we move from a period of recovery to a focus on the future and the potential of the 2032 Brisbane Olympic and Paralympic Games, we have reframed *Creative Together* to capture the unlimited opportunities before us, as Queensland steps onto the world stage.

This includes fostering partnerships and collaborations to strengthen and celebrate culture and country, and to acknowledge Queensland's Aboriginal and Torres Strait Islander arts as unique and powerful expressions of cultural identity.

By investing in cultural infrastructure, supporting arts organisations, and providing a solid foundation for imagination to thrive, we can secure a thriving creative future for Queensland.

The Honourable Annastacia Palaszczuk MP

Premier of Queensland

Minister for the Olympics



Minister's message

In its first two years, *Creative Together* has already demonstrated the positive changes that arts, culture and creativity can make in our state.

New programs and initiatives, enabled through new investment, have increased and expanded the opportunities available for Queenslanders and broader audiences to engage in Queensland stories through live and digital experiences, in dedicated cultural spaces, non-traditional spaces and online.

Arts and creativity has continued to bring us together, strengthening our communities and breaking down social isolation.

As we move to the next stage of *Creative Together*, it is time to build on our achievements and continue to broaden and deepen the role of arts, culture and creativity across Queensland. This will see us grow rich and engaging arts and cultural experiences in our communities and position our artists and stories on the global stage.

Our focus on First Nations led arts will continue to see the sector grow and foster story-telling and truth-telling, supporting the Queensland Government's reframed relationship with First Nations peoples and to sharing and celebrating Aboriginal and Torres Strait Islander arts and cultures with the world.

While cross-sector approaches embedded in *Creative Together* will see arts and cultural initiatives engage all Queenslanders, strengthen our diverse communities, grow regional development and drive cultural vibrancy.

The Honourable Leeanne Enoch MP
Minister for Communities and Housing
Minister for Digital Economy and Minister for the Arts



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

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

From ancient and enduring Aboriginal and Torres Strait Islander cultures to new and emerging communities across our state, Queensland is rich in arts, culture and creativity. For audience members, participants in arts activities in communities, users of online streaming services, or the tens of thousands of Queenslanders who work in the sector, arts, culture and creativity are an integral part of our everyday lives.

Creative Together 2020-2030: A 10-Year Roadmap for arts, culture and creativity in Queensland outlines where Queenslanders want arts, culture and creativity to be by 2030, and how to get there. It sets a strategic path to the future, where arts, culture and creativity have an increasingly important role in enriching Queensland and securing a prosperous and creative future for the state.

This strategy responds to the significant opportunities the Brisbane 2032 Olympic and Paralympic Games present for Queenslanders, acknowledges the continuing impacts of the global pandemic, and supports the Queensland Government’s journey to reconciliation through Path to Treaty.

A strong and sustainable sector remains at the core of *Creative Together*, with key priorities comprising:

- Embrace Brisbane 2032 across Queensland
- Elevate First Nations arts
- Activate Queensland’s places and spaces
- Drive social change and strengthen communities
- Share our stories and celebrate our storytellers.

Creative Together is a whole-of-government Roadmap shaped through consultation with Queenslanders, the arts, cultural and creative sector and government. It is led by Arts Queensland within the Department of Communities, Housing and Digital Economy, in partnership with the sector, other levels of government, key stakeholders and the Queensland public.

