

Creative Australia

Supporting our art, stories, and music

The arts, entertainment and creative industries have been some of the hardest hit by the COVID-19 crisis. Overnight, many artists and crews lost their entire income.

We need to invest in our art, stories and music. It's who we are.

The Greens will invest in our culture, stories, arts and live music with long term funding arrangements, to create secure well paid jobs.

We will invest in the creation of Australian stories for local audiences so we all get the chance to see ourselves reflected on our screens, stages and in our galleries.

Telling stories enriches our lives with meaning, and it's critical we invest in the people to deliver it.

THE GREENS WILL:

- ▲ Provide additional Covid recovery funding through the RISE fund
- ▲ Establish a \$1 billion Live Performance Fund to inject money into Australia's festival, music and live performance sector.
- ▲ Put an artist in residence in every school and library
- ▲ Create an Artists Wage pilot program
- ▲ Establish \$1 billion 'Australian Stories Fund' to develop and grow local industry.
- ▲ Regulate global streaming giants and require services to invest 20% of money earned from Australian subscribers to be spent on Australian content.
- ▲ Establish multi-disciplinary Creativity Commission with \$10 million a year fund.
- ▲ Provide pandemic insurance for live events
- ▲ Legislate a minimum performance fee to provide stability for live performers
- ▲ Invest in arts education with the establishment of a new arts school

PAYING FOR OUR PLAN

By making billionaires and big corporations pay their fair share of tax and winding back handouts to big polluters, we can build a better life for all of us.

1 in 3 big corporations pays no tax and many big corporations and billionaires send their profits offshore tax free.

The Greens will tax billionaires with a new 'billionaires tax', require big corporations making excessive profits to pay a 'corporate super-profits tax' and axe billions of dollars in handouts to the coal, oil and gas giants that are driving the climate crisis.

These measures have all been costed by the independent Parliamentary Budget Office.

When big corporations and billionaires pay their fair share, everyone can have the services they need for a better life.

ONGOING SUPPORT TO DEAL WITH COVID IMPACTS

The Morrison Government has responded woefully to the needs of arts and entertainment workers during the pandemic - consistently failing to deliver the support required to keep the industry afloat.

The Greens will provide Covid recovery funding through the RISE Fund on an as needed basis rather than the tiny \$200 million cap the Morrison Government has put in place.

The first round of RISE funding received over \$176 million in requests for funding, for just \$75 million allocated by the government. This indicated the high level of need in the industry. The Greens will fully fund all applications that meet the criteria of the RISE funding to help the arts and entertainment sector get back on its feet quickly.

LIVE PERFORMANCE FUND

The live performance sector is central to our culture and our economy and it is critical we invest in its recovery after being hit so hard by Covid lockdowns, and its growth into the future.

The Greens will establish a \$1 billion Live Performance Fund to invest in Australia's festival, music and live performance sector. This fund is an opportunity to stimulate the economy and put people back into work in an industry that is jobs rich, and will reap benefits for communities across the country. Local tourism, hospitality and retail also benefit greatly, along with local construction jobs for those projects that require infrastructure.

AN ARTIST IN RESIDENCE IN EVERY SCHOOL AND LIBRARY

Arts and creativity are an essential part of education and our communities. The Greens

will invest in putting an artist-in-residence in every school and library in the country. This would enable young artists in particular, to engage their skills while helping to mentor young Australians and students. Artists and authors would support schools or local councils to create community art projects in local areas, whether that is street art, theatre or music productions, local exhibitions and local stories. This project is focused on job creation, community development and building an enhanced appreciation for creative industries.

CREATE AN ARTISTS WAGE PILOT PROGRAM

It is often hard for artists to access stable income, which was only made worse throughout the pandemic with the cancellation of live events across the country.

To provide stability for artists, the Greens will invest in a pilot program called the Artists Wage. This program would provide \$772.60 per week for up to 10,000 established or emerging artists for a full calendar year. This wage will ensure artists are able to create without added pressures of living costs, and will give back to the economy through the work they create.

Versions of the Artists Wage are already operational in countries around the world. Intermittence du Spectacle is the French wage guarantee and has been operational since 1936. The Artists Wage recognises the foundational spirit of Intermittence de Spectacle, but is conceived largely around the new Irish version, a pilot program of fixed payments for artists called 'Basic Income for the Arts'.

INVEST IN AUSTRALIAN STORIES ON OUR SCREENS

Covid lockdowns around the world have provided some exciting opportunities for Australia to host major international productions of movies and television. This has often come at the expense of telling our own stories. It has meant that lower budget local productions are competing with Hollywood scale productions for local crews, studio space and equipment.

The Greens will invest in the capacity of our local screen industry by establishing an \$1 billion 'Australian Stories Fund' to fund the infrastructure, crew training and development needs of the local industry.

We will invest to ensure that once the Hollywood 'sugar-hit' is over, there is a robust and sustainable local industry able to keep creating high quality Australian content. Under this plan the Greens will also invest in our local documentary industry to ensure that they can keep doing the important work of documenting our history, culture and stories to share both in Australia and around the world.

REGULATING THE GLOBAL STREAMING GIANTS

Australian stories on our screens are essential in shaping our national identity and reflecting the diversity of our community. At the height of the Covid crisis, the Morrison Government reduced the requirements for free-to-air TV broadcasters to air Australian content, in particular children's TV.

