

SGS Submission

PARLIAMENTARY INQUIRY INTO AUSTRALIA'S CREATIVE &
CULTURAL INDUSTRIES AND INSTITUTIONS, 2020

Senate Committee on Australia's Creative and Cultural Industries and Institutions

22/11/2020



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Senate Committee on Australia's Creative and Cultural Industries and Institutions
Department of the Senate
PO BOX 6021
Parliament House Canberra ACT 2600

Dear Committee members,

Submission to the Parliamentary Inquiry into Australia's Creative and Cultural Industries and Institutions 2020

On 26 August 2020, the Minister for Communications, Hon Paul Fletcher MP asked the Committee to inquire into and report on Australia's creative and cultural industries and institutions.

SGS Economics and Planning (SGS) is well placed to make a submission to this Inquiry, having worked for over 30 years to assist governments and businesses to both identify and quantify the social and economic benefits of arts and cultural infrastructure. Our work extends across both metropolitan and regional areas and all tiers of government in Australia (see Attachment 1).

Our experience includes contributing to the Infrastructure Australia *Infrastructure Audit 2019* which covered arts and culture under Social Infrastructure¹. The chapter highlights the challenges of quantifying the economic and social value of arts and cultural infrastructure despite arts being a part of many Australians' lives (82 per cent of Australians attended at least one arts and culture venue or event in 2017 – 18). SGS stands by the challenges and opportunities for the creative and cultural sector and associated infrastructure identified and discussed in the audit.

We believe creativity and culture should lead the COVID-19 recovery of our major metropolitan cities and regional destinations. For example, we support the approach taken by the City of Sydney in the development of a recovery plan which recognises that recovery is strengthened by a robust and diverse cultural sector².

We have provided responses to each of the **Terms of Reference** but reflecting on these holistically we strongly believe a comprehensive and dedicated approach is required to rebuild and renew the creative and cultural sector in Australia, and centre it within the national economy.

Accordingly, we recommend the establishment a **National Creative Industries Development Authority or Taskforce** with a three-year life, whose membership is drawn from the Commonwealth Government and each of the States with the national local government peak body as well.

¹ FOR FURTHER INFORMATION SEE: [HTTPS://WWW.INFRASTRUCTUREAUSTRALIA.GOV.AU/SITES/DEFAULT/FILES/2019-08/AUSTRALIAN%20INFRASTRUCTURE%20AUDIT%202019%20-%206.%20SOCIAL%20INFRASTRUCTURE.PDF](https://www.infrastructureaustralia.gov.au/sites/default/files/2019-08/Australian%20Infrastructure%20Audit%202019%20-%206.%20Social%20Infrastructure.pdf)

² FOR FURTHER INFORMATION SEE GOAL 4: [HTTPS://WWW.CITYOFSYDNEY.NSW.GOV.AU/STRATEGIES-ACTION-PLANS/RECOVERY-PLAN](https://www.cityofsydney.nsw.gov.au/strategies-action-plans/recovery-plan)

The National Creative Industries Development Authority or Taskforce would:

- Measure the direct and indirect economic benefits and employment opportunities of creative and cultural industries using an agreed methodology (SGS's work provides a guide for this already)
- Quantify the impact of Covid-19 on the creative and cultural industries
- Review best practice around the world for developing the creative and cultural industries, including integrating the digital and tech industries, and in responding to the impact of COVID-19 disruptions
- Identify the region by region strengths and weaknesses of the creative and cultural sectors in Australia (this might have the character of an audit to identify the spatial spread of competitive advantage and emerging strengths)
- Review the blockages and challenges for creative and cultural industry sector development in Australia
- Develop a national vision for the development of the creative and cultural industries at the heart of the economy in Australia post COVID-19, with associated measures for growth (based on the measurement of direct and indirect economic benefits)
- Develop a strategy for expanding the creative and cultural industries with a particular focus on
 - supporting region by region specific approaches but in the context of cooperation and delivery of policy between layers of government
 - increasing access and opportunities for Australia's creative and cultural industries through innovation and the digital environment.