Our vision

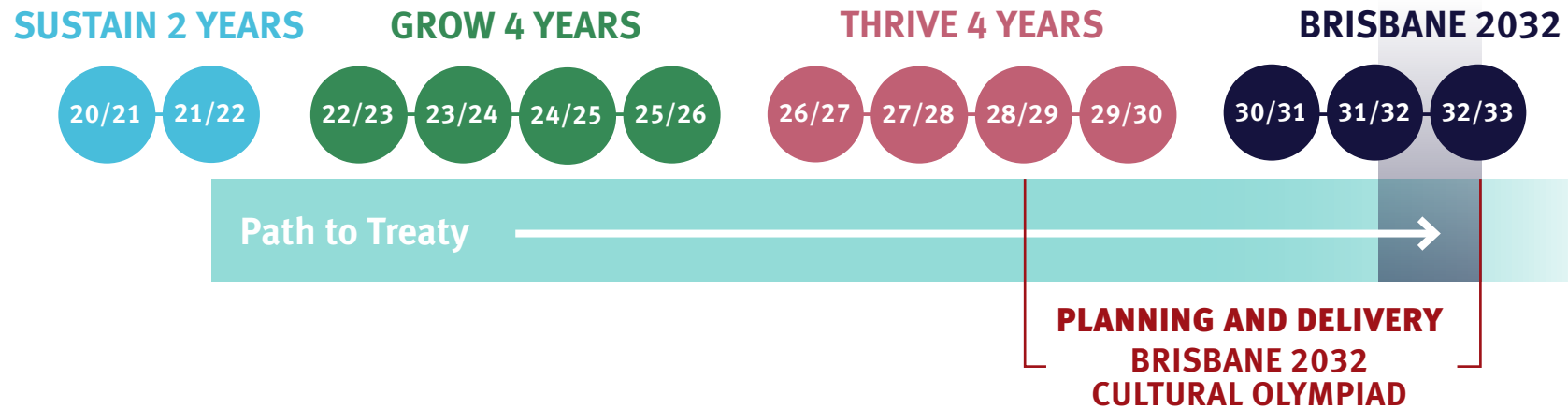
A state renewed and transformed by arts, culture and creativity.

The Queensland Government's objectives for the community

Delivery of *Creative Together* aligns with the Queensland Government's objectives for the community, specifically: **More jobs in More Industries, Protecting Our Lifestyle; and Better Services.**

Towards 2030

Journey so far



In 2020, the Queensland Government released *Creative Together*, setting a strong vision for the state’s future with arts, culture and creativity at its core.

The Roadmap was released during a period of significant challenge and uncertainty in Queensland with the arts and cultural sector one of the most impacted by the global pandemic.

Creative Together’s delivery is designed to be responsive to the changing priorities of Queensland communities and the sector, and emerging opportunities, and will be realised through consecutive action plans. The plans introduce and build on initiatives that enable a focused and strategic approach to rebuilding and strengthening the arts, cultural and creative sector. This approach will enable the growth of the critical skills, capacity, quality and talent to enable communities to thrive by 2030 and beyond.

Sustain 2020-2022

Sustain 2020-2022, the first action plan to deliver *Creative Together*, focused on sector recovery, viability, sustaining employment, and activating Covid-safe creative and arts engagement opportunities for Queenslanders. Its key actions were underpinned by the Queensland Government's two-year \$22.5 million Arts and Cultural Recovery Package and a further \$7 million in 2021-22 specifically for the live music industry.

Sustain 2020-2022 established a strong foundation for growth. Initiatives have accelerated the sector’s ability to adapt and change how they develop work and engage audiences. A focus on First Nations arts practice has increased the number of Queensland Government funded Indigenous Arts Centres and growth in new works by First Nations artists. Investment in touring and the activation of outdoor and non-traditional spaces fostered employment opportunities and engaged Queenslanders across the state. The creation of new high-quality digital programming has leveraged audience demand for digital content and grown market reach.

Reimagined priorities to embrace growth

Creative Together has been reimagined to ensure Queensland's sector and audiences are positioned to embrace the Brisbane 2032 Olympic and Paralympic Games.

The inclusion of the new priority Embrace Brisbane 2032 across Queensland, and the reframing of other priorities will ensure a strong cultural focus in the lead up to, during the event and as significant legacy past 2032. Aligned with the Queensland Government commitment to a climate positive and inclusive games, priorities will focus on environmentally responsible approaches to cultural experience delivery. It will also ensure all Queenslanders and visitors (regardless of physical limitation, disabilities or age) can actively engage with cultural programming.

Through the *Creative Together* priorities, in particular, Elevate First Nations arts, greater focus will be given to aligning the Roadmap and its action plans with the Queensland Government's Statement of Commitment to a reframed relationship with Aboriginal and Torres Strait Islander Queenslanders. Acknowledging the principle of self-determination and local decision making, First Nations-led and co-designed initiatives will be fostered to support the sharing of stories, truth telling and healing. Actions will also focus on the production and distribution of ethical First Nations arts products and work to strengthen First Nations cultural experiences and tourism.



