

For
the
Future

Supporting
Creative
Industries





Acknowledgment of country.

We acknowledge and respect the Traditional Custodians whose ancestral lands we live and work upon and we pay our respects to their Elders past and present. We acknowledge and respect their deep spiritual connection and the relationship that Aboriginal and Torres Strait Islander people have to Country. We also pay our respects to the cultural authority of Aboriginal and Torres Strait Islander people and their nations in South Australia, as well as those across Australia.

Foreword

The Creative Industries are an integral part of our state's past, present and future; they help shape the very fabric of our community and are an important reflection of our community's history, values, thinking and aspirations.

We can all be proud of South Australia's history of being a national leader in the arts and cultural heritage through a range of festivals, companies, nationally significant cultural institutions, artists and administrators.

Labor recognises that a vibrant, supported and diverse creative community will ensure we build a more inclusive and connected society.

Labor also recognises the Creative Industries as an important driver of employment, creating jobs, strengthening industries, bringing people to our state, driving innovation and creating opportunities for our state to lead the way in the development and advancement of new technologies.

We want South Australia to be a place where our creative industries grow and thrive, with opportunities for new and emerging artists to make their mark locally, nationally and internationally.

For every aspect of the arts ecosystem to thrive and survive, the arts must be valued for its benefits to individuals, our community and our economy.

Labor recognises that our state must deliver art in a way that is accessible to all and that contributes to community wellbeing and the sustainability of the sector

To ensure the arts are valued and enabled to flourish requires strong arts leadership, in the public sector and beyond, that engages the arts and broader community, embraces research and innovative thinking and action and soars beyond grants administration.

We know that COVID-19 has hit the creative industry particularly hard.

A Labor Government will support the arts and creative sector to rebound from the impact of the pandemic, and once again become a sector in which there is confidence to take risks with new works, festivals and ideas.

Labor will continue its proven focus on supporting and growing festivals and on maintaining the infrastructure it developed.

We know the seeds of great ideas and future international stars initially grow and flourish in regional and local community creative endeavours and we are committed to supporting and enabling them to thrive.

A Labor Government I lead will ensure the arts have a dedicated Minister who is able to give the sector a strong voice at the Cabinet table to ensure it receives the support it deserves.



Peter Malinauskas MP
SA Labor Leader



Katrine Hildyard MP
Shadow Minister for the Arts



SOUTH AUSTRALIA'S CREATIVE INDUSTRIES

According to the Government's own figures, the State's creative industries are worth more than \$1.2 billion to the State's economy and employ more than 20,000 South Australians, which is one reason why it deserves its own dedicated Minister and voice at the Cabinet table.

It's not only a major employer, it's critical for our cultural identity and community wellbeing to have a thriving arts community.

We are proud to be home to one of Australia's oldest international arts festivals. We are also home to the

Adelaide Fringe Festival, the second largest annual arts festival in the world, behind only the Edinburgh Fringe. We have also launched the international careers of musicians, actors, writers, visual and digital artists, producers and film makers.

The South Australian Film Corporation led the renaissance of Australian cinema in the 1970s and with Labor's investment in building the Adelaide Studios in 2011, our film and digital creatives have gone from strength to strength.

These are strong foundations for our creative industries to build on, but it is an industry that continues to need strategic investment from Government.

The logo for Adelaide Fringe, featuring the words "ADELAIDE" and "FRINGE" in a bold, white, sans-serif font. The word "ADELAIDE" is on the top line and "FRINGE" is on the bottom line. There are three white asterisk-like symbols: one to the left of "ADELAIDE", one between "ADELAIDE" and "FRINGE", and one to the right of "FRINGE".

It was Labor that established the Adelaide Fringe as the event it is today and Labor again that supported the Fringe to become an annual event.

The logo for OzAsia Festival, with "OzAsia" in a large, white, sans-serif font above "Festival" in a smaller, white, sans-serif font. A thin white horizontal line is positioned between the two words.

It was Labor that established the OzAsia festival

The logo for DreamBig Children's Festival, with "DREAM" in a white, sans-serif font above "BIG" in a much larger, white, sans-serif font.

CHILDREN'S FESTIVAL

It was Labor that established the DreamBig festival for festival for schools and families that is amongst the biggest, brightest and boldest of its kind in the world. (It started out in 1974 as Come Out)

The logo for Adelaide Writers' Week, with "WW" in a large, white, sans-serif font above "ADELAIDE WRITERS' WEEK" in a smaller, white, sans-serif font.

It was Labor that also annualised the Adelaide Festival and the Adelaide Writer's Week.

The logo for Womadelaide, with "WOMADelaide" in a white, sans-serif font. "WOMAD" is in a larger font size than "elaide".

It was Labor that brought Womad to Adelaide.

Labor has a proud track record in investing in and growing our creative industries.

However, our creative industries have been particularly badly impacted by COVID-19.

Shows have been cancelled at short notice, others have been barely profitable because of capacity restrictions and many workers in the creative industries have been left in a precarious financial position because they have not been able to access support programs.

