

# Grow 2022-2026

The second action plan for *Creative Together*  
2020-2030: 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 Education's 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 the department'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.





*Talgnai by Chloe Ogilvie. BLEACH\* 2020. Image: Maleika Halpin.*

## Grow 2022-2026

***Grow 2022-2026 is the second action plan of the Queensland Government's Creative Together 2020–2030: A 10-Year Roadmap for arts, culture and creativity in Queensland.***

*Grow 2022-2026* builds on the outcomes of the first action plan, *Sustain 2020-2022*, to advance *Creative Together's* vision for a state renewed and transformed by arts, culture and creativity.

With a focus on sustainability, accessibility, and social and economic impact in Queensland communities, *Grow 2022-2026* recognises the critical action required to support the Queensland Government's Objectives for the Community. *Grow 2022-2026* will also play a critical role in supporting the state to realise the full potential of Brisbane 2032 Olympic and Paralympic Games (Brisbane 2032) and establishing Queensland as a cultural tourism destination.

This action plan acknowledges that as Queensland prepares to share its cultures with the world through a reframed relationship with First Nations peoples, focused action is required in supporting the sharing of First Nations storytelling.

This plan will be achieved through actions that deliver against *Creative Together's* key priorities, with a strong arts, cultural and creative sector at its core:

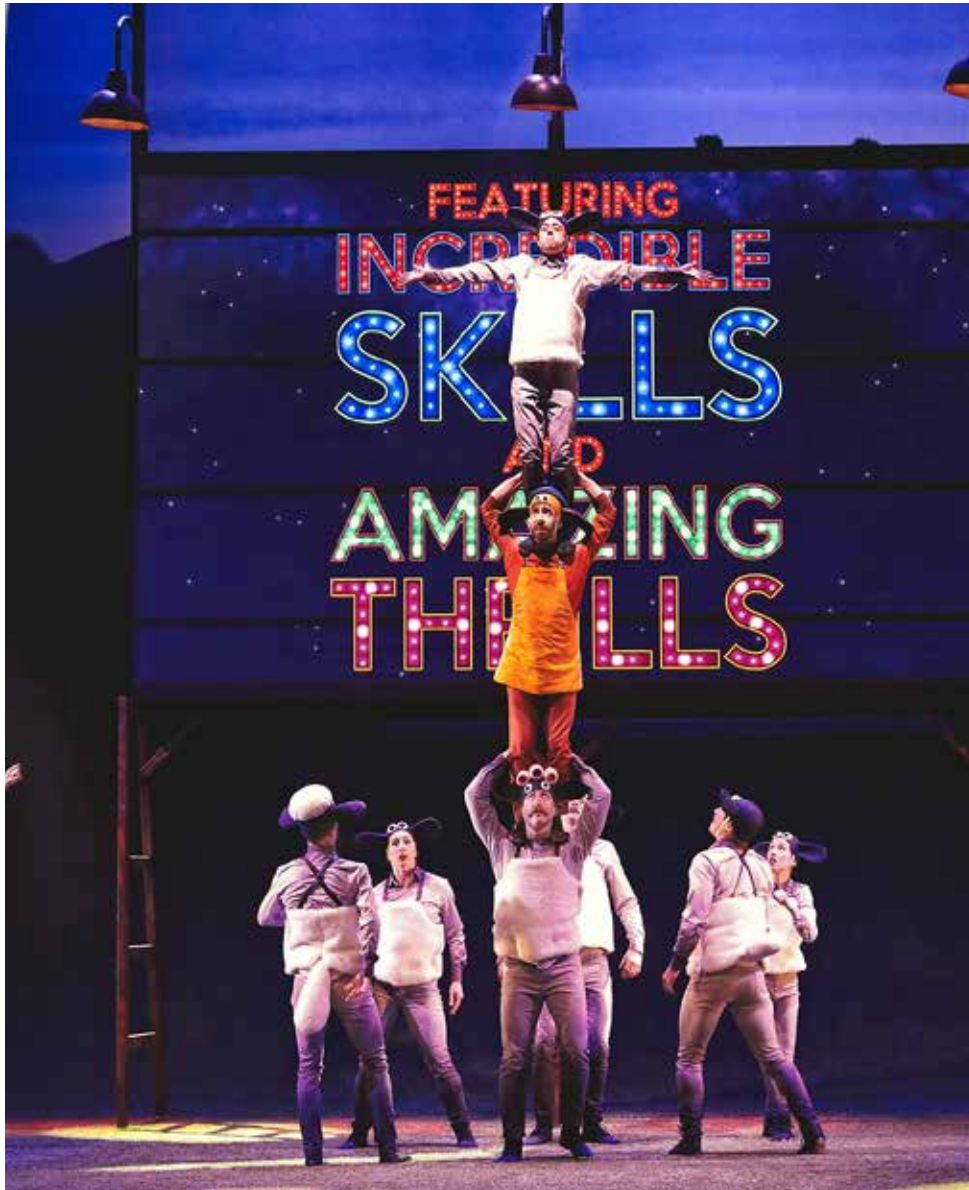
- Embrace Brisbane 2032 across Queensland
- Elevate First Nations arts
- Activate Queensland's places and spaces
- Drive social change and strengthen communities
- Share our stories and celebrate our storytellers.