Ghost nets at Erub Arts - Darnley Island. Erub Arts is recognised internationally for its large-scale sculptures using ghost nets and featuring marine animals. The sculptures are featured in galleries across the world, raising awareness about the impact of pollution from abandoned ghost nets, or fishing nets on Australian marine life and seas. Image: Lynnette Griffiths. Courtesy of photographer and Erub Arts.

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

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



The sector contributed \$8.5 billion directly and \$3.8 billion indirectly to the Queensland economy in 2016-17.¹



Engagement in arts and cultural experiences fosters social connection and builds thriving communities.²



Arts play an important role in connecting Queenslanders with culture and Country and understanding other people and cultures.³



Access to arts and recreational facilities and services is important for many in deciding where to live.⁴



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



Arts and culture strengthen the ability to think creatively - a critical skill for the future.⁶



Arts in education has been linked to increased self-esteem, increased positive behaviour and enhanced academic achievement.⁷



Approximately 67,000 Queenslanders are employed in the sector with a further 25,500 Queenslanders working in a job supported by it in 2016-17.⁸



Laura Quinkan Indigenous Dance Festival: Image courtesy Laura Quinkan Indigenous Dance Festival.



QMF's Queensland Music Trails linked regional events from the Opera at Jimbour to the Big Red Bash in Birdsville, showcasing local music, creating employment opportunities and engaging over 14,000 Queenslanders and visitors across the state in 2021.



Street Serenades: At Our Place projects delivered as part of 2021 Brisbane Festival used arts and creativity to connect local communities with their neighbourhood and community centres, building community connection.



North Australian Festival of Arts, established in 2018, has become a signature cultural event in Townsville, attracting visitors, providing employment for local artists and delivering a boost to the local economy.



First Nations fashion - The work of First Nations designers such as Grace Lillian Lee are walking the national runways showcasing Indigenous fashion and celebrating culture.

- (1) Big Red Bash 2021, Birdsville. Image courtesy Tourism and Events Queensland.
- (2) Queensland Ballet at Street Serenades: At Our Place, Brisbane Festival 2021. Image: Atmosphere Photography.
- (3) Crowd shot at Tropic Sounds, as part of North Australian Festival of Arts 2022. Image courtesy NAFA.
- (4) First Nations Fashion: Walking In Two Worlds. Brisbane Festival 2021. Image: Atmosphere Photography.

Building a strong and sustainable sector

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

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

Queensland Government investment has played an important role in building the capability and capacity of artists, arts organisations and creative businesses. *Creative Together* continues this commitment while also acknowledging that the sector continues to face a changing environment including new technology, changing audience expectations and environmental sustainability.

The arts, cultural and creative sector was one of the first impacted by the global pandemic, and it is anticipated it will be one of the last to fully recover. While investment through the \$22.5 million Arts and Cultural Recovery Package and the dedicated \$7 million for live music supported the sector through *Sustain 2020-2022*, new focus is required to rebuild and reinvigorate the sector to embrace growth opportunities and drive arts-led outcomes.

Creative Together will support recovery by securing critical skills, talent and supply chains. It will drive the necessary new thinking and new skills, approaches and business model innovation required to secure future success. It will focus on supporting the sector to continue to develop and thrive.





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

Focus areas:

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

Towards 2030:

- The Queensland sector:
 - is resilient and able to adapt to change and meet audience demand
 - is driven by a strong evidence base that demonstrates audience demand and social, cultural and economic value of arts, culture and creativity
 - has the capacity, scale, and established supply chains of high-quality arts and cultural experiences to meet demand
- Queensland grows and retains its local creative talent within the state.



Wayfinder, Dancenorth Australia, 2022. Commissioned by North Australian Festival of Arts (NAFA) and Brisbane Festival, Wayfinder weaves together dance, music and visual arts. The development of the brightly coloured finger knitting featured in the new work was created by over 100 volunteers from Townsville (Gurambilbarra) who were brought together through 'knitting sittings'. Image: Amber Haines.

