

# Supporting the Arts



## A MAJORITY LIBERAL GOVERNMENT WILL:

- Create a \$2 million Screen Innovation Fund
- Encourage philanthropic support for our key cultural institutions
- Invest \$1 million for a new children's exhibition at TMAG
- Provide assistance for market development for artists and galleries



## Supporting the Arts

### Delivering for the Cultural and Creative industry

The Hodgman Liberal Government has been a strong supporter of Tasmania's cultural and creative industries. Since elected in 2014, we have:

- Significantly increased recurrent funding to the Tasmanian Museum and Art Gallery;
- Increased the competitive funding available to artists and organisations through Arts Tasmania, including the creation of the State's first Youth Arts fund;
- Supported a wide range of high-profile screen projects, including *Rosehaven* seasons one, two and three, *The Nightingale*, and *Lion*;
- Committed \$30 million to The Hedberg redevelopment, adjacent to the Theatre Royal;
- Legislated to provide contemporary, best-practice, peer-reviewed, competitive funding processes for Arts Tasmania and Screen Tasmania, that will streamline the application process and dramatically reduce the timeframe for decisions; and
- Modernised the legislative and governance arrangements for the Tasmanian Museum and Art Gallery, creating a Statutory Authority.

We strongly believe that our cultural and creative industries are important elements of our economy and community, and help make Tasmania the fantastic place it is to live and work.

Our ongoing commitment to the sector will ensure it continues to thrive, innovate and support the Tasmanian way of life.

### Screen Innovation Fund

The past four years has been a golden age for Tasmania's Screen Industry, with major projects such as *The Kettering Incident*, *Rosehaven*, *Fanshaw and Crudnut*, and *Lion*, to name a few, showcasing our State and our industry talent to the world.

Demand for funding larger projects has highlighted the need for additional funding to ensure the ongoing prosperity of the screen sector.

Investment by the State Government in screen production generates a local leveraged spend ratio of a minimum of 1:4, with the average in recent years being up to 8.25:1 (2015-16).

### Our Targets

**#11** – A 10% increase in small business employment by 2022.

**#13** – a 50% increase in the average per visitor spend by 2022.

Grow the Tasmanian population to 650,000 by 2050.



## Supporting the Arts

Continuous high-quality production projects generates jobs, investment and skill retention and development here in Tasmania. By investing additional funding in key projects and innovation, we guarantee these benefits continue into the future.

We will not only invest in key strategic projects, but we will also set aside up to 25% of the additional funding for new productions in the early stages of development. This will help stimulate innovation in the sector and provide the basis for future full-scale production activity.

To ensure these successes continue, a re-elected majority Hodgman Liberal Government will:

- Provide \$2m for a Screen Innovation Fund to back key strategically important projects for Tasmania's screen sector; and
- Up to 25% of funding will be earmarked for new, innovative, proof-of-concept productions, not limited to any particular medium.

Under a majority Liberal Government, the screen industry has thrived. Screen Australia research reveals that over \$24 million was spent in Tasmania on drama productions commencing in 2014-15 and 2015-16. Before this time, \$2 million was the average annual amount. Clearly our commitment to the sector is getting results and we will ensure it continues.

### A new interactive children's exhibition for TMAG

The Tasmanian Museum and Art Gallery (TMAG) is one of Tasmania's most visited cultural attractions and a re-elected majority Hodgman Liberal Government will build on this by investing an additional \$1 million to develop a highly-interactive, permanent new children's exhibition.

Already, the Hodgman Liberal Government has strongly supported TMAG through considerable additional funding, modern legislative reform and new leadership.

The hugely successful Pauline Gandel Children's Gallery at the Melbourne Museum is an outstanding example of the type of spaces that can be created for kids.

TMAG has been very successful in attracting younger audiences in recent years with key exhibitions (such as Pattern Play) and events (such as their Children's Festival).

