

Culturally and Linguistically Diverse (CALD) Community Needs Analysis in the Arts

FINAL REPORT AND RECOMMENDATIONS



THE WAY FORWARD ARTS IN A MULTICULTURAL VICTORIA
A joint project between Multicultural Arts Victoria and the Victorian Multicultural Commission



Multicultural Arts Victoria (MAV) is a peak arts body representing culturally and linguistically diverse artists and communities in Victoria. MAV is also an advocate of artists and communities to ensure access and participation for artists and communities in the development of policy on arts and culture on a local, state and national level.

The Victorian Multicultural Commission (VMC) is the peak Government agency responsible for providing the Victorian Government with independent and responsive advice pertinent to Victoria's culturally and linguistically diverse communities and promotes the participation of Victorians regardless of their ethnicity, culture and religious background.

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It gives me great pleasure to release the findings of the *CALD Community Needs Analysis in the Arts* to the Victorian Government and its community and arts stakeholders.

The purpose of the report is to set in place a process for understanding the current state of the arts in a multicultural Victoria, with the view of initiating effectively long term responses to the sector's needs. This report goes a long way towards this end. Not only does it offer solutions for government to consider, but it also provides mechanisms and ideas for greater community and stakeholder engagement.

The report is underlined by a strong evidence-based analysis and underpinned by the principles outlined in *A Fairer Victoria*, the Victorian Government's social policy action plan.

The key to the report and its findings is the consultative process that was engaged in to receive feed back from a range of stakeholders. Well planned and attended consultations with artists, administrators, community leaders and Commonwealth and State Government representatives, allowed for a wide scope of ideas, experiences and proposed solutions.

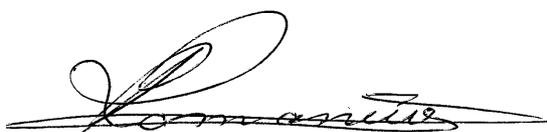
Multicultural Arts Victoria and the Victorian Multicultural Commission partnered to ensure that wide representation was a main agenda outcome and we are satisfied this occurred.

The reference group provided feedback in the initial stages to ensure the process allowed for this wide representation.

The report's recommendations are in line with *A Fairer Victoria*, and are aimed at improving access to services, reducing barriers to opportunity, strengthening assistance for disadvantaged groups and places. Funding, policy implications, shared resources and combined planning mechanisms are issues that will require ongoing attention. We now commence the second part of our journey.

Victoria remains *The Place to Be* because of its strong economic growth and strength in diversity. The multicultural arts sector can continue to deliver major outcomes for the State in both these areas if we work together.

This report sends a clear message to all those who value the sector, to support its recommendations to help create a stronger Victorian arts scene.



Stefan Romaniw OAM
Chairperson
Multicultural Arts Victoria

Foreword

VICTORIAN MULTICULTURAL COMMISSION



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Victoria is one of the world's most culturally, linguistically and religiously diverse societies, encompassing a vast array of cultural traditions and practices.

At no other time in our history is there a greater need to promote understanding and reciprocally fight ignorance, and the arts is one of the most powerful mediums through which we can undertake this and facilitate an even more cohesive and harmonious society.

As such, harnessing, developing and sharing our rich tapestry of cultures and traditions can only occur if we more effectively encourage and support our culturally and linguistically diverse (CALD) communities and artists. Unfortunately, over the past 12 years, arts policy in this great State has not utilised the opportunities and the potential that our diversity inherently provides.

The collaboration with Multicultural Arts Victoria (MAV) and the Commission on this report and its recommendations is therefore quite timely and important. It is an attempt to highlight the need to develop future policy priorities that can directly support both our communities' cultural aspirations as well as support the incredible skills and talents of the myriad of artists of CALD backgrounds to reach their full potential; which, if attained, I believe, will act as a catalyst for an incredible reformation and maturation of the arts – one that captures the best of all the cultures and traditions from around the world, but one that is also uniquely Australian.

We hope this report and its recommendations can facilitate reform within arts policies and programs.

A handwritten signature in black ink, appearing to read 'G. Lekakis', with a long, sweeping underline.

George Lekakis

Chairperson

Victorian Multicultural Commission

Executive Summary

Victoria is one of Australia's most culturally diverse states and our cultural diversity has gained increasing relevance for arts and cultural organisations. Cultural diversity and *Arts for all Victorians* is now a widely established and articulated expectation and practice.

Multicultural Arts Victoria (MAV) in partnership with the Victorian Multicultural Commission (VMC) undertook to analyse arts in a multicultural Victoria. This report is an outline of the process, findings and recommendations that emerged out of the Analysis and the extensive community consultations that were undertaken.

This Needs Analysis report details the research and explores existing barriers that influence the level of participation of culturally and linguistically diverse (CALD) Victorians in the artistic and cultural life of Victoria. The report examines how these barriers influence cultural institutions, companies and organisations and makes recommendations in regard to the distribution of resources and the provision of opportunities to CALD Victorians. Over one thousand stakeholders were involved and have actively contributed to shaping the recommendations in this report.

The report also outlines the importance of developing cultural indicators and strategies that ensure increased participation of artists and communities of CALD and non English speaking backgrounds (NESB). This is identified as a priority for the arts sector across all areas including service delivery, product, projects and audience development, as well as a need for new ways of working and thinking to ensure the successful translation of policy into action. Particularly in the context of the Victorian Government's overarching commitment to multicultural affairs, as highlighted through the enactment of the *Multicultural Victoria Act 2004* and its longstanding acknowledgement of our cultural, linguistic and religious diversity as one of the State's greatest assets.

This Needs Analysis revealed:

- strongly felt perceptions from many of the grass roots CALD artists and communities that the multicultural arts sector was under resourced and under represented within the broader arts programs and initiatives;
- that Multicultural Arts Victoria (MAV) remains the recognised peak agency for the sector by Government and the community;
- that whilst Government provides funding and support to the sector, the sector nevertheless remains a peripheral area in terms of policy, funding and resourcing, particularly in the context of Victoria's standing as a vibrant CALD society; and
- that for CALD communities, there is a strong expectation that the sector's potential could be more effectively maximised through proper utilisation of partnerships with the CALD sector and appropriate resourcing of Multicultural Arts Victoria (MAV).

MAV was seen as the first point of contact for CALD artists and communities, particularly artists from new and emerging communities.



As such, the immediate issues to address were seen as: *How does MAV share its expertise?; How can MAV continue to support the current issues raised among different artists and communities?; and How, despite having one of Australia's largest CALD and artistic communities, can MAV support the layered complexity within the multicultural arts sector within its current level of limited infrastructure and resourcing?*

MAV is recognised in the community as having a vital role to play and is often seen as the bridge between the arts and ethnic community sectors. Stakeholders saw the need for MAV to continue to strongly advocate for systemic change in order to ensure the increased vibrant development of multicultural arts content and infrastructure at the local, state and national levels.

The Analysis also identified that while MAV is committed to *Creative Capacity+* and the CALD community and multicultural sectors, MAV is limited in its capacity to deliver in a market whose potential has not been fully realised. There is a lack of long term strategic outlook due to severe funding and resourcing limitations and there is an absence of an appropriate home for MAV to effectively deliver its existing or potential programs.

The recommendations from the Analysis have highlighted that both a state wide approach and a response by individual local government authorities and organisations is required to ensure that the arts in Victoria responds more positively to cultural diversity.

The focus of these recommendations is on partnerships, sharing resources, shared approaches, mentoring and providing greater access to networks that currently exist within the arts sector.

The consultations and round table revealed the following four key themes: policy; infrastructure; partnerships & funding; and programming & sector development. The following provides a summary overview of the findings and recommendations against these four key themes.

Summary of Recommendations

Based on the findings of the Needs Analysis project, including the feedback arising from the public consultations and the round table, the following recommendations are made:

Policy

- The multicultural arts sector and multiculturalism should be more strategically integrated within current and future arts policy documents with defined outcomes and cultural indicators.
- That such policy or policies be framed within the context of the preamble and principles outlined in the *Multicultural Victoria Act 2004*.

Infrastructure

- Arts Victoria to establish and support an *Arts in a Multicultural Victoria Advisory Committee*.
- Arts Victoria to develop a strategy driven by its Executive, that may or may not include the establishment of a diversity unit that reports directly to the Director of Arts Victoria, to ensure that programs are consistent with equality of access and opportunity for CALD artists and communities.
- Initiate a feasibility study to identify partners and supporters in the development of a new performing and visual arts centre for profiling multicultural arts in Victoria.
- The dedicated arts centre/venue to become the new home of Multicultural Arts Victoria.

Partnerships & Funding

- A Working Party consisting of MAV, the VMC, Arts Victoria, the Ethnic Communities' Council of Victoria, Regional Arts Victoria, the Municipal Association of Victoria, the Victorian College of the Arts and other stakeholders to be established to consider and implement the recommendations and findings of this report.
- The State Government to allocate additional funding to the arts portfolio to enable the implementation of the recommendations outlined in this report.
- The Arts portfolio to dedicate funding to the multicultural arts sector that is more reflective of Victoria's cultural, linguistic and religious diversity.
- Recurrent increased funding to MAV to be allocated on a triennial basis. The provision of triennial funding to MAV would facilitate scope to:
 - enable future long term planning, including the opportunity for MAV to conduct research to inform and profile best practice outcomes in the multicultural arts sector;
 - implement a catalyst multicultural grants and mentor program for multicultural arts product development; and
 - work in partnership and link to existing Government diversity initiatives.
- Arts Victoria to dedicate \$2m per annum in festival events funding to the VMC to support and enhance multicultural festivals and events across Victoria.