Embrace Brisbane 2032 across Queensland

Brisbane 2032 presents an unprecedented opportunity to showcase Queensland and our unique cultural identities, the depth of our creative talent, and the quality of our bold and rich arts and cultures on a global stage.

Brisbane 2032 Olympic and Paralympic Games will create significant legacy for Queenslanders, enhancing social and economic outcomes, with arts and culture central to regional development, employment growth, cultural vibrancy and inclusive communities. It has the potential to be a powerful celebration of First Nations arts and cultures in Queensland.

In showcasing the state's arts and cultures to the world in the lead up, during and as legacy outcomes of Brisbane 2032, significant opportunity exists for Queensland's creative businesses, arts companies, artists and artworkers who will be critical to ensuring the full potential of the Games is realised.

Creative Together will focus on activating communities with high quality and accessible arts and cultural experiences that celebrate what is uniquely Queensland. A strategic approach to investing and enabling partnerships will support signature cultural events and experiences that grow the state's experience economy and reputation as a global cultural tourism destination.

Focus areas:

- ✓ **Nurture** the development of Queensland's pipeline of creative talent and celebrate and showcase Queensland's unique artists and artworkers.
- ✓ **Support** the sector to develop and present new quality work and develop new signature cultural experiences in Queensland.
- ✓ **Strengthen** creative businesses' capacity to drive cultural tourism outcomes, including enabling partnerships that grow access to new audiences and markets.
- ✓ **Celebrate and showcase** Queensland's unique creative talent, artists and artworkers.
- ✓ **Activate** Olympic-related infrastructure with engaging cultural experiences.

Towards 2030:

- Cultural programming for Brisbane 2032 will feature inclusive cultural programming that showcases Queensland's arts, culture and creativity.
- Queensland arts and culture attracts new audiences and visitors to communities that grow economic outcomes.
- Queensland is recognised nationally and internationally for its talented artists, and rich arts and cultural experiences.
- Queensland communities are culturally vibrant and well positioned to leverage Brisbane 2032 legacy.
- First Nations arts in Queensland are celebrated, attracting new audiences and accessing growing international markets.

Business case for First Nations Cultural Centre

For more than two decades there has been an ambition to establish a First Nations Cultural Centre in Brisbane to celebrate and showcase stories, traditions and cultures of First Nations peoples of Queensland.

Through *Creative Together*, the Queensland Government will continue to consider options for the delivery of a First Nations Cultural Centre that could represent First Nations cultures across Queensland and showcase Aboriginal and Torres Strait Islander peoples stories.



Jumoo, Brisbane Festival 2020. Image: Atmosphere Photography.



Uncle Josiah Omeenyo (Umpila Dance Leader from Lockhart) with Pryce Centre's Baiwa Kazil Youth Company, Bulmba-ja, Cairns, 2020. Image: Marc McCormack.

Elevate First Nations arts

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

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

First Nations arts are a thriving force in Queensland, with our artists, creative talent and performers recognised nationally and internationally. First Nations fairs and festivals attract audiences from all over the world and our network of Indigenous Art Centres and Indigenous Knowledge Centres, influenced by Country, culture, languages, stories and experiences of local artists, provides perspectives that cannot be found anywhere else.

Creative Together will elevate the First Nations arts sector in Queensland, building and strengthening its position on the national and global stage.

Aligning with the principles of the Queensland Government's Statement of Commitment, *Creative Together* will focus on First Nations-led, localised and co-designed approaches. First Nations peoples will play a larger role in decision making related to arts, cultures and heritage policy and investment. First Nations creative talent will also be supported to access new opportunities and markets all over the world.

