

## **Investing in the arts**

### **– underpinning South Australia’s future as a vibrant and innovative state**

#### ***Introduction***

The Economic Development Board (EDB) was established in 2002 as an independent advisory body to the State Government on economic development issues in South Australia. The Board explores opportunities that fall in the gaps between existing agencies or structures or areas that require new thinking. The EDB acknowledges that a productive cultural and creative sector is recognised as a marker of a vital and successful economy and a liveable community. In support of the critical role this industry plays in our State, in December 2016 the EDB established a Creative and Cultural Sub-committee, chaired by Professor Tanya Monro.

A vibrant arts ecosystem is both an economic force in its own right and supports the state in attracting and retaining the diversity and calibre of residents we seek to drive the connectivity, innovation and creativity that underpins our future prosperity across a range of sectors. The impact of the creative and cultural industries on the economy and business overall are strong, and beyond this there are significant social and cultural impacts.

#### ***Consultation with stakeholders***

The overarching goal of the EDB’s work in this sector is maximising the benefits to the State from investment in the creative and cultural industries. With this in mind, the Sub-committee embarked on a series of stakeholder consultation meetings to scope the potential for the Board to shape outcomes and decision-making for the sector. Individual meetings were held with a range of stakeholders within the industry as well as Government decision-makers.

Insight from this stakeholder engagement included that there is a need to:

- Develop a long-term strategy for the future of this sector in South Australia.
- Strengthen the measurement and narrative of arts contribution to the State, including economic, social and cultural value.
- Develop a decision-making framework to facilitate a better understanding of the impacts of potential investments in infrastructure and operating costs to support the cultural and creative sector.

#### ***Overview of the EDB work program***

Two discrete elements of work will be pursued by the Sub-committee:

##### **Phase 1. Capture key learnings from creative and cultural sector investment case studies**

This phase involves undertaking a scan of previous case studies, academic literature and other material that provides learnings from other locations on the impact (economic and social) on cities and regions from investing in the creative and cultural sector.

The outcome of the scan will be to provide an assessment of this material that draws conclusions and learnings that are of particular relevance to the South Australian context.

##### **Phase 2. A decision-making framework**

This second, related, work program will involve developing a common framework or tool for assessing creative and cultural sector investment opportunities.

This framework is intended to support and facilitate State Government prioritisation of funding opportunities for the creative and cultural sector and contribute to clear and robust decision-making.

While this framework will draw on and reference current State Government policies for assessing funding opportunities on an economic basis, it will have a broader remit and take into account additional social and cultural factors that are specifically relevant to the creative and cultural sector.

The EDB is intending that the outcome of this work program will be formally presented to the Economic Development Cabinet Committee with a recommendation that the tool be adopted for use in State Government decision-making.

### ***Role of Arts South Australia***

Through its central coordinating role, Arts South Australia manages a range of programs that support the diverse number of arts and cultural organisations, practitioners, events and physical assets that make up the creative industries in South Australia and advocates for the growth of the sector to build on the rich cultural heritage that exists in South Australia.

The Creative and Cultural Sub-committee has worked closely with Arts South Australia in developing the scope of work and consulting with industry stakeholders.

The EDB work program outlined above complements the **Arts Infrastructure Survey** initiative that Arts South Australia has recently commenced. Arts South Australia envisages that the outcome of the Infrastructure Survey will be the identification of a list of creative and cultural project priorities for the State.

The Arts Infrastructure Survey will provide a pipeline of projects that can then be evaluated through the lens of the decision-making framework to understand their economic, social and cultural impact and to provide support for deciding what investments should be prioritised for the creative and cultural sector.

### ***Opportunities for stakeholders to have input***

Feedback from organisations and individuals in the creative and cultural sector and related industries, such as tourism and hospitality, is absolutely critical to this process.

The opportunity for organisations and individuals to provide input will depend on what the outcomes of the Arts Infrastructure Survey are and what strategy is chosen to develop the decision-making framework.

In light of this, the EDB is committed to working closely with Arts South Australia to avoid duplication and to develop clear and effective avenues for these stakeholders to provide input.

For further information on the EDB Creative and Cultural Sub-committee work program or to seek the opportunity for input and contributions to this process, please email Catherine Jamieson at the Office of the Economic Development Board at [oedb.dsd@sa.gov.au](mailto:oedb.dsd@sa.gov.au).

*'In addition to my role as an EDB member, I am an amateur musician and passionate supporter of the creative and cultural sector. My personal engagement in science, music, photography and glass art and experience as a consumer of wonderful cultural experiences on offer in SA has given me a deep appreciation for the impact that arts and culture can have on individuals and broader society. I look forward to working with you to help shape the state's future arts landscape.'*

Prof Tanya Monro  
**Member, Economic Development Board**  
**Chair, EDB Creative and Cultural Sub-committee**

*'The arts, creative and cultural heritage sectors are embedded in the DNA of South Australians. This important work by the sub-committee of the EDB will advance the interests of the sector and build opportunity for economic development and social enrichment.'*

**Peter Louca**  
**Executive Director, Arts South Australia**