

First Peoples Action Plan for the Creative Industries

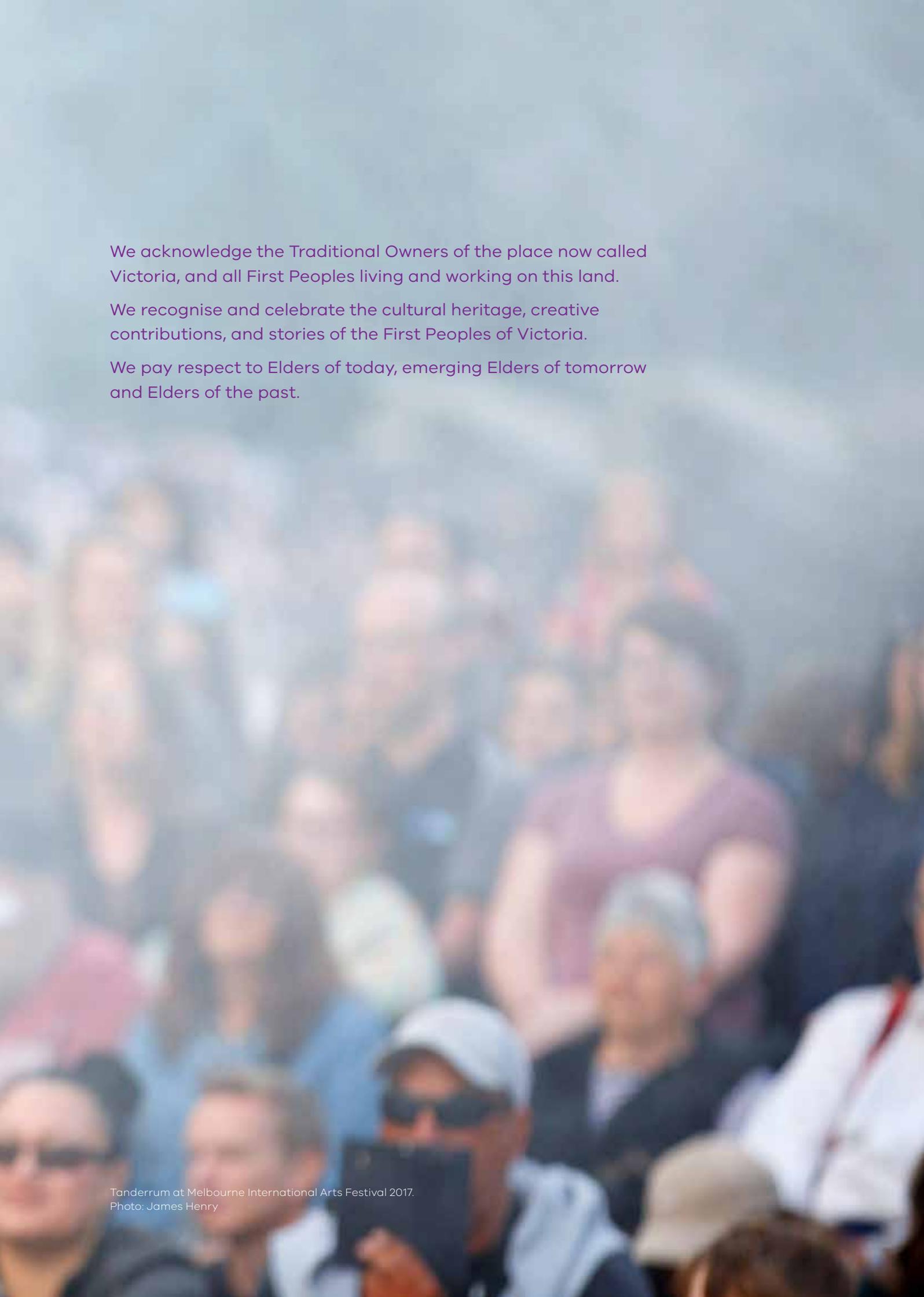
2018 – 2020



CREATIVE VICTORIA







We acknowledge the Traditional Owners of the place now called Victoria, and all First Peoples living and working on this land.

We recognise and celebrate the cultural heritage, creative contributions, and stories of the First Peoples of Victoria.

We pay respect to Elders of today, emerging Elders of tomorrow and Elders of the past.

