



Creative WA: Our 10 year vision

Vision:

A vibrant, booming and sustainable creative ecosystem that celebrates and supports the highest ambitions of creative endeavour. Our cities and regions are the best places to live, work and learn because everyone can participate and benefit from culture, art and creativity.

Principles






Creativity is central to Western Australian life	Partnership approach	Equity and inclusivity
--	----------------------	------------------------






































































































Strategic priorities

Spotlight communities

Strengthen the creative, cultural and arts sector	Share stories and celebrate place	Increase access and participation for all Western Australians	Young people
<ul style="list-style-type: none"> invest in creative development increase visibility of WA's creative, cultural and arts sector and celebrate its benefits deliver on Diversify WA and grow the creative industries support creative, cultural and arts employment pathways and career development strengthen the sustainability of arts and cultural organisations. 	<ul style="list-style-type: none"> support the creative, cultural and arts sector to tell and share our unique stories in new ways share our stories with each other and in global markets ensure we have fit-for-purpose spaces for creative activity and presentation grow community and creative industries participation in state tourism, event and trade strategies. 	<ul style="list-style-type: none"> reduce barriers to creative, cultural and arts participation including cost, physical and digital improve the quality, quantity and accessibility of creative offerings so cities, towns and communities are activated year-round grow support for Aboriginal arts and cultural practice across WA promote the wellbeing aspects of creative, cultural and arts participation. 	<p>Grow young people's participation and pathways for our creative future</p>
			First Nations peoples
			<p>Centre the participation and leadership of Aboriginal people</p>
			Regional and outer metro
			<p>Recognise and build on the unique strengths and needs of outer metropolitan and regional communities</p>

Outcomes

<p>Social impact: Community connection, improved wellbeing and mental health</p> 	<p>Cultural impact: Strengthened cultures and enhanced liveability</p> 	<p>Sector development: Increased cultural vibrancy and participation in creative, cultural and arts activities</p> 	<p>Economic growth: Productivity, creative industries exports and cultural tourism income are increased</p> 	<p>Job growth: Growth in employment and skills in the creative, cultural and arts sector</p> 
---	---	---	---	---

Strategies	Actions	Communities					
Strengthen the creative, cultural and arts sector	Improve creative learning opportunities and career pathways	Young people					
	Grow workforce pathways and jobs for Aboriginal people	First Nations peoples					
	Grow investment in artists, cultural workers and creative practitioners and celebrate individual and collective artistic achievement, including via individual fellowships	Statewide Regional/ outer metro					
	Deliver and implement an Artform Development Policy	Statewide					
	Build strong WA arts, cultural and creative organisations	Statewide Regional/ outer metro					
	Establish across-government partnerships to support and develop WA's creative workforce	Statewide					
	Continue implementation of the WA Screen Industry Strategy	Statewide					
	Deliver and implement a WA Creative Industries Strategy	Statewide					
	Deliver a new approach to public art and live events	Statewide					
	Facilitate partnerships between WA, Australian and local governments	Statewide					
	Improve communication of across-government services, programs and opportunities	Statewide					
	Support digital culture	Statewide					
	Support the implementation of the <i>Arts and Culture Trust Act 2021</i>	Statewide					
Share stories and celebrate place	Empower young people as creators and ensure they have a platform	Young people					
	Build and open the Aboriginal Cultural Centre	First Nations peoples					
	Co-design an Aboriginal Culture and Arts Strategy in collaboration with Aboriginal leaders	First Nations peoples					
	Grow markets for authentic Aboriginal art and craft products worldwide	First Nations peoples					
	Develop an International Arts Strategy to increase opportunities for international market development and cultural exchange	Statewide					
	Empower communities across WA to participate and share their stories both in person and with the world online	Statewide					
	Work with local communities to update and establish cultural facilities	Regional/ outer metro					
Increase access and participation for all Western Australians	Increase access to culture, art and creativity for young people	Young people					
	Grow investment in programs supporting traditional and contemporary Aboriginal arts and cultural practice	First Nations peoples					
	Deliver commitments to Closing the Gap with a focus on Outcome 16	First Nations peoples					
	Increase cultural events and exhibitions in Perth and regional centres	Statewide					
	Improve accessibility of the Cultural Statutory Authorities' venues and collections both on and offline	Statewide					
	Develop a DLGSC Regional Services Strategy	Statewide					
	Support creative initiatives to enhance wellbeing and mental health	Statewide					
	Improve access to culture, art and creativity for: <ul style="list-style-type: none"> • people from culturally and linguistically diverse backgrounds • d/Deaf and disabled people 	Statewide					
	Increase opportunities for artists from diverse communities	Statewide					
	Model impact and response to climate change, both for key public buildings and as it relates to outdoor events.	Statewide	