

A Place to Create

A 10-year cultural policy
for all South Australians

**Enriching South Australia's
future through arts,
culture and creativity**



Government
of South Australia



CreateSA

Message from the Premier of South Australia



The Hon. Peter Malinauskas MP

Message from the Minister for Arts



The Hon. Andrea Michaels MP

South Australia has a proud history as a national leader in the arts, cultural and creative industries and my Government wants to ensure the sector continues to evolve, grow and thrive.

A Place to Create marks the beginning of a transformation for South Australian arts, culture and creativity, placing them centre stage in the hearts and minds of South Australians.

I have committed to govern for the future, and arts, culture and creativity play a critical role in this pursuit. This policy will sit as a companion to the South Australian Economic Statement as we deliver a smart, sustainable and inclusive future for all South Australians.

Strong arts, cultural and creative industries benefit us all, from building vibrant communities across the state, shaping our cultural identity, contributing to a dynamic, complex economy, and encouraging a cohesive society, where people feel connection and belonging.

A Place to Create will ensure a rich future for South Australia as one of the most liveable places on earth.

A Place to Create presents a vision to strengthen South Australia’s arts, cultural and creative industries, to expand access and participation, and ensure the benefits are shared by all South Australians, right across the state.

This policy acknowledges the role of Aboriginal people in South Australian arts, cultural and creative practices, connecting us to the oldest cultural expressions in the world, and leading us into the future.

A Place to Create is grounded in knowing the benefits that arts, culture and creativity have for developing communities and promoting the health and wellbeing of all South Australians.

Arts, cultural and creative industries create opportunities for young people to develop their creativity to become thriving participants in our state’s future.

Artists and creatives are at the heart of our cultural life and must be supported to flourish. Our organisations and institutions have a crucial role to play in connecting and supporting artists and communities.

I am proud to release this policy that will set the cultural agenda for the next 10 years and will make South Australia a place where creativity thrives and is accessible for everyone everywhere.

Acknowledgement

Aboriginal and Torres Strait Islander people have made and continue to make a unique and irreplaceable contribution to the state of South Australia.

The Government of South Australia acknowledges and respects South Australia’s Aboriginal people and nations as the state’s first peoples and recognises Aboriginal people as traditional owners and occupants of South Australian land, sky and waters.

The Government of South Australia acknowledges that the spiritual, social, cultural and economic practices of Aboriginal people come from their traditional lands and waters, and that Aboriginal people continue to maintain and practise cultural and heritage beliefs, languages and laws that are of ongoing importance today.

South Australia is home to cultures that have sustained the oldest societies in the world. Here we acknowledge the nations and language groups who are the traditional owners of South Australia.

Adnyamathanha	Kokatha	Ngalea	Tanganekald/ Tangane
Antikirinya	Kulpantjatjara	Ngamini	Wadigali
Arabana (Arabunna)	Kuyani	Ngangaruku	Wangkangurru
Barngarla	Lower Arrernte	Ngarkat	Wilyakali
Bodaruwitj	Maintangk	Ngarrindjeri	Wirangu
Bunganditj (Boandik)	Malyangapa	Ngawadj	Yadliawara
Danggali	Mirning	Nukunu	Yandruwantha
Dhirari	Nakako	Peramangk	Yankunytjatjara
Dieri	Narangga	Pirlatapa	Yaraldi
Karangura	Nauo/Nhawu	Pitjantjatjara	Yarluyandi
Kaurna	Ngadjuri	Ramindjeri	Yawarawarka
	Ngaiwang	Southern Pitjantjatjara	Yirawirung

This list of 47 language groups across South Australia comes from the work of the Mobile Language Team, which works to help young Aboriginal people access their heritage language.

South Australia also benefits from the rich cultural heritage of Aboriginal and Torres Strait Islander people from across Australia. These nations teach of the centrality of culture. This policy is informed by and works together with the Aboriginal and Torres Strait Islander Arts Strategy for South Australia and looks to the leadership of these communities.



A Place to Create Overview

Purpose

To enrich South Australia’s future by strengthening our communities, enlivening our places, and connecting us through arts, culture and creativity.