*Grow 2022-2026* will be underpinned by a new investment of \$50 million over four years.

Arts Queensland (within the Department of Education) will lead the implementation of *Grow 2022-2026* across the Queensland Government in partnership with key stakeholders.



Lockhart River Kwadji Wimpa Dance Group at Cairns Indigenous Art Fair 2022. Image: Blueclick Photography courtesy of Cairns Indigenous Art Fair.



*Shaun the Sheep's Circus Show*. A collaboration between Circa and Academy Award®-winning studio Aardman. Created in Queensland, *Shaun the Sheep's Circus Show* made its world premiere at QPAC in 2021. Image: Photo by Prudence Upton. Pictured: Members of the Circa Ensemble.

## **Grow 2022-2026 ambition**

*Grow 2022-2026* is an ambitious and transformative four-year plan. It will ensure Queensland leads the growth of creative employment, economic participation, and high-quality arts experiences that realise social and economic outcomes across the state.

Brisbane 2032 will help accelerate long-term, state-wide and regional priorities and will provide a platform to amplify arts and culture, tourism, trade and business development opportunities within Queensland.

This plan works to make sure all Queenslanders benefit from this once-in-a-generation opportunity by ensuring Queensland has the talent, celebrated arts companies and events and festivals that present exceptional arts and cultural experiences. It will also support Queensland's communities to grow cultural tourism through high impact arts and culture.

Our ambition through *Grow 2022-2026* is to:

- secure and nurture the critical talent pipeline of Queensland's arts and cultural workers
- elevate Queensland's international reputation for exceptional and unique First Nations arts and cultural products and experiences
- ensure more uniquely Queensland stories are celebrated and shared in Queensland communities and on a global stage
- build Queensland's experience economy through increased activation of high quality and diverse arts experiences that grow place-based cultural tourism
- support collaboration and partnerships to grow investment in the sector, boost audience development and extend national and international market reach
- leverage Brisbane 2032 to drive state-wide arts sector growth.

# Building on a strong foundation

Delivery of *Sustain 2020-2022*, *Creative Together's* first action plan has provided a strong foundation for the future.

