

----- Forwarded Message

From: Kevin Brennan <kevbre@netspace.net.au>

Date: Thu, 16 Nov 2006 07:43:13 +1100

Conversation: AIC: State Election - for your action

Subject: AIC: State Election - for your action

Arts Industry Council (Victoria)

the independent voice for the arts

State Election BULLETIN

Victorian State Election

The State election is scheduled for
Saturday, 25th November

Sign Up! Support AIC's agenda

AIC(V) finalised its lobbying agenda some weeks ago, coming up with the "Australian Made" Cultural initiatives Strategy. In the past, we have developed a set a principles and areas for policy development. This time round we decided to focus on specific areas for investment that fit into the current policy framework. While that framework is not ideal, there are some good points in it, including a number of areas that require action. We're asking the arts industry to get behind AIC's agenda by putting your name to it (See below)

Our strategy is aimed at getting some of this action on the government agenda. It doesn't cover everything, but focuses mostly on new initiatives. Two areas of immediate concern are not covered:

1. The "Music for the Future" Program for contemporary music was very successful and fully subscribed but expired when the allocated funding ran out. This program should be resurrected – there is some goss that it is back on the government's agenda;
2. The Contemporary Visual Arts funding allocations that arose from the Myer Report (joint federal and state funding) are due to expire in 2007. As the Myer Report made clear, this investment is essential for this sector and should be renewed.

"Australian Made" Initiatives have already been the subject of consultation with industry groups and state government in the lead-up to the 2006 State Election. We have met with the Arts Minister Mary Delahunty and received a warm reception. We've been advised that some of these initiatives will be addressed in the ALP arts platform for this election.

Stop Press!!

Expect to hear the ALP's Arts Announcement today - Thursday

Australian Made Cultural Initiatives Strategy

This Strategy paper provides a blueprint for lobbying not just for this election, but throughout 2007 targeting the new state government, new arts minister and other government departments. Some of the initiatives should assist in working towards a whole of government approach to cultural issues, including the arts agenda.

To get a copy, go to AIC's website via this link (pdf -157kb):

<http://www.aicv.org.au/election.html>

What's in it?

"Australian Made" contains a total of \$105.5 million in additional investment in arts activity over 4 years in the following areas:

- **Australian Made Initiatives:** \$57.5 million for creating new work, supporting existing organisations and for new partnerships and export incentives and research
- **Regional Investment in Local Communities:** \$28 million for regional arts business incubators, new investment in local initiatives through local government and support for regional touring by regionally based organisations
- **Coordinating Cultural Capital:** \$20 million to coordinate and direct arts & education, regional development and planning and consultation for the future of the creative industries.

Compared with investment in other areas of economic and social activity in Victoria, this investment is relatively minor and long overdue.

The Strategy is based on consultation with members and industry representatives, AIC's **Making It Real Strategy**, previous lobbying efforts by AIC(V) and member organisations, literature reviews and the AIC(V) 2005 Strategic Plan. The language has been crafted with the government and the public in mind.

Sign Up: You can add your name in support of the strategy

To sign up and register your support and to make comments, go to the Election page on our website and click on "Sign Up".

<http://www.aicv.org.au/election.html>

Your support and comments will be taken into account in drafting the new version of "Australian Made"

Look Beyond this Election

While it's great that some of the initiatives may be on the ALP Platform, we will need to keep up the lobbying in 2007. This plan forms part of the lobbying strategy for arts investment from 2007 and provides first steps towards a coordinated whole-of-government approach to sustainable arts practice in Victoria. All these initiatives can be embraced under existing state government policies. We need to hit the ground running in 2007 with a clear agenda. With a new Arts Minister, it is important that we can tangibly demonstrate industry support.

Kevin Brennan
Executive Officer
Ph: (03) 9421 2798

Arts Industry Council (Victoria)

- the independent voice for the arts in Victoria

- The Arts Industry Council (Victoria) is a membership-based not-for-profit lobby organisations seeking to represent the interests of the arts community.
- We receive no on-going support from funding bodies and rely on membership fees to survive.
- To contact us OR TO JOIN email <<mailto:kevbre@netspace.net.au>> or phone 03 9421 2798.

You have received this notice as member of the arts community. If you wish to be removed from this list and do not wish to receive e-news on matters concerning the arts industry from AIC(V), please respond to this email with 'Unsubscribe' in the subject line.