Vibrant NT
Arts and Culture in the Northern Territory

Our Vision for the Future
Art and culture is wealth that is priceless for all of us.

In 10 years’ time the Northern Territory will have a thriving, imaginative and innovative creative economy where the arts, our collections and cultural expression are recognised and supported as the Territory’s greatest assets.
A message from the Minister

It is with great pride that I present Vibrant NT – our Arts and Cultural Policy for the Northern Territory.

This is an exciting step forward for our community and allows us to celebrate our creativity, embrace our proud and diverse cultures, and reflect on where we have come from, where we are heading and how we want to lead.

The Northern Territory Government is committed to supporting, promoting and growing our arts and culture sector, recognising its value, realising its potential and preserving its contribution for future Territorians.

This Policy strives to connect with all Territorians, illuminate our lives, enrich our emotional and intellectual selves, and establish benchmarks from which we can grow.

Central to this will be research that measures and evaluates the real impact of arts and culture in all our lives, across a range of areas – our society and communities, our health and wellbeing, our economic strength and vitality, our education, our appreciation of the cultures that surround us.

This policy works in concert with our overarching strategic plan, Framing the Future, and its objectives of a Confident Culture and a Prosperous Economy. It sets out the Government’s philosophies, proposed actions and timeframes to support and grow arts and culture in the Northern Territory.

My thanks to all involved in developing this important piece of work – an essential blueprint for the next 10 years of our arts and culture.

I especially thank the sector and community for their engagement during the consultation and acknowledge your contribution of bold, imaginative and ambitious ideas towards the next decade of our cultural development.

I am proud of the ambitions raised in Vibrant NT and I invite you to engage with them to help build and support the thriving and vibrant arts and cultural sector in the Northern Territory.

GARY HIGGINS
Minister for Arts and Museums
May 2016
Introduction

This Policy has been developed in consultation with the broad arts and cultural sector and communities of the Northern Territory, and responds to the priorities emerging from that consultation. Chief among these priority areas are:

**Recognise**
Recognise the intrinsic value and benefit of arts and culture for its own sake, for individuals and community wellbeing and vitality, and to encourage creativity, imagination, and innovation;

**Celebrate**
Celebrate Indigenous art and culture: that we celebrate, honour and have respect for Aboriginal and Torres Strait Islander art and culture;

**Strengthen**
Strengthen sustainability in businesses and create and promote opportunities for growth: a focus on supporting the sustainability of arts and cultural businesses and practitioners across all regions of the Territory, delivering programs that invest in industry development, grow the creative economy, and encourage artistic excellence and achievement;

**Embrace**
Embrace diversity and access for all: recognising the Northern Territory’s multicultural identity and cultural diversity, and strive for inclusion and access for all, embedded in community engagement;

**5-10 Year Plan**
A 5-10 year infrastructure plan for arts and cultural facilities: in which the Territory presents its art, culture and valuable collections in world-class facilities that maximise community engagement and visitation, and firmly place the Northern Territory on the cultural landscape;

**Leadership**
Provide leadership to the sector building partnerships across government, and with the private and philanthropic sectors: leadership from the Department of Arts and Museums will enhance collaborations with corporate and philanthropic partners and promote linkages, planning and coordination within and across all levels of government.

The Policy responds to these themes and will guide how the Northern Territory Government will focus its resources on strengthening the cultural economy over the next 10 years. It provides a basis for alignment of future decisions and investment, emphasising principles and high-level goals, and enabling different elements of Government to operate within a common framework. It will also provide clarity and consistency for the arts and cultural sector and the community regarding Government priorities and investments.

The Policy lays out a framework and timeline for this work:

**Stage 1: Recognition**
how we understand and value the current ecology of arts and culture in the Northern Territory today;

**Stage 2: Regeneration**
the cultural heritage of the Northern Territory carries within it the seeds of fresh new growth, and the future prosperity of the sector will be built on the strong foundations of the previous decades;

**Stage 3: Review**
where we consider the effectiveness of current and previous policies in order to establish priorities for future Government support of the sector;

**Stage 4: Reinvestment**
in which a revised plan for the second five years is delivered, based on our understanding of the achievements and successes of the past.
10 Year Vision

Our Vision for the Future
Art and culture is wealth that is priceless for all of us.
In 10 years’ time the Northern Territory will have a thriving, imaginative and innovative creative economy where the arts, our collections and cultural expression are recognised and supported as the Territory’s greatest assets.

