

Creative Victoria

Parliamentary Inquiry in the cultural and creative industries

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Jobs, Skills,
Industry
and Regions

Victoria's creative industries

Snapshot

- ▶ Victoria's creative industries contribute \$40.5 billion to the Victorian economy, representing 7.6% of the total economy.
- ▶ The creative economy employs more than 320,000 Victorians, representing 9% of total employment.
- ▶ There is a large market for creative and culture events in Victoria.
- ▶ 11 million people attended state-owned arts and cultural institutions in 2023/24.



Creative Victoria Act 2017

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No. 14 of 2017
Part 2—Principles relating to the arts and creative industries

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4 Principles relating to the arts and creative industries

- (1) The Parliament recognises that—
- (a) the arts have an intrinsic value that contributes to the cultural depth, diversity and life of Victoria; and
 - (b) the arts and creative industries contribute significantly to Victoria's wealth and prosperity.
- (2) The Parliament further recognises that—
- (a) the arts and creative industries are means to improve the quality of life for all individuals in Victoria and improve the community of Victoria as a whole; and
 - (b) all individuals in Victoria are equally entitled to access opportunities and participate in and contribute to the arts and creative industries in Victoria; and
 - (c) all individuals should be free to express their ideas and opinions through the arts and creative industries.

5 Effect of this Part

The Parliament does not intend by this Part to create in any person any legal right or to give rise to any civil cause of action.

The Act recognises:

- ▶ Social, cultural and economic value of the arts and creative industries
- ▶ The contribution and importance of First Peoples arts cultural practice
- ▶ All individuals in Victoria are equally entitled to access opportunities and participate in and contribute to the arts and creative industries in Victoria
- ▶ All individuals should be free to express their ideas and opinions through the arts and creative industries.

Creative Victoria – (cont)

Functions

- ▶ **Portfolio agencies:** Funding and oversight
- ▶ **Independent creative organisations:** Multi-year investment
- ▶ **Regional galleries and performing arts centres:** Multi-year investment
- ▶ **Competitive funding programs**
- ▶ **Infrastructure and assets**
- ▶ **Policy, strategy development** and research
- ▶ **Industry development, capacity building, connections**



Creative State Strategies



Timeline

- ▶ **Strategy #1** – Launched 2016
- ▶ **Strategy #2** – Launched 2021
- ▶ **Strategy #3** – in development



Working with the Federal Government



Partnerships/Aligned approaches		Mutual interests
➔	First Peoples First	Creative Workplaces
➔	National Performing Arts Partnership Framework	National training organisations
➔	Investment in small to medium arts organisations	Writers/Literature
➔	Investment in Contemporary music	
➔	Screen investment	

Issues and challenges

Considerations for future policy and interventions

- ▶ Business sustainability in the creative industries
- ▶ Boosting domestic screen production
- ▶ Impacts of generative AI
- ▶ Support for creative workers and businesses to build audiences and increase commercial opportunities.



Thank you