Thank you

Creative Victoria wishes to thank Elders, creative industries leaders and the many First Peoples who have contributed to the development of this plan. This plan represents the shared aspiration and commitment of the Victorian Government and the First Peoples community to increase opportunities in the creative industries and raise the profile of First Peoples' arts, culture and creativity.

Language used in this plan

First Peoples

The term First Peoples is used throughout this plan, acknowledging the diversity of Country represented by the First Peoples of Australia who live and work in Victoria.

This is the preferred term of those who were consulted as part of the development of this plan.

As such, First Peoples is used in the names of programs and initiatives rather than Koorie, Aboriginal and Torres Strait Islander, and Indigenous.

It is acknowledged that within First Peoples' communities there is diversity in ability, sexuality and gender identification.

This plan recognises and embraces the diversity of all First Peoples of Australia.

Traditional Owners of Victoria

While this plan is inclusive of all First Peoples living and working in Victoria, some actions have a specific emphasis on those from Victoria, referred to as Traditional Owners of Victoria.

Creative Industries

The term creative industries refers to a collection of interconnected sectors that have creativity at their core. These include visual and performing arts, culture, screen and digital games, literature and publishing, fashion and design, and encompass both community based and commercially driven activity.



Peter Waples-Crowe, performance with Ngarigo Queen – Cloak of queer visibility 2018, Australian Centre for Contemporary Art. Photo: Jacqui Shelton

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Introduction

A new plan, and a new way of working

The *First Peoples Action Plan for the Creative Industries* is the Victorian Government's commitment to providing improved strategic support of First Peoples' culture, cultural expression and creative practice in Victoria.

Made up of 21 actions, this plan has been developed in close consultation with First Peoples from across Victoria's creative industries and community.

All actions have been designed with, by and for First Peoples; and all future decisions will be guided by a new First Peoples Reference Group.

The First Peoples Reference Group will provide guidance and advice to the whole of Creative Victoria in relation to First Peoples and the creative industries in Victoria.

For information on consultation and contribution see the summary on page 12.

Guiding principles

The development of the *First Peoples Action Plan for the Creative Industries* has been underpinned by guiding principles and these will continue to drive the design and implementation of each action:

- **Equity:** First Peoples access the same opportunities as non-First Peoples
- **Accountability:** Government is accountable, transparent and responsive
- **Cultural recognition:** First Peoples' histories, values, languages and cultures are acknowledged and respected
- **Relationships:** Meaningful relationships that value community cultural knowledge, wisdom and expertise and demonstrate trust and respect.

These principles aim to support the cultural rights¹ and creative practices of First Peoples, and to deliver stronger cultural, social and economic outcomes.

First Peoples Action Plan for the Creative Industries

The development of this plan is a commitment of *Creative State*—the Victorian Government's strategy to strengthen and grow the state's creative industries—and is articulated within its first action.

First Peoples Arts and Culture

A suite of initiatives to strengthen the practice of First Peoples creatives in Victoria and deepen engagement with Victoria's unique First Peoples culture. An action plan, developed with the guidance of First Peoples creative practitioners and cultural organisations, will deliver across key areas:

- *Expanding Creative Victoria's First Peoples Professional Development Program;*
- *Increasing opportunities for the broader community to engage with First Peoples cultural content;*
- *Increasing First Peoples training and employment in the creative sector; and*
- *Developing sector leadership.*

Following a similar structure to *Creative State*, the *First Peoples Action Plan for the Creative Industries* will deliver targeted programs—as identified by First Peoples—and will influence creative organisations and individuals to better address cultural competency and equity.

¹ Victorian Charter of Human Rights and Responsibilities Act (2006) Section 19, Cultural rights. Page 14.

Actions

The plan opens with five foundational actions, Actions 1–5, which focus on how Creative Victoria can improve its cultural competency and the way it works with First Peoples.

Actions 6–21 apply to the creative industries more broadly and align with the action areas of the *Creative State* strategy:

- Backing creative talent
- Strengthening the creative industries ecosystem
- Delivering wider economic and social impact
- Increasing participation and access
- Building international engagement

This plan spans 2018–2020 and will lay the foundation for future iterations that will align with Creative Victoria’s four-year strategy development cycle. Some actions will have targeted programs for Traditional Owners of Victoria to increase representation across the creative industries.