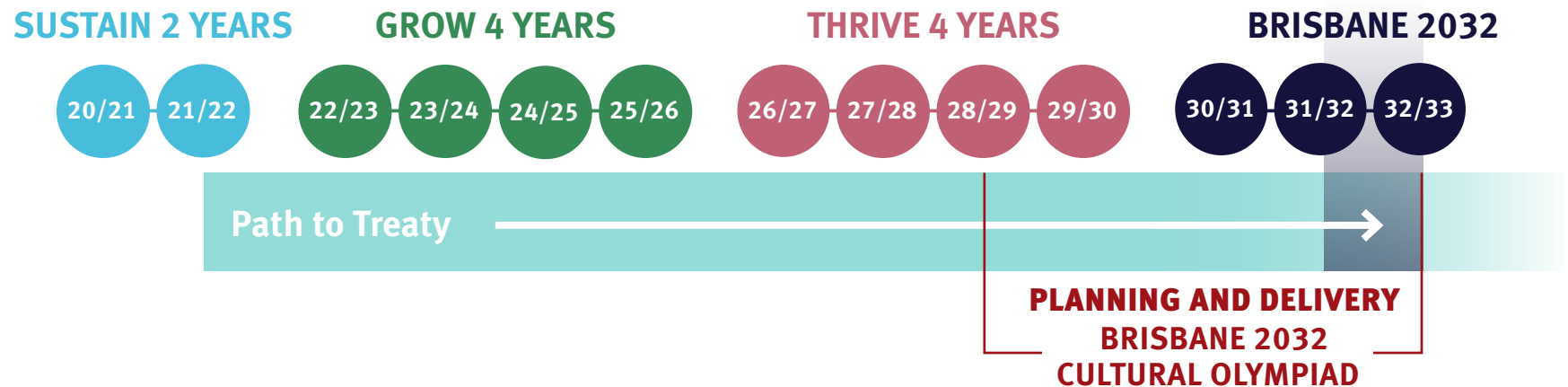
With a focus on supporting the arts, cultural and creative sector through the impacts of COVID-19 and enabling community and economic recovery, *Sustain 2020-2022* was underpinned by the two-year \$22.5 million Arts and Cultural Recovery Package and \$7 million for the live music industry.

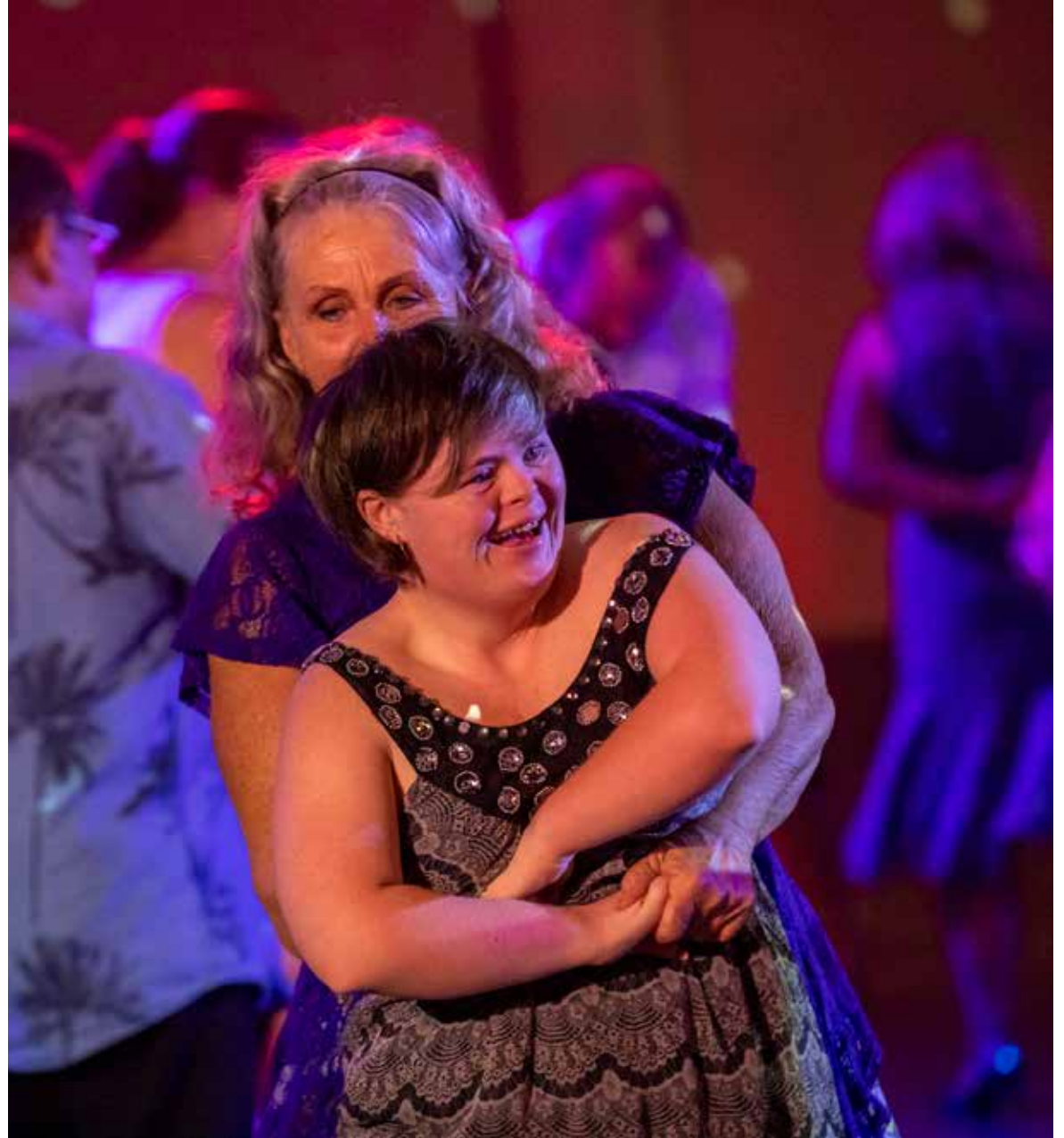
Initiatives through *Sustain 2020-2022* has enabled the growth of sector capacity and accelerated its ability to adapt and change how audiences are engaged and work is created, including high-quality digital programming.

