



ADVOCACY • COMMUNICATION • RESEARCH

Craft Australia is the national peak advocacy organisation for Australian contemporary craft-design. The organisation actively promotes and provides global access to Australian contemporary craft-design through advocacy, communication and research. Our vision is to ensure that Australian contemporary craft-design is integral to Australia's cultural and creative industries. [www.craftaustralia.com.au](http://www.craftaustralia.com.au)

In response to the 2020 summit we see the future of the country led by a dynamic creative industry that is embedded across all layers of government and private sector companies. As a peak organisation for the arts the following submission responds to items A. D. & E.

**A. Future direction of Australia's principal art bodies.** The principal arts bodies are essential to position Australian creativity in the global market. Their sustainability is critical and this is achieved by having a viable small to medium art sector. To achieve this, arts bodies of all sizes need to be better supported financially to deliver the services expected of them by the arts sector. Since the initial development of the Australia Council for the Arts in the 1970s, the Australian arts sector has grown considerably. However financial support has not kept pace with increased demand for services and has placed a great deal of strain on arts agencies to maintain relevant services for the sector.

We recommend the implementation of a national arts lottery to increase revenue specifically for the arts sector. This increase will assist with the achievement of bolder outcomes.

**D. To encourage participation in emerging global industries** we recommend implementing a visual literacy program within the national curriculum. This education focus on visual literacy will prepare the future creative thinkers of tomorrow and support young people with the skills they need to be competitive in the global market. Visual literacy is vital for communication through the new technology systems of the future.

For the tertiary sector we support the development of new metrics that recognise practice based research as viable research outcomes. Practice led research links practice with industry through research that has desirable practical outcomes. Such recognition will bring new vigour to tertiary institutions that are delivering practical arts training. It will increase the value of this research both academically and in industry, potentially it will support the development of new ideas for the emerging global industries that include craft and design as well as other digital based practices.

**E. To build the creative sector as a major Australian export industry** we recommend the implementation of research and development tax concession for craft designers.

We recommend the implementation of greater incentives for industry to engage craft design practitioners in their product development phase. Such tax incentives will encourage a risk adverse manufacturing industry to find new solutions through the engagement of designers and crafts people.