The 2017 TMAG Children's Festival attracted a record average daily attendance across five days of 2,780 visitors, with a festival total of 13,900 visitors, demonstrating the strong demand for families focussed activities at TMAG.

## Labor-Green record

Labor and the Greens have an appalling record on the arts.

They allowed TMAG to overrun its budget by an average of \$1m per annum over five years, failed to provide appropriate governance arrangements and left it without any strategic focus or plan for the future.

Under Labor and the Greens, they cut competitive funding to the arts.

They are all talk, and no action and have zero credibility when it comes to the cultural and creative industries.



## Supporting the Arts

Our commitment will help cement TMAG as a key destination for children, their families and carers. We will:

- Provide \$1 million funding for a new highly-interactive children's exhibition at TMAG;
- Focus on engaging younger people, including babies and toddlers. This exhibition space will provide educative, stimulating and entertaining experiences for children, their families and carers; and Children will be given the opportunity to learn, explore and experiment in an exhibition built especially for them, starting a lifelong love of learning and discovery in our State's premier cultural institution.

### Supporting philanthropy

The Tasmanian Museum and Art Gallery (TMAG) is the State's premier cultural institution. It presents and manages the State Collection, and provides a stimulating and educative experience for visitors.

TMAG has recently developed a much-needed strategic plan for its future, a plan that includes a focus on generating alternative revenue.

In order to support work to attract philanthropy, a re-elected majority Hodgman Liberal Government will match funds raised by TMAG's Foundation on a dollar for dollar basis, up to \$50,000 per annum for four years.

Similarly, the Queen Victoria Museum and Art Gallery (QVMAG) is an important cultural institution for the North of the State. While owned and operated by the Launceston City Council, the State Government provides significant recurrent funding to support QVMAG's important work.

QVMAG has its own Arts Foundation that raises funds to support the acquisition of fine and decorative art for the Museum.

Under a re-elected majority Hodgman Liberal Government, we will provide the Arts Foundation with up to \$50,000 per annum over four years on a matching, dollar for dollar basis to funds raised.

Should either QVMAG or TMAG not reach their \$50,000 pa target, the remaining funds could be made available to the other institution, should they exceed their own fundraising goal.



## Supporting the Arts

### Exporting Tasmanian galleries and artists

Tasmania's cultural and creative sector is experiencing a surge in interest from interstate and overseas, which has flowed through to our world-class galleries and the artists they represent.

While many visitors to Tasmania go to our galleries, a re-elected majority Hodgman Liberal Government will take our galleries and artists to the rest of Australia to build our presence in key markets.

Sydney Contemporary is Australia's premier international art fair, representing Australia's best galleries and artists. Serious art collectors from around Australia and the world gather for this five-day showcase, to buy for private and public collections.

The Melbourne Art Fair returns in 2018, providing another fantastic opportunity for Tasmanian galleries to represent their local artists to key national markets.

Tasmanian galleries have been represented at both fairs previously, helping to build the profile of their artists and business, and supporting repeat clients. But it comes at considerable cost and we will provide assistance to support their ongoing participation.

A re-elected majority Hodgman Liberal Government will provide \$80,000 per annum over three years to support the representation of Tasmanian galleries at Sydney Contemporary and Melbourne Art Fair, offsetting the considerable cost of participation.

This funding will be provided by way of competitive assessment to galleries wishing to participate (overseen by Arts Tasmania), and be subject to the curatorial decisions of Sydney Contemporary and Melbourne Art Fair.

Galleries currently eligible to participate in the Collect Art Purchase Scheme will be able to apply.

The Department of State Growth will also be tasked with facilitating a Tasmania-focused, VIP trade event that would promote wider, complementary sectors of our State including food, wine and tourism, jointly hosted by the represented galleries.

### Cost

- \$2 million for the Screen Innovation Fund;
- \$1 million for TMAG's new permanent children's exhibition;
- \$400,000 for TMAG and QVMAG philanthropy support;
- \$240,000 for Exporting Tasmanian Galleries and Artists;
- \$3.64 million in total.