Governance, decision-making and accountability

Critical to the delivery of this plan and Creative Victoria’s future work with First Peoples will be the establishment of a First Peoples Reference Group (See Action 1, page 5). This group will assist and guide Creative Victoria in relation to First Peoples and the creative industries in Victoria. Governance of the *First Peoples Action Plan for the Creative Industries* and decisions about the plan will be guided by the First Peoples Reference Group.

This group will be made up of First Peoples who are experienced in the creative industries, community, and community cultural development.

Creative Victoria will work with stakeholders to design the governance structure of the group.

The Victorian Government is accountable for the delivery of the actions outlined in this plan.



Lyn-Al Young’s designs on show as part of the exhibition *Blak Design Matters 2018*, Koorie Heritage Trust. Photo: Tiffany Garvie Photography

What this plan will deliver

The actions in this plan will deliver targeted programs and influence creative organisations and individuals to better address cultural competency, safety and equity resulting in:

- Greater agency and independence for practising First Peoples creative practitioners to develop work and share culture within their communities.
- Increased representation of First Peoples in diverse positions at all levels of creative organisations.
- More training and employment opportunities for young and aspiring First Peoples to work in the creative industries.

The plan also includes a number of actions that will lay the foundation for longer-term projects that require significant investigation and planning to inform future investment.



Maree Clarke making her Thung-ung Coorang jewellery. Photo: Eugene Hyland

Actions

Creative Victoria's commitment

Creative Victoria is committed to supporting and promoting First Peoples' culture and cultural expression, the practices of First Peoples in the creative industries and the unique creative diversity of First Peoples in Victoria.

Creative Victoria will lead by example and continually improve its own approach to working with First Peoples, including a commitment to five foundation actions.

Action 1

First Peoples Reference Group

Establish a First Peoples Reference Group to assist and guide Creative Victoria in relation to First Peoples and the creative industries in Victoria. This group will be made up of First Peoples who are experienced in the creative industries, community, and community cultural development. Creative Victoria will work with stakeholders to agree and design the governance structure for the First Peoples Reference Group.

Action 2

Cultural competency and cultural safety

Increase the cultural competency of Creative Victoria staff and the cultural safety of First Peoples staff and stakeholders.

Action 3

Employment

Commit to increasing employment of First Peoples across the organisation, including through participation in the Victorian Government's Aboriginal Cadetship Program.

Action 4

Putting First Peoples first

Consider First Peoples first in the design and implementation of Creative Victoria's programs and initiatives.

Action 5

Backing businesses

Commit to ensuring a minimum of 1% procurement from First Peoples businesses, in line with *Tharamba Bugheen: Victorian Aboriginal Business Strategy 2017–2021*.

Backing creative talent

Supporting creative First Peoples and those who work or aspire to work within the creative industries

Outcome:

Increased independence for First Peoples in the creative industries

Access to and success in funding opportunities for creative initiatives is often limited for First Peoples. The socio-political history of First Peoples, combined with inadequate access to professional development pathways; the structures and processes utilised by funding bodies; cultural and language barriers; and limited support of project implementation, all limit opportunities for success.

New funding pathways and models designed and led by First People will be implemented to increase opportunities and investment. These will include inclusive grant programs with transparent governance, peer-to-peer assessment processes, and the capacity for quick response support, along with support for cultural practice exchange, professional development and mentoring, and training – across the breadth and diversity of the creative industries. These new pathways will encourage applications from individuals, collectives/groups and organisations, with an emphasis on Traditional Owners of Victoria.

Action 6

Develop new programs to support investment in cultural exchange and professional development opportunities.

Action 7

Collaborate in the design and implementation of new funding and assessment processes, including:

- Matching experienced creative practitioners with first time applicants
- Reviewing marketing of funding programs to ensure content is culturally appropriate and reaching First Peoples across the state
- Optional First Peoples peer assessment of applications.

Action 8

Develop initiatives to address the under-representation of First Peoples in creative practice areas such as visual arts, performing arts, literature, screen and design.



Musician Alice Skye performing at BIGSOUND 2018.



Strengthening the creative industries ecosystem²

Supporting the growth and development of First Peoples creative community

Outcome:

Increased connectivity among creative practitioners and organisations

As the longest continuing culture in the world, greater support must be provided to ensure the sharing of First Peoples' knowledge, language and practice. This support is required across Victoria to address the lack of a shared network of creative First Peoples. To support this continuity, this action area is focused on investment in the conditions for growth of creative practitioners, organisations and businesses.