Ambitions

South Australia has strong Aboriginal and Torres Strait Islander artistic, cultural and creative leadership.

Every young person has the opportunity to explore their creativity.

Regional South Australia is filled with vibrant arts and artists.

Our arts, cultural and creative industries are accessible, equitable and inclusive.

South Australia is home to world-class artists, cultural organisations and creative industries.

Our cultural heritage and collecting institutions are central to understanding our place in the world and sharing our stories.

South Australia is a place where excellent and diverse art and culture are made and shared, and creativity is celebrated.

The arts, cultural and creative industries are leaders in climate action and achieving net zero targets.

Strategies and Actions

Strategy 1

Arts, culture and creativity for everyone

Ensuring all South Australians have opportunities to experience, participate in and benefit from artistic, cultural and creative expression.

We will

Prioritise Aboriginal and Torres Strait Islander cultural leadership and knowledges.

Enliven regional culture.

Increase access to and participation in arts, cultural and creative experiences.

Create places for connection through culture.

Strategy 2

Thriving artists and creatives

Making South Australia a world leader in supporting artists and creatives to live and work at every stage of their careers.

We will

Strengthen support for the development of new, original work.

Encourage the provision of training and skills development opportunities for artists, creatives and arts workers.

Support practising artists and creatives to have professional opportunities at every stage of their careers.

Foster conditions for artists, arts workers and creatives to sustain successful careers.

Facilitate opportunities for South Australian artists and creatives to develop markets.

Strategy 3

Robust arts organisations, creative businesses and cultural institutions

Strengthening a sustainable arts ecosystem, supported by accessible, high-quality infrastructure that enables collaboration and innovation.

We will

Support a diverse ecosystem of effective and accessible organisations.

Maintain and develop cultural institutions, collections and infrastructure.

Strengthen South Australian festivals and events.

Increase the visibility and impact of the South Australian arts, cultural and creative industries.

Develop and support climate action initiatives across the sector.

Measure and evaluate progress towards the ambitions of A Place to Create.



A Cultural Policy for all South Australians

There is nowhere in the world quite like South Australia. South Australians have a strong sense of cultural identity. From the original cultures of this place, still with us through the diverse Aboriginal nations of South Australia, through to contemporary expressions of culture and identity, we know who we are. Our cultural identity informs our sense of place, belonging and connection, the building blocks of social cohesion.

Societies with a high level of social cohesion are societies that work. They have strong economies that attract people to live there, and they entice investment and visitors. They have improved physical and mental health outcomes and have communities with higher senses of wellbeing. They value diversity and prioritise access and inclusion. Their young people are creatively engaged. They celebrate and value their own unique identities and history through arts, culture and creativity. This is the future A Place to Create imagines for South Australians.

South Australia has always been a creatively engaged place. We are proud of Adelaide's exceptional North Terrace cultural precinct and our uniquely situated collecting institutions. We are famous for our bold festivals that enliven our state. We are a member of the UNESCO Creative Cities Network. We export extraordinary creative talent, from musicians to dancers, visual artists to actors, writers to designers. Our youth arts and screen industries are world renowned, and we are home to organisations and businesses taking their creative wares globally. South Australia has courageous innovation and experimentation in its DNA and we take our stories to the world through our brilliant arts and creative industries.

South Australians love participating in creative culture. Every year, 96% of us engage with or attend the arts; each week, more than 40% of South Australians participate in making art. These kinds of cultural and creative experiences are what build social cohesion – connecting communities and providing a sense of collective wellbeing, joy and awe. They make us individually and collectively more connected, happy, resilient, inspired.

Globally, South Australia has become synonymous with arts, culture and creativity. Since the 1960s, we have led the way in outstanding arts and cultural events and festivals. These explosions of creative culture bring enormous reputational and economic benefits as the eyes of the world keep returning to our state.

South Australians know that our major festivals and institutions are just the tip of the iceberg. Arts and creativity are spread across the state, all year round. Our most visible and unmissable achievements succeed only when they exist in connection to a network of local talent, organisations, businesses, audiences, consumers and communities. Our artists and creative practitioners sit at the centre of our cultural life. To achieve a prosperous future together, we must support them to dream, make and share.