Framework and Timeline For Delivery

STAGE 1 recognition
Immediate and ongoing
The principles and values which underpin the Policy

STAGE 2 regeneration
3-5 years
A program of strategic initiatives across government in support of the vision and goals

STAGE 3 review
After 5 years
A review and evaluation of goals and strategies identified to determine their impact on the vision

STAGE 4 reinvestment
5-10 years
A revised plan for the second five years of the Policy

Priority areas and 5 year goals

Recognise
Recognise the intrinsic value and benefit of arts and culture

Celebrate
Celebrate Indigenous art and culture

Strengthen
Strengthen sustainability in businesses and create and promote opportunities for growth

Embrace
Embrace diversity and access for all

5-10 Year Plan
A 5-10 year infrastructure plan for arts and cultural facilities

Leadership
Provide leadership to the sector, building partnerships across government, and with the private and philanthropic sectors

Role of the Department of Arts and Museums

Deliver Invest Facilitate

Provide leadership to the sector, building partnerships across government, and with the private and philanthropic sectors
The community consultation was conducted via:

- **Consultation Report**
- **Consultation Snapshot**
- **Indigenous focus groups in Darwin and Alice Springs**
- **An online survey that received 372 responses**
- **23 written submissions**
- **1on1 discussions with leading sector individuals and businesses.**

A discussion paper, *Shaping the future: arts and culture in the Northern Territory*, was circulated and was intended to prompt thought and comments, covering the following areas:

- Funding principles & values
- Identity
- Arts & cultural spaces & places
- Arts & cultural sector development
- Partnerships

The key principles respondents said should underpin the policy were:

1. The need for resources & funding
2. Collaboration
3. Accessibility
4. Diversity & inclusivity
5. A respect & valuing of the arts
6. The recognition of Aboriginal cultures & peoples
7. The need for collaboration
8. Accessibility
9. Diversity & inclusivity
10. A respect & valuing of the arts
11. The recognition of Aboriginal cultures & peoples

A Reference Group was appointed by the Minister for Arts and Museums, to assist in guiding the development of the Policy. The five Territorians appointed to the group were:

1. Karen Brown
2. Rachel Cleverdon
3. Franchesca Cubillo
4. Karen Brown
5. Noeletta McKenzie

Responses from the Northern Territory Departments of Education, Children and Families, Housing, Heritage, Tourism and the City of Darwin indicating areas of cross-government linkages.

Discussions with leading sector individuals and businesses.

The arts is a place where we learn, where we stay healthy, where we communicate and where we share cultures.

Tom E. Lewis, Artistic Director, Djilpin Arts Aboriginal Corporation
The Northern Territory Government recognises that:

- **Culture**, our histories, heritage, creative and cultural practices form the basis of our **identity**;
- **Aboriginal** and **Torres Strait Islander peoples**, their cultures and relationships to land are acknowledged and recognised for the **key role** they play in the Northern Territory’s **cultural identity** and cultural economy;
- The Northern Territory is a **multicultural community** (with **26%** of the population speaking a **language** other than English at home) and this **diversity** of **cultures** is respected and is a **key strength** and characteristic of our identity;
- The **ecology** of cultural activity and engagement in the **Territory** delivers cultural, social and economic value;
- **Central** to the **cultural economy** is the role of the creator of ‘content’ across **all disciplines**, our producers, artists, **musicians**, writers, directors, curators, designers, and historians;
- **Cultural collections** inspire and support the development of **new stories** about our **identity**;
- With **38%** of the population of Territory **under 25 years** of age the **voices** of young people are important in decision making for the future;
- **Collaboration** and **partnerships** are key to building sustainable organisations and resilient **communities**;
- **Professionalism** in practice underpins the implementation of this **Policy** according to the values of the **Northern Territory** Public Service and will ensure fair, equitable and transparent funding and investment decisions;
- In line with Article 27 of the Universal Declaration of **Human Rights**: **Everyone** has the right to participate freely in the **cultural life** of the community, to **enjoy the arts** and to share in scientific advancement and its benefits. **Everyone** has the right to the protection of the **moral** and material interests resulting from any scientific, literary or **artistic** production of which s/he is the author.

