



NSW Arts & Aboriginal Cultural Strategy 2015-2018



Arts
NSW

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Bungaree's Farm installation
at T5 Camouflage Fuel Tank
Mosman, 2015; Pictured artists
– Warwick Keen, *Country*;
Karla Dickens, *Life Like Liquid*.
Photo: Adam Hollingworth

NSW ABORIGINAL ARTS AND CULTURAL STRATEGY 2010–2014

The NSW Aboriginal Arts and Cultural Strategy 2010–14 was developed through consultation with the Aboriginal arts and cultural sectors and with the assistance of the Aboriginal Strategy Steering Group, chaired by Djon Mundine OAM. Its vision was to foster a vibrant Aboriginal arts and cultural sector that affords Aboriginal people greater opportunities to participate in, share and strengthen their culture through arts practice; and develop careers and businesses in the arts and cultural sector. The Strategy had four directions, Artists, Visibility, Community and Jobs.

Between 2011 and 2014 \$3.8 million of targeted funding was allocated through the Strategy to 129 initiatives ranging in scale from a three year employment program at the national premier Aboriginal and Torres Strait Islander performing arts company Bangarra Dance Theatre to quick response support to enable Aboriginal writer Philip McLaren to present his work in France. Priority identified actions such as extending and developing Message Sticks have ongoing legacy in the creation of the first Aboriginal programming team at the Sydney Opera House under Rhoda Roberts, and support for Corroboree Sydney in 2014. Other actions such as partnering with government programs have resulted in significant unplanned benefits to particular arts sectors though additional investment. As a result of a funding partnership with the Commonwealth through the Indigenous Visual Arts Industry Support Program, \$661,500

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was provided towards professional development programs for Aboriginal visual arts workers between 2010 and 2014.

The targeted approach to the implementation of the Strategy requires ongoing engagement with Aboriginal cultural leaders, communities and artists. This stakeholder feedback in turn shaped the annual funding for initiatives. 19 of the 21 listed actions under the Strategy have now been delivered and many, such as leadership initiatives like the British Council's ACCELERATE program, and establishing an Aboriginal Regional Arts Fund, are now ongoing programs with significant reach across NSW. Of the remaining two actions, one has been superseded and the other Action 4.1 will be the specific focus of Stage Two of the Strategy.

An evaluation framework for the four years of the Strategy has been developed. It draws on data from the project acquittals submitted to Arts NSW and will be finalised when all projects funded under the Strategy are acquitted.

An interim achievements showcase for the NSW Aboriginal Arts and Cultural Strategy is located at <http://nswaboriginalartsandculturalstrategy.arts.nsw.gov.au/>



Blak Douglas, *Do or Die*, 2014.
Photo: Courtesy the artist

CREATING NEW OPPORTUNITIES

NSW remains the state with the largest Aboriginal population in Australia. The 2011 Census population estimates show that 208,364 Aboriginal people live in NSW or 31 per cent of the Australian Aboriginal population. With a median age of 21, compared to 38 for the non-Aboriginal population, Aboriginal people make up a higher proportion of Australia's children and young people and a lower proportion of the elderly. Aboriginal Affairs NSW states that, in NSW, unlike other parts of Australia, 95 per cent of Aboriginal people live in major cities or in regional areas, and only five per cent in remote or very remote locations.

Although NSW is the state of first contact, according to the National Aboriginal and Torres Strait Islander Social Survey (NATSISS) connection to country and language remains important to Aboriginal communities. The number of Aboriginal people in NSW (52 per cent) who continue to identify with a clan, tribal or language group has increased since 2002. Three in 10 adults (30 per cent) were living on their homelands in 2008 and a further 35 per cent recognised an area as their homeland but did not live there.

Australia Council research in 2014 shows that Aboriginal people's participation in arts and culture and attendance at arts and cultural events remains stable, with 44 per cent saying they participated as a creator in at least one artform over the previous year. Australians increasingly believe that Aboriginal arts are an

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important part of Australia's culture, up to 92 per cent from 89 per cent in 2009.