Programming & Sector Development

- Department of Victorian Communities, Arts Victoria, MAV and VMC to work in partnership to link the multicultural arts sector and MAV to existing Government initiatives and opportunities, such as, Audience Access Scheme, cultural tourism, skilled migration in the regions, community capacity building and support for newly arrived refugees.
- To identify the potential and to develop a new high profile cultural event, in partnership with Tourism Victoria, to build on the potential Commonwealth Games legacy.



- MAV to receive devolved funding from State Government to assist in the development of arts and cultural programs for new communities to ensure successful skilled migration, in the long term, is achieved in regional Victoria.
- Develop a multicultural arts showcase on an annual or biannual basis.

A more detailed overview of findings and recommendations can be found in Section 5 (page 19) of this report.

Conclusion

The findings from this action based research have highlighted that a holistic planning approach is required to ensure that the arts in Victoria respond positively to cultural diversity. To meet community expectations and to maximise opportunities, a partnership approach is required to promote access, service delivery, recognition, respect and support for ethnic communities and artists. This needs to be facilitated as a priority in the arts sector.

MAV and VMC are committed to enhancing the cultural life of all Victorians and believe that this report will be a key driver in improving this process by creating dialogue that shapes and creates new directions, in both local and national policies and for examining ways in which the arts in a multicultural Victoria can be further enhanced and promoted.

The single most important finding was that cultural diversity and Arts for all Victorians is widely accepted and endorsed. The challenge however is to translate this into effective strategies that will eliminate the perceived and/or real barriers, and increase CALD and NESB artists' and communities' participation in the arts.

The recommendations are based on the premise that the Victorian State Government, through Arts Victoria, and local government authorities, are keen to be actively responsive to cultural diversity to achieve the following outcomes:

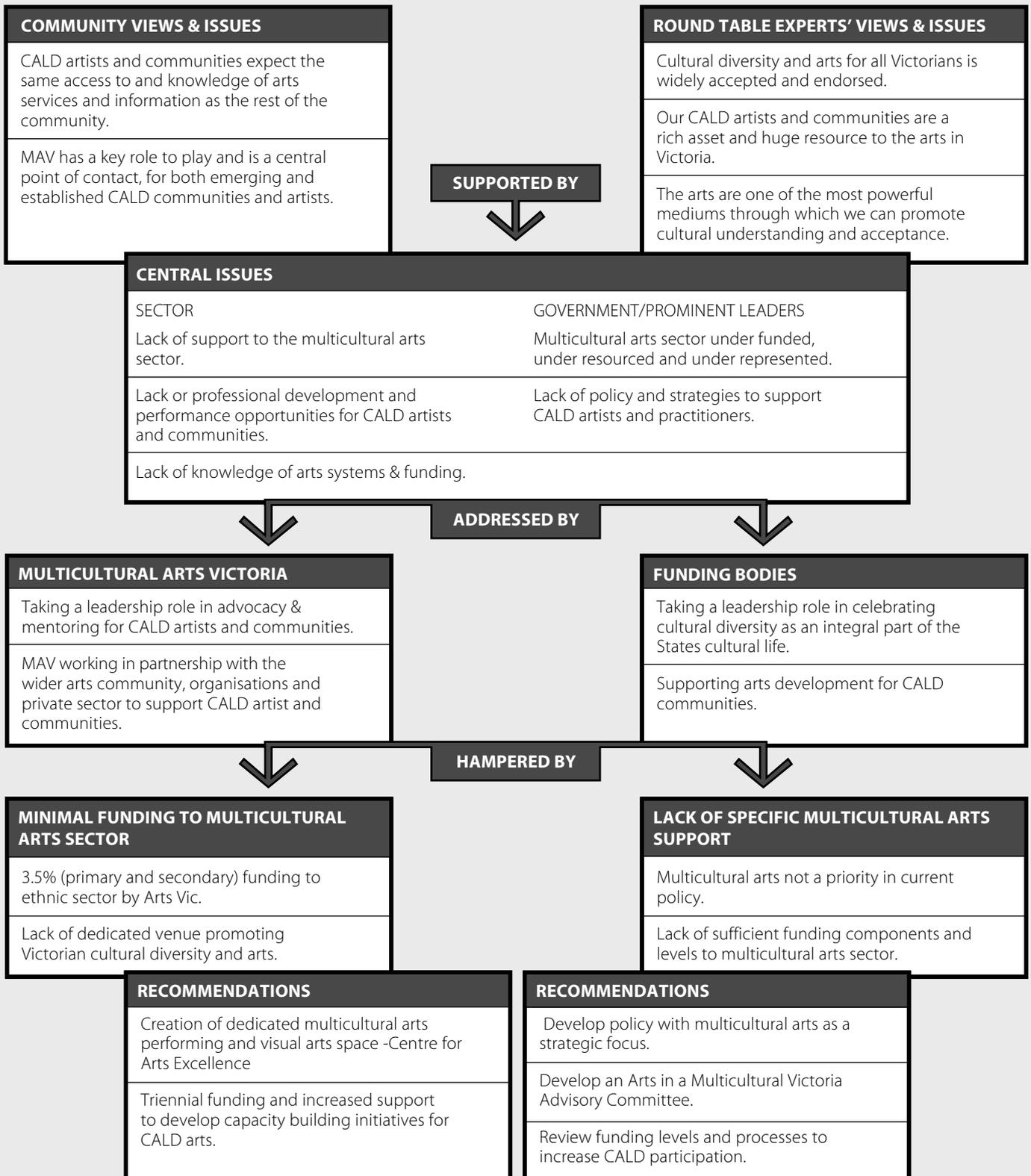
- CALD artists and communities have the same access to and knowledge of arts services and information as the rest of the community;
- existing arts organisations and services respond to the needs of CALD artists and communities across all population demographics;
- support in the form of arts and community grants, use of resources and infrastructure is provided to CALD communities and artists commensurate with their representation and need within the community; and
- respect is accorded to CALD artists and communities through recognition, involvement and participation at events, festivals and arts programs in Victoria.

Cultural diversity is an integral part of Victoria's social fabric and all stakeholders have clearly acknowledged this. The State Government's acknowledgement and commitment to this is highlighted by its whole-of-Government approach to multicultural affairs, its enactment of

the *Racial and Religious Tolerance Act 2001*, designed to protect all Victorians from vilification and hatred, and the *Multicultural Victoria Act 2004*, which enshrines in legislation a set of multicultural principles for all to consider abiding by.

While the social, cultural and economic benefits of our diversity have been acknowledged, and the Victorian Government has conveyed the right messages, the real and potential benefits have not been effectively optimised across the board. The arts sector, potentially one of the most powerful mediums through which to facilitate a more socially cohesive and harmonious society, and one which could gain from a more substantive creative and diverse input from CALD artists and communities, is one of those areas that requires more work.

Overview



Acknowledgements

Multicultural Arts Victoria (MAV) and the Victorian Multicultural Commission (VMC) would like to thank the following partners for their generous assistance which made the consultations and the round table so successful: Arts Victoria, the Arts Centre, Australia Council, ABC Radio National, City of Darebin, City of Greater Geelong, City of Maribyrnong, City of Melbourne, City of Stonnington, City of Yarra, City of Hume, City of Greater Dandenong, Darebin Ethnic Communities' Council, Ethnic Communities' Council of Victoria, Diversitat (previously known as the Geelong Ethnic Communities' Council), Geelong Performing Arts Centre, Goulburn Valley TAFE, City of Greater Shepparton, SBS, Ethnic Communities' Council of Shepparton & District, Victorian College of the Arts and the Victorian Office of Multicultural Affairs.

MAV would also like to acknowledge the support, encouragement and vision of Arts Victoria, in particular Andy Miller, Michelle Armstrong, Christopher McDermott and Chris Brophy, in ensuring the development of MAV's CALD Needs Analysis.

MAV thanks Michael Van Vliet, Andrew Waugh-Young and Danielle Suss from the VMC and Freda Lisgaras Multicultural Arts Professional Development (MAPD) student for minute taking at the consultations. Multicultural Arts Victoria staff Miriam Abud, Anna Luzzza, Jane Carew-Reid, Anita Larkin, the Board of Management and Melville Miranda are acknowledged for their support and encouragement. MAV acknowledges Ms Jenny Ashby and Mr Max Dumais for their support in facilitating the consultations and round table and to Janette Hoe for the design of the report. Thanks also to Milos Milandovic and Rob Geybert and the Arts Centre for hosting the round table and launch of the report. MAV acknowledges the artistic contribution of Bill Poon, Georgia Metaxas, Mitra Malekzadeh, Takeshi Miyamoto, Brad Hicks, Peter Derret, Eelin Cheah and Hlin Ho for the photography in the report.