A focus on sustained First Nations arts practice has resulted in an increase in the number of funded Indigenous Arts Centres and growth in new works by First Nations artists. In addition, programs that enabled the touring of Queensland artists and the activation of outdoor and non-traditional spaces fostered employment opportunities, supported the reactivation of live music and performing arts venues and increased deeper community engagement with arts experiences.

As the next stage delivery of *Creative Together* begins, the Queensland Government will continue to partner with the sector, other levels of government, industry and Queensland communities to build on these strong foundations.

*Grow 2022-2026* has been developed in consultation with the Queensland arts, cultural and creative sector, arts and cultural peak bodies, training and tertiary sector, philanthropic organisations, the private sector, other industry and other Queensland government agencies.





- (1) *The Woman Remembers*, Belloo Creative in collaboration with Phluxus2 Dance Collective (Brisbane), and Good Company Arts (New Zealand). Image: Barbara Lowing.  
(2) Ethan Greaves (*Natural Steps - Midnight in the Secret Garden*) at Yonder 2021. Image by Ned Martin.  
(3) *The Inaugural Annual Dance Affair (Gympie 2021)*. Image by Leeroy Todd, courtesy Everybody NOW!



# Key areas of achievement in Sustain 2020-2022



## Established the First Nations Arts and Cultures Panel.

Arts Queensland's work with the First Nations Arts and Cultures Panel is increasing meaningful involvement of First Nations peoples in arts and cultural policy and development of investment frameworks. Central to this work is the co-designed Cultural Engagement Framework which will be implemented through *Grow 2022-2026*.



## Over \$3.4 million invested in dedicated new First Nations programs.

New programs and investment in Aboriginal and Torres Strait Islanders artists and organisations has promoted growth in the First Nations arts sector, with expanded support for additional Indigenous Arts Centres and the development and presentation of new work and products.

## Activated spaces and places across the state.

Support for artists, organisations and communities has enabled the activation of non-traditional spaces across the state enabling audiences and communities to engage in quality cultural experiences.



## Supported 52 projects that enhanced the development and presentation of high-quality digital arts programming.

As a result of COVID-19, shifts in audience demand for online content accelerated sector need to adopt new methods of engagement and distribution. Investment supported technology upgrades, grew sector capacity to deliver quality online content and enabled integration of digital into live performances.



## Invested in transformational cultural infrastructure.

Strategic investment in cultural infrastructure will provide new and enhanced places and spaces to create and present arts and cultural experiences. This includes the New Performing Arts Venue (Brisbane), Rockhampton Museum of Art and an Indigenous Knowledge Centre at Injinoo.