**Valuing Arts and Culture in the Territory**
Territorians value art and culture highly:

- They value it for its own sake.
- They value it for the role it plays in our wellbeing as a community.
- They value it for the economic benefits it brings.
- They value the Northern Territory Government’s role in supporting, protecting and nurturing this remarkable asset.
Our arts sector delivers important programs and services to support and employ our artists and arts workers, to promote and tell our stories and contribute to creative, engaged and culturally rich communities.

24 non-profit arts organisations engaged more than 34,000 participants across the Territory. 85 FT & 715 PT arts workers employed.

Paid fees to artists 2,825

Delivered more than 1,900,000 exhibitions, performances, workshops, festivals and events across the Northern Territory to audiences of more than 420,000.

Our arts sector delivers important programs and services to support and employ our artists and arts workers, to promote and tell our stories and contribute to creative, engaged and culturally rich communities.

Our arts sector delivers important programs and services to support and employ our artists and arts workers, to promote and tell our stories and contribute to creative, engaged and culturally rich communities.

Our arts sector delivers important programs and services to support and employ our artists and arts workers, to promote and tell our stories and contribute to creative, engaged and culturally rich communities.

Cultural and creative expression has its own distinctive qualities here in the Northern Territory. Informing and influencing that expression is the pivotal place that Aboriginal art and culture holds in the Territory, where over 30% of the population is Aboriginal.

32 public libraries across the Northern Territory, from Darwin to Alice Springs & Wadeye to Borroloola.

1/3 of all Territorians are Library Members.

4,200,000 books issued over a million visits each year, borrow books & other materials engage in early childhood, learn programs attend community events, exhibitions, access computers the internet.

63,000 photographs

15,300 periodical issues @ Library website

Websited

4,400 newspaper issues

2015

Darwin Festival

Theatre

Visual Arts

Dance

Music

Song

Film

Literature

Heritage

36 arts and culture Territory festivals each year.

90,000 attendance

26,000 tickets sold

$948,000 box office income

450 local Territory artists participated in the festival.

Community festivals take place somewhere in the Territory every month from May to November with more than 20 from June to September.

Of 30 festivals in 2013 almost half were Indigenous-focused.

$1.685 million investment enabled festival income of $6.86 million

UNESCO’s term ‘cultural economy’ describes a complex ecosystem between our stories, heritage, and creativity, the practitioners and organisations that express our culture, and the governments, people and businesses that both support and benefit from this creative expression. In the Northern Territory our cultural resources are one of our greatest assets and, like any other asset, need investment to ensure they will not depreciate or be devalued in the future.
The Challenges

There are constraints on the cultural economy reaching its full potential. These challenges are addressed by the Policy, primarily through the lead Department for culture and the arts, the Department of Arts and Museums:

- The lack of clear frameworks for measuring the ways in which value is created across the cultural, social and economic life of the Territory;
- The limited availability of or access to infrastructure and appropriate training facilities for creative and cultural expression in many parts of the Territory;
- The practicalities of life in the Northern Territory with its small population, vast distances, costs of doing business and diverse interests;
- The lack of certainty for individuals and businesses in the sector, typified by short term planning rather than long term investment, leading to a ‘brain drain’ and few opportunities for professionally trained practitioners to develop their careers or businesses from the Northern Territory;
- The impact of changes in Federal funding arrangements which have a significant impact on the overall development of the cultural economy in the Northern Territory;
- A whole-of-government approach to recognising and valuing arts, collections and cultural expression;
- A lack of resources targeted at building partnerships between government, and the business and philanthropic sectors;
- The over emphasis on one or two key aspects of Territory identity – its frontier history, its focus on sport – when there are many more versions of the Territory which new residents and visitors alike are interested in exploring and which are required to build diverse and sustainable communities in the future.

