

12 big ideas by
SHARPE
ADVISORY

A new look at culture.



YOU WANTED **BIG IDEAS**? WE HAVE **12** OF THEM FOR YOU.

- They cross all the creative industries.
- They don't cost the earth.
- They can all be implemented within 3 years.
- And they're focused on NSW's existing strengths.



ESTABLISH AN ANNUAL PRIZE FOR CREATIVE ENTREPRENEURSHIP

- There are 0 initiatives in NSW at the moment which reward entrepreneurship in arts, culture and the creative industries.
- An annual prize – with subcategories for regional, female and First Nations entrepreneurship – would incentivise for-profit and not-for-profit enterprises.
- An initial pool of \$250,000 of funds could be supplemented with support from business.



INTRODUCE A **LIVE MUSIC** QUOTA FOR VENUES WITH POKER MACHINES

- Make the presentation of live music a requirement of a obtaining a gaming machine entitlement or a poker machine permit.
- The more machines, the greater the number of nights per year with live music, with musicians paid at MEAA rates.
- Cost can be met directly from poker machine profits.



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SET UP OUTER METRO **SATELLITE** **EVENTS** FOR 3 CREATIVE TOURISM EVENTS

- In 21/22, Destination NSW supported 27 “culture, entertainment & creative industries” events, and 26 of them were based in Sydney.
- Choose 3 – just 3! – to run satellite events in Newcastle, Wollongong and the Blue Mountains. All are outer metro areas that put these events within easy reach of much of regional NSW.
- We suggest Vivid, SXSW and Sydney Contemporary would be good candidates. Funded from their existing grants, or with modest uplifts.

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OFFER A PAYROLL TAX DISCOUNT FOR COMPANIES **INVESTING IN FILM**, GAMES & ARTS PROJECTS

- Payroll tax is forecast to bring in \$611M this financial year.
- Offer discounts to payroll tax worth just 0.5% of this and give the creative industries a \$3M boost.
- This would attract projects from interstate.
- Projects that generate profit beyond a threshold could repay some of the discount.

DOUBLE FUNDING TO THE RADO NETWORK

- NSW's 15 Regional Arts Development Organisations promote and support the arts in regional NSW. It's a best-in-class network which is already set up.
- They produce amazing work on tiny budgets. More money to them means an immediate positive impact on arts and arts projects in the regions.
- Doubling their funding would cost \$3M annually. Good value for money and an immediate good news story for arts in the regions.



5

MANDATE **FIRST NATIONS** **DESIGN** IN PUBLIC WORKS

- Amend the NSW Aboriginal Procurement Policy to ensure First Nations design and public art are incorporated into all public works.
- Could be used for public art, design elements or employing First Nations designers and architects.
- After making the change, there are no ongoing costs.

ESTABLISH AN AI x CI RESEARCH LAB

- AI is changing the creative industries so quickly that any arts, culture and creative industries policy is going to be out of date almost immediately.
- Address this by setting up an AI x CI research lab with a NSW university.
- Initial cost of \$5M per annum could be offset by contributions from industry (see also idea number 4).



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PUT **SHORT FILMS** ON 20% OF CINEMA SCREENINGS

- We estimate there are approx. 800,000 feature film screenings in NSW per year.
- Mandate that 20% of these must be preceded by an Australian short film, up to 5 mins in length.
- Who'll pay for production? Brands wanting to get their stories on screen.
- It will be a boost for creatives and creative agencies and help content makers get their first credits.



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ENCOURAGE CULTURAL INSTITUTIONS TO SHARE THEIR SPACE

- The lion's share of arts funding in NSW goes to big cultural institutions. But individual artists struggle to access affordable space.
- As a condition of funding, cultural institutions should give access to rehearsal, exhibition, workshop and performance space to emerging artists, or to small arts organisations.
- This could be based on a proportion of space, or a number of days per year. And it could be funded through existing grants.

“FREE PUBLIC TRANSPORT TO ARTS” DAY

- Pick a day of the year. Preferably one in the school holidays.
- On that day, allow ticket holders to arts institutions free travel on public transport.
- Regularly done for major sporting events already.
Estimated cost: less than \$200k.



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BOOST THE NATIONAL MUSIC TEACHER MENTORING PROGRAM

- This program run through the Australian Youth Orchestra, matches teachers with music mentors to help increase music lessons in schools.
- Funded by the federal government, a matching NSW government contribution is an easy way to boost music education and embed music in early stage education.
- Cost: approx. \$500k per annum.



CULTURE NSW VOUCHER MONTH

- The Dine & Discover NSW voucher system gave an effective financial boost to arts and screen presenters during COVID.
- Relaunch, but keep it affordable and sustainable by choosing one month of the year to provide a Culture NSW voucher.
- We suggest one of the winter months and that the voucher be restricted to Australian productions, performances or film screenings.
- A trial of this program could be cost limited to \$5M.

A large, bold, pink number '12' is positioned in the bottom right corner of the slide. The background of the slide is a teal color with a large, white, triangular shape pointing upwards. Inside this triangle is a faded, grayscale image of a city street scene with people walking and buildings. A thick pink diagonal line runs from the bottom left towards the top right, separating the teal background from the white background on the left.

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WHERE DID ALL THESE **BIG IDEAS** COME FROM?

- Sharpe Advisory are experts in arts, culture and creative industries.
- We work with business, not for profits and government.
- We specialise in creative entrepreneurship and business strategy.
- Find us at sharpeadvisory.com.au

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