Labor has been vocal in calling for these workers to be included in the eligibility criteria for Federal Government assistance, and if that did not happen, for the State Government to step in and ensure they are supported. Unfortunately, our calls were not heeded.

Sadly, Steven Marshall has shown that he's fond of the talk, he's fond of esoteric plans, fond of the gala events but he goes missing when it comes to real assistance for this critical industry. When he does have an opportunity to boost our local arts community, he instead sends dollars interstate and off-shore.

We've also seen the arts spread across government portfolios at a time when, as the sector is calling for, strong, centred arts leadership and advocacy is needed.



It was Labor that provided significant financial support to the Art Gallery of South Australia in bringing some of the major international visual arts events to Adelaide including the Saatchi Gallery in Adelaide: British Art Now and the Turner at the Tate. exhibition.



The Labor Government support helped to establish Adelaide Biennial of Australian Art, the longest-running survey of Australian contemporary art and the unique Tarnanthi



It was also Labor that established the South Australian Film Corporation and then invested nearly \$50 million to provide a state-of-the-art new home at the Adelaide Studios, opened in 2011. And we established the Adelaide Film Festival in 2003.



CREATIVE INDUSTRIES

FOR THE FUTURE

We want South Australia to be a place where artists, arts organisations and creative businesses thrive and network, are sustainable and confidently plan for the future.

A strong arts and creative sector is able to sustainably employ new artists and practitioners, produce new works, collaborate creatively and contribute as critical, creative participants to the culture, tourism and economic drivers of South Australia, and to community life.

A strong arts sector also recognises the fundamental and leading role that Aboriginal people, communities and organisations play; we will work with Aboriginal leaders and communities to ensure that this leadership is enabled to flourish.

Arts Leadership

The Arts needs a strong independent voice in Cabinet and a future Malinauskas Labor Government will ensure that there is a Minister with specific responsibility for the Arts and our creative industries at the Cabinet table. Not an add-on responsibility for the Premier, with key responsibilities divided across other Ministries and across departments.

This is a key role in cultural leadership of this State and will be supported as such. Through this leadership, we will work to ensure that the arts are contemplated in development, planning and infrastructure for various aspects of community life.

The Adelaide Fringe is the largest arts festival in the Southern Hemisphere and the second largest in the world. It attracts tens of thousands of tourists from interstate and overseas. Its impact on the South Australian economy is worth well in excess of \$50 million and it creates nearly 4,500 direct and indirect jobs.

The Adelaide Fringe

COST: \$8 million

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Fringe Data	2021 Fringe
632,667	Tickets sold
\$16.4 million	Box office
\$56.39 million	Gross economic impact
4,431	Peak direct and indirect jobs
26,649	Tourists

But the Adelaide Fringe has the capacity to be much bigger and raise its profile on the national and international stage with an even broader range of programs to attract new and emerging artists and to draw even more domestic and international tourists.

Additional investment will allow the Fringe to host a headline anchor event each year such as the highly acclaimed Borealis in 2021. It will also provide the resources to effectively market the event interstate and overseas to bring more visitors and the dollars they spend to South Australia. Labor will also support the Fringe's grant program to continue to support new and emerging artists coming to the event.

Labor will invest an **additional \$8 million** into the Adelaide Fringe to ensure it is able to grow and achieve its full potential.

Film

COST: \$2 million

Labor's commitment to the local film industry was underscored when Premier Don Dunstan established the South Australian Film Corporation in 1972 and it played a leading role in the renaissance of the Australian film industry in the 1970's producing a suite of iconic Australian movies including *Sunday Too Far Away*, *Picnic at Hanging Rock*, *Storm Boy*, *Breaker Morant* and *The Club*.

It was Labor again under Premier Mike Rann who invested almost \$50 million in the redevelopment of the Glenside precinct as a hub for film, providing sound and mixing stages to attract major international productions and provide resources for local film makers.

Labor also established the Adelaide Film Festival (AFF) in 2003 as a biennial festival to stimulate the local film industry and celebrate the 30th anniversary of the SAFC.

The festival has firmly established itself on the Adelaide cultural calendar and like the Adelaide Festival, the Adelaide Fringe and WomADELAIDE, which Labor backed to turn into annual events, the time has come for this event to become an annual fixture.

Annualising the event allows the organisers to capitalise on the private investment they have secured, maintain the event's profile and make other efficiencies in their operations through economies of scale.

A Malinauskas Labor Government will back the AFF to become an annual event from 2023 and continue with its mission to support local independent film making and showcase the best of international film makers with an additional \$2 million.



Photo: Adelaide Review

Boosting Arts Grants and Enhancing Inclusion

COST: \$8 million

South Australia has a range of grant programs that provide support to smaller metropolitan and regional arts groups who provide a diverse range of opportunities for visual, literary and performing artists to further their careers.

Labor want to ensure these grants are distributed to a diverse range of recipients from small and medium sized organisations, including those engaging with diverse multicultural communities, artists with disability and from LGBTQIA+ artistic groups.