The *CALD Community Needs Analysis in the Arts* report was compiled with the generous support and assistance of Mr Hakan Akyol, Deputy Chairperson of the VMC, Mr Con Allimonos and Professor Ruth Rentschler, Deputy Chair Multicultural Arts Victoria. MAV would like to acknowledge the support and contribution of the members of the Reference Committee, the local Arts Officers and the coordinators of the Arts and Culture Departments in the municipalities where the consultations were held.

The project management team believes that the publication of this report is an important step in ensuring that the existing barriers, either perceived or real, are overcome and that this report leads to greater inclusion of artists and communities from non English speaking backgrounds within the cultural life of our community.

Finally, MAV would like to thank all of the participants who attended the consultations and round table for their valued contribution.





Introduction

“ All Victorians should have access to arts and cultural activities. In a democratic society, all citizens have the right to experience the stimulation of a rich cultural life and to develop their own creative, intellectual and expressive capacities. Regional or social background should not be a barrier. ” CREATIVE CAPACITY +2002

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Project Background

This Needs Analysis report originated in mid 2004 from concerns raised by Multicultural Arts Victoria (MAV) and its members about the barriers that were hindering the development of culturally and linguistically diverse (CALD) artists in Victoria. It was recognised that Victoria is one of Australia's most culturally diverse states, with CALD artistic life constituting a significant, although not fully visible, part of our diverse community.

In response to this situation, the Victorian Multicultural Commission (VMC) commissioned MAV in the second half of 2004, to consult with the artists, communities and stakeholders and to develop a report which would identify strategies to better align the multicultural arts sector in the Victorian community.

MAV and its Board, through this process, also put itself and the organisation up for public scrutiny. MAV was eager to hear what the end user, the stakeholders, thought about its role, its activities, the need for such an organisation and its relevance to the broader arts sector in a multicultural Victoria.

MAV was keen to work in partnership with the VMC and Arts Victoria to convey and to build on the ethos and message of *Creative Capacity +*, which is that arts builds social capital, reflects cultural diversity and is an essential aspect of our lives.

The arts are essential in our community and the aim of this project was to ensure that one of the State's greatest assets, the rich vibrancy of its cultural, linguistic and religious diversity, facilitated new ways of thinking and new activities to enhance the vitality of the State of Victoria through the arts. In essence, it was to ensure that the benefits of our cultural diversity were more effectively garnered by the arts and cultural organisations within this State. The Analysis would assist MAV to respond in a way that is relevant to stakeholders.

First, a literature review into multicultural arts and multicultural arts policy was conducted. MAV recognised that multicultural arts studies had been completed in other areas of activity, but little had been researched at a grass roots level and evaluated. Hence, the importance of this action research project.

Second, a state wide multicultural arts community consultation process was undertaken. This Needs Analysis study was conducted in eight Melbourne metropolitan areas, two regional areas of Victoria as well as two consultations for new and emerging communities and artists. The consultations specifically targeting new and emerging communities were held as an integral part of the Emerge project, a MAV initiative supported by the City of Yarra, which was established to find ways to facilitate participation of new and emerging artists and communities in the arts in Victoria.

The community consultations were conducted in late 2004 and facilitated by Ms Jenny Ashby (of Ashby & Associates). Over 1,000 people across Victoria actively participated in the consultations.

The third stage of the project included a round table facilitated by Mr Max Dumais (Dumais Consultancy - A Head of the Game) which was attended by a group of highly skilled and respected Victorians at the Arts Centre, in December 2004.

The final stage is this report, which represents the findings and outcomes of the Needs Analysis, including recommendations on how to better enhance the sector and MAV's ability to better deliver within the sector.

MAV will continue to strongly advocate for systemic change to ensure the increased development of multicultural arts content and infrastructure at a local, state and national level.

Project Management

The project was managed by Multicultural Arts Victoria's Executive Officer Jill Morgan and the MAV Board of Management in partnership with the Victorian Multicultural Commission (VMC). The project was developed in close consultation with the Multicultural Arts Victoria's Chair Stefan Romaniw OAM and George Lekakis Chairperson of the VMC. A project Reference Committee was established to provide guidance and input into the framework of the project. (Appendix 1)

Context

Today, over 40% of Victorians have either been born overseas or have at least one parent born overseas¹. Victoria is Australia's, and one of the world's most culturally and linguistically diverse CALD communities. However, consultations with these communities are not effectively incorporated within core practices, nor are the needs of these communities often or effectively considered in a strategic way when implementing cultural programs or research projects.

This report also takes place in the context of a changing global environment which is demonstrated by the development and implementation of the UNESCO Universal Declaration on Cultural Diversity in the wake of the tragic and traumatic events of 11 September 2001, as well as recent changing migration patterns. Multiculturalism is presently at the heart of contemporary debate about identity, diversity and our well being as a society, both internationally and locally.

Articulation of the importance of cultural diversity and *Arts for all Victorians/Australians* is now established practice and very well meaning. While the local, state and federal arts policies recognise the importance and benefits of cultural diversity, the strategies to ensure success are not necessarily defined nor are bench marks clearly articulated or monitored. The need to develop strategies to ensure increased participation of artists and communities of CALD communities is a priority for MAV and the arts sector across all areas including product, project and audience development.

Development of cultural understanding and cultural brokerage must underpin our ways of working in the arts. As such, a cross-section of the CALD community around Victoria was assembled with the following purposes in mind.

¹ Based on ABS Census data one in four Victorians were born overseas, with 17% of residents coming from NESB countries. Victorians speak 175 different languages and dialects, originating from more than 207 countries. At home, 19% speak a language other than English. The top 5 non-English languages spoken are Italian, Greek, Vietnamese, Cantonese and Arabic.



“The arts are a powerful catalyst in building strong communities. Engagement with the arts can address social inequality and disadvantage, and create community vitality and shared identity. The arts can improve other areas of society including education, health, the justice system, community building and reconciliation.” CREATIVE CAPACITY +2002

Project Aims

- i) How to identify the needs of CALD artistic communities and identify what hinders their development? Answers to this question are useful in analysing how to proceed with programs, research and events that meet their needs, as it is often the case that the value-systems otherwise influence the type of programs and sometimes even the conclusions drawn. The Australian Bureau of Statistics research findings indicate that people born in non English speaking countries are 50 per cent less likely to participate in attending mainstream cultural venues and arts activities than those born in Australia.²
- ii) How to determine the qualities of the projects that are undertaken? The answer to this question affects the results: that is, how useful they are, how well the work was done in a technical sense and how this has impacted on the arts generally. Answers to these questions will help future multicultural arts workers to conduct projects that are methodologically sound and will provide bench marks for future multicultural arts practice. It also demonstrates a need to take a closer look at the intangible aspects of culture and the need to discuss the concepts of innovation versus tradition, and creativity versus heritage within the local arts sector.

It is acknowledged that while presenters of arts product may have to work imaginatively to reach new audiences, the development of new high quality and unique diverse arts products will fulfil the economic, social and artistic goals of arts organisations. *The Australians and the Arts report*³ highlights that 67% of Australians would feel more positive about the arts if there were more multicultural events and activities. Of all survey participants, 17% strongly favour more multicultural content.

Methodology

Following on from our initial questions, a two-stage study was designed – community consultations and a round table attended by leading Victorians.

First, community consultations asked participants to answer three questions:

- What are the barriers to participation in the arts for CALD/NESB artists and communities in Victoria?
- What can we do to increase opportunities and access for CALD/NESB artists and communities in Victoria?
- Multicultural Arts Victoria represents your interests – what are the 3 key things you would like MAV to do?

Second, a group of high level, prominent Victorians, including representatives for the Victorian Minister for the Arts, the Hon Mary Delahunty, the Commonwealth Minister for the Arts, Senator Rod Kemp, representatives of Arts Victoria, the Australia Council, business and corporate sectors, the media and arts agencies met with MAV staff and Board on 14th December 2004 at Melbourne’s Arts Centre. This round table discussion was an important part of the state wide process to examine ways of ensuring the arts, in all its forms, reflect Victoria’s significant cultural diversity.

² *The World is Your Audience Australia Council 1997*

³ *Australian and the Arts Paul Constantoura, Saatchi and Saatchi, Sydney, The Federation Press, 2001*

The round table asked participants to state how MAV could:

- best foster partnerships to achieve access and participation in the arts by all cultures;
- examine ways in which the arts in a multicultural Victoria can be further enhanced and promoted (audience development); and
- explore how best MAV can support creativity.

The focus of the questions enabled the facilitators to study both past and present multicultural arts practices, at a state and national level, bringing together the experience of past participants, influential high-profile people in the field and government. This facilitated guidance as to the future developmental approaches that MAV could pursue.

Over 1,000 respondents gave their points-of-view during the consultation process, which were conducted by independent facilitators with extensive experience in community consultations. A comprehensive range of issues were raised during the community consultation sessions and the round table. In addition, ideas and suggested pathways were also solicited during brainstorming activities. The key findings contained within the report reflect the views, ideas and suggestions of the stakeholders.

The recommendations are a direct outcome of these views, ideas and suggestions, as summarised by MAV. The recommendations contained in the report are a strong starting point for addressing the issues and increasing opportunities and access for CALD/NESB artists and communities in Victoria.