The Department of Arts and Museums will lead the initiatives identified in the Policy and:

- **Deliver** cultural products and services including the management of cultural institutions to collect, preserve, interpret and curate major collections;
- **Invest** in the cultural economy supporting others to deliver services and products including statutory bodies and the independent sector (non-profit and for profit organisations);
- **Facilitate** partnerships between government agencies, and other sectors to progress initiatives and proposals to achieve the vision.
Culture is an important asset for the whole community, and a vital tool for the growth of community well-being and prosperity. It is a key responsibility of Government to lead this process. Community consultation has identified some of the key opportunities for the cultural economy including:

- Building on the long standing cultural relationships with South East Asian countries to position the Territory as the gateway to Northern Australian development;
- Developing the talents and work of practicing artists towards achieving excellence;
- Identifying and promoting export opportunities for our artistic products;
- Using our expertise in collections management to advise our near Asian neighbours;
- Building on the relationships between Aboriginal artists and communities and Indigenous people throughout the world;
- Forming partnerships with Australian and international companies investing in Northern Australia;
- Deepening and broadening the presentation of the distinctive histories and cultural experiences not just of the Territory but of Australia as a whole through the digitisation of collections;
- Growing the cultural economy through recognising that digital creative businesses can locate anywhere and that individuals are drawn to culturally rich regions of the world;
- Positioning the Territory as a world leader in Indigenous culture and creative practice with ‘two-way’ learning between cultures;
- Using cultural expression and creativity as keys to community wellbeing for all Territorians;
- Committing to infrastructure projects at a time when construction is the Northern Territory’s largest industry sector;
- Growing the value of the tourism sector to the Territory economy through further development of our cultural experiences.
Priority Areas for the Next Five Years

The priorities arising from the sector consultation shape this Policy for the next five years. High level goals are identified within each priority area:

**Recognise the Intrinsic Value and Benefit of Arts and Culture**

- Develop baseline evaluations to measure the value and benefit of arts and culture in the Northern Territory;
- Market and promote the successes of Territory artists and arts businesses, and recognise their excellence and innovation;
- Build a strong inclusive cultural identity in which the richness and diversity of our people is expressed;
- Identify and increase local, national and international showcasing opportunities for artists;
- Commit to protocols for protecting Intellectual Property (IP) across Government.

**Celebrate Aboriginal Art and Culture**

- Recognise the individual and collective contributions of Aboriginal and Torres Strait Islander art and artists to all who live in the Northern Territory;
- Explore and introduce measures to maintain and grow local employment;
- Invest in smaller festivals to enable them to grow into more major events and attractions;
- Establish mentorships and support for women, especially young women, making change in their communities;
- Promote and support two-way learning through cultural exchanges, residencies and fellowships;
- Understand the business model of arts and cultural centres in Aboriginal communities and the impact of changing policies and funding decisions.

**Strengthen sustainability in businesses and create and promote opportunities for growth**

- Support businesses in exploring new markets and recognise innovation in business models;
- Create resilient cultural institutions, arts organisations and creative businesses by ensuring stability and certainty in funding programs;
- Create an environment where ongoing careers in the cultural economy become possible by committing to levels of funding that are sustainable and maintained for individual artists in all art forms;
- Establish on-going professional development and training programs – basics, governance, leadership;
- Host and attend national and international markets and forums, to increase export income;
- Provide and promote access to opportunities for professional development and business skills training.
Embrace diversity and access for all

A 5-10 year infrastructure plan for arts and cultural facilities

Provide leadership to the sector building partnerships within and across governments, and with the private and philanthropic sectors

- Increase opportunities for engagement with arts, culture and creative business for all Territorians;
- Support access and participation in arts and culture for people of all ages, cultural backgrounds and ability;
- Build cultural collections that recognise the diversity of the Territory;
- Provide access to cultural collections through engaging programs and exhibitions;
- Build digital assets including websites with enhanced mobility; online ticketing systems; digitisation of collections; digital signage and interpretive information at heritage and cultural sites;
- Review grants funding programs so that they recognise the different skill sets of applicants and allow for flexibility in guidelines and applications;
- Improve existing and create new and appropriate spaces and places for the preservation, creation and presentation of our culture and creativity;
- Increase participation in festivals, recognising community needs and diverse audiences.

- Identify opportunities to develop state-of-the-art and innovative arts and cultural venues and facilities, informed by industry and community needs;
- Identify options for a new space for the Northern Territory Library;
- Scope and plan for an Indigenous cultural hub in Central Australia, a cultural centre of national significance;
- Plan for an arts and cultural centre for Indigenous people in Darwin;
- Identify options for new fit-for-purpose arts hub facilities in Darwin and Alice Springs suitable to be used by a range of artists and arts groups;
- Support the development of the museums and art galleries sector;
- Enhance amenities and visitor experiences at arts and heritage centres and integrate cultural tourism into cultural precincts.

