

Addendum 3 - Internal and External Factors and Trends

STRATEGY FOR CULTURE AND THE ARTS 2022 REPORT CARD

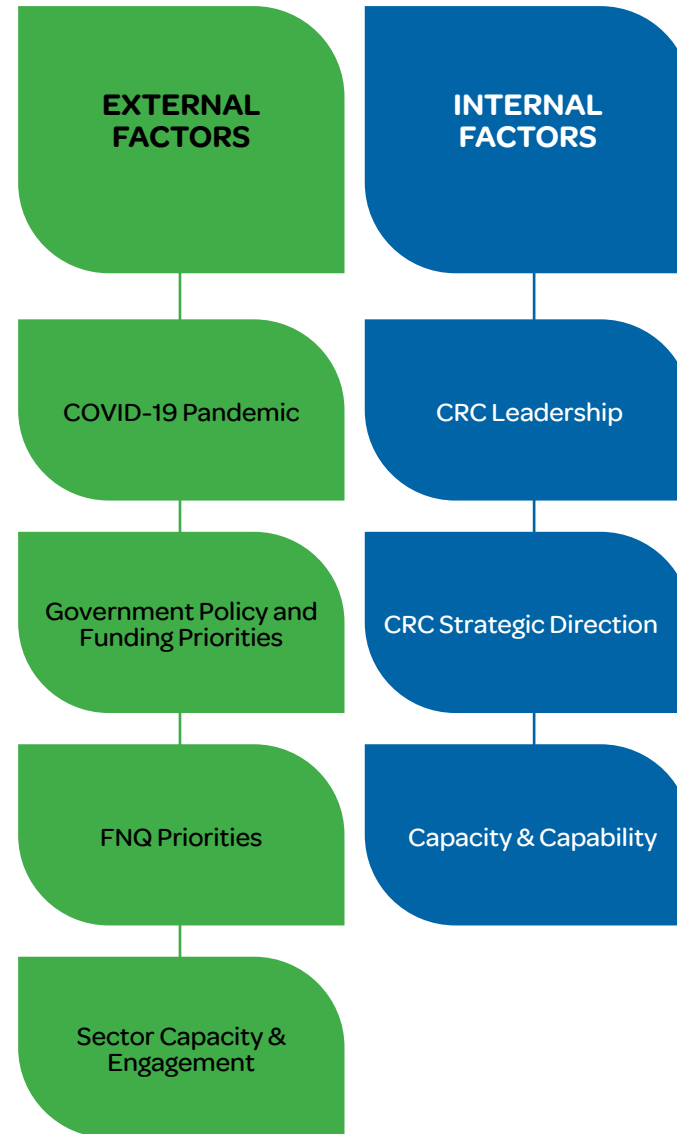
Internal and External Factors and Trends

Addendum 3 summarises some of the dynamics influencing the implementation and delivery of the strategy, and playing a pivotal role in shaping its outcomes and determining its success.

Without a doubt, the COVID-19 Pandemic was one of the primary challenges. The global arts and recreation services sector faced unprecedented obstacles between 2019 and 2021.

Across Australia and here in Cairns, the cancellation of festivals, cultural events, live performances and creative projects had a devastating effect on the sector. This highlights the importance of imbedding economic and sustainability factors in future planning priorities.

This major disruption to 'business as usual' has triggered a tangible shift in all sectors of the arts and cultural field over the past few years. The unified voice of the cultural and creative sector, together with Parliamentary Enquiries, has played a crucial role in implementing new public policies and a better understanding of the value of arts and culture. ^{*(2)}