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OCHRE, the NSW Government Plan for Aboriginal Affairs aims to support strong Aboriginal communities in which Aboriginal people actively influence and fully participate in social, economic and cultural life. Stage Two of the NSW Aboriginal Arts and Cultural Strategy will work to deliver three of its six key directions:

- Support more Aboriginal young people to obtain fulfilling and sustainable jobs
- Grow local Aboriginal leaders' and communities' capacity to drive their own solutions
- Focus on creating opportunities for economic empowerment.

The Government is also developing new legislation for protecting Aboriginal Cultural Heritage which will ensure Aboriginal people have both authority and responsibility in cultural heritage protection. The new legislation will improve protection for ACH values, but also recognises and supports Aboriginal people to continue practising Aboriginal culture.



Amala Groom, Yindyamarra Roll, 2014.
Finalist in the 2014 Parliament of NSW
Aboriginal Art Prize. Photo: Liz Warning

Jason Wing, *People of Substance*,
2011. 2015 Aboriginal Quick
Response recipient and finalist in the
2014 Parliament of NSW Aboriginal
Art Prize. Photo: Adam Hollingworth



STAGE TWO: NSW ABORIGINAL ARTS AND CULTURAL STRATEGY

Connection, Culture, Pathways 2015–18 is a key action under the Government's arts and cultural policy for NSW—the NSW Arts and Cultural Policy Framework—*Create in NSW*.

Ongoing engagement with Aboriginal cultural leaders, communities and artists to deliver on the original Strategy's actions, combined with the consultation in 2013/14 for *Create in NSW* have directed the particular focus for **Connection, Culture, Pathways**.

Continuing the vision of the original Strategy it will build on the achievements of the last four years and focus in particular on Direction four. **Action 4.1 Create job opportunities in the creative and cultural industries.**

Stage Two of the Strategy will aim to build employment capability in a strong, contemporary multi-disciplinary Aboriginal arts and cultural sector in NSW.

Arts NSW will therefore continue to invest in those programs developed under the original Strategy which have demonstrated effectiveness in increasing professional employment opportunities for Aboriginal arts practitioners and for which there is sustained demand.

Aboriginal arts and culture is central to the first all of government Arts and Cultural Policy in NSW.

Building a viable Aboriginal arts and cultural sector in NSW through sustainable Aboriginal arts and cultural organisations.

Arts NSW's approach in Connection, Culture, Pathways will be aligned with OCHRE and reflect the principles of the forthcoming Aboriginal Cultural Heritage legislation. It also aligns with both the Federal and NSW Governments' focus on increasing employment for Aboriginal people. Its three strategic directions are:

1 CONNECTION

Aboriginal artists and arts and cultural organisations broaden and deepen their engagement with the people of NSW and the world.

Professional development not only impacts on the individual's economic outcomes but builds social enterprises and connects Aboriginal artists and arts workers to the opportunities available in the broader arts sector and the wider economy. Building a viable Aboriginal arts and cultural sector in NSW through sustainable Aboriginal arts and cultural organisations, realising opportunities for Aboriginal intellectual property and increasing market exposure will generate increased income and grow audiences for Aboriginal arts practice in NSW and can cultivate a NSW presence in international markets.

Right: Burri Jerome, *Noon Dalrymple Creek—Goomburra*, 2015. Photo: Jodie Jenkins





Cultural knowledge is respected and informs human resource investment in the sector.

2 CULTURE

Employment of Aboriginal people in the arts is based on individual connection to Country, mob, Language, cultural identity and multi-art form practice.

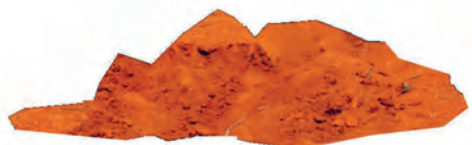
Cultural knowledge is respected and informs human resource investment in the sector. Culturally appropriate employment strategies will increase the range of opportunities for Aboriginal artists and arts workers at all career levels and ensure staff retention. It will operate from the level of senior management in the arts sector and creative industries to demonstrating potential career pathways for Aboriginal school students.

3 PATHWAYS

Creating partnerships across all tiers of government and the creative industries build Aboriginal creative leadership.