Appendix 1 summarises the methodology, so that the report can be read with the sound action research approach in mind.

Appendix 2 lists personal responses to the questions.

Appendix 3 summarises funding to multicultural arts sector nationally.

Appendix 4 lists the raw data from the community consultation sessions.

Appendix 5 lists the raw data from the round table consultation session.

Appendix 6 lists table of funding from Arts Victoria 2001- 2005.

Appendix 7 summarises the MAV vision, mission and goals in relation to the results of this action research project.

The following *CALD Community Needs Analysis in the Arts* report presents the results from the Multicultural Arts Victoria's action research project ⁴, for consideration and action by the Government and other stakeholders. The project considered:

- the levels of participation in arts and cultural activities from CALD backgrounds;
- the needs of artists and communities from CALD backgrounds;
- evaluation and best value considerations;
- new opportunities for CALD arts and /or cultural tourism activities; and
- funding levels.

⁴ Action research is inquiry or research in the context of focused efforts to improve the quality of an organization and its performance. It typically is designed and conducted by practitioners who analyze the data to improve their own practice. Action research can be done by individuals or by teams of colleagues. The team approach is called "collaborative inquiry".



Consultations

2.1 Community Consultations

The community consultation phase constituted the most extensive phase of the Needs Analysis project. It was conducted over a ten week period in a range of geographical areas aimed at capturing the views of the various stakeholders in relation to the present and future directions of the multicultural arts sector in Victoria.

The consultations set out to:

- be inclusive of a range of key stakeholders;
- reflect the needs, aspirations, strengths and barriers of these stakeholders; and
- raise awareness of policy agendas driving multicultural arts policies in Victoria and nationally.

The community consultations were conducted in the following geographical regions. These regions were selected on the basis of a demonstrated presence of a strong CALD/NESB population base, including an equally strong presence of CALD artists and key stakeholder organisations:

- Footscray
- Richmond
- Broadmeadows
- Prahran
- Geelong
- Shepparton
- Darebin
- Dandenong/Springvale
- Emerging Communities (Yarra X 2)

The consultations were based on a format to ensure that questions and the ensuing discussion could lead to achievable outcomes and conclusive findings. The community consultation process was complemented by the strategic input of a range of mainstream stakeholders to ensure that the opinions expressed by the community was evaluated and/or shared by mainstream agencies with an equally strong commitment to Victoria's multicultural arts sector.

2.2 Communities Views: Issues identified

The consultations revealed key themes, summarised as policy, infrastructure, partnerships and funding, and programming and sector development. Each of these key themes is summarised with the main points raised by participants listed below:



Policy

- Acknowledge the multicultural arts sector in government arts policy at federal, state and local levels
- Review Government arts policy for the multicultural arts sector with input from the sector
- Reflect policy parameters which reflect our multicultural makeup
- Develop strategies to ensure successful outcome of arts policies for multicultural arts sector

Infrastructure

- Obtain a suitable venue for presentation of multicultural arts programs
- Develop and maintain a state of the art website for promotion of programs, registering of artists
- Work in partnership and link to existing government multicultural initiatives e.g. cultural tourism and skilled migration in the regions
- Creation of multicultural arts officers to develop strategies to ensure participation at all levels

Partnerships and Funding

- State bodies to provide ethno-specific arts funding via MAV
- Recruit local and regional multicultural arts officers
- Provide MAV with three-year triennial funding
- Provide specific funding for emerging communities
- Address regional distance issues through multicultural arts funding
- Provide catalyst funding for multicultural arts product development
- Provide stimulus and incentives for partnerships between multicultural arts and major arts organisations

Programming and Sector Development

- Link key events, such as the Commonwealth Games to multicultural arts sector needs
- Compile a register of artists in the multicultural arts sector
- Develop multicultural arts festival policy in areas of film, regional, and touring needs
- Develop a multicultural arts showcase (annually /biannually)
- Develop a sector directory
- Provision of service and advice to the ethnic and wider communities
- Broaden service beyond the non-profit sector

- Obtain greater involvement of the local government sector in multicultural arts promotion
- Develop mentoring schemes via MAV
- Develop a strategic marketing campaign for the multicultural arts sector
- Implement community enterprise models
- Develop intellectual master class series as a base for further engagement of diverse communities.

2.3 Multicultural Arts Victoria: The Way Forward

In order to achieve an environment in which multicultural arts can flourish, it is essential that organisations, arts practitioners, communities and government work together in partnership in the development and implementation of policies and programs. Consultations are a vital part of any planning process. These consultations and responses will assist MAV to work in partnerships and to respond in a way that is relevant to the interests of its stakeholders. Ultimately it is a question and balance of equity; MAV has involved arts practitioners and communities that would not normally be involved in arts consultations.

This Analysis is an important step towards the needs of CALD artists and communities being appropriately addressed and met. MAV, as the recognised peak agency for the sector by Government and the community, has a vital role to play in the way forward for CALD arts in Victoria.

2.4 The Challenges

It was discussed at the consultations and round table that some people within the wider community felt that the word multicultural is no longer relevant, as we are already culturally diverse and have been one of the most successful States in achieving this, therefore raising the prospect that the term multicultural may not be relevant any more. This view, however, does not allow for the fact that our profile of cultural diversity is not static and will continue to evolve. The consultations overwhelmingly highlighted that multiculturalism was more relevant than ever, and that the multicultural future of Australian society is guaranteed to become more complex over time. This is a significant challenge which requires an appropriate level of progressive, strategic thinking and a definitive policy response from arts bodies, rather than relying on past accomplishments or the status quo.

MAV was informed repeatedly at the consultations by CALD artists and communities of the barriers encountered and the disadvantages experienced.

The feedback we received indicated that there have been successes but there was still a long way to go. The grass roots feedback spoke loud and strong of arts bodies and organisations presenting information in similar ways and the willingness to articulate the importance of diversity but did not encourage or adopt new ways of working or thinking.

There was support for the ethos of diversity but not the willingness to support new multicultural arts product development or the touring of multicultural arts product as it was seen as “too risky” or “economically unviable.”

It was consistently conveyed that notions of cultural excellence and innovation are predominantly western, and even when our major arts festival embraced diversity, few of the successes were capitalised on, or developed, to ensure sustainability in the long term for the local multicultural arts sector.

The issues to address at present given the current policy and levels of infrastructure are:

- How does MAV share their expertise?
- How can MAV continue to support the current issues raised among different artists and communities? and
- How can MAV support the layered complexity within the multicultural arts sector?

Part of MAV's role now is defining how the organisation remains relevant within this context and with its current resourcing levels.



Round Table Discussions

3.1 High Level Input

The second stage of the consultation process comprised of a round table forum with 45 prominent Victorians, with the discussions based on designated questions. The responses were initially compiled for MAV by *Ahead of the Game* Max Dumais Consulting Services and are summarised in this report across a range of themes and summarised below.

3.2 Quality and Impact of CALD on Communities: What are the Needs?

Policy

- Encourage funding bodies to have a wider definition of art and creativity and to support living heritage as part of 'art'.
- Develop policy parameters which reflect our multicultural makeup.
- Acknowledge diversity and multicultural arts in government arts policy at federal, state and local levels.
- Develop strategies at all levels to ensure successful outcome of arts policies for the multicultural arts sector.

Infrastructure

- Obtain a suitable venue for ongoing development and presentation of multicultural arts programs.
- Develop and maintain a state of the art web site for promotion of programs, registering of artists.
- Work in partnership and link to existing government initiatives –e.g. cultural tourism.
- Make the art establishment more accountable in measurable terms in relation to supporting multicultural artists.
- Set up protocols for whole of government approaches, coordination and reporting; and setting targets for partnerships to ensure that they happen.

Partnerships and Funding

- Provide MAV with three-year (triennial) funding and greater infrastructure support.
- Provide funding for new and emerging communities.
- Provide a grants program to upgrade and maintain existing community venues and to support access to venues for rehearsals and creative development for multicultural arts.
- Create a small grants program for multicultural arts in partnership with local, state and federal government.
- Allocate a dedicated stream of funding to multicultural arts, instead of as an adjunct of mainstream arts funding, to provide grants directed at promoting new multicultural arts.

- Victorian Multicultural Commission (VMC) to receive increased funding to support additional ethnic events and festivals across Victoria and the development of new work.
- Obtain greater involvement of other partners, including local government, in multicultural arts development and promotion.

Programming and Sector Development

- Investigate other successful models of policy and programs that encourage cultural diversity in the arts internationally, for example the Canadian Arts Councils model.
- Funding inducements be made available to encourage the programming of culturally diverse product.
- Develop a strategic marketing campaign for the multicultural arts sector.
- Establish an Award for Excellence in Multicultural Arts – as part of annual VMC Awards for Excellence in Multicultural Affairs.
- Consider tax incentives for organisations to support new multicultural works.
- Link multicultural productions to mainstream presentations, e.g., introduce 'Teasers' within major performances.
- Support professional networking opportunities for artists to exchange ideas and to workshop.
- Identify 'down time' in major arts venues, with view to better utilisation through partnerships to develop CALD access programs.
- Link key events, such as Commonwealth Games to multicultural arts sector needs.
- Develop high profile multicultural arts showcase (annually /biannually).
- Encourage people from ethnic communities on boards of arts organisations to influence outcomes.



