## 💰 INVESTMENT        National Cultural Policy Pillar 4

### 1. Tax Incentives

Introduce tax incentives to offset pre-production costs of live theatre to assist Australian producers (commercial and not-for-profit) attract investment in a globally competitive market **(Cost neutral if set at 25% - 40%)**

**Employment outcomes:** Generate up to 4,650 new jobs and 555 new productions, increase industry skills base, new work areas for local markets eg set building in Australia, economic flow on effects, ancillary industry benefits eg tourism, hospitality and accommodation.
**Cultural benefits**: Investment in new Australian work, increase in touring, increased access for local audiences.

### 2. Significant Uplift to Creative Australia

Support Creative Australia to **deliver on objectives and ambition of National Cultural Policy.** Major initiatives for could be established as co-investment models with states and territories.

Creative Workplaces
- Industry-led traineeships to address critical skill shortages. **($3.5m pa for 3 years)**
- Industry-led education and training programs to improve safe workplaces. **($1m pa for 3 years)**
- Industry-specific Employee Assistance Program. **($2m pa for 3 years)**

Critical Cultural Assets
- New investment to broaden and strengthen National Performing Arts Partnership Framework. There has not been an uplift since 1999. Increasing costs equate to a 30-40% decline in funding in the last five years alone. Priority areas: new Australian work, education programs, audience development, increased accessibility, addressing historic vagaries and geographic imbalances ie underinvestment in QLD and WA. **($35m pa for 3 years)**
- *Reserves Rebuild Fund* to help companies rebuild financial reserves and ensure future sustainability. **($25m over 2 years, $50m with matched state and territory investments)**

Small to Medium Organisations
- Increase support to small to medium sector, in line with National Cultural Policy (p.104), through additional investment in 4-Year Investment for Organisations Program and other initiatives. Demand for current program far exceeds available investment. **(Additional $30m over 4-Year Program)**

### 3. Tax Deductible Donations

Incentivise donations to Deductible Gift Recipient (DGR) organisations by:

(a) **increasing tax deduction donors can claim to 1.5x amount of gift** (currently 1x amount of gift);

OR

(b) establishing a **special purpose fund to match private donations** (capped at **$30m over 3 years**)

**Outcomes:** Encourage philanthropic giving to increase industry sustainability and meet Government's commitment to double giving by 2030.

### 4. Public Benevolent Institutions (PBI)

Commission a review to extend PBI status to a broader range of arts and cultural institutions, including those supporting accessibility, young people, First Nations communities and education. Could be undertaken with existing departmental resourcing, with expert advice from Creative Australia.

**Outcome of extending eligibility:** Will support sector capability building potential, including to attract and retain skilled workers.

## 📍 TOURING        National Cultural Policy Pillar 5

### 5. Playing Australia

Double current investment from $8.2m to $16.4m pa. **(Additional $8.2m pa)**

Repurpose *Playing Australia: Regional Performing Arts Touring Fund* to ensure it is fit for purpose for the next decade. Review eligibility and scope including allowable costs, intrastate touring and extension to include commercial companies. Support activities and programs that support live performance, festivals and touring, including in regional areas, in line with National Cultural Policy (p.105).

**Outcomes:** Reduce shrinking touring footprint, increase access to jobs and cultural product in regional areas, allow adoption of environmentally conscious touring practices.

### 6. 'Playing the World' Export Development Program

Establish an international performing arts export development program to address current deficit in export of Australian cultural product. **($15m pa for 3 years)**

Export program could be auspiced in Creative Australia, align with newly established Music Australia, and build on export program of Sounds Australia. Export program should be sector specific (ie theatre, dance and classical music) and invest in: global market and export development, profiling of Australia's unique stories aligned with Australia's Nation Brand, and strengthening arts collaboration and exchange.

**Outcomes:** Advance Australia's trade diversification agenda to expand trade networks, including growing markets for cultural and creative exports. Significantly enhance Australia's cultural profile internationally. Build international markets with established KPIs to be measured and reported on at the end of a 3-year period.

**Note: Touring investment is closely aligned to Audience Development.**

## 🙌 AUDIENCE DEVELOPMENT        National Cultural Policy Pillar 2

### 7. 'See it Live' for Young People

Establish a targeted program of performing arts passports/vouchers for Australians aged 12-30. Target to specific art forms (theatre, dance etc).
Investment could subsidise Arts Education for Young People, including a Schools Outreach Program, to provide students with access to productions. Program could align with priorities of Creative Industries Youth Advisory Group 2024, Office for Youth. **($35m pa for 3 years)**

**Outcomes:** Reduce financial barriers for younger audiences, extend access to cultural experiences and encourage new audiences to targeted art forms.

### 8. Regional Audience Engagement Fund

Establish an investment fund to foster regional audience engagement. Two funding streams: (a) venue capability, maintenance and accessibility and (b) programming, marketing and presenting cultural product/content to regional audiences in local venues. Partnership model with local government and Commonwealth. **($20m pa for 3 years)**

**Outcomes:** Development and delivery of cultural experiences and product/content to regional audiences. Increased economic benefits at local level with job creation and skills development in regional locales. Ancillary industry benefits eg tourism, hospitality and accommodation.