To encourage and strengthen the creative environment within which First Peoples are working, initiatives will be undertaken to increase business and organisational capacity, develop standard protocols to protect from cultural appropriation, and connect regional communities and practitioners with each other and with metro-based colleagues.

Action 9

Scope the demand and feasibility of an online network for creative practitioners; regional meeting places for creative practice and cultural exchange; and a First Peoples-led biennial forum.

Action 10

Develop arts and cultural protocols with an emphasis on permissions and which are informed by current resources³, for use in organisations and businesses across the creative industries.

Action 11

Offer and promote business development activities to support new and existing creative organisations, micro businesses and sole traders.

Above image: Michael Naawi performing at Deadly Funny 2018 National Grand Final & Showcase.
Photo: Melbourne International Comedy Festival and Jim Lee Photo

² "Ecosystem" refers to all the parts of the creative industries, including physical and organisational infrastructure, support mechanisms, training opportunities etc, and how these things interact to strengthen the whole.

³ Victorian Equal Opportunity and Human Rights Commission, Charter of Human Rights and Responsibilities humanrightscormission.vic.gov.au/home/our-projects-a-initiatives/aboriginal-cultural-rights-in-victoria#the-project
Janke, T and Kearney, J, 2018. Rights to Culture: Indigenous Cultural and Intellectual Property, Copyright and Protocols. terrijanke.com.au/single-post/2018/01/29/Rights-to-Culture-Indigenous-Cultural-and-Intellectual-Property-ICIP-Copyright-and-Protocols

Delivering wider economic and social impact

Developing skills, offering training and seeking opportunities within the creative industries for First Peoples

Outcome:

Increased employment and economic independence for First Peoples in the creative industries

In Victoria's creative industries, the absence of targeted training and investment in employment opportunities for First Peoples has resulted in low employment rates across creative organisations and a lack of clear career pathways for Traditional Owners of Victoria. First Peoples face additional challenges when establishing creative businesses including the need to create sufficient stock to meet demand and to work multiple jobs to sustain themselves financially.

This action area seeks to increase representation and employment opportunities to improve the economic independence of First Peoples. Some actions will focus on developing pathways for Traditional Owners of Victoria to excel within the creative industries.

The actions respond to the need for increased production and distribution pathways and to address the limited number of professional training opportunities. They also seek to address access to, and knowledge of, further education and accredited creative industry programs as possible career entry points. Although available to people of all ages, specific initiatives will be targeted to young Traditional Owners of Victoria.

Action 12

Ensure organisations funded by Creative Victoria regularly report on the number of First Peoples board members and senior employees, and work with organisations to prioritise the appointment of First Peoples in leading roles and positions.

Action 13

Establish a program to increase professional development and employment opportunities within creative industry organisations, state-owned cultural institutions, government funded creative organisations and local government authorities.

Action 14

Partner with education bodies to increase the profile of their accredited creative industries programs.

Action 15

Partner with Small Business Victoria and Jobs Victoria to implement a traineeship program across the creative industries.

Action 16

Work with industry stakeholders to design a product development and distribution program to strengthen market supply of First Peoples creations, designs and merchandise.

Increasing participation and access

Increasing access to and the profile of First Peoples creative product

Outcome:

Increased profile of, and access to, First Peoples creative product

Historically, First Peoples have not been appropriately credited and recognised for their creative product. This lack of rightful attribution and loss of intellectual property has hindered financial opportunities for creators and their public profile. The sale of inauthentic creative product adds to the issue, disrupting the market and disempowering First Peoples creators.

While there is growing demand for authentic First Peoples content and product, these issues, as well as a lack of visibility, also impact audience access and participation.

First Peoples creative organisations and practitioners often experience difficulties in accessing affordable space in which to develop and present their work – and connect with buyers and audiences.

The idea to co-locate First Peoples creative organisations and practitioners should be explored and has the potential to address barriers to finding suitable work spaces, while strengthening the visibility of creative product made by First Peoples.

This action area seeks to safeguard the intellectual property of First Peoples creative product to ensure full credit, economic control and profit go to its creators; raise the profile of First Peoples creative product; and increase access and participation through cultural tourism and infrastructure initiatives, including the potential for co-location.

Action 17

Build on existing partnerships to support cultural tourism initiatives that profile the Traditional Owners of Victoria.

Action 18

Explore opportunities for the co-location of First Peoples organisations within central Melbourne.