These grant programs are often integral to the survival of these small companies and groups, they incubate our stars of the future and provide communities in every corner of our state with access to the arts.

Labor will invest an additional \$8 million in grants to support both artists and smaller arts collectives to develop new work.

Ensuring Artists Can Live Well

Too often, artists are engaged in insecure work and survive in an environment of paucity. The pandemic has highlighted this and caused deep disruption to the livelihoods of many artists.

Labor will work with the sector to investigate the establishment of a portable long service leave scheme for artists.

Labor's industrial relations policy outlines our commitment to introducing criminal offences for wage theft.

Labor's women's policy outlines our commitment to seeking to establish a parliamentary inquiry into insecure work. We will also convene a taskforce to develop strategies to address the deep work insecurity and income inequality experienced by so many artists.

Articulating the Place of the Arts in South Australia

In consultation with the sector, Labor will develop and introduce legislation to enshrine how the Arts are valued and led in South Australia, to require planning and strategy for the arts to be developed and driven and to contemplate the conditions in which artists work and create.





Supporting Live Music

COST: \$10 million

Since March 2020, the music industry has endured an incredibly tough period that saw the cancellation of thousands of events and major job losses due to the pandemic.

Before the pandemic, the music and performing arts sector directly contributed \$183.4 million in Gross Value Add (GVA) to the South Australian economy (2018-19) and it was also the highest employing sector within the creative industries; generating 4,559 jobs.

The impact of COVID-19 has taken a heavy toll on the music industry, with lockdowns, the cessation of Jobkeeper, border closures, ongoing restrictions and cancellation of events and tours; all causing artists to lose gigs and venues and promoters unable to trade sustainably.

In a national survey of over 3,000 professionals, the I Lost My Gig Collective found that 32,000 gigs and events were cancelled, equating to nearly \$94 million of lost income since 1 July 2021. Of this lost revenue, survey results showed 99% had no income protection or event cancellation insurance.

Getting the live music industry back up and running will not only provide our economy with a much-needed boost it will give Adelaide its soul back.

That is why an elected Malinauskas Labor Government will get the band back together with a significant package to revive the state's struggling live music industry as we emerge from COVID.

The comprehensive package will provide a major boost to the live music sector, getting performers back into venues across the state, bringing live music to this year's Royal Adelaide Show, and introducing a COVID-19 insurance scheme for events.

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According to the I Lost My Gig Collective, it's estimated 32,000 gigs and events were cancelled across the nation due to the pandemic, with almost \$94 million of lost income since July 2021.

This live music package will not only provide a much-needed stimulus for our music sector but also our hospitality sector. The package includes:

A new \$3.25 million See it LIVE! Grant program for venues and event organisers

- ✔ 5000 **See it LIVE** vouchers worth \$400 each to get music acts back into pubs, clubs, small bars, restaurants, and other venues. The vouchers will go towards the cost of hiring performers. It will not only benefit the hospitality sector which has done it so tough during the pandemic, but also local performers
- ✔ Three new grant schemes for larger events including:
 - ▶ 100 grants for up to \$5,000 for medium scale music events (events in regional venues, and mid-tier venues like The Gov or Top of the Ark)
 - ▶ 25 grants for up to \$20,000 for larger scale music event (events in laneways, wineries, Thebarton Theatre, Her Majesties, Festival Theatre)
 - ▶ 5 grants for up to \$50,000 for music festivals/ events (major festivals/events at venues like the showgrounds, parklands, Adelaide Oval Green)

Bringing back live music to the Royal Adelaide Show

- ✔ \$500,000 to stage a live music festival over the 8 days of the Royal Adelaide Show supporting local artists, including indigenous artists who have been significantly impacted by COVID-19 over the past two years

Venue Improvement Grants

- ✔ 200 grants of up to \$5000 for eligible venues to fund improvements, such as modifying layouts, improve acoustics and upgrade sound systems.

COVID-19 Event Insurance Scheme

- ✔ A \$5 million insurance fund to limit financial losses associated with running major ticketed events in SA including live music events and festivals. If health restrictions from either State or Commonwealth governments force the cancellation of an event or results in restrictions reducing capacity by 50 per cent or more, event organisers would be eligible for funding up to \$250,000.



Establish the Premier's Live Music Advisory Council

- ✔ The objective of the Advisory Council will be to leverage the collective industry connections and expertise to provide advice to the Premier and Minister for Arts to reignite and grow the live music industry in South Australia.

Mental health support for performers

- ✔ \$250,000 funding for the Support Act to deliver South Australian music workers access to range of industry specific prevention, education and training programs including wellbeing workshops, workplace wellbeing check-ins, financial wellbeing workshops and much more.

Music events in venues, laneways, public spaces will enable emerging artists and enrich our State and attract visitors boosting local businesses. Labor is determined to see this industry recover, rebuild and grow its multi-million-dollar contribution to the South Australian economy.



South
Australian
Labor

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