(1) Nicole Chatfield's *Bana Bulmba Collection*, CIAF 2020 Fashion Performance, Water Is Sacred video. (2) The Stars Project. Image courtesy of Island Stars (3) Traditional Owner Kayla Henry. Image: Giringun Aboriginal Art Centre. (4) Jill Chism, *Preserve/Conserve – Invocation #3: Openness – Going with the Flow*, 2021. Pop Up North Queensland Festival. Image: Aaron Ashley. (5) Rockhampton Museum of Art. Image courtesy Rockhampton Regional Council.

**More than 400 Queensland storytellers supported through arts grants programs.** Actions in

*Sustain 2020-2022* supported the creation, development and sharing of Queensland stories across a number of art forms.



**Over 10,000 employment opportunities and the engagement of over 2 million audience members and participants.** Investment through *Sustain 2020-2022* has supported the sector to stabilise, create and present cultural experiences, support employment opportunities for Queensland artists and arts workers and engage Queenslanders and visitors.



**Over 25 arts-led projects supported social change.**

Queensland Government agencies as a platform are using arts-led initiatives to address social challenges including health and wellbeing, community cohesion, healthy ageing and youth justice.



**More than \$7 million invested in 26 live music venues.** This investment and other programs have supported the sustainability of the live music industry by offsetting operational costs, supporting programming and artist fees and increasing touring opportunities for Queensland artists.

(1) *Re: Collections*, Delta Yarns, Burdekin. Image: David Fell (2) *The Long Sunset*, Canungra. QMF. Image: Mitch Lowe. (3) Dance for Parkinson's Australia. Image courtesy Dance for Parkinson's and the Queensland Ballet: Christen Tiger. (4) Casey Barnes, *Town of a Million Dreams Tour*, 2020. Image courtesy Casey Barnes.

## Building a strong and sustainable sector

Actions in *Grow 2022-2026* will focus on developing the critical skills and essential supply chains that underpin a sustainable sector, support economic recovery and realise the Queensland Government's Brisbane 2032 ambition and legacy outcomes.

A focus on the development of Queensland's arts, cultural and creative sector's capability and capacity will facilitate sector and creative business growth and increase training and employment opportunities.



*Ishmael* a Dead Puppet Society, Queensland Performing Arts Centre, and Brisbane Festival production in association with Screen Queensland, is a reimagining of *Moby Dick* as a contemporary space saga. Image: Dean Hanson.

## Actions

### Accelerate the growth of Queensland's creative workforce to secure critical skills and build capacity

- Develop and release an arts, cultural and creative sector workforce plan to address skills gaps
- Invest in sector skills, network and capacity development in collaboration with the sector and key partners
- Enable mentorships and placements that grow career pathways and employment in the sector

### Drive creative business innovation to support sustainable business models

- Enhance sector access to leading business advisors through new strategic partnerships and investment
- Grow investment in the sector through partnerships with philanthropic and corporate sectors and other levels of government
- Advocate, broker and support opportunities for the sector to grow capacity to deliver outcomes in other sectors and industries
- Support data-driven approaches to the development of sustainable production, programs and business models

### Encourage sector collaboration and amplify outcomes

- Enable initiatives that facilitate resource sharing and collaboration
- Grow sector collaboration and partnerships that demonstrate the value of the arts and underpin advocacy
- Support the sector to work respectfully and collaboratively with First Nations artists, communities, and cultural businesses

# Embrace Brisbane 2032 across Queensland

Accelerated and focused support will grow the necessary capacity, quality, and scale of Queensland's arts, cultural and creative sector to realise the full potential of the once in a lifetime opportunity presented by Brisbane 2032.

Actions in *Grow 2022-2026* focus on building strong foundations that will drive arts and culture led economic outcomes across Queensland ahead of Brisbane 2032 and enable a significant legacy. These actions will work to deliver regional growth and inclusive participation and will underpin the state's vision of establishing Queensland as an iconic cultural tourism destination.



Thelma Plum performing at Tropic Sounds, as part of North Australian Festival of Arts 2022. Image courtesy North Australian Festival of Arts.