Action 19

Develop a First Peoples Cultural Product Authentication Program, to protect intellectual property and copyright, in partnership with the Commonwealth Government.

Gunditjmara Keeray Woorroong artist Vicki Couzens with her work *Djawannacuppatea*, part of the inaugural Yalingwa exhibition, *A Lightness of Spirit is the Measure of Happiness* at ACCA. Photo: Jacqui Shelton



Building international engagement

Increasing the international reach and impact of First Peoples creative product

Outcome:

Increased international reach and impact of First Peoples creative product

Investing in and promoting creative content made by First Peoples will increase its international impact and profile and address the under-representation of First Peoples' work in the international market. This provides a pathway for creative organisations and practitioners to greater economic independence. With strategic investment and partnership development, there are multiple opportunities and entry points to increase international engagement with the Victorian creative industries.

These actions seek to leverage the creative and cultural elements in trade missions, review the investment models that support international touring, and explore international cultural exchange. The aim is to create greater demand from international markets for First Peoples' work, both for inbound and outbound touring and visitation.

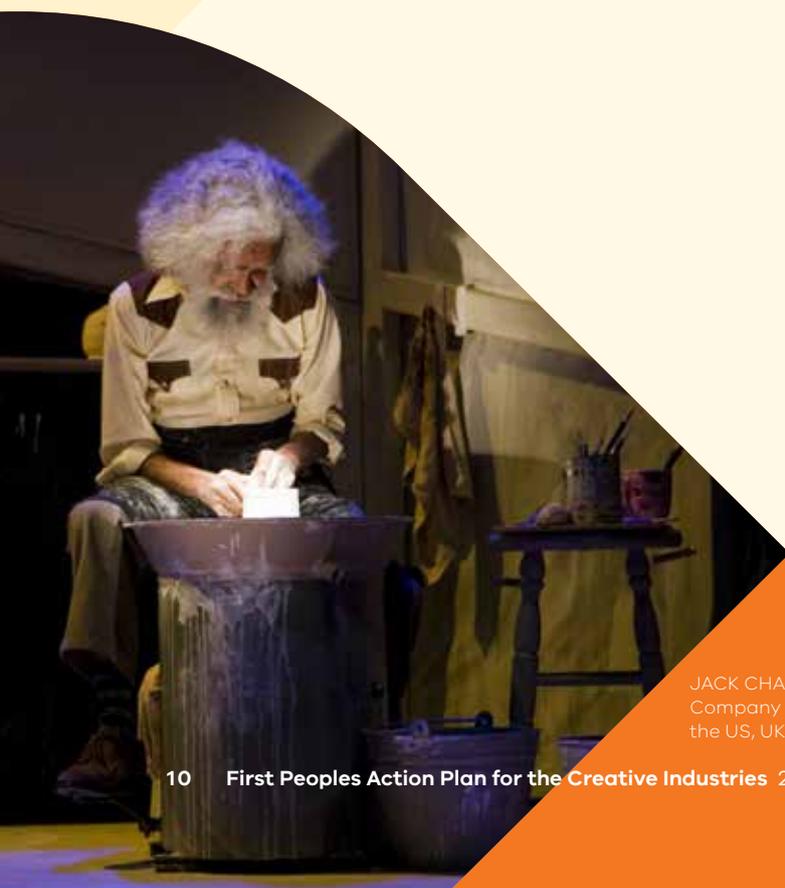
Action 20

Build partnerships across government, including with Trade Victoria and Visit Victoria, to:

- Advocate for national and international cultural exchange and tourism initiatives.
- Increase the profile of creative practitioners and organisations in creative delegations and trade missions.

Action 21

Support national and international touring of creative works and product.



JACK CHARLES V THE CROWN presented by ILBIJERRI Theatre Company has toured nationally and internationally with stops in the US, UK, Canada, New Zealand and Japan. Photo: Bindi Cole

Implementation and measurement

The implementation of the *First Peoples Action Plan for the Creative Industries* will be led by Creative Victoria and the First Peoples Reference Group, working closely with First Peoples creative industries organisations, individuals and Traditional Owner groups.

The delivery of the plan will be supported by a community engagement and communications strategy and will encompass cultural governance principles and practices.

To ensure community needs are met and actions are addressed within the allocated budget, measures will be developed along with review and implementation plans. This work will be undertaken in collaboration with the First Peoples Reference Group and will have the flexibility to adapt to community trends and expectations.