How A Place to Create Connects

Our arts, cultural and creative industries exist in interconnected national and international contexts. A Place to Create recognises this interconnectedness and is informed by current global movements and thinking in cultural policies.

A Place to Create

- is informed by the Aboriginal and Torres Strait Islander Arts Strategy for South Australia. With its strong Aboriginal voice and commitment to genuine outcomes, this strategy is an integral part of the continued growth and success of South Australia.
- sits with the South Australian Economic Statement to deliver a smart, sustainable and inclusive society and improve the wellbeing of South Australians.
- supports the principles in the State Disability Inclusion Plan and commits to working in alignment with the Australian Government’s initiative Equity: The Arts and Disability Associated Plan.
- engages with the SA Autism Strategy 2024-2029, which reflects the Government’s commitment to improving outcomes for Autistic people and autism communities.
- sits together with the South Australian Multicultural Charter and acknowledges the achievements and challenges of the generations who came before us and who, together with new and emerging communities, help shape South Australia’s identity.

- supports the Strategy for Public Education in South Australia to unlock every child’s potential now and in the future.
- speaks to Australia’s National Cultural Policy Revive: a place for every story, a story for every place. It is South Australia’s contribution to Australia’s commitment to strengthen and centre the importance of public policies for culture to equip ourselves for the complex opportunities and challenges we face in the future.
- acknowledges the UNESCO Mondiacult 2022 Declaration for Culture, which brought a global consensus on the role of culture as a public good. It is based on the now global agreement that the value of culture exists alongside but well beyond the economic and instrumental value of the arts and creativity.



Chamber Music Adelaide and City of Adelaide present Perspectives, May 2024, Adelaide Town Hall. Nathan May, guitar, voice, and Adelaide Baroque Quartet performing Wangkarda by Nathan May and Julian Ferraretto. Photo: Jason Mildwaters.



What South Australians Want

In building this policy, we listened to more than 2,000 community members, artists, creative practitioners, cultural leaders, arts workers, business owners, researchers, educators and government agencies. We heard that arts, culture and creativity make a life worth living and that we want access to arts and culture across our lifetimes, particularly for young people. South Australians place great importance on our stories as told through libraries, galleries, museums, cultural collections, music, books, theatre, dance, visual arts, screen content, games, photography, craft, fashion, design, architecture and much more.

Through our consultation, we heard that Aboriginal and Torres Strait Islander arts, creativity and cultural leadership must be prioritised and extended. There is strong endorsement of government strategies to support Aboriginal and Torres Strait Islander arts, culture and creativity, and encouragement to amplify their impact.

We heard that South Australians value the health, happiness and wellbeing outcomes of a culturally connected community, and that shared artistic, cultural and creative experiences tie us to a common human bond. Our community understands the transformative power of culture and creativity to build successful, healthy, happy and cohesive communities.

The importance of art, culture and creativity is seeded in childhood. Increased participation in arts, culture and creativity in childhood brings lifelong benefits. A Place to Create acknowledges our responsibility to ensure all children and young people have access to and can participate in creative and cultural activities, and to ensure there are pathways to embed these experiences across their whole lives.

We heard that South Australians value accessibility and inclusivity – ensuring everyone has access to cultural experiences, artistic expression and creative opportunities. We want to see and hear d/Deaf and disabled artists tell their own stories. We want people who live outside the metropolitan areas to have the same opportunities to enjoy and participate in arts and culture, and for people from all language and cultural groups to have their stories and creativity valued.

The community wants to see artists and creatives in every street, integrated into the fabric of our state – from schools and hospitals, childcare centres and aged care facilities to corporate offices and regional halls, enlivening spaces and contributing to health and wellbeing across the state. South Australians particularly want to ensure that art, culture and creativity are embedded into children's and young people's lives.

We heard the strong voice of regional communities, where creative talent and eager audiences are hungry for more opportunities, access and cultural infrastructure.

South Australians want our diverse stories to be more visible and to be able to access them easily and affordably, to be able to come together around art, culture and creative activities, sharing culture across generations.