SGS provides the following guidance/recommendations with regards to the scope of the Inquiry. Further documentation to support these recommendations can be found in Attachment 2.

The direct and indirect economic benefits and employment opportunities of creative and cultural industries and how to recognise, measure and grow them

The creative and cultural sector and associated creative and cultural infrastructure provides several direct and indirect economic benefits. Well-documented economic benefits of creative and cultural infrastructure include employment and value added per worker in the creative sector, creative and cultural tourism/visitation, creative and cultural export earnings, and place-making.

Our submission includes references to best practice in quantifying the creative economy and understanding the nature of the creative workforce. We also provide some suggestions for how local governments might contribute to the viability and success of creative and cultural industries through affordable space and land use planning interventions.

The non-economic benefits that enhance community, social wellbeing and promoting Australia's national identity, and how to recognise, measure and grow them

SGS understands that the public value of art and culture is often taken for granted and arts participation, supported by arts infrastructure or arts integration into non-arts infrastructure, can deliver a range of non-market/ social benefits. Art and culture hold intrinsic value for both individuals and communities. Such benefits range from improved social cohesion and resilience, through to the vital role arts institutions and programming are playing in reconciliation and creating a future Australia in which Aboriginal and Torres Strait Islander culture is both valued and recognised.

In some settings arts and culture is actively combating social isolation, and there is emerging evidence that arts in health integration can result in improved staff and patient wellbeing and satisfaction as well as clinical improvements in hospital settings. The potential of arts in health integration to deliver significant benefits is evident in the first World Health Organisation report on the evidence base for arts and health interventions³.

The creative and cultural industries are also providing our next generation of innovators and our future workforce with the higher order skills required to be competitive. Arts education and STEAM initiatives can socialise students with creative problem solving and design thinking. Many of our key arts and cultural institutions are well placed for this task and some are already doing their part to help students develop critical and creative thinking capabilities, in line with the Australian Curriculum.

To truly assist the sector, the public benefits of art production and art consumption need to be more clearly articulated. SGS believes there is still more to be done and we are well placed to work with governments to articulate the public benefits excluded from market transactions and unpack how these public benefits can be leveraged for positive impact on communities, economies, and places.

The best mechanism for ensuring cooperation and delivery of policy between layers of government

As described above, we believe the best approach would be an intergovernmental agreement to govern the creative and cultural industries. This approach would involve all three levels of government to place the creative and culture at the centre of a post COVID-19 recovery.

The impact of COVID-19 on the creative and cultural industries

SGS understands the sector has been hit hard by COVID-19 and restrictions have resulted in a loss of employment, lost audiences and programs for venues. This has had flow on impacts for our cities in terms of lost tourism activities. Since the onset of the pandemic, creatives have played an active role in helping communities make sense of the loss and fostering unity and resilience. In addition, creatives have sought to bridge physical distancing with creative responses to combat social isolation and support mental and physical wellbeing to help people feel included.

As discussed, we believe Australia's creative and cultural industries and institutions should lead the recovery across cities and regions. The sector can play a crucial role in helping the community overcome psychological impacts and reactivating our cities and vacant spaces.

Avenues for increasing access and opportunities for Australia's creative and cultural industries through innovation and the digital environment

SGS believes this is an area deserving of further research and enquiry to understand how to increase access and integrate arts and culture with digital and tech sectors. There is a unique opportunity to encourage other growing industry sectors (health, education, technology) to collaborate with artists and creatives and commission creative content (including online content).

³ FOR FURTHER INFORMATION SEE: [HTTP://WWW.ARTSANDHEALTH.IE/2019/12/17/FIRST-WHO-REPORT-ON-THE-EVIDENCE-BASE-FOR-ARTS-AND-HEALTH-INTERVENTIONS/](http://www.artsandhealth.ie/2019/12/17/first-who-report-on-the-evidence-base-for-arts-and-health-interventions/)

Our submission includes several examples of the leading and valuable work of artists and creatives to communicate key issues such as public health, climate change and urbanisation. All issues of national importance.

Thank you for the opportunity to make a submission. We would be more than happy to elaborate on any of the points raised in this letter, should the Senate Committee find this useful.