Critical Areas for Future Research & Action

The findings from this action based research have highlighted that a holistic planning approach is required to ensure that the arts in Victoria respond positively to cultural diversity. To meet community expectations and to maximise opportunities, a partnership based approach to promote the access, service delivery, recognition, respect and support of ethnic communities and artists, needs to be facilitated as a priority in the arts sector.

4.1 Responding to Community Expectations

The Needs Analysis consultations clearly showed that CALD communities, as well as key stakeholder representatives (round table respondents), held a range of views about the multicultural arts sector.

It showed that cultural diversity is an integral part of Victoria's social fabric and that its promotion within our society, via Government, needs to be managed in such a way to fully maximise its potential.

Opportunities for CALD participation in mainstream arts were often not maximised, due to lack of communication and involvement with the ethnic sector. There is a lack of communication, marketing and promotion strategies targeted to the multicultural arts sector. As a result, the artistic and creative potential of cultural diversity has not been maximised, due to real or perceived funding and policy deficiencies.

Importantly, the respondents shared a view that MAV is the peak arts body in the State and believe the lack of strategic funding for the multicultural arts sector and its peak representative body, MAV, is of primary concern. Currently, 3.5% of the arts portfolio budget is allocated to ethno-specific arts and cultural activities (Appendix 6). It was felt strongly, that MAV is severely under funded to realistically meet community expectations and to deliver services and advocacy requirements in the sector. (Appendix 3)

4.2 The Central Role of MAV

A major finding of the Needs Analysis was the CALD and stakeholder recognition of MAV's integral role in the multicultural and arts sectors. MAV is seen as the conduit between the two sectors and plays the pivotal role of cultural broker in the arts for CALD artists and communities. However, whilst there is acknowledgement amongst artists, CALD community, stakeholders and Government of its role in these sectors, there is an equally important perception that the agency is both under funded and possibly under-utilised.

MAV Background

Multicultural Arts Victoria (MAV), established in 1983, is the only organisation of its kind in the State. Essentially, it provides opportunities and support structures to artists and communities from CALD backgrounds as well as offering culturally diverse art to the wider community. Since its creation, it has worked consistently to support artists and communities in Victoria and has a strong history of quality program delivery and of encouraging innovation and creative cultural expression in the arts.



As a leading exponent of multicultural arts, MAV continues to encourage excellence in the arts and it recognises that the organisation must position itself to meet the challenges of operating in a rapidly changing social and economic context. MAV plays a critical role in providing a forum through the arts to ensure acceptance and understanding of diversity.

Existing Strengths

- Direct links to CALD communities and artists, and established relationships and networks with the multicultural, Government and private sectors;
- Unique provision of impartial advocacy and services to artists, communities, government and agencies across Victoria;
- Services cover a diverse range of art forms as well as differing needs;
- Good track record in providing assistance, support and advice with successful grant applications for artists and communities;
- Established newsletter and website presence, an effective medium to promote MAV and artists activities;
- Committed and dedicated Board of Management and staff members with a diverse range of skills and experience, including strong expertise in Human Resources and Financial Management, Strategic Planning and business development, and key strategic experience in ethnic community leadership and networking.

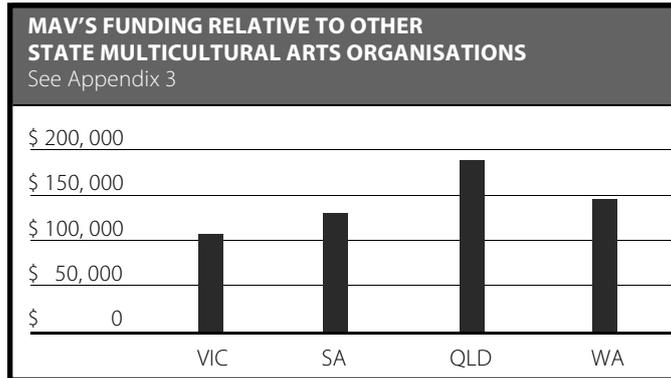
Present and Future Challenges

Whilst MAV continues to promote the sector, its ability to realistically deliver a demanding state wide service is hampered by the following:

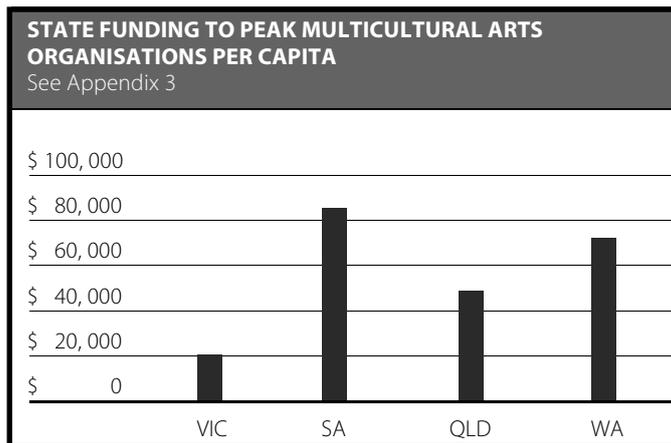
- MAV has a core budget of \$105,000 pa;
- Office-only accommodation prevents MAV's ability to provide exhibition and performance space for MAV artists; and
- Inadequate staffing prevents MAV from providing the diverse range of services and activities in demand by the sector (one Executive Officer, one Administrative Assistant and a part-time Finance Officer).

The crucial findings are that community perceptions about MAV appear to reflect reality, in that, MAV:

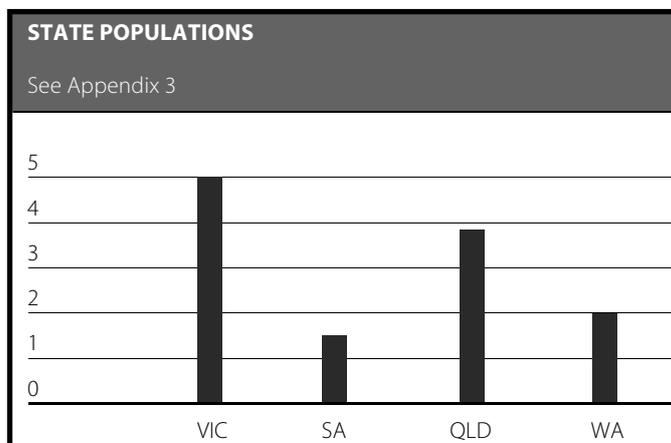
- Is the least funded multicultural arts organisation in Australia, despite having one of Australia's largest CALD and artistic communities; and
- Its inability to appropriately advocate and deliver on behalf of CALD communities/ stakeholders appears to directly relate to the lack of proper accommodation (home) and funding.



■ CORE FUNDING



■ FUNDING PER CAPITA (per 1000 people)



■ POPULATION (M)

In spite of these deficiencies, MAV retains the confidence of CALD communities and key stakeholders and is viewed as the agency inextricably intertwined with the multicultural arts sector in Victoria.



4.3 Funding to Multicultural Arts Sector

In the **2002-03** financial year total funding for the multicultural arts sector was \$442,850, constituting 1.43% of the total funding budget by Arts Victoria. Whilst the total funding appears small, when compared to the size of the CALD community in Victoria, a closer examination of the break down reveals the following:

- No multicultural arts funding was provided under:
 - the 'Artist in Schools',
 - 'International Cultural Relations',
 - 'Marketing & Audience Development',
 - 'Regional Arts Development' and
 - 'Regional Arts Infrastructure Fund'.
- The overall funding for the 'International Program was \$35,000.
- \$27,750 was allocated for 'Arts & Professional Development', with two of the allocations, whilst technically falling within the arts portfolio, could arguably be placed under heritage and/or museumology.
- \$37,600 for 'Cultural Infrastructure', with one of the two allocations targeting an ethno-specific museum.
- A total of \$95,000 was provided for 'Festivals & Events' for both metropolitan and regional Victoria.
- 'Music for the Future' was \$10,000 with only one recipient.
- 'Organisations Development' was \$237,000, of which MAV received \$95,000 and the remainder to an Ethnic Communities' Council, ethno-specific museum and indigenous organisation.

Arts Victoria claims that it also provides significant funding to programs that have a direct benefit to artists from CALD backgrounds and multicultural communities. Whilst all types of funding sources, direct and indirect, are welcomed by the respondents in the Needs Analysis, a specific funding category for CALD would provide greater access, equity and integrity to the overall program and allow for a more open and strategic appraisal of the CALD component. The fact that a range of other grants are provided in the non-CALD category but, which may or do have direct benefits to CALD communities and artists presents the perception of an under performing sector in a State with an extremely large and diverse cultural mix.

There is a strong perception amongst the respondents that the multicultural arts sector is both under funded and under resourced. This issue remains the most contentious and in many respects is at the heart of the Needs Analysis report. There are two funding allocations under the broad category of 'funding to CALD' by Arts Victoria. The first relates to funding directly provided to CALD applicants and second, to organisations that promote the multicultural arts sector.