There is not enough employment at the level of senior influence in the arts sector, that is, Aboriginal artistic directors, curators, programmers, producers and managers in cultural institutions, festivals, galleries and performing arts companies. Partnerships with government agencies, the sector and the State Cultural Institutions will improve Aboriginal leadership in the creative industries, build career pathways and ensure longevity of employment initiatives.

Left: Frances Belle Parker, *A Fragmented Land*, 2009. Artspace received Aboriginal Arts and Cultural strategic funding to publish a Frances Belle Parker artist book. Photo: Frances Belle Parker



Nicole Monks, *My Country, Mine Country*, 2014. 2015 Aboriginal Arts and Cultural strategic funding and finalist in the 2014 Parliament of NSW Aboriginal Art Prize. Photo: Nicole Monks

CONNECTION, CULTURE, PATHWAYS 2015–18

Connection, Culture, Pathways will be delivered and reported on through the *NSW Arts and Cultural Policy Framework*.

THE VISION *Connection, Culture, Pathways* will deliver a strong, contemporary multi-disciplinary Aboriginal arts and cultural sector in NSW and increased employment opportunities for Aboriginal people at all stages of their artistic practice.

CONNECTION Aboriginal artists and arts and cultural organisations broaden and deepen their engagement with the people of NSW and the world.

CULTURE Employment of Aboriginal people in the arts is based on individual connection to Country, mob, Language, cultural identity and multiart form practice.

PATHWAYS Partnerships across all tiers of government and the creative industries build Aboriginal creative leadership.

Three strategic themes **CONNECTION, CULTURE, PATHWAYS** will provide a broad direction for the Strategy. These themes are underpinned by Strategic Directions: Market Development, Careers and Government and Industry Partnerships which will be implemented through specific delivery mechanisms for each year of the Strategy.

STRATEGIC DIRECTION SUMMARY

1. MARKET DEVELOPMENT

- Valuing and promoting Aboriginal artistic intellectual property.
- Brokering opportunities for Aboriginal arts practitioners and businesses.
- Investing in Aboriginal arts product development and export markets.
- Working with regional arts networks, art centres and artists to develop Aboriginal arts and cultures communities of practice.

2. CAREERS

- Respecting/supporting Aboriginal practitioners at all levels in the arts and creative industries.
- Partnership with registered training organisations and sector to achieve culturally appropriate solutions to sector employment gaps.
- Developing cross-disciplinary opportunities for Aboriginal artists and arts workers through mentorships, traineeships and industry placement.
- Continuing to invest in community engagement and connectivity in regional and remote NSW.

3. GOVERNMENT AND INDUSTRY PARTNERSHIPS

- Creating opportunities for Aboriginal arts and cultures in NSW across all tiers of government.
- Building Aboriginal creative leadership in the NSW arts and cultural sector through the recruitment and retention of Aboriginal arts workers.
- Developing new models of collaboration with the arts and cultural sector.



MONITORING, MEASUREMENT AND EVALUATION OF ACHIEVEMENT

Arts NSW will continue to monitor and measure the outcomes from **Connection, Culture, Pathways** through the Key Performance Indicators (KPIs) developed for the NSW AACS 2011–2014 and relevant case studies.

KPIs	MEASURED AS
Number of Aboriginal people involved in the arts	<p>Number of programs for emerging artists and number of emerging artists involved in mentorships and apprenticeships.</p> <p>Number of professional developments including number of programs and projects, number of Aboriginal arts practitioners participating in these programs/projects.</p> <p>Number of new works created.</p>
Recognition of NSW Aboriginal arts and culture	<p>Number of Arts NSW funded Aboriginal arts events and number of audiences at Aboriginal events.</p>
Improved Aboriginal community cultural engagement	<p>Number of dollar value partnerships which benefit Aboriginal communities.</p>
More career pathways for Aboriginal people	<p>Number of funded placements of Aboriginal people in creative roles.</p>

New KPIs based on the employment statistics currently gathered through Arts NSW's application process are being developed.



Ghenoa Gela, #GenuaGela,
Nula Nura Indigenous Arts Lab
2015. Photo: Alex Davies



DELIVERY MECHANISMS 2015 (YEAR 1)

DIRECTION 1: MARKET DEVELOPMENT

Strategic investment delivered through a range of funding streams and targeted programs to augment multi-art form professional and market development in the creative industries.