Our Arts, Cultural and Creative Industries

South Australia's arts, cultural and creative industries are deep, broad and interlinked. They include major cultural institutions, collections, presenting companies, small-to-medium organisations and festivals, emerging artists, and community artists, through to long-established practitioners, artist-run initiatives and groups. They also include creative start-ups and small businesses, venues, and large-scale commercial enterprises.

This creative ecosystem exists in a diverse and complex funding model that is supported by both the public and private sectors: all levels of government, commercial partnerships, private sponsors, philanthropic foundations, individual donors, ticket buyers, participants and consumers.

Across the arts sector, cultural organisations and creative industries, there are many different lived experiences, and many different ambitions.

A Place to Create seeks to balance the needs and ambitions of all parts of the sector, by providing support across the creative ecosystem.



Elsy Wameyo performing
at WOMADelaide 2022.
Photo: Saige Prime



Trends Affecting our Creative Culture

A Place to Create acknowledges trends that are having an impact on the arts and cultural sectors and creative communities around the world.

Measures to address these trends and prepare our cultural and creative ecosystem for future challenges are key factors in shaping our strategies

Access and Inclusion

Even with a rich public cultural life, not all people are able to participate in the same opportunities. This is caused by social barriers that impact people unevenly, and are heightened by intersections of age, geographic location, socio-economic status, disability, language and cultural difference, gender, sexuality and other types of marginalisation.

Affordability

Cost increases are affecting audience and consumer choices, and the increased costs of doing business are impacting artists, creative businesses, arts organisations and cultural institutions.

Artists and Creative Practitioners Livelihoods

Australian studies reveal that arts and cultural workers are among the lowest paid sector of our community and face increasing challenges to making creative work. Without artists, there are no films, no theatre, no festivals, no dance, no music, no books.

Changing Demographics

Cultural policies must be responsive to the changing demographics of societies, including ageing populations and the increasing cultural diversity in communities.

Climate Action

As we transition to net zero, artists and the cultural and creative industries will need support to adapt their creative and business models and to use their artistic vision to help communities and other sectors embrace climate action pathways.

New Technologies

Changing technologies bring disruptions to distribution, consumption and creation of art and culture. Artists, creative practitioners, businesses and organisations need support to keep up with the opportunities and challenges these changes present.

Sector Development




The current highly competitive funding environment, compounded by increasing costs, is a major challenge for many arts, cultural and creative organisations, posing a threat to a sustainable, healthy and diverse arts ecosystem.

A Place to Create

We have collaborated with Ochre Dawn to create an artwork to represent A Place to Create, and Aboriginal and Torres Strait Islander peoples’ place at the heart of the policy.

The artwork, by Ngarrindjeri artist Jordan Lovegrove, embodies the mission of our policy to enrich South Australia’s future through arts, culture and creativity.

At the centre of the piece is a large meeting place, symbolising CreateSA as the central connector of arts, culture and creativity across South Australia. Surrounding this are three prominent meeting places, each representing one of the policy’s strategies:

-  **strengthening communities**
-  **enlivening places**
-  **connecting us through arts, culture, and creativity**

The smaller meeting places and flowing pathways depict our communities coming together, finding connection and support. The patterns radiate outward from the centre illustrating the expansive impact of our creative community, building a vibrant, prosperous state through collaboration and shared vision.



Our Policy

A Place to Create will enrich South Australia’s future through arts, culture and creativity.

It is grounded in the belief that access to cultural expression is a basic human right for everyone. This policy will ensure a robust arts, cultural and creative sector that will spread across the state, bringing benefits to all South Australians, and helping to realise a smart, sustainable and inclusive future.



Strengthening our Communities

A vibrant artistic and creative culture across the state will build cohesive, strong and fulfilled communities. Arts, cultural and creative experiences, both individual and collective, help us celebrate joy and beauty, find comfort in times of conflict and troubles, and challenge us to understand others’ points of view. They are how we assert and share our identities, particularly for Aboriginal and Torres Strait Islander people. A Place to Create focuses on inclusion, participation and broadening the health and wellbeing impacts of arts, culture and creativity. This policy will create opportunities for all South Australians to have cultural experiences in their lives, enabled by a thriving community of artists and creatives.