- Develop and implement strategic plans across the Department that address these priority areas;
- Grow the levels of government and non-government investment into the arts and cultural sector by establishing an arts-business network;
- Strengthen international engagement, including international exchanges;
- Support cross-border arts and screen initiatives, building on existing and establishing new MOUs;
- Ensure a professional and dynamic department to deliver the goals and strategies of the Policy and to deliver joint projects across DoAM branches and the Northern Territory Government.
Framework and Timeline

The Department’s strategic planning will identify and implement actions related to the priority areas, and ensure that current strategic initiatives align with the goals of the Policy. The priority areas will be delivered through the following four distinct phases over the next 10 years:

**Stage 1 - Recognition** - immediate and ongoing
The principles and values which underpin the Policy

**Stage 2 - Regeneration** - 3-5 years
A program of strategic initiatives in support of the vision and goals

**Stage 3 - Review** - after 5 years
A review and evaluation of the goals and strategies to determine their impact on the vision

**Stage 4 - Reinvestment** - 5-10 years
A revised plan for the second five years of the Policy

---

### STAGE 1: Recognition

- **Research** and measure cultural expression through the arts and Northern Territory collections to establish base-line benchmarks across social, economic and creative factors, building on the work currently being undertaken by Northern Territory Library and Arts NT;
- **Action** the 10-year master plan for infrastructure and the physical assets portfolio;
- **Develop** and deliver an Indigenous Art Strategy
- **Develop** and deliver a Screen Strategy and an Indigenous Screen Strategy to find and nurture emerging talent;
- **Establish** a Northern Territory Arts History Collection;
- **Create** an on-going Northern Territory history exhibition at the Northern Territory Library;
- **Deliver** events and education programs focusing on sharing Northern Territory history and cultures, reflecting our diverse community;
- **Create** two major annual fellowships for leading Territory arts and cultural practitioners to undertake an area of research or professional development which will benefit both their practice and cultural development in the Northern Territory;
- **Conduct** a media campaign celebrating art and culture in the Northern Territory;
- **Increase** collaborations within the Department at program and project levels;
- **Strengthen** Internal Department operations through succession planning;
- **Form** a cross-governmental meeting/committee at a CEO level led by the Department to determine how each department will respond to the goals of the Policy;
- **Introduce** indexed longer-term funding agreements (up to six year cycles);
- **Establish** partnerships with Tourism NT to grow domestic and international visitation to the Northern territory for arts and culture;
- **Implement** the Departmental Disability Action Plan and issue it as a model to the sector.
This framework allows Government to:

- Articulate its goals for the arts and culture sector in the Northern Territory, setting a platform for the next 10 years;
- Respond to ideas and goals that arose during the consultation with the sector;
- Implement strategic plans across the Department and its branches to deliver on the priority areas of the Policy;
- Invest in well-considered strategies with achievable outcomes;
- Task the Department's independent advisory bodies with overseeing progress on delivery of the Policy and advising the Government on strategies and actions;
- Measure its performance;
- Evaluate the impact of the Policy on the sector and community well-being;
- Establish frameworks for future strategies.

For Delivering the Priority Areas
What the Policy Achieves Over the Next 10 Years

With the Government’s commitment to reinvestment in arts and culture in the Northern Territory, in 10 years the Territory will be a place where:

• We know and understand how arts and culture have a vital place in all our lives, knowledge that is based on measurable data and detailed evaluation of their value and impact;
• Our collections have grown and are presenting stories of Territory identity that engage many audiences;
• We celebrate artistic excellence and reward the talent and creativity coming from the Territory;
• We have established career pathways for women, youth and Indigenous practitioners through the implementation of specifically-targetted strategic plans, and we are recognising the talent that is emerging from those programs;
• Strong cultural businesses and arts organisations are enjoying increased turnover, and providing career opportunities for Territorians;
• All Northern Territorians and visitors are enjoying dynamic, interactive and purpose-built cultural and artistic spaces;
• Deep links are operating effectively within Government to deliver the benefits of arts and culture;
• Local, national and international audiences are enjoying creative and cultural expression of the Territory and sharing a deeper understanding of the Territory’s stories;
• The Northern Territory is essential to the national arts and cultural stories we tell;
• The identity of the Northern Territory is enriched and illuminated by its artistic and cultural expression.
The Department of Arts and Museums supports, develops and promotes the creative arts and screen sector, and is responsible for protecting and providing access to the Territory’s major cultural and scientific assets and collections. The Department also assists the community to care for, and make best use of, these assets for tourism, research, educational, recreational and commercial opportunities.