## Actions

### Grow Queensland's cultural experience economy

- Invest in a year-round calendar of signature Queensland arts and cultural experiences for Queenslanders and visitors
- Enhance the pipeline of high-quality arts and cultural experiences to ensure Brisbane 2032 is a celebration of First Nations arts in Queensland
- Continue to work with First Nations peoples to consider options for a First Nations Cultural Centre in Brisbane that represents First Nations cultures across Queensland and showcases Aboriginal and Torres Strait Islander stories

### Strengthen creative businesses and ensure sector growth to meet current and future demand

- Support the development of robust supply chains for the distribution of high-quality Queensland arts and cultural products
- Leverage new data and trend insights to grow audiences for Queensland arts and cultural products and experiences
- Strengthen ethical approaches to the production and distribution of First Nations arts, with a focus on protecting artists' and communities' cultural and intellectual property

### Bolster Queensland's international cultural reputation and market reach

- Leverage Queensland Government international networks to build the profile of Queensland artists and arts organisations
- Elevate Queensland's significant cultural events on national and international stages
- Utilise digital platforms that showcase Queensland arts products and cultural experiences to grow market reach, sales, and audience engagement

## Elevate First Nations Arts

Queensland is enriched by the cultures, knowledge and contributions of First Nations people - who have occupied and cared for this continent for more than 65,000 years. First Nations arts and cultures in Queensland connect and inspire communities and audiences in unique ways and are central to the state's cultural identity and visitor experiences.

Actions in *Grow 2022-2026* will foster partnerships, exchange and collaborations that strengthen and celebrate culture and country. Investing in opportunities to showcase and present the state's unique stories and knowledge will ensure Brisbane 2032 is a powerful celebration of First Nations arts and cultures in Queensland.



*First Nations Fashion: Walking In Two Worlds* at the 2021 Brisbane Festival brought together Indigenous fashion dance, film and live music. Works were exhibited as part of the Australian Fashion Week 2021. Image: Atmosphere Photography.

## Actions

### Lead a whole of government approach to supporting First Nations arts

- Work with First Nations artists and communities to develop and implement a comprehensive approach to strengthening First Nations arts in Queensland
- Support focused employment and career development initiatives for First Nations arts practitioners
- Strengthen ethical production and distribution pipelines to grow audiences and markets for First Nations arts and cultural work

### Enable First Nations community-led approaches to supporting local thriving arts and cultural communities

- Explore opportunities to further support and grow First Nations local cultural infrastructure across the state
- Strengthen business skills and capacity across First Nations arts and cultural organisations
- Facilitate the telling of First Nations stories and sharing of cultural knowledge to support Queensland's commitment to Path to Treaty

### Support First Nations-led programming and activation of cultural infrastructure and events

- Lead coordination across all levels of government in streamlining funding models to benefit First Nations artists and organisations
- Ensure development and presentation opportunities are available for First Nations artists within arts companies
- Leverage Queensland Government networks to enhance national and international showcasing and export opportunities for First Nations artists

# Activate Queensland's places and spaces

Activated creative spaces and places amplify the opportunity to share and celebrate local stories, enliven and connect communities, support regional development and cultural tourism, and grow local employment outcomes.

Actions in *Grow 2022-2026* will focus on enhancing community-led arts experiences across Queensland which are underpinned by inclusive and sustainable cultural infrastructure.



*Festival of Outback Opera 2022* in Winton. The Opera Queensland event was a program of outdoor performances in regional Queensland communities. The Festival was supported by the Queensland Government through Arts Queensland and Tourism and Events Queensland. Performances were presented in association with The University of Queensland in collaboration with the School of Music. Image: Jade Ferguson @visualpoetsociety.