Yours sincerely,



Alison Holloway
Chief Executive Officer

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Attachment 1: About SGS

Attachment 2: SGS's response to Terms of Reference

Attachment 1: About SGS

1.1 More about SGS

Who we are

Established in 1990, SGS is an urban and public policy consultancy informing important policy and investment decisions for more sustainable cities and regions. We have 65 team members with diverse expertise and experience working on projects throughout Australia and New Zealand from our Sydney, Melbourne, Canberra and Hobart offices.

Why we work

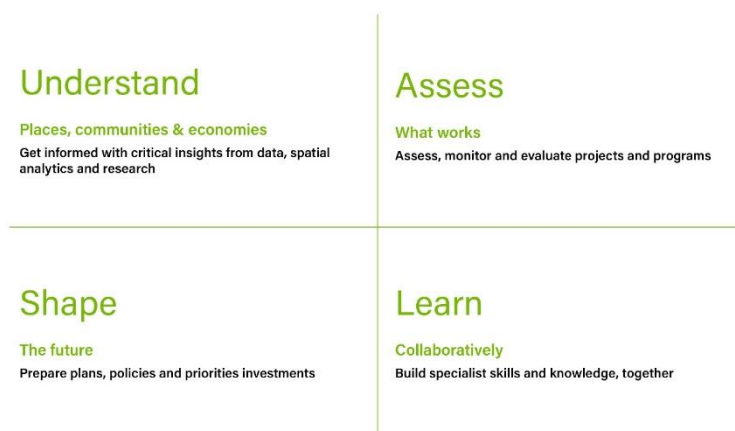
We work for the public interest and aspire to provide Australia’s best independent policy advice. Our commitment to social good is woven into the fabric of our culture. A certified Benefit Corporation (B Corp), we are part of a global movement of people working for a more equitable, prosperous, and sustainable society.

How we work

Our B Corp certification and employee-owned business structure support our purpose. Unlike many consultancies, we invest our time, our resources, and our very best thinking to solving pressing issues for our clients rather than focus solely on shareholder returns. This approach gives our clients assurance and security, especially on challenging projects.

How we help

Our evidence-based insights help clients understand how places, communities, and economies function, assess what projects and programs work, and plan future places and precincts. Our work is rigorous and practical – with a proven and clear path between our analysis and advice. Beyond advisory services, we hold workshops and courses to share knowledge collaboratively. The figure below outlines our services.



1.2 Our cultural and creative sector experience

SGS is one of Australia's premier advisory firms in the arts, cultural and creative industries sector. We have proven strength across the full spectrum of project development requirements and possess an unrivalled portfolio of relevant project experience across Australia.

SGS has built and maintains the arts and cultural sector infrastructure investment frameworks in both NSW and Victoria. We were also led advisory to Infrastructure NSW for the preparation of the NSW Cultural Infrastructure Strategy including negotiating new economic appraisal guidelines with NSW Treasury.

SGS has worked on a wide range of relevant cultural sector projects including:

Health Infrastructure NSW	SGS developed an exhaustive benefits framework for arts in health capital infrastructure investment in public hospitals.
NSW Cultural Infrastructure Strategy (CIS)	Leading advisor to Infrastructure NSW for the development of the first sectoral strategy under the INSW Act. The cultural infrastructure economic appraisal guidelines developed by SGS are included in the CIS.
NSW Cultural Infrastructure Framework	Developed proposal development, assessment, and ranking system for cultural sector proposals on behalf of Infrastructure NSW and Arts NSW.
Victorian Cultural Infrastructure Framework	Developed an assessment and ranking system for all cultural sector proposals on behalf of Creative Victoria
Economic Value of Victorian Cultural and Creative Sector	Estimated the economic value of the Creative and Cultural Sector in Victoria.
Western Sydney – Digital Mapping of Arts Community	Ground-breaking visual analysis of cultural activities in 14 LGAs across Western Sydney based on demographic analysis and extensive community consultation
Regional Victoria – Digital Mapping of Arts Community	Ground-breaking visual analysis of cultural activities in Regional Victoria based on demographic analysis and extensive community consultation
South Australian Arts Infrastructure Survey	SGS undertook a full survey for Arts South Australia of Adelaide's arts infrastructure and future needs over the next 20 years.
Sydney Theatre Company Wharf	Preliminary Business Case resulting in integration into Walsh Bay Arts Precinct and budget funding in 2017FY
DPC SA – Aboriginal Arts and Cultural Centre	Strategic Business Case
Darlinghurst/Kings Cross Precinct/National Art School redevelopment	Strategic Business Case
Bendigo Art Gallery Redevelopment	Strategic Business Case
Heide Art Gallery, Melbourne	Strategic Business Case

