

Creative Industries Ministerial Advisory Council

Meeting 3 summary

Synopsis

The third meeting of the Creative Industries Ministerial Advisory Council was held in Darwin on **Wednesday, 9 May 2022**. The Council made recommendations to clarify the terms of reference; considered a vacancy arising; and received an update on the Department's strategic projects in the creative industries. An overview of the current status of the Arts Trail Gallery Extension Program was provided, along with the need for an overarching strategy for workforce and enterprise development. The Textile Printing and Manufacturing Hub was also discussed in view of planned industry consultation on the recommendations of the feasibility study report. Additional discussion focussed on the challenges of establishing baseline data to describe the economic contribution of the creative industries, particularly in jurisdictions such as the Northern Territory where small sample sizes tend to cause sampling errors and thus methodologies and supplemental data sources need to be explored. The meeting concluded with a discussion about the need for a work plan to focus and guide the activities of the Council for the duration of its tenure.

Attendees

- Hon Chansey Paech, Minister for Arts, Culture and Heritage
- Council members: Mr Ben Graetz, Ms Judith Lovell, Ms Helene George, Mr Philip Watkins, Ms Elena Madden
- Northern Territory Government:
 - Ms Emma White, A/CEO, Department of Territory Families, Housing and Communities (TFHC)
 - Ms Samantha Livesley, A/General Manager, Community Participation and Inclusion, TFHC
 - Ms Angela Hill, Director, Arts Trail and Remote Arts, Arts and Culture, Community Participation and Inclusion, TFHC
 - Ms Gail Carnes, Manager, Creative Industries, Community Participation and Inclusion, TFHC
- Apologies:
 - Hon Chansey Paech, Minister for Arts, Culture and Heritage
 - Mr Mark Smith, Council member
 - Ms Shelagh Magadza, Council member
 - Mr Ken Davies, CEO, TFHC

Key discussion points

Terms of reference: The Council proposed to amend the terms of reference to define the creative industries as follows: "The Creative Industries are those areas of enterprise that connect culture and creativity with social and economic outcomes primarily through wealth and job creation and the generation of intellectual property." Other minor modifications were also recommended.

Council vacancy: Ms Shelagh Magadza resigned her position on the Council on 7 May 2022 following her appointment to a government position in Western Australia. The Council discussed the vacancy arising and noted that the Minister has delegation for decisions regarding appointment of Council members.

Update on strategic projects

Arts Trail Gallery Extension Program. An overview of the Arts Trail Gallery Extension Program (ATGEP) was provided. The program is part of a \$100M NT Government Arts Trail commitment, which also includes the National Aboriginal Art Gallery, the Indigenous Cultural Centre, and the \$30M ATGEP, which provides funding for upgrades to seven arts and cultural centres in Arnhem Land, Tennant Creek and Katherine. Six of the identified centres are Aboriginal-owned corporations and the Department works with Department of Infrastructure Planning and Logistics and the boards, staff and Traditional Owner representatives of each organisation to manage the design and construction of fit-for-purpose upgrades that will assist the organisations to achieve their vision and participate in the Arts Trail. The need for an overarching Arts Trail strategy was discussed, including a strategy for workforce and enterprise development.

Textile Printing and Fashion Manufacturing Hub. An plan for industry consultation on the feasibility study report for the Textile Printing and Fashion Manufacturing Hub is in development and the Council will be invited to participate. The purpose of consultation will be to obtain industry feedback on the findings and recommendations of the report, which include development of an Industry Development Plan, establishment of an industry representative body and a range of Government-led initiatives, such as education and training, investment attraction, and development of a business case for the Hub. The Council provided advice on potential stakeholders to engage in the consultation process.

Baseline data: Challenges in obtaining and analysing economic data for the creative industries were considered, including poor alignment of industry sector definitions across jurisdictions with standard Australian Bureau of Statistics industries and occupation classifications, and the problem of small sample sizes, particularly at the Statistical Area 2 level (Katherine, Tennant Creek, etc.) which create both the potential for commercially sensitive information (e.g. level of operating activity, employment) to be disclosed, and also sampling errors that cause the data to be unreliable. The Council advised that the creative industries labour market is not accurately understood on the basis of full time equivalents, particularly in regions and sectors where people may have more than one employer at a time, or multiple jobs throughout the year. It was recommended that in deciding what data needs to be collected, it is important to first confirm the strategic priorities and the corresponding baseline data requirements, and then identify methodologies to collect and analyse the data. The Council also recommended exploring any data available through ATO.

Council work plan: Discussion was held about the need for a work plan to focus and guide the activities of the Council for the duration of its tenure.

Meeting outcomes

The Department agreed to provide a draft workplan, including current CIMAC priorities and links to the Creative Industries Strategy, prior to the next meeting as a starting point for development of a work plan. It was recommended that the work plan include SMART actions, outcome and responsibilities and that the Department provide a draft as starting point for further development.