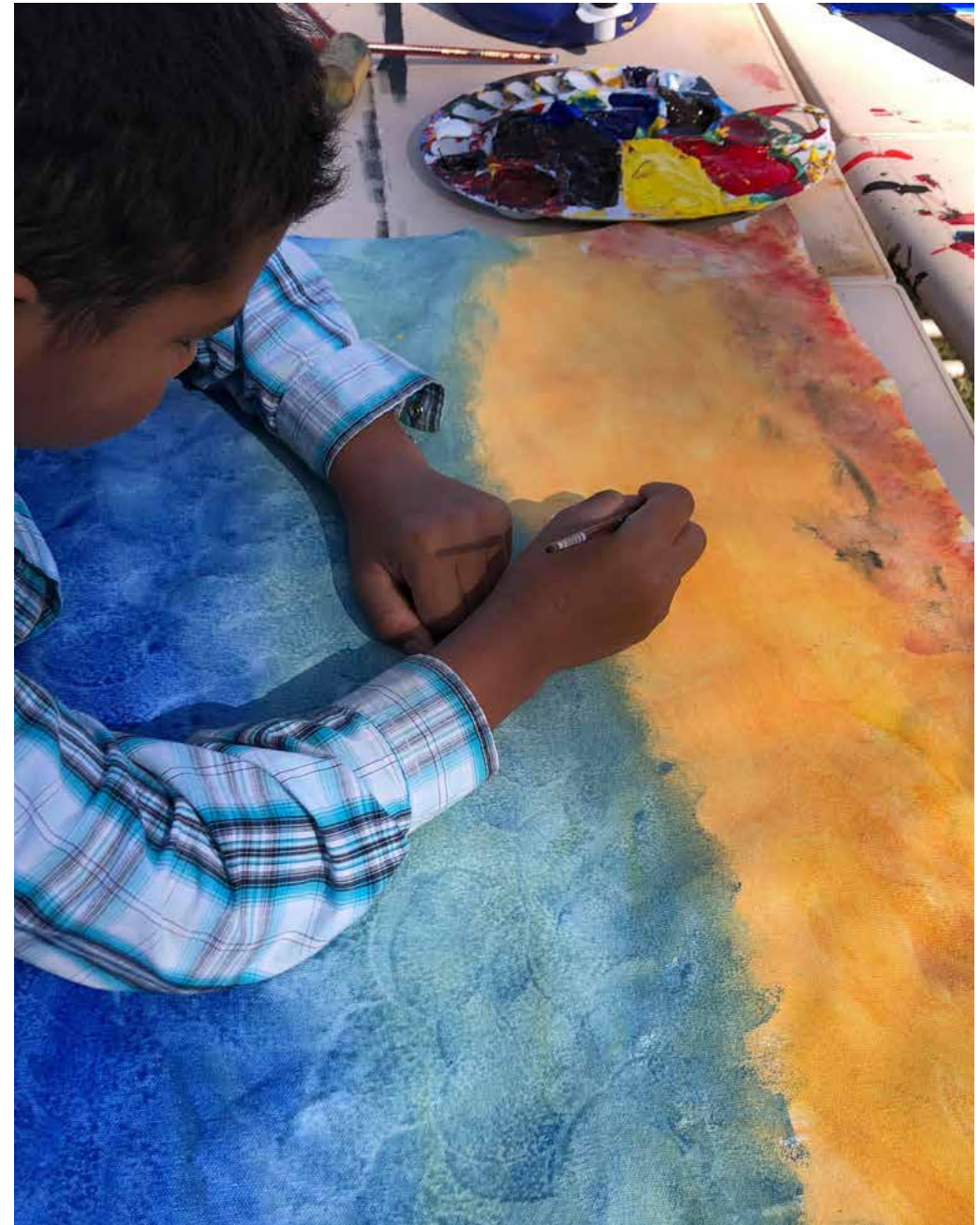
Strengthening the links between communities and other sectors, such as education and tourism, will provide more opportunities for engagement in Aboriginal and Torres Strait Islander arts and cultures, increasing employment and sharing First Nations cultures with broader audiences.

Focus areas:

- ✓ **Engage** and partner with local First Nations peoples and communities to design and deliver arts, culture and creative services.
- ✓ **Increase** career and development opportunities for Aboriginal and Torres Strait Islander practitioners across the state at all levels.
- ✓ **Support** and grow the ethical production and distribution of First Nations arts products.
- ✓ **Grow** opportunities for audiences to experience authentic First Nations arts and cultures.
- ✓ **Foster** the role of arts in celebrating and sharing the many cultures, languages and traditions of Aboriginal and Torres Strait Islander peoples in Queensland.