ACMI	Full Business Case
Orchestra Victoria	Strategic Business Case
Opera Victoria	Strategic Business Case
Inner Melbourne Arts Precinct	Full Business Case
Abbotsford Creative Hub	Feasibility Study
Gunnery, Sydney	Feasibility study
State Library of NSW	Economic and financial appraisal for Storage Solution
“Valuing Australia’s Creative Industries”	Definitive report for the Commonwealth illustrating the scale of the creative workforce across Australia. Full report at https://www.sgsep.com.au/projects/valuing-australias-creative-industries
Adelaide Contemporary – Arts South Australia	SGS and URPS were commissioned to examine three candidate sites for the proposed Adelaide Contemporary project. An assessment against guiding principles and planning policies was followed by a cost benefit analysis and separate financial and economic feasibility analysis (active).
Ballarat Creative Industries Strategy	Nationally award-winning creative strategy and creative precinct masterplan for the City of Ballarat. Developed alongside MGS Architects, Left Bank Co. and creative consultant Eleni Arbus. The project presents a model for local economic development in regional cities. Further information online: https://www.sgsep.com.au/projects/ballarat-creative-city-strategy
Ryde Creative Enterprise Strategy	A creative enterprise strategy for City of Ryde, provides recommendations for growing creative and cultural industries locally and case studies of best practice creative precincts.

Attachment 2: SGS's response to Terms of Reference

This attachment provides a detailed SGS response across the five Terms of Reference of the Inquiry:

- The direct and indirect economic benefits and employment opportunities of creative and cultural industries and how to recognise, measure and grow them
- The non-economic benefits that enhance community, social wellbeing and promoting Australia's national identity, and how to recognise, measure and grow them
- The best mechanism for ensuring cooperation and delivery of policy between layers of government
- The impact of COVID-19 on the creative and cultural industries; and
- Avenues for increasing access and opportunities for Australia's creative and cultural industries through innovation and the digital environment

The direct and indirect economic benefits and employment opportunities of creative and cultural industries and how to recognise, measure and grow them

Direct and indirect economic benefits

The creative and cultural sector and associated creative and cultural infrastructure provides several direct and indirect economic benefits. Well-documented economic benefits of creative and cultural infrastructure include employment and value added per worker in the creative sector, creative and cultural tourism/visitation, creative and cultural export earnings, and place-making.

Recognise and measure the creative economy

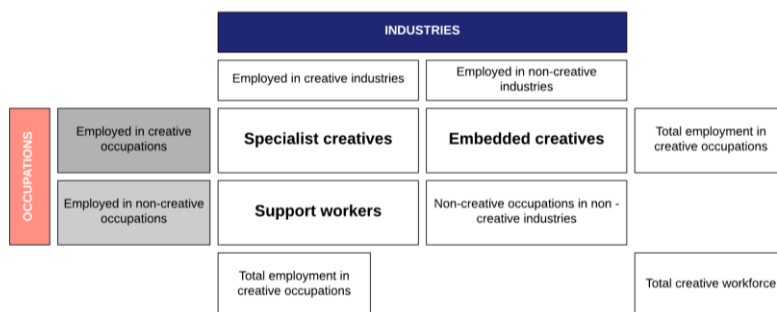
Our creative sector is diverse and comprised of a mix of artistic and non-artistic sectors, commercially driven businesses, start-ups and microenterprises, individual practitioners, not for profit and community organisations, and cultural institutions.