5.1 External Factor	Trend
<p>COVID-19 Pandemic</p> <p>“The COVID-19 Pandemic has disproportionately impacted industries that are predicated on the free movement and gathering of people, including cultural and creative industries. This has prompted both significant disruption and necessitated the beginning of significant reform” ^{*(3)}</p>	<ul style="list-style-type: none"> Nationally, arts and culture organisations and businesses accessed more than \$4 billion of COVID-19 support in the last four months of the 2019–20 financial year. Of this amount, 98.8% came from the Federal Government; however, only half the States and Territories were able to report on their Covid-specific cultural spending. ^{*(4)} Data generated by Regional Arts Australia showed the arts and cultural sector in the Cairns region received a significant portion of the arts recovery funding released by the Federal and State governments. ^{*(5)} In addition, the sector was agile in being able to realign production and product offering quickly and effectively to online digital delivery methods, while taking advantage of temporary COVID-19 funding initiatives. ^{*(6)} Despite the ongoing challenges associated with COVID-19, over the course of 2021 the cultural and creative sector in Cairns remained buoyant and continued a cycle of growth. This growth benefitted from members of the Cairns community who turned to arts and creativity during the pandemic to maintain their wellbeing and community connections. ^{*(7)}
<p>Federal and State Government Policy and Funding Priorities</p> <p>“Australia’s Federal, State and Territory and local governments all invest in arts and culture to provide opportunities for people to access, experience and keep creating Australia’s heritage and culture” ^{*(8)}</p>	<ul style="list-style-type: none"> Responsibility for cultural expenditure is closely balanced between Federal (39.0 percent, down from 45.7 percent a decade ago), State and Territory (34.8 percent, up from 31.9 percent) and local government (26.2 percent, up from 22.4 percent). This expenditure is split fairly evenly between three overarching categories: Film, Radio and Television (32.5 percent, a new low); Museums, Art Museums, Archives, Libraries and Cultural Heritage (37.7 percent) and Arts (29.7 percent, a new high). ^{*(9)} The Federal Government’s National Cultural Policy, <i>Revive: A place for every story, a story for every place</i>, encapsulates a five-year plan to revive the arts in Australia. Key objectives include: Recognising and respecting the crucial place of First Nations stories; Strong Cultural Infrastructure; Arts and Disability; Regional Arts funding; and Supporting education programs that draw from cultural and creative sector expertise. ^{*(10)} Arts Queensland’s <i>Creative Together 2020-2030: A 10-year Roadmap for Arts, Culture and Creativity</i> is delivering its second action plan Grow 2022-2026. Key objectives include: Elevating First Nations arts and cultural products and experiences; Increased activation of high quality and diverse arts experiences that grow place-based cultural tourism; and Embrace Brisbane 2032 across Queensland. Grow 2022-2026 is underpinned by an investment of \$50 million over four years. ^{*(11)}