The regional and international components were identified by the respondents as crucial areas for the development of the sector in Victoria, particularly in those regional areas with a strong and organised CALD infrastructure such as Shepparton. The international component was also identified as important to the sector, given the important networking role Victoria's CALD communities could offer in this sphere with 'country of origin' exchanges.

The data is complex and some variations in the experience of CALD artists in programs that are categorised as "general" can be allowed for, given this and allowing for variation, the findings are still very minimal compared to the general NESB/CALD demographic of Victoria.

In **2003-04**, funding was increased, mirroring 2002-03 allocations and approaches. Whilst non CALD category events continue to receive funding and support, their CALD 'relevance' needs to be clarified prior to funding to ensure support for such claims. In addition, consideration needs to be given to the question of whether funding to museums under the 'Arts Portfolio' actually constitutes 'CALD arts' funding as opposed to 'heritage' funding. In 2003-04:

- Ethno-specific and multicultural organisations/communities were involved in Australia Centre for the Moving Image programs.
- Immigration museum was included in the \$6.1 million Museum Victoria budget
- NGV programs 'targeted' the CALD component with language specific brochures and tours.
- Under the Arts Funding Programs component, MAV received \$95,000 in 2004, plus funding was allocated to three museums, an ECC, mainstream festivals (which include multicultural acts) and others.
- Under Artists in the Community program, three events were funded with one appearing to have a clear ethno-specific focus.
- Support Program funding was allocated to organisations 'with significant multicultural components' but do not have a peak role in the area of multicultural arts, such as the Footscray Community Arts Centre \$120,000 Melbourne Workers' Theatre \$85,000 & Cultural Development Network \$22,000.

In **2004-05**, funding was also provided across the above categories, with an increase to the multicultural arts sector and MAV. Even with the increase from \$95,000 to \$105,000, as part of a \$78.4 million boost to the arts in 2005, MAV's allocation (one hundredth of one percent of the increase) fails to respond effectively to its day-to-day and community expectations.

Arts Minister Mary Delahunty said: "The 2005-06 State Budget builds on the Government's significant investment over five years to provide more opportunities for more Victorians to access and enjoy the arts." "\$7.6 million has been allocated over four years for a new "boutique" opera venture that will enhance Victoria's reputation for leadership and innovation in the arts and foster new Australian work."⁵

⁵ Arts Victoria e news bulletin May 2005



The following allocations contrast markedly to the allocations to the multicultural arts sector.

1. \$21 million to maintain Government-owned arts venues, such as Heide Museum of Modern Art, the Arts Centre and the State Library of Victoria;
2. \$4 million for the Australian Centre for the Moving Image for building works to improve access to ACMI from Federation Square;
3. \$27.2 million over two years for the building of the Melbourne Recital Centre and Melbourne Theatre Company complex plus \$8.2 million over four years to set up a management framework for the Recital Centre and to plan a world-class performance program for the Recital Centre when it opens in 2008;
4. \$3 million for sculptural figures as part of the Sandridge Bridge upgrade;
5. \$6.9 million for ongoing operational support for the two campuses of the National Gallery of Victoria, St Kilda Rd and Federation Square, plus the State Library of Victoria and Heide Museum of Modern Art; and
6. \$450,000 for the VRAP9 program, which supports visits to the Arts Centre and other cultural venues by regional and rural school students.

Whilst these announcements are certainly welcome and the Victorian Government should be commended for their overall commitment to the arts, they however further highlight the discrepancy of dedicated support and funding to the multicultural arts sector, artists and communities.

The direct ethnic spend in Arts Victoria's budget, as per information provided by Arts Victoria to the Victorian Multicultural Commission in early 2005, is an average 3.5% of the total program budget for grants having a primary or secondary multicultural focus (a more detailed table is presented in Appendix 6).

YEAR	ARTS VICTORIA PROJECT TOTAL PROGRAM	ETHNIC SPECIFIC	ETHNIC SPECIFIC
	\$	\$	%
2001	30,921,640	1,083,466	3.5
2002	29,944,451	922,291	3.1
2003	31,301,414	1,063,158	3.4
2004	28,778,025	1,180,651	4.1
2005 (to date)	8,557,949	283,258	3.3
TOTAL	129,503,479	4,532,824	3.5

This data does not include funded programs which have a multicultural component, not large enough to be categorised multicultural as a primary or secondary focus. It also does not include grants to CALD individuals working on arts projects that are not identified as multicultural arts

projects (currently this information is not documented by Arts Victoria). The information in the table also does not identify grants to programs dedicated towards developing CALD audiences within the larger general arts audience.

However, MAVs concern is the overall development of arts, in policy and program terms, and how such policies and programs may generate positive development of multicultural arts. MAVs primary focus and mission is the specific development of multicultural arts in Victoria, which includes grants that serve to increase multicultural arts activities and CALD participation. Such grants are those that comprise largely of grants identified as having a primary or secondary multicultural focus.

4.4 Policy Considerations

Whilst there is an expectation from the community and round table respondents that MAV deliver *Arts for All Victorians* through the *Creative Capacity + (CC+)* framework, there was also the view, particularly amongst the community respondents, that current Arts policy underplays the CALD component. This is attributed to the absence of a 'Multicultural Policy' within the CC+ framework. This policy change is perceived as a positive move towards a proper integration of the CALD component within mainstream policy frameworks, the underlining issue for the policy maker is whether current policy outcomes are actually achievable for the multicultural arts sector.

This indicates that the multicultural arts sector and multiculturalism should be strategically integrated within current and future arts policy documents with defined outcomes and cultural indicators. It would be beneficial, in establishing policy, that Arts Victoria form an *Arts in a Multicultural Victoria Advisory Committee*.

It is instructive to investigate other successful national and international models of policy and programs that encourage cultural diversity in the arts. For example, the Canadian Council for the Arts have made cultural diversity a strategic priority for the Council. The Department of Canadian Heritage has recognised the Canadian Council for the Arts as being "a transformative force, building partnerships between culturally diverse communities, the staff and senior management, and the Board of Directors."⁶ The Council used culturally diverse artists and arts professionals on its peer assessment panels matching the culturally diverse share of the national population.

During 1999-2000, the Canadian Council introduced two dedicated programs to support culturally diverse communities: the Capacity-Building Program to Support Culturally Diverse Artistic Practices and the Assistance to Culturally Diverse Curators for Residencies in Visual Arts. The Council has also established policy and *The Equity Office* to support the Council's strategic focus on equality of opportunity for visible minority artists and organisations. The definition of minority artists includes, but is not limited to, those of Asian, African, Latin American, Arab, and mixed heritage. The Equity Office ensures equal opportunity and access to all Canada Council programs for artists of diverse cultural backgrounds and communities.

⁶ <http://www.canadacouncil.ca/equity/>

In addition, the Equity Office provides input on matters of Employment Equity at the Council, working in conjunction with the Human Resources Employment Equity Committee. The committee encourages CALD representation on Boards and Panels across the sector. The Equity Office also consults closely with the Racial Equality Advisory Committee (REAC), a Council Committee made up primarily of experienced members of the Canadian Arts community who have a well-developed understanding of matters relating to cultural diversity.

Victoria is rich with creative possibilities and it is only with a thorough understanding of the realities, including the barriers and opportunities of CALD arts, that effective policy and strategies can be developed to ensure a vibrant creative arts sector. Policies must evolve to respond and match the rapidly changing times we live in.



Findings & Recommendations

The Needs Analysis provided an opportunity to evaluate MAV as a peak agency as well as the perceptions of MAV's community of CALD artists. It also revealed valuable information on the capacity of *Creative Capacity +* to deliver to these markets. Each of those points of view is discussed below.

First, the Needs Analysis affirmed that MAV remains the recognised peak agency for the sector by Government and the community. Expanding on this point, the Needs Analysis revealed that certain perceptions about the multicultural arts sector from participants in the study are strongly felt, particularly in relation to the under resourcing and under representation of the multicultural arts sector, where MAV is considered the peak agency. Whilst Government provides funding and support to the sector, the sector nevertheless remains a peripheral area in terms of policy, funding and resourcing, particularly in the context of Victoria's standing as a vibrant CALD society.

For the CALD community, there is a strong expectation that the sector's potential be maximised through proper utilisation of CALD partnerships and appropriate resourcing of MAV. MAV as the peak agency for many artists and communities has a significant responsibility. For MAV, the Needs Analysis reveals that despite its commitment to the CC+, the CALD community and multicultural sectors, the agency is limited in its capacity to deliver in a market whose potential has not been fully realised.

Through the series of consultations and the round table a range of opportunities for Multicultural Arts Victoria were clearly identified for the organisation to take on an enhanced role at the state and local level, but it was clearly evident for this to happen that MAV requires greater support and infrastructure to take on any further responsibilities.

The organisations lack of long term funding security and small infrastructure support (2.5 staff) currently effects long term planning and viability. With greater funding security, training and support, MAV could take on a more active role in working with, and supporting local artists; administering devolved funding, and working in partnership with key local and major performing arts organisations in product and audience development.

The aim of these findings and recommendations is to increase support for arts engagement and access for CALD artists and communities through partnerships and collaboration.