Towards 2030:

- First Nations arts and cultures strategies and investment are led by Aboriginal and Torres Strait Islander peoples.
- Aboriginal and Torres Strait Islander practitioners are employed in arts, culture and creativity at all sector levels.
- Queensland is home to strong and sustainable creative businesses owned and led by First Nations peoples.
- Queensland is internationally known for the quality, uniqueness and ethical distribution of First Nations arts.
- Aboriginal and Torres Strait Islander arts and cultures is prominent, appreciated and valued, influencing state and national policy across a range of delivery areas.
- First Nations artists and communities realise economic outcomes, with Brisbane 2032 a celebration of Aboriginal and Torres Strait Islander arts and cultures.



Art camp at Woorabinda in 2019. Image: Julie Barratt.



Sweaty Saturday, temporary public artwork by Brisbane-based artist Catriona Drummond that ran June-July 2021. The exhibition is part of *Location, location, location* by Outer Space at the Judith Wright Arts Centre (Brisbane). Image: Cian Sanders.

Activate Queensland's places and spaces

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

Queensland is home to vibrant places and spaces, from traditional cultural buildings and infrastructure to 'pop up' and programmed events. These spaces are shaped by First Nations history, culture, and varied natural geography, fostering distinctive experiences which stimulate the cultural vitality, support regional development and engage and inspire audiences and visitors.

The state's significant investment in cultural infrastructure, including our state cultural institutions, provides a strong platform to showcase the incredible product of Queensland artists and arts companies, and grow cultural tourism across the state.

Evolving audience expectations around access to digital experiences continue to challenge how Queenslanders define cultural places and spaces, and how and when they want to engage in arts and culture. While engagement in live performing arts remains high, Queenslanders are increasingly seeking digital cultural experiences or all-hours activation or a combination of digital and live experiences.

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

Focus areas:

- ✓ **Support** programming and spaces that recognise the diversity of Queenslanders.
- ✓ **Support** the sector to develop and showcase creative work that activates spaces and places in Queensland communities.
- ✓ **Foster** the development and distribution of quality Queensland digital content.
- ✓ **Grow** opportunities and pathways for local artists within their communities.

Towards 2030:

- Arts, culture and creativity rejuvenate spaces and places, fostering development and enhancing attractiveness.
- Audiences can engage in quality arts and cultural experiences in places that are meaningful, sustainable and accessible.
- Queensland online content is quality and audience driven, providing additional income for Queensland artists, creatives and arts workers.
- Digital content enhances community and audience access to and engagement with the arts.



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

Building transformational infrastructure to secure Queensland's future



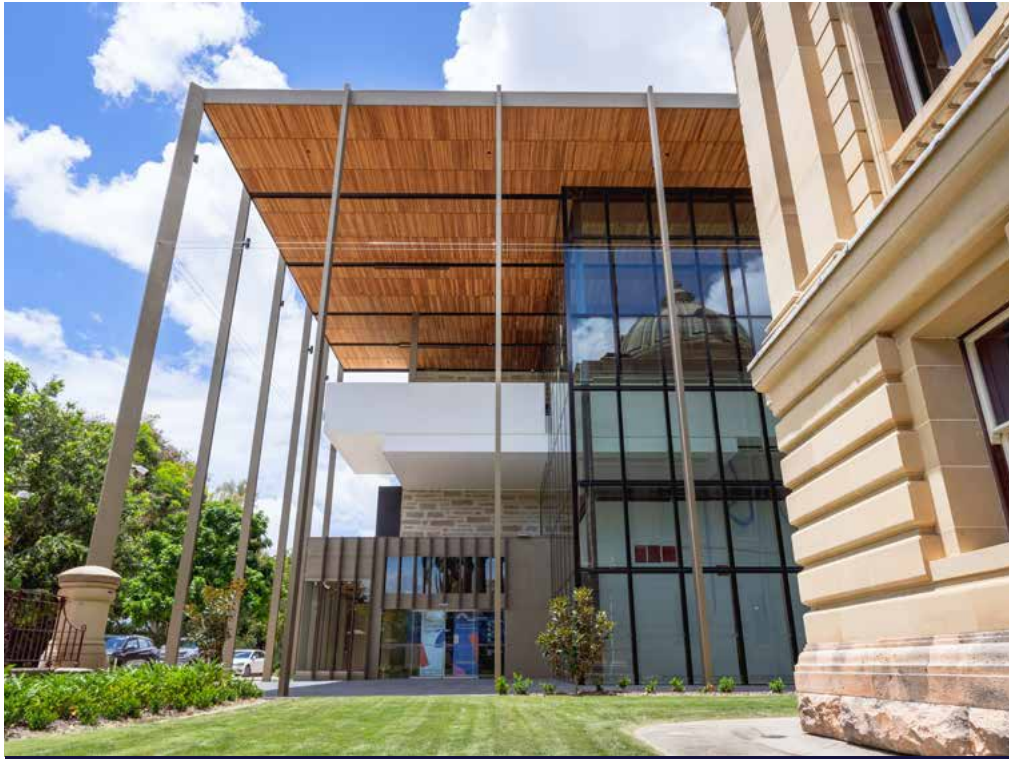
New theatre at Queensland Performing Arts Centre

