

UNIFIED FOR STABILITY

Arts Industry Council (Victoria) is calling for all candidates in the upcoming state election to commit to providing stability for the Victorian creative industries.

Victoria is a strong, vibrant and enviable cultural leader. Collectively, Victoria's creative industries:

- generate \$1.4 billion annually in exports for the state
- contribute almost \$27 billion in annual gross value to the Victorian economy
- represent 8% of the total Victorian economy

and deliver this from an investment of 1% of the states' budget¹.

Commercially-driven as well as community-based, the creative industries in Victoria employ around 220,000 people – accounting for almost 1/3 of employees in the sector in Australia, and 8% of the state's employment.

The Arts Industry Council (Victoria) as the State's independent voice for the arts, is seeking a commitment from all candidates to provide stability for the creative industries by delivering:

- **Consistency for Creative Victoria infrastructure**
- **CPI increase for all creative industries budgets (to maintain the current investment).**

"Stability actually allows the creative industries to flourish."

Michelle Silby, AICV Co-convenor

AICV believes that:

- everyone has the right to participate in and enjoy the arts;
- the arts are integral to Australian life;
- arts practice has profound intrinsic value;
- a healthy, sustainable arts sector makes a vital contribution towards stronger communities and enhanced health and wellbeing;
- a vigorous and stimulating society is as dependent upon a healthy, sustainable arts sector as it is on healthy, sustainable economic, social and cultural sectors;
- government and the private sector have a responsibility to support and assist the arts sector.

AICV urges the successful party to:

- *increase* First Nations' leadership;
- *achieve* equality – with cultural industries reporting on representation and through a greater strategic relationship between Creative Victoria, relevant peak bodies and other government departments;
- *build a* healthy ecology across the metropolitan and regional areas – through support of majors, small-to-mediums & independent companies;
- *strengthen* connections - throughout the State's regions with a Regional Creative Industry Plan that responds to needs raised by the sector and resources to support recommendations arising from the Creative Victoria's 2018 Touring & Engagement review;
- *support* infrastructure in metropolitan and regional settings – for libraries, art galleries, museums, music venues, theatres and arts centres, including a review of current rate capping policy and increasing the number of paid staff in regional organisations;
- *develop* the workforce for the creative industries of the future which strengthens links between artform, practice and training;
- *cultivate* audiences and public appreciation of the arts - starting with education and accessibility.

"We want to ensure a dynamic, diverse, cohesive and inclusive creative industry."

Andy Miller, AICV Co-convenor

¹ <https://economicdevelopment.vic.gov.au/priority-industries-sectors/creative-industries/funding-the-arts>