Enlivening our Places

Culture, art, creativity and place are inextricably connected. Creativity is our expression of shared culture. A Place to Create is grounded in a connection to place – the people, communities, landscapes, histories and voices of South Australia. We recognise our arts, culture and creativity as a core part of how we are nourished and live. We have the longest continuous history of place-based storytelling in the world. Our arts, cultural and creative sector has big ideas, and we look to a collective future where new creative places and spaces will enliven our state, supported by a brilliant network of arts organisations and businesses.



Connecting South Australians

Connection and collaboration are key ingredients for a prosperous future, and South Australia’s size makes it the perfect place to lead the way in building a connected culture that will create opportunities for artists and creatives, arts organisations, creative businesses and cultural institutions. Our collecting institutions care for, document, research and interpret our cultural heritage, connecting us to our past and letting us imagine our shared future. They are crucial for the process of truth telling and reconciliation, and building stronger, more cohesive communities. A Place to Create will foster a connected creative culture that supports diversity, resilience and innovation. In our hyper-connected world, the arts, cultural and creative industries will increasingly be a powerful tool to connect and express South Australian identity on the national and international stage.



Ernabella Arts, Collection of Works, 2023.
Photo: Connor Patterson



Delivering A Place to Create

The 10-year policy ambitions in A Place to Create will be led by CreateSA within the Department of the Premier and Cabinet.

CreateSA leads South Australia's strategic agenda across the arts, cultural and creative industries to ensure a future for South Australia as a place where creativity thrives and lies at the heart of our daily lives and cultural identity.

A Place to Create will be delivered through a series of short-term Delivery Plans, ensuring an effective and enduring life for the policy.

These Delivery Plans will contain targeted actions that will be delivered in collaboration with government, sector and industry partners.

A Place to Create was developed through an extensive consultation process across the creative ecosystem in South Australia. This process will be ongoing through the life of the policy, engaging a range of sector, industry and community voices to evaluate, give feedback on and review each Delivery Plan.

This will include consultation through the Aboriginal and Torres Strait Islander Arts Advisory Panel and working with Access2Arts to design evaluation processes in partnership with people with lived experience.

This iterative process will allow us to reflect challenges, changes and opportunities in the local, national and international environment, to ensure an enduring impact for A Place to Create.

CreateSA will work with a wide range of agencies and departments, coordinating activities through a new cross-government steering committee for arts, culture and creativity.



Installation view of Marli Macumba's artworks at Saltbush Country, Port Pirie Regional Art Gallery, 2023. Developed and presented as a partnership between Country Arts SA and the Art Gallery of South Australia as part of Tarnanthi 2023. Photo: Sam Roberts.

Our language

This policy uses the phrase ‘Aboriginal and Torres Strait Islander’, in keeping with the Aboriginal and Torres Strait Islander Arts Strategy of South Australia. The phrase ‘First Nations’ is retained when used by others as part of a report or program.

This policy has been reviewed by Access2Arts and uses identity-first language to refer to d/Deaf and disabled artists as this terminology is broadly preferred within the disability arts community in South Australia.

Our thanks

Our thanks go to everyone across South Australia who has contributed their valuable time and input into the development of A Place to Create.

Creative and design by SAUCE. The Creative Agency, in collaboration with Ochre Dawn.

Accessibility

For other access inquiries, please contact us via our website or phone **(08) 8363 8670**

If you are d/Deaf, or have a hearing or speech impairment, please contact us through:

- National Relay Service (Speak and Listen) call **1300 555 727**
- National Relay Service (TTY users) call **133 677**
- Internet Relay users can connect to the National Relay Service **accesshub.gov.au**

If English is not your preferred language, please contact the Interpreting and Translating Centre on **1800 280 203** and ask to speak with the Department of the Premier and Cabinet.

Please tell us if you would prefer to speak to an Aboriginal person.



Guuranda, Adelaide Festival 2024.
Photo: Tim Standing



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