1.1 Quick Response Grant

Market more effective representation for Aboriginal artists at trade fairs and export markets and support for market development in the creative industries (Arts NSW open grant).

1.2 Aboriginal Regional Arts Fund

Support to individual artists and arts organisations to promote Aboriginal cultural identities in regional NSW (Arts NSW open grant).

1.3 Aboriginal Arts Fellowship

For professional Aboriginal artists living in NSW to undertake a self-directed program of professional development (Arts NSW open grant).

1.4 Aboriginal Design initiatives

Funding to major design organisations to develop market opportunities for two Aboriginal artists.

1.5 Troy Cassar-Daley Scholarship

Support (Year 2) of the Troy Cassar-Daley Scholarship; a collaboration between Troy Cassar-Daley, the CMAA Academy of Country Music and Arts NSW (multi-year funding).

1.6 Bangarra Dance Theatre–Birrang

Support (Year 3) of the Aboriginal dance horizons in NSW through Birrang initiative, a three-year NSW Aboriginal dance capability program (multi-year funding).

DELIVERY MECHANISMS 2015 (YEAR 1)

DIRECTION 2: CAREERS

Human Resource investment in the sector to increase employment capability at all career development levels of the arts sector and creative industries.

2.1 Support four career development opportunities

Support for four career development opportunities for Aboriginal Producers, Curators, Programmers and Managers through direct employment placements within NSW arts organisations, key events and festivals and Aboriginal run arts organisations at all career levels: established, mid-career, emerging and entry-level.

2.2 Towards creative writing professional development

To develop and mentor emerging Aboriginal playwrights, through Playwriting Australia and the NSW Writers' Centre with workshops, mentoring and professional development.

2.3 Arts industry placement through Sydney TAFE

In partnership with Sydney TAFE, facilitated and customised Aboriginal student placements within leading cultural institutions, performing arts organisations and commercial galleries for students undertaking the new 'Diploma of Aboriginal and Torres Strait Islander Visual Arts Industry Work'.

2.4 Western Sydney Art Centres Blacktown and Bankstown Artsready Program

A tailored program of arts industry engagement for Aboriginal trainees Undertaking The 'Certificate III In Artsready Business Administration'. 2015–Year one delivery of two Aboriginal full-time, 12 month trainees.

2.5 Talent identification camps through NAISDA, ATYP & GIS

To enable Aboriginal school students to access the arts and culture sector and new partnerships to create career pathways for Aboriginal young people.

2.6 Aboriginal Languages interpretation

Facilitate opportunities for Aboriginal visual artists and arts workers to develop three professional works in response to the revitalisation, reclamation and maintenance of Aboriginal Languages.

DIRECTION 3: GOVERNMENT & INDUSTRY PARTNERSHIPS

Partnerships with the arts and creative industries, business, community and government at all levels.

3.1 International partnerships

Support (Year 2) of the ACCELERATE leadership program for Aboriginal and Torres Strait Islanders to excel in leadership positions in the creative industries (multi-year funding).

3.2 Parliament of NSW Aboriginal Art Prize

Continue to invest in a significant NSW Aboriginal art prize/award program.

3.3 Reconciliation Action Plan

Arts NSW will develop a Reconciliation Action Plan and deliver Cultural Competency training for Arts NSW staff—including off-site visits to Cultural Institution collections and artists talks with Aboriginal practitioners and Elders.

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Cover image: Vicki Van Hout, *Long Grass*, Intimate Spectacle, Performance Space 2015.
Photo: Heidrun Löhr

Image on right: Nicole Foreshew, *It Comes Without Seeking 1*, 2014. Winner of the 2014 Parliament of NSW Aboriginal Art Prize and recipient of the 2014 NSW Aboriginal Arts Fellowship. Photo: Nicole Foreshew

Image inside back cover: Karla Dickens, *The Nips are Getting Bigger* (detail), 2014. 2015 Aboriginal Quick Response recipient and winner of the 2013 Parliament of NSW Aboriginal Art Prize. Photo: Courtesy of Andrew Baker Art Dealer, Brisbane

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