Circle, a moon-drenched sound bath and live activation of Federation Bells, by Naratha Williams at YIRRAMBOI First Nations Arts Festival, 2017

Consultation summary

Consultation and contribution of First Peoples to the development of this plan

Consultation initiative

Consultation lead, key stakeholders and methodology

2015

Community Consultations Report - Consultations with Aboriginal and Torres Strait Islander people involved in the Creative Industries in Victoria

Key objective of the initiative:

Identify and confirm the need for Creative Victoria to develop a First Peoples action plan, and discuss the key priorities of the plan.

Consultation lead

- Facilitated and prepared by First Peoples consultation service, Karen Milward Consulting Services

Key stakeholders

- Community members
- Creative practitioners
- Creative industry professionals
- Organisations

Methodology

1. State-wide consultation process (Mornington, Shepparton and Melbourne)
2. Four focus groups with identified stakeholders (28 people in total)

Aboriginal State of the Arts (research) report - Advisory Group consultations

Key objective of the initiative:

Building on a 2013 snapshot of First Peoples arts activity and support across Victoria, consultation was undertaken to identify key challenges and areas of opportunity for First Peoples creative practitioners.

Consultation lead

- Facilitated and reported by Creative Economy

Key stakeholders

- Creative industry practitioners representing:
 - a range of areas of cultural and art form practice
 - various career and professional development stages
 - city, urban and regional areas
 - an age and gender balance.

Methodology

1. Group or individual consultation with six (of 11) members of the Aboriginal Consultation Advisory Group
2. Melbourne based consultation with stakeholders representing metropolitan and regional Victoria

Creative State – consultation and submissions

Key objective of the initiative:

Identify priorities of First Peoples in the development of a state-wide creative industries strategy.

Consultation lead

- Creative Victoria

Key stakeholders

- Creative practitioners

Methodology

1. Targeted consultation and workshops with key stakeholders
2. Written submissions from interested members of the public
3. State-wide

Consultation initiative

Consultation lead, key stakeholders and methodology

2017

Workshop defining outcomes and priorities of a First Peoples action plan

Key objective of the initiative:

Present and test the proposed outcome areas and priorities for a First Peoples action plan with community members.

Consultation lead

- Facilitated and reported by First Peoples consultation service, Greenshoot Consulting

Key stakeholders

- Creative industry practitioners representing:
 - a range of areas of cultural and art form practice
 - various career and professional development stages
 - city, urban and regional areas
 - an age and gender balance.

Methodology

1. Facilitated workshop with 20 First Peoples creative industry managers, producers and practitioners
2. State-wide representation in Melbourne

Input into the draft of the First Peoples Action Plan for the Creative Industries

Key objective of the initiative:

Advice and feedback on the draft of the *First Peoples Action Plan for the Creative Industries*.

Consultation lead

- Creative Victoria

Key stakeholders

- Creative industries representatives

Methodology

1. Workshop
2. Melbourne-based meeting

2018

Input and feedback on the draft of the First Peoples Action Plan for the Creative Industries

Key objective of the initiative:

Advice and feedback on the draft of the *First Peoples Action Plan for the Creative Industries*.

Consultation lead

- Consultancy services provided by First Peoples business, Caroline Martin Consultancy, Yalukit Marnang

Key stakeholders

- Creative industries representatives

Methodology

1. One-on-one consultation with 20 First Peoples from the creative industries
2. State-wide

Final review and consultation reading of the First Peoples Action Plan for the Creative Industries

Key objective of the initiative:

Language and cultural advice on the final version of the *First Peoples Action Plan for the Creative Industries*.

Consultation lead

- Led by Creative Victoria

Key stakeholders

- Creative practitioners
- Leading community persons of respect
- First Peoples key stakeholders

Methodology

1. Small group discussions focussing on cultural content and language



Always was, Always will be Aboriginal Land by Reko Rennie was part of the 2016 edition of Melbourne Art Trams, a partnership between Melbourne Festival, Creative Victoria and Public Transport Victoria. Photo: James HH Morgan





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Cover image: Maree Clarke *Born of the Land 2014 (stills)*

Video installation: video, particle board, sand, tree branches, plaster bandage, plaster dimensions variable

Video duration: 1:48 mins

Video production: SW Productions Courtesy the artist and 52 Vivien Anderson Gallery, Melbourne