Key Findings

Based on the Needs Analysis project and related documents, it is found that:

1. Policy Findings

- 1.1 Policy on diversity is required at all levels of government and within arts organisations to ensure that organisations meet their legal and moral obligations.



- Cultural diversity and *Arts for all Victorians* is widely accepted, the strategies to ensure successful participation in the arts need to be regularly revised, and defined with bench marks or cultural indicators that are clearly articulated.
- Current Arts Victoria data clearly indicates that artists and communities from CALD backgrounds are under represented (as the direct ethnic spend is currently 3.5%, as shown in Appendix 6). This falls well short of the CALD (40%) demographic in Victoria.
- The role of a multicultural arts supporting officer is important in future development of policy. Arts Victoria no longer has a dedicated staff member to ensure CALD policy and strategy development and artists and communities' participation throughout the Arts in Victoria.
- The importance of multicultural arts policy at the Local Government level.
- There is no diversity portfolio in Arts Victoria nor is diversity a specific priority as in other States. e.g. ArtsWA policy diversity is a priority or Internationally as in the Canadian Council for the Arts model.

2. Infrastructure Findings

- 2.1 MAV as a peak agency for Victoria's CALD artists and communities has an enormous and wide reaching responsibility. MAV's infrastructure is currently inadequate to meet the needs and demands placed on the organisation.
- 2.2 A range of opportunities and enhanced role for Multicultural Arts Victoria at both a state and local level has been identified in the Needs Analysis.
- 2.3 The demographic profile of Victoria is dynamic and ever changing and now includes many new and emerging communities from the Horn of Africa. As such Victoria will continue to be diverse and will become "more multicultural" which will require greater strategic and innovative responses to and from arts agencies and organisations.
- 2.4 Opportunities for state based multicultural arts organisations to play a significant role in developing and fostering local artists and creative practice was identified but it was noted that multicultural arts was restricted due to limited infrastructure.
- 2.5 MAV has direct links to CALD artists and communities and direct links to ethnic organisations and networks through the Ethnic Communities Council (ECCV), the Commission, and Migrant Resource Centre's (MRC's) to assist in the development of CALD participation in the arts.
- 2.6 During consultations, artist referred constantly to the need for performance opportunities and a dedicated multicultural arts facility. The minutes from the consultations include responses that clearly identify "access to venues". In particular respondents identified that "Communities need one major central venue that people can come to (or two)" and "There is a need for a central dedicated space – Multicultural Arts – Melbourne" and "We should support the creation of a multicultural art gallery."

3. Partnerships & Funding Findings

- 3.1 There is potential for MAV to facilitate strategic partnerships between ethnic and non-ethnic organisations to contribute to the cultural life of the state.
- 3.2 Partnerships are integral in the development and growth of multicultural arts in Victoria.
- 3.3 Currently the multicultural art sector in Victoria is under funded, under resourced and is under represented in the broader Arts sector in Victoria.
- 3.4 The creation of a multicultural arts artist's network and central register would offer greater opportunities in arts in Victoria.
- 3.5 There is currently real potential for multicultural organisations and wider arts community to work together in partnership to contribute to the cultural life of the state.

4. Programming & Sector Development Findings

- 4.1 MAV is the peak organisation representing CALD artists and communities in Victoria and there is an expectation that MAV provide leadership, direction, advice and advocacy in the field of multicultural arts.
- 4.2 There is real potential for a major multicultural arts event to contribute significantly to the cultural and tourism calendar of Victoria.
- 4.3 Many mainstream organisations and local governments confirmed that they did not know how to access new artists and communities and relied heavily on organisations like MAV.
- 4.4 There exists a demand from organisations, agencies and artists for MAV to have a centralised register of multicultural artists, groups and resources (data base and online access).
- 4.5 There was strong endorsement that cultural diversity is an asset to the arts in Victoria.
- 4.6 Multicultural Arts in the regions under developed.

Emerging Communities and Artists

- 4.5 The recent new wave of migration has facilitated the need for organisations and agencies to work differently to engage new and emerging communities and artists and to develop new funding categories and approaches.
- 4.6 There is a lack of programs and activities aimed at encouraging the arts within new and emerging communities.



- 4.7 New and emerging artists and communities face many barriers, as there is a lack of knowledge of existing systems, programs and support structures.
- 4.8 Mentoring programs assisting new communities and artists to gain knowledge and expertise about the opportunities in the arts in Victoria is a priority for communities.

Key Recommendations

Based on the Needs Analysis project and related documents, MAV recommends that:

1. Policy Recommendations

- 1.1 That whilst *Creative Capacity +* makes references to diversity, the multicultural arts sector and multiculturalism should be more strategically integrated within current and future arts policy documents with defined outcomes and cultural indicators.
- 1.2 That such policy or policies be framed within the context of the preamble and principles outlined in the *Multicultural Victoria Act 2004*.
- 1.3 A CALD component to form an integral part of current State and Local Government Policy with specific strategies and clear achievable outcomes with defined KRA's to increase CALD participation.

2. Infrastructure Recommendations

- 2.1 Arts Victoria to develop a strategy driven by its Executive, that may or may not include the establishment of a diversity unit that reports directly to the Director of Arts Victoria to ensure that programs are consistent with equality of access and opportunity for CALD artists and communities.
- 2.2 Development of a diversity strategy that may incorporate a dedicated position within Arts Victoria to provide leadership in the area of diversity and the arts.
- 2.3 A program to be established by Arts Victoria to encourage CALD participation at board level across all arts organisations.
- 2.4 MAV and /or multicultural sector to be formally represented on Arts Victoria's and other key organisations boards, panels and committees.
- 2.5 Arts Vic in partnership with the VMC & MAV to establish and coordinate a broadly representative *Arts in Multicultural Victoria Advisory Committee* to ensure successful policy, strategies and benchmarking are implemented to build on current successes and to actively increase diversity in the arts in Victoria as well as lead the way in addressing the issues and barriers within the sector.
- 2.6 Recruit and train local and regional multicultural arts officers.



- 2.7 MAV and VMC to partner with Arts Victoria, to run local and regional information and funding workshops for CALD communities. MAV has direct links through ECCV and MRC's to communities.
- 2.8 A feasibility study to be funded to determine appropriate partners and accommodation options for MAV to develop a dedicated sophisticated performing arts centre/venue for multicultural arts events and performances. MAV to identify new home/ performance venue to enable the organisation to generate greater independent financial income through an ongoing performance and visual arts program. (Explore current venues in Adelaide Nexus & Perth Kulcha).

3. Partnerships & Funding Recommendations

- 3.1 A CALD specific budget proportionate to the diversity in the community to be allocated by funding bodies to multicultural arts.
- 3.2 The State Government to consider allocating additional funding to the arts portfolio to implement the recommendations outlined in this report.
- 3.3 Development of a working party with representation from Arts Victoria, VMC, MAV, local government and other stakeholders to review findings and to consider ways of implementing recommendations of the needs analysis.
- 3.4 Recurrent funding to MAV to be based on a triennial basis to enable future long term planning including providing MAV with ongoing funding to conduct research to inform and profile best practice outcomes in the multicultural arts sector and to ensure adequate services are provided to CALD artists and communities.
- 3.5 Arts Victoria to support through special funding initiatives the development of partnerships between the small to medium organisations and large organisations to develop new works, share resources, skills and expertise in supporting multicultural arts practice. Targeted funding should be made available to support these collaborative partnerships. The purpose of the collaborations would be to develop quality multicultural arts work that would build culturally diverse audiences.
- 3.6 To identify specific funding to support multicultural arts projects that utilise arts and culture to deliver a program of change through social inclusion for new and emerging communities (Communities with newly arrived and refugee populations usually have restricted access to the information, services, skills and knowledge they need, because of their geographic location, their social status, and lack of economic means to work and provide for their families).
- 3.7 MAV to develop an emerging artists and communities catalyst grant and mentor program with triennial funding.



- 3.8 Arts Victoria to dedicate \$2m per annum in festivals and events funding to the VMC to enhance multicultural events and festivals across Victoria.
- 3.9 To audit and map, in partnership with Arts Vic, potential partnerships between the ethnic community sector and the wider arts community to ensure a vibrant cultural life for all.
- 3.10 Provision of a Training and Professional Development program for the multicultural arts sector.
- 3.11 MAV to be resourced to work regionally in collaboration with local government, Regional Arts Victoria and CALD stakeholders.
- 3.12 Arts Vic, MAV & other stakeholders to work in partnership in the development of annual funding seminars and consultations for CALD artists and communities.
- 3.13 Set up protocols for whole of government reporting on multicultural arts; setting targets for partnerships to ensure they happen. VMC to document cultural indicators and outcomes.
- 3.14 To create partnerships with tertiary arts institutions to raise awareness about cultural diversity and difference through the arts curriculum and offer scholarships to increase CALD participation at tertiary arts training courses.
- 3.15 That a condition of funding, key organisations and major arts companies, are required to develop multicultural development plans, including artistic and audience development, that indicates how they will support diversity in their organisation in line with the State's multicultural act.