The new \$175 million state of the art theatre at the Queensland Performing Arts Centre, presents a significant investment in the next generation of great stories and creative talent.

The addition of the new 1500-capacity theatre will create the largest performing arts centre in Australia, with five outstanding venues, welcoming an additional 300,000 visitors per year.

The new theatre will incorporate significant First Nations public artwork and will bolster the state's cultural vibrancy, support the local arts sector, and drive cultural tourism and economic return for the state.

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



Rockhampton Museum of Art

The new \$36.5 million Rockhampton Museum of Art, realised with a \$15 million investment from Queensland Government, opened in February 2022 and positions Rockhampton as a leading cultural tourism location.

As home to one of Australia's best regional art collections, the new Museum of Art is a world class venue that hosts nationally significant works and exhibitions, and will deliver a comprehensive program of events, providing an active, vibrant and inclusive space for the local community and visitors.

Rockhampton Museum of Art. Photo courtesy of Rockhampton City Council.



Thomas Dixon Centre

Queensland Government investment in the heritage-listed Thomas Dixon Centre has created a world-class performing arts destination and cultural precinct.

The revitalised space is supporting home company Queensland Ballet to grow its dancer ensemble and program offering, with more dance studios and a performance theatre, as well as providing access to spaces for community engagement and enabling broader arts sector collaborations and tenancies.

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



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

Drive social change and strengthen communities

Arts, culture and creativity will support and drive social change, benefiting Queenslanders and strengthening their communities.

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

Queenslanders are strong supporters of arts and culture and appreciate the benefits of arts engagement and participation. Queenslanders' acknowledge its important role in connecting people and communities, delivering positive health and wellbeing outcomes, enabling positive ageing and growing youth engagement. Evidence also shows the value of arts in developing skills in problem solving, risk taking, empathy, critical thinking and teamwork, especially in an education setting.

Creative Together will support arts, cultural and creative engagement that drives positive change for Queenslanders and their communities. It will align with the Queensland Government's planned *Communities 2032* strategy, by supporting and empowering every person to connect, participate, contribute and thrive. It will foster collaborations across and between the sector, all levels of government, the private sector and other industries to develop creative solutions.

Focus areas:

- ✓ **Strengthen** wellbeing, social cohesion and creativity in Queensland through cultural and creative engagement.
- ✓ **Foster** partnerships between the sector, other industries, philanthropists, local governments and communities to support local outcomes.
- ✓ **Ensure** Queensland artists and practitioners are skilled to work with and bring their creative practice to other sectors.
- ✓ **Build** and share the evidence base for the value of arts, culture and creativity.

Towards 2030:

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



The Long Sunset, QMF, 2022. Created by QMF, the Queensland Music Trails are a series of curated music events and activation across the state, that bring communities together. Image: Mitch Lowe.



Brisbane Writers Festival 2022. Now in its 60th year, the Brisbane Writers Festival welcomed thousands of readers and writers to ignite imaginations, showcase literature, and celebrate stories in all forms. Image courtesy Brisbane Writers Festival.