The Department is made up of:

- 9 hectare site Alice Springs
- four visual art galleries
- 500-seat proscenium arch theatre, multi-purpose hall “Witchetty’s”
- an outdoor performance space
- Museum of Central Australia
- Strehlow Research Centre
- Central Australian Aviation Museum
- Central Craft, Yaye’s Café, Folk Cottage
- Artist in Residence Space
- Aboriginal sacred sites

Northern Territory Library

The Northern Territory Library plays two main roles: to collect, preserve and share the documentary history of the Northern Territory, and to support the network of libraries across the Territory, particularly its 32 public libraries.

Northern Territory Archives Service

Connecting people to Territory history and heritage through its archival collections of original records, photographs and oral histories and as the archival authority for the NT Government collects, preserves and provides access to Government and Community archives at archives centres in Darwin and Alice Springs.
supports the growth, development and promotion of the Northern Territory arts sector, and broad community access and participation in the arts. Arts NT is responsible for providing advice, developing policy, strategies and programs that support arts development in the Northern Territory.

History NT
coordinates the delivery of key history and heritage projects that will preserve and share our rich military and cultural history, to substantially improve visitor experiences at key places of historic interest throughout the Northern Territory, contribute to the growth of the tourism sector, in the Northern Territory, improve the sustainability of heritage places and achieve educational outcomes;

Screen Territory
Screen Territory is the screen funding and development agency committed to partnering with the screen industry to support, develop and promote film, television and digital production in the Northern Territory.

Through its programs, Screen Territory supports the screen production sector to access the national and international marketplace, and to make quality projects that create jobs and grow stable businesses in the Territory. With a main focus on the professional industry, Screen Territory also supports activities that provide opportunities to entry level and emerging community members.

Screen Territory supports audience development opportunities to ensure that Territory residents have the opportunity to access a variety of film screening programs.

Infrastructure assets:
The Department is responsible for the upkeep and maintenance of 14 owned and 9 leased properties.
Department of Arts and Museums

The Department also provides support to the following Northern Territory Government facilities and assets:

- Museum and Art Gallery of the Northern Territory (MAGNT)
- Defence of Darwin Experience
- Redevelopment of the Chan building
- Australian Aviation Heritage Centre
- Darwin Entertainment Centre (in partnership with the asset owner, the City of Darwin)

In partnership with cultural institutions and arts organisations, the Department will work with a range of external agencies and other levels of government to achieve our vision, including:

- local councils across the Northern Territory;
- the Australian Government and its agencies – Ministry for the Arts, the Australia Council for the Arts, Screen Australia, National Film and Sound Archive, National Archives, National Library of Australia;
- peak bodies and professional associations including National and State Libraries Australasia (NSLA) and the Australian Library and Information Association;
- the private sector;
- trusts and foundations.

The principle of collaboration underpins the Department’s delivery of service; the Department will identify shared NTG strategic goals for the benefit of the community and work with:

- Department of Chief Minister (leadership on Framing our vision, including
definition of red tape, and programs that are tailored to community needs.
- Department of Business (employment and training in the cultural economy and Asian engagement);
- Department of Local Government and Community Services (including Office for Women, Office for Aboriginal Affairs, Office for Children to consider the role of art and culture across all aspects of community well-being);
- Department of Education (arts and cultural studies in the curriculum including artists in schools program);

In all of these shared services the goals will be excellence and efficiency in delivery of service, reduction of red tape, and programs that are tailored to community needs.

The Northern Territory Arts and Cultural Policy has benefitted from consultation across the Northern Territory. The Department acknowledges the work of Positive Solutions in conducting the consultation and informing the draft Policy. The Department also acknowledges all stakeholders that contributed and provided feedback in the development of this Policy.

Photo Credits