Several different models have been put forward in recent years as a means of measuring the creative economy. To really understand the creative economy, it is essential to first understand the nature of the creative workforce. The creative workforce represents a combination of employment within creative industries and creative occupations.

SGS has been instrumental in establishing best practice to quantify the value of creative industries for State and local governments nationally. The Creative Trident is Queensland University of Technology Centre of Excellence for Creative Industries and Innovation's methodology for expressing the different metrics of the creative occupations and creative segments and sectors (refer to recognises the full extent of the sector).

FIGURE 1). This method recognises that the creative workforce includes specialist creatives, support workers and embedded creatives, and has been used to ensure that assessment of employment in the creative economy recognises the full extent of the sector.

FIGURE 1: THE CREATIVE TRIDENT METHOD FOR MEASURING CREATIVE INDUSTRIES



Source: Adapted from NESTA/CCI, QUT, 2013⁴

In 2013, SGS used this classification to show that the creative sector:

- Contributes around \$90.2 billion to the national economy annually in turnover
- Adds almost \$45.9 billion in GDP
- Generates exports of \$3.2 billion each year, and
- Employs more than 600,000 people, with 263,563 embedded in non-creative industries: demonstrating a clear industry demand for cross-disciplinary skills.

The Australian creative industries sector also employs many volunteers.

A copy of SGS’s report is publicly available online⁵.

In 2017, SGS assessed the economic value of the Victorian cultural and creative economy. We found the Victorian Creative Sector:

- Employed 241,842 Victorians
- Contributed to \$1.5 billion in exports
- Provided a \$1.5 billion contribution to cultural tourism, and
- Represented 6.5 per cent of the total Victorian economy.

How to grow creative and cultural industries

Many local governments understand the contribution arts and culture makes to vibrant places and a thriving local economy and are looking for the best ways to grow their creative industries.

⁴ FOR FURTHER INFORMATION SEE: [HTTPS://RESEARCH.QUT.EDU.AU/CREATIVEHOTSPOTS/DEFINING-THE-CREATIVE-ECONOMY/](https://research.qut.edu.au/creativehotspots/defining-the-creative-economy/)

⁵ FOR FURTHER INFORMATION SEE: [HTTPS://WWW.SGSEP.COM.AU/PROJECTS/AUSTRALIAS-CREATIVE-INDUSTRIES-VALUATION](https://www.sgsep.com.au/projects/australias-creative-industries-valuation)

The convergence across sectors and industries has also increased opportunities to migrate aspects of the creative process and problem by design to other sectors (healthcare, education, manufacturing, tourism, and service industries) for a more competitive economy.

SGS⁶ recently completed nationally award-winning work that pioneered this approach to embed creative thinking into other industries for a more competitive local economy and a healthier community in the regional city of Ballarat (Victoria). Ballarat City included several actions in the strategy to ensure it strives to be the city of the sustainable creative practitioner.⁷ It has been suggested this model could be used in a range of places, especially towns and regional cities across Australia as they seek to grow their local economies and improve liveability⁸ to attract new residents.

Engagement with arts and cultural stakeholder groups over the past five years has emphasised several important factors which contribute to the viability of creative and cultural industries. Overall, the sector has an underlying need for **affordable space**. Many inner-city areas have seen their creative industries relocate, as gentrification drives land use change and land price increases. Appropriate planning controls and facilitating the re-use of industrial sites for creative use would be beneficial to creative industries. In a post-COVID-19 era, where rents in city and suburban centres may be depressed, opportunities to revitalise and renew based on creative industry tenancies and activity should be facilitated.

Creative uses are drawn to urban character, affordability, and the existing presence of creatives. Attracting and retaining creative uses requires not only land use controls but also land ownership, market conditions and governance. There are several approaches to promoting creative uses for local governments to consider:

- Control through permissible uses in the LEP (in NSW) and planning schemes (VIC)
- Built form controls within Development Control Plans (DCPs)
- Requirement in master planning of specific precincts
- Value capture including requirement for the provision of affordable floorspace for creative uses
- Establishment of creative uses within government owned land/buildings.