The Greens will legislate local content quotas on streaming video on demand services that

operate in Australia. Netflix, Amazon Prime, Stan and many other streaming services are growing in popularity in Australia and making hundreds of millions of dollars from Australian audiences. As more people are getting their screen content online rather than through traditional broadcasting channels it is essential that we see Australian stories told on our screens. The Greens will legislate to require streaming services to invest 20 per cent of the money they earn from Australian subscribers to be spent on the production of Australian content.

It's incredibly important that our kids see themselves and their communities represented in the television that they watch. The Greens will require a sub-quota of 20 percent of the local content created by streaming services to be for the production of children's content.

A PROPERLY FUNDED AND INDEPENDENT AUSTRALIA COUNCIL

The Australia Council, the peak government funding and advisory body for the arts has seen its funding dramatically reduced from pre-2013 levels by the Coalition Government. This has disproportionately affected small and medium arts organisations.

Covid support has been provided through money handed out by the Minister's office, rather than through the independent Council.

The Greens will double funding to the Australia Council to ensure that they are able to provide the strategic funding, advice and support for the arts and entertainment industry as it

recovers from the widespread impacts of the Covid pandemic.

The Australia Council has been used as a political punching bag by successive Liberal arts ministers. The Greens will ensure the independence of the Australia Council, free of political appointments and cronyism.

ESTABLISH A CREATIVITY COMMISSION

The future economy will require 'soft-skills' – that means we need a society equipped to understand and benefit from the creative sector.

With a \$10 million a year fund, the Greens will establish a multi-disciplinary Creativity Commission to provide advocacy, advice and structural support to the creative sector and beyond.

The Creativity Commission will support the growth of the creative economy while also building our creative capacities and ideas to inform policy, initiatives and industry.

A Creativity Commission will help us transition from STEM thinking to STEAM thinking by integrating the creativity, usually reserved for the arts, throughout the economy and society.

The Greens understand that the future will require investment in creativity and innovation, not just 'hard skills' in science, technology, engineering and maths, and the Creativity Commission will help create and sustain those integrated pathways.

PANDEMIC & DISASTER INSURANCE FOR LIVE EVENTS

Until all Covid related restrictions are lifted, it will be difficult for the live performance industry to properly recover.

It is impossible for live events to get pandemic insurance to cover cancellations or reductions in venue capacity at short notice. Over the past year we have seen the cancellation of hundreds of events from festivals to concerts and exhibitions.

As the climate crisis gets worse the Australian live events sector will continue to feel the brunt of extreme weather events like bushfire, heatwaves and flooding. Much like the pandemic, these disasters create havoc and job losses unique to the arts sector - this requires a specific insurance response, underwritten by the federal government.

There is a market failure in the insurance industry and it's up to the Government to step in and underwrite insurance for live events.

The Greens will set up a temporary business interruption fund for live events, similar to the model that has been operating successfully in the screen industry for more than a year now. Under this fund, live events that are cancelled due to Covid will be eligible to have their costs covered by the fund. This will bring certainty back to the industry and allow the planning of live events without taking on huge financial risk.

INVEST IN OUR VIDEO GAME DEVELOPMENT INDUSTRY

Video games are significant culturally, artistically and economically. They help shape young minds, tell stories, and form part of our artistic landscape, bridging and feeding into other artistic communities and mediums. We must have Australian voices and stories conveyed through video games and invest in Australian artists for our industry to grow and thrive.

The video games industry is the fastest-growing entertainment industry in the world, worth \$138 billion a year worldwide. In Australia alone, this industry generates over \$3 billion in retail revenue and Australian game development studios earn almost \$120 million per year. In 2013, a \$20 million Australian Interactive Games Fund was introduced, which Tony Abbott subsequently cut in the 2014 Budget.

The Greens will commit \$100 million to a new Games Investment & Enterprise Fund, to invest in game development projects and to help successful games companies grow their businesses. This fund will include initiatives for diversity and inclusion.

MUSICIAN'S MINIMUM PERFORMANCE FEE

COVID and the subsequent rolling lockdowns decimated the live music industry. Not only did many musicians lose work, they were also largely ineligible for the JobKeeper payment. The little federal government support provided under the RISE scheme is now being phased out and there is no additional funding or support provided in the recent federal budget.

To provide stability for musicians, the Greens will legislate a minimum performance fee for

artists performing at publicly funded events. This will ensure that live performers are recognised and remunerated for their work, and help provide some stability for artists who lost their entire income during the pandemic. This fee reflects industry standards for payment as determined by industry bodies, and supports the call from key stakeholder, including Musicians Australia and the Media, Entertainment and Arts Alliance for the Government to uphold the same standards.

A NEW ARTS SCHOOL FOR SOUTH AUSTRALIA

The Greens will establish a new, multi-disciplinary arts school in Adelaide, South Australia. Arts education has been under threat for a long time. Arts education institutions like Victorian College of the Arts and the Western Australia Academy of the Performing Arts provide a steady pipeline of practising artists in those states. Despite being a creative state with a booming arts industry, South Australia currently doesn't have a dedicated school for artistic practice. The multidisciplinary school would offer courses in drama (theatre, tv, screen production), visual arts, dance, and music.

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