## Actions

### Progress and deliver key strategic cultural infrastructure projects

- Open the new theatre at the Queensland Performing Arts Centre (Brisbane) which will expand opportunities for local artists and audiences to create, develop and experience performing arts
- Work across all levels of government in the consideration of priority cultural infrastructure requirements in regional centres

### Foster socially inclusive and environmentally responsible approaches to cultural experience delivery in communities

- Support the presentation and promotion of arts and cultural product including leveraging new technologies
- Support shared and sustainable infrastructure solutions that reduce delivery costs and maximise use of resources

### Enhance community and sector access to inclusive and engaging creative spaces

- Support opportunities to activate non-traditional spaces in regional and remote communities with cultural and creative experiences
- Continue to redevelop the Judith Wright Arts Centre (Brisbane) to increase tenancy space, support sector collaboration and access to development and presentation spaces

### Grow local participation and consumption of arts and culture

- Invest in festivals and events that activate communities, deliver significant regional development, employ local artists, and realise local career pathways
- Support regionally based and community driven capacity building and arts careers in communities
- Grow opportunities to enhance community inclusion and interaction with cultural programs and infrastructure

## Drive social change and strengthen communities

Engagement in arts and culture delivers significant social outcomes within communities. An increased focus on growing community and audience participation with inclusive, high-quality creative experiences will drive positive change for Queenslanders.

Actions in *Grow 2022-2026* will support impactful community outcomes that advance social and economic priorities. This will be achieved by working to enhance local arts activity through partnerships and locally led arts engagement.



*I Believe Swings* by ENESS, Brisbane Festival 2021. Image: Atmosphere Photography.

## Actions

### Foster partnerships between the arts, cultural and creative sector and other sectors that support community creativity and cohesion

- Support local arts and cultural initiatives that enable vibrant, inclusive, and cohesive Queensland communities
- Grow opportunities for arts-led programs in communities through partnerships with education, health and wellbeing and youth services
- Partner with councils and other funding partners to deliver impactful arts projects and programs in regional and remote communities

### Grow local sector capacity to support place-based approaches and community-centred social change outcomes

- Build the capacity and profile of the sector to work in social and community settings
- Support young Queenslanders' engagement in arts experiences that link them with training, skills and career development options
- Support the growth of local networks to enable greater connection with local arts sectors, community organisations, businesses, philanthropists and agencies

### Support new approaches to advocating the value of Queensland arts and cultures

- Develop evaluation and advocacy frameworks that demonstrate the impact of arts, culture and creativity
- Promote best practice approaches to arts-led interventions to address community priorities
- Support data sharing and communication on Queenslanders' arts and cultural engagement and future needs

# Share our stories and celebrate our storytellers

Queensland's artists, cultural products and experiences and stories shape the state's cultural identity and set Queensland apart nationally and internationally.

Actions in *Grow 2022-2026* will focus on the development and presentation of uniquely Queensland works, celebrating the state's brightest talent and nurturing our future storytellers. The sharing of Queensland's unique and diverse stories will enrich the state's cultural reputation.



*The State Library of Queensland's Stories for Little Queenslanders*, showcase Queensland settings, characters and stories, including a story about a cow's hapless journey down a flooded Brisbane River and an alphabet book featuring echidnas exercising in Emerald. Image courtesy State Library of Queensland.

## Actions

### Invest in the development and presentation of Queensland stories

- Partner with Queensland artists and arts organisations to create and share new work that reflects the diversity of Queenslanders and their communities
- Build a development pipeline of uniquely Queensland stories that share the state's heritage, identities, storytellers, and supports truth telling
- Enable quality classroom-connected arts experiences that engage young minds and increase knowledge of Queensland's history and stories
- Grow and augment existing arts and non-arts events in partnership with communities to tell local stories, keep culture strong, and grow cultural tourism

### Ensure Queenslanders have access to rich and high-quality experiences

- Promote and support the implementation of the Cultural Engagement Framework to guide the government and sector in working with Aboriginal and Torres Strait Islander arts and cultures
- Showcase and grow engagement with Queensland's state cultural collections
- Facilitate community access to arts and cultural events and products

### Build Queensland's cultural reputation

- Promote and support Queensland's unique cultural identity, experiences and products through enhanced distribution channels
- Recognise and showcase Queensland's storytellers nationally and internationally
- Foster partnerships that bolster the promotion of Queensland's stories and cultural experiences and grow market access





The Queensland Government is committed to providing accessible services to Queenslanders for all cultural and linguistic backgrounds.

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