All tiers of government can work together to support successful creative precincts, the hallmarks of which are regarded by SGS as places with a solid mix of high-tech industry, plentiful outdoor amenities, and an older urban centre whose rebirth has been fuelled in part by a combination of creativity and innovative technology, as well as lifestyle amenities. This kind of precinct promotes community engagement and interaction.

While this submission has focused on affordable space, SGS is also aware of emerging trends internationally which have seen an increase in co-operative models for independent workers⁹. It is important that Australia keeps abreast of international models and understands the role such models might play in the financial viability and ongoing sustainability of the sector.

⁶ DEVELOPED WITH THE CITY OF BALLARAT ALONGSIDE MGS ARCHITECTS, LEFT BANK CO., AND CREATIVE CONSULTANT ELENI ARBUS

⁷ <https://www.creativeballarat.com.au/about>

⁸ Available online: <https://www.sgsep.com.au/assets/main/Ballarat-Creative-City-Strategy.pdf>

⁹ <https://smart-eu.org/about/>

The non-economic benefits that enhance community, social wellbeing and promoting Australia's national identity, and how to recognise, measure and grow them

SGS suggests that the public value of art and culture is often taken for granted. Arts participation, supported by arts infrastructure or arts integration into non-arts infrastructure, can deliver a range of non-market/ social benefits for individuals and communities. Such benefits range from improved social cohesion and resilience through to the vital role arts institutions and programming are playing in reconciliation and creating a future Australia in which Aboriginal and Torres Strait Islander culture is both valued and recognised.

In some settings arts and culture is actively combating social isolation, and there is emerging evidence that arts in health integration can result in improved staff and patient wellbeing and satisfaction as well as clinical improvements in hospital settings. The potential of arts in health integration to deliver significant benefits is evident in the first World Health Organisation report on the evidence base for arts and health interventions¹⁰.

In 2019, SGS assisted Health Infrastructure NSW with a benefits framework for arts in health integration. The purpose of the work was to develop an accurate and reliable method for identifying and measuring the benefits of arts in health infrastructure in public hospitals. The framework identified five aggregate categories of benefit, including:

- patient health outcomes
- patient experience
- staff experience
- visitor experience, and
- preventative health savings.

The creative and cultural industries are also providing our next generation of innovators and our future workforce with the higher order skills required. Arts education and STEAM initiatives can socialise students with creative problem solving and design thinking. Many key arts and cultural institutions are well placed for this task and some are already doing their part to help students develop critical and creative thinking capabilities, in line with the Australian National Education Curriculum.

To truly assist the sector, the public benefits of art production and art consumption need to be more clearly articulated. SGS believes there is still more to be done and we are well placed to work with governments to gather evidence and articulate the public benefits excluded from market transactions and unpack how these public benefits impact on communities, economies, and places.

Social and cultural benefits of Indigenous arts and culture

In our recent project work we have assisted government understand the benefits of new cultural infrastructure investments which showcase the world's oldest living culture. SGS would like to reference and draw attention to the work to date on the social and cultural benefits of Indigenous arts developed by the Aboriginal and Torres Strait Islander Arts Board within the Australia Council (see below).

¹⁰ For further information see: <http://www.artsandhealth.ie/2019/12/17/first-who-report-on-the-evidence-base-for-arts-and-health-interventions/>

SOCIAL & CULTURAL BENEFITS OF INDIGENOUS ART¹¹

Benefit	Sub-benefit
Keeping culture strong	<ul style="list-style-type: none"> ▪ Cultural maintenance – guarding the integrity of cultural traditions ▪ Promoting artistic diversity ▪ Cultural development ▪ Developing cultural infrastructure ▪ Identity and connection to family
Affirmation of Indigenous land and sea connection	<ul style="list-style-type: none"> ▪ Indigenous spiritual connection to land ▪ Asserting rights to land and native title claims ▪ Providing a political voice ▪ Recording cultural practices ▪ Recording history
Uniting Indigenous People	<ul style="list-style-type: none"> ▪ Cultural events ▪ Arts Centres and arts organisations as cultural hubs ▪ International Indigenous connections
Health, wellbeing, and social engagement	<ul style="list-style-type: none"> ▪ Health education ▪ Healing ▪ Engaging Indigenous people in prisons ▪ Engaging Indigenous women ▪ Engaging artists of all abilities ▪ Engaging artists of all ages

The best mechanism for ensuring cooperation and delivery of policy between layers of government

SGS suggests an intergovernmental agreement to govern the creative and cultural industries. This approach would involve all three levels of government for a post COVID-19 recovery.