5.1 External Factor	Trend
<p>FNQ Regional Priorities</p> <p>“The regional vision for Far North Queensland is for a stronger, more liveable and sustainable community” ^{*(12)}</p>	<ul style="list-style-type: none"> • The Queensland Government’s Far North Queensland Regional Plan 2009–2031 targets strategies for a stronger, more liveable and sustainable community. It supports cultural development and the arts through the planning and provision of infrastructure and spaces for cultural events, entertainment, sport, and conventions to foster creative art, recreation and leisure industries that will stimulate wealth and job creation. ^{*(13)} • Regional Development Australia (RDA) Tropical North’s strategic focus aims to turn the region into the most productive and most liveable region in Australia’s north. Economic development strategies identify key priority development areas and infrastructure projects canvassing land-use perspectives, emerging growth industries and considerations for population growth and liveability. ^{*(14)} • Tourism Tropical North Queensland (TTNQ) Destination Tourism Plan positions events as a vital part of the tourism offering in Tropical North Queensland. ^{*(15)} The Cairns & Great Barrier Reef Event Strategy 2025 vision sees TNQ internationally recognised as a unique, natural and vibrant major events destination. ^{*(16)}
<p>Sector Capacity and Engagement</p> <p>“Engagement with stakeholders suggested that the breadth and significance of arts, cultural and creative activity is in a sustained period of growth” ^{*(17)}</p>	<ul style="list-style-type: none"> • Significant investments in infrastructure and organisations by all three tiers of government have seen growth in the capacity and reach of local Indigenous visual and performing artists, with increased access to tourism and export markets providing economic and social benefits to the Aboriginal and Torres Strait Islander communities in Cairns and the Far North Queensland region. ^{*(18)} • In 2021/22, the Arts and Culture industry in Cairns was estimated to have generated \$79m in direct, plus an additional \$46m in indirect impacts for a total contribution of \$125m in Value Added. The industry supported 1,092 jobs directly and an additional 365 in indirect employment. The largest sub-industry for direct employment was estimated to be Arts Education, with 15.6% of the total sector’s employment. Indigenous cultural experience, as well as Screen Queensland’s new studio complex in Cairns, together with the city’s world-class cultural facilities are identified as major opportunities for the future. ^{*(19)} • Volunteer work and non-monetary contributions are crucial in the sector, particularly for small-to-medium arts organizations. Many recreational arts entities depend solely on volunteers for their day-to-day operations, filling in resource gaps and supporting the organization’s mission. The economic impact of volunteers’ contributions is substantial and should be considered in future economic analyses for a more comprehensive perspective. ^{*(20)}
<p>Leadership</p> <p>“There is a palpable sense that Cairns really believes in the value of aspiring to be the arts and cultural capital of Northern Australia and probably already is, given the extraordinary levels of investment that underpin this branding” ^{*(21)}</p>	<ul style="list-style-type: none"> • Council’s strong strategic and operational framework allows it to effectively manage its cultural resources and services. By actively responding to policy and plan development, the Council ensures that its initiatives are aligned with broader sector goals. • Stakeholders acknowledge the prominent level of cultural planning that has led to the successful provision of arts and cultural infrastructure and beautifully landscaped parts of Cairns. ^{*(22)} • Council’s support for the arts, cultural and creative industries underscore its commitment to fostering a holistic and balanced approach to FNQ’s development, one that prioritises the well-being of its residents, the growth of its economy, and the preservation of its unique natural environment.

5.1 External Factor	Trend
<p>Strategic Direction</p> <p>“We need to look to the future and plan for the next phase of growth. Good design and planning will help us protect and embrace many of the things that make Cairns special: our unique environment, economic, social and cultural values” ^{*(23)}</p>	<ul style="list-style-type: none"> • Council’s Corporate Plan 2021-2026 strives for better and equitable social, economic, environmental and cultural outcomes for the Cairns community. Emphasising Community and Culture, the Plan aims to foster a vibrant and healthy community with strategies that promote Cairns as the arts and cultural capital of Northern Australia, improve sustainability for community groups and increase visitation and activation of Council venues. ^{*(24)} • The Towards 2050 growth strategy is a long-range, community-driven project to establish a clear vision and guiding principles for the future growth and development of the Cairns local government area. The strategy shifts focus from the triple bottom line to consider growth factors such as climate change, risk management, lifestyle, heritage preservation, and the city’s economic competitiveness. ^{*(25)} • Council’s Economic Development Strategy 2022-2026 aligns with Council’s Corporate Plan and identifies the Arts and Culture sector as an important contributor to the Cairns economy with strengths and opportunities in Indigenous arts and culture, as well as in film and the performing arts. Major and economic events are also a key focus of the strategy, where Council aims to work with key stakeholders towards a diverse portfolio of events that will elevate the profile and economic sustainability of the Cairns and Great Barrier Reef region. ^{*(26)}
<p>Capacity & Capability</p> <p>“Stakeholders in the field recognise the Cairns Regional Council as a critical enabler and partner in delivering cultural and artistic expression to its constituents” ^{*(27)}</p>	<ul style="list-style-type: none"> • The alignment, collaboration and adaptability of Creative Life teams, and their diverse range of skills which encompass technical, production and curatorial expertise, industry acumen and leadership, has shaped and influenced the Strategy for Culture and the Arts 2022. • An inclusive organisational culture that has invested in continuous improvement, effective front-line services and creative excellence and innovation, has attracted strong cultural leaders to the region and increased ambitions and capabilities. • The significant rise in the level of engagement in Council’s diverse arts and cultural offerings indicates an inclusive, participatory and collaborative approach in the planning process, resulting in a more engaged community.