Share our stories and celebrate our storytellers

Queensland has many stories to tell, including those from the oldest and enduring First Nations cultures, and the events, places and experiences that continue to shape the state. Supporting and developing Queensland's talented artists and arts workers will be critical to sharing our stories.

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

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

Creative Together will invest in initiatives that develop, enable and grow the sector, to present Queensland's unique stories and support the preservation and activation of Queensland's cultural assets. Queensland's storytellers will be supported, inspired and celebrated, strengthening Queenslanders' sense of identity and building the state's cultural reputation.

Focus areas:

- ✓ **Invest** in Queensland stories and storytellers to create, develop and present engaging and meaningful arts experiences.
- ✓ **Support** new and innovative ways of sharing Queensland stories locally and internationally.
- ✓ **Preserve** and celebrate Queensland's places as anchors to Queensland stories.
- ✓ **Support** community access to Queensland stories, including through education settings and touring.

Towards 2030:

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



Wilbur the Optical Whale is an interactive and accessible performance for children, celebrating difference and exploring the themes of bullying and acceptance. The show and associated community engagement workshops, created strong pathways for connections with audiences of all ages and abilities and was awarded a weekly John Chataway Innovation Award and the Access Award at the 2020 Adelaide Fringe and won Best Independent Production at the Matilda Awards in 2022. indelabilityarts collaborated with Flipside Circus' creatives and performers as well as independent artists, Clint Bolster and Elise Greig to bring the story to life, through music, circus, digital storytelling and Auslan. Images: Nick Morrissey.



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

Next steps

Creative Together is being delivered through three consecutive action plans, across 10 years.

The first action plan, *Sustain 2020–2022*, focused on recovery and rebuilding the sector post COVID-19, and ensuring Queenslanders continued to access and engage with Covid-safe, high quality arts and cultural experiences. This action plan was enabled through the additional \$22.5 million investment through the two-year Arts and Cultural Recovery Package and \$7 million to the live music industry.

Grow 2022–2026 focuses on amplifying the impact of arts, culture and creativity, supporting Path to Treaty and strengthening Queensland’s cultural reputation in the lead up to Brisbane 2032. Actions will be underpinned by further new investment of \$50 million over four years.

Actions within *Thrive 2026–2030* will transition from growth and reconnection to a focus on building a thriving sector that is transforming Queenslanders’ lives and their communities.

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

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

Sustain

2 Years
(2020–2022)

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

Grow

4 Years
(2022–2026)

- Support First Nations-led programming and story telling.
- Activate Queensland's cultural infrastructure and events.
- Grow local performing arts with the opening of a new theatre at the Queensland Performing Arts Centre.
- Foster partnerships between the arts, cultural and creative sector and other sectors that support community creativity and cohesion.
- Support Queensland artists, organisations and businesses to access international markets.
- Attract investment to Queensland communities through cultural vibrancy and activations.
- Promote the value of arts, culture and creativity to foster partnerships and attract investment from private and corporate sectors.
- Accelerate the growth of Queensland's creative workforce to secure critical skills and capacity.
- Support the Queensland Government's commitment to *Path to Treaty*.
- Work with the Brisbane 2032 Organising Committee to conceive and advance the development of the Brisbane 2032 Cultural Olympiad and strategy for legacy outcomes.

Thrive

4 Years
(2026–2030)

- Broaden Queensland's reputation as a centre for First Nations arts in the Asia Pacific region.
- Establish Queensland cities and communities as places of culture with networks to national and international cities.
- Support Queensland's arts and our sector to be recognised and celebrated on the national and international stage.
- Leverage quality cultural tourism opportunities to grow markets and visitors that drive regional growth.
- Grow the role of culture and creativity in supporting social and economic outcomes across the state.
- Position Queensland arts, culture and creativity as a state export industry.
- Work with the Brisbane 2032 Organising Committee to leverage the anticipated 4-year Brisbane 2032 Cultural Olympiad program for Brisbane 2032 and foster legacy outcomes.

References

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- 2 - Australian Academy of the Humanities, 2019, *Transformative: Impacts of Culture and Creativity* Produced by A New Approach (ANA) think tank with lead delivery partner the Australian Academy of the Humanities.
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