Accordingly, we recommend the establishment a **National Creative Industries Development Authority or Taskforce** with a three-year life, whose membership is drawn from the Commonwealth Government and each of the States with the national local government peak body as well.

The National Creative Industries Development Authority or Taskforce would:

- Measure the direct and indirect economic benefits and employment opportunities of creative and cultural industries using an agreed methodology (SGS’s work provides a guide for this already)
- Quantify the impact of Covid-19 on the creative and cultural industries
- Review best practice around the world for developing the creative and cultural industries, including integrating the digital and tech industries, and in responding to the impact of COVID-19 disruptions

¹¹ ADAPTED FROM, JANKE, 2006, FOR THE ABORIGINAL AND TORRES STRAIT ISLANDER ARTS BOARD AUSTRALIA COUNCIL
SGS PROPOSAL: PARLIAMENTARY INQUIRY INTO AUSTRALIA’S CREATIVE & CULTURAL INDUSTRIES AND INSTITUTIONS,
2020

- Identify the region by region strengths and weaknesses of the creative and cultural sectors in Australia (this might have the character of an audit to identify the spatial spread of competitive advantage and emerging strengths)
- Review the blockages and challenges for creative and cultural industry sector development in Australia
- Develop a national vision for the development of the creative and cultural industries at the heart of the economy in Australia post COVID-19, with associated measures for growth (based on the measurement of direct and indirect economic benefits)
- Develop a strategy for expanding the creative and cultural industries with a particular focus on
 - supporting region by region specific approaches but in the context of cooperation and delivery of policy between layers of government
 - increasing access and opportunities for Australia's creative and cultural industries through innovation and the digital environment.

The impact of COVID-19 on the creative and cultural industries

The creative and cultural sector has been hit hard by the global pandemic, in terms of:

- lost audiences and programs for venues
- cancelled gigs/shows/exhibitions
- loss of employment for individuals
- international visitors/tourism impacts, and
- ease at which institutions loan international collections.

Since the onset of the pandemic, the sector has been responding by:

- assisting to generate public awareness for key public health issues
- helping communities to understand the loss and to connect with one another
- building unity and resilience, and
- bridging physical distancing with creative responses to combat social isolation and to help people feel included.

Creative and cultural industries should lead the recovery of our metropolitan cities and regional destinations. The sector can lead the recovery of local economies through the:

- activation of public spaces
- reducing commercial and retail vacancy rates, in line with “Renew Newcastle”¹² style programs
- cultural infrastructure projects, and
- uniting the community through public artworks and installations in recovering from the social and psychological impacts COVID-19.

¹² [HTTPS://RENEWNEWCASTLE.ORG/](https://renewnewcastle.org/)

Avenues for increasing access and opportunities for Australia's creative and cultural industries through innovation and the digital environment

Since the onset of the global pandemic, there has been rapid transformation of how the sector has been reaching its audience and members. This has included:

- online performances, and
- online educational content from peak bodies.

Online commissions by key institutions and local governments have supported the local creative workforce over the last six months of uncertainty. SGS suggests these efforts should be further supported and bolstered. There is a unique opportunity to encourage other growing industry sectors (health, education, technology) to collaborate with artists and creatives and commission creative content.

There is scope to explore and promote the connection between art and science in Australia and engage artists and creatives to work on key issues such as public health, climate change, urbanisation etc. There is evidence of successful efforts so far to harness creativity to communicate on these issues. For example Climate change (Climarte <https://climarte.org/>); food security (<https://carltonconnect.com.au/absolutely-famished/>) and the intersection between science and technology and the body (<https://lucymcrae.net/about/>).