4. Programming & Sector Development Recommendations

- 4.1 4.1 To identify economic impact on employment of CALD artists and communities through the development of a major event - multicultural arts showcase (Australian WOMEX- Australian/Pacific Arts Market, multicultural arts Living Heritage Festival).
- 4.2 To identify the potential and to develop new cultural events in partnership with Tourism Victoria and Arts Victoria that can value add to Tourism in Victoria and to build on the potential games legacy.
- 4.3 Department of Victorian Communities, Arts Victoria, MAV and VMC to work in partnership to link the multicultural arts sector and MAV to existing Government initiatives and opportunities, such as, Audience Access Scheme, cultural tourism, skilled migration in the regions, community capacity building and support for newly arrived refugees.

- 4.4 State Government and local governments to consider a joint recurrent funding program, to facilitate cultural diversity or multicultural arts officer positions within the local government sector and within larger arts organisations. This funding would: assist in facilitating the processes described in other Key recommendations, encourage the development and build on the existing network of local government arts officers both in regional and metropolitan areas.
- 4.5 Encourage the development of cultural awareness training programs, and other initiatives, such as, allowances for bilingual staff in council, arts organisations and agencies which would facilitate greater communication and engagement with local ethnic artists and communities.
- 4.6 That MAV be supported to develop a model cultural ambassadors and creative development program with major arts sector partners.
- 4.7 MAV to value add to the skilled migration government initiative and establish cultural connections and entry points for new communities in regional areas. (festival and arts projects initiatives i.e. Albanian community Shepparton- Harvest celebration). Department for Victorian Communities (DVC) to include MAV when planning for the skilled migration program.
- 4.8 MAV to receive devolved funding to work in partnership with the 11 regions and the lead agencies responsible for the Regional Migration Incentive Fund to develop arts and cultural strategies to ensure successful migration and development of cultural tourism initiatives.
- Ballarat and region - City of Ballarat
 - Bendigo and region - Greater Bendigo City Council
 - Geelong and region - City of Greater Geelong
 - Gippsland region - Latrobe City Council
 - Horsham and region - Wimmera Development Association
 - Mildura and region - Mildura Rural City Council
 - Shepparton and region - Greater Shepparton City Council
 - Swan Hill and region - Swan Hill Rural City Council
 - Wangaratta and region - Wangaratta Rural City Council
 - Warrnambool and region - Warrnambool City Council
 - Wodonga and region - Wodonga City Council

- 4.9 To inform and profile developments in multicultural arts practice and to support networking through a Lecture Series and/or conference program. Conferences should be planned to include a longer term or lasting legacy in partnership with funding bodies and the multicultural arts sector and to raise critical debate.
- 4.10 To provide support to develop a centralised register/ directory of groups and artists.
- 4.11 Develop policy and a user friendly guide on proven marketing strategies on how to build CALD audiences.
- 4.12 To develop strategic marketing campaign and support for multicultural arts through the development of multimedia resource of multicultural arts practice across the state showcasing a range of work of artists and communities.

Emerging Communities and Artists

- Mentorship program developed linking emerging and established artists to develop professional arts practice skills, business skills and portfolio development (continuation and further support of MAV Emerge and Visible program).
- MAV to have dedicated staff member to work in partnership with leaders of emerging communities in supporting artistic and cultural activity from within communities and to inform artists and communities of opportunities.
- To increase opportunities for showcasing emerging artists and communities in the mainstream by providing specific funding for emerging artists and emerging community projects (AMES model).
- To hold regular information sessions & cultural exchange forums to orient emerging artists in the Melbourne arts scene and to inform them of resources and opportunities available to them such as funding, training, employment.
- Community cultural development projects developed and funded to educate youth in communities about their culture in order to sustain and give new life to traditional arts and culture.
- To develop a booklet with simple and clear guidelines and resource listing for working in the arts industry in Melbourne.
- To support greater participation in the arts, a series grant writing workshops should be resourced across the sector.

END OF REPORT

APPENDIX 1: Methodology

This project used action research as its methodological approach.

Action research is a research approach or a research strategy. In this approach, the researcher is in close contact with the members of the target of study and tries to solve certain problems by working together with the members of either the community or the organisation in question. The researcher tries to set and achieve the goals and objectives, with the members of the target organisation by studying how these problems express themselves and what the conditions for their emergence and development are. The researcher acts according to the collected information and the problem solutions developed together with the target group members. The aim is to achieve the set objectives and to reach the group's goals.

Over 1,000 respondents gave their points-of-view during the consultation process. The key findings contained within the report reflect the views, ideas and suggestions of the stakeholders. The recommendations are a direct outcome of these views, ideas and suggestions gathered in the consultation and round table process.

The CALD Needs Analysis project was conducted in five key stages.

Stage 1: Establish Reference Committee

A reference committee was established, comprising the following individuals, in order to inform the Needs Analysis research project:

George Lekakis *Chair VMC*

Stephen Dimopoulos *Senior Policy Officer VMC*

Stefan Romaniw OAM *Chairman MAV*

Jill Morgan *Executive Officer MAV*

Elizabeth Presa *VCA (Centre for Ideas)*

Barbara Mountjouris *Director Victorian Office of Multicultural Affairs (VOMA)*

Paul Petran *ABC/Australia Council – Music Board & Arts in a Multicultural Australia Committee (ACMAC)*

Gaetano Greco *Ethnic Communities Council of Victoria (ECCV)/Darebin Ethnic Communities Council*

Mike Zafiroopoulos *General Manager SBS/Regional Arts Victoria Chair*

Michelle Armstrong *Arts Victoria*

Andy Miller *Arts Victoria*

The terms of reference of the Committee were to:

- To provide advice, information and contacts to assist in the establishment and development of the project.
- To identify project facilitators/opportunities; and
- To provide direction and feedback to the project co-coordinators (MAV & VMC) as required.

Stage 2: Literature Review

- A literature review was conducted which included Victorian Government policy documents and arts sector publications.
- Valuing Cultural Diversity, Growing Victoria Together and Creative Capacity +, AMA policy and existing Victorian Government or community sector papers on CALD artist and multicultural art needs. Australia Council reports; *The Taxi Driver, the Cook and the Greengrocer - the Representation of Non-English Speaking Background People in Theatre, Film and Television* (1998) and *The World is Your Audience* (1997), *Australian and the Arts* (2001), *Who Goes There?* (2004)
- *Mamas Report & Cultural Tourism* – MAV (2004)
- *Transformations* – FECCA Conference 2004
- *A Fairer Victoria* (2005)

Stage 3: Community Consultations

Conduct community consultations to address community feedback, concerns and issues.

The consultation process in relation to NESB/CALD artists and community participation in the Arts occurred over a ten-week period in late 2004 in both metropolitan and regional areas with local artists, communities and local authorities. The consultations were guided by a standard questionnaire distributed to all participants attending the consultation sessions and was facilitated by Ms Jenny Ashby (Ashby & Associates).

Stage 4: Round Table Consultation

Conduct a round table with prominent Victorians with wide ranging experience and knowledge in relation to NESB/CALD artists and community participation in the Arts. The round table occurred at the Arts Centre in December 2004. The round table was facilitated by well known lateral thinker and planner Mr. Max Dumais using modern technologies to extract focused discussion and outcomes.

Stage 5: Report with Recommendations

The 'Report with Recommendations' or Final Report to the Victorian Government and community constitutes the last phase of the project.

APPENDIX 2: Personal Responses from Consultations

The following are a selection of the responses minuted at the consultations.

“Three things that need to be improved are promotion and access to venues as well as funding. Funding new opportunities instead of what was funded in the past”

“I wish that MAV could be an information and resource centre for all artists, somewhere that artists can go to. MAV needs resources in terms of funds and space.”

“General improvement in marketing for Multicultural Art and artists.”

“MAV needs to provide access to information about Multicultural Arts opportunities.

- Local
- State
- Overseas”

“Artists need more assistance- financial and other support for developing professional artistic practice”

“There is a need for mentorship programs to develop professional arts/ business/ leadership skills, to prepare artists from new and emerging communities for employment in the mainstream and accredited training”

“More regular information sessions and cultural exchange forums to provide orientation for emerging artists in the Melbourne arts scene and to inform them of the resources and opportunities available to them”

“There is a need for a central dedicated space – Multicultural Arts – Melbourne.”

“Need to strengthen MAV. Need to focus all these groups to one point. Need to centralise everyone’s needs. A single point of contact is the most important thing.”

“There is a need to develop a booklet with simple and clear guidelines and resource listing for working in the arts industry in Melbourne”

“MAV needs to teach artists how to promote themselves- training and portfolio development”

“MAV should work with ECCV/VMC to organise a multicultural arts festival – week long – to showcase CALD art.”

“There should be funding to enable communities to take their young overseas to learn first hand their own culture.”



"MAV has an important role to play for new and emerging communities- MAV can increase opportunities for presenting arts and cultural performance opportunities for emerging artists and communities in the mainstream"

"The ethnic sector and the Government should work with philanthropists or patrons of the arts – e.g. Richard Pratt to come to a cultural art or cultural exhibition or festival to show these people the calibre of Art."

"Of great importance is the better resourcing of MAV. The importance also of the need for long term ongoing funding for communities is also relevant. Arts mean different things for different communities".

"MAV's role has changed and is more complex because MAV is now dealing with both new and emerging and established communities. We need to be looking at the needs of the communities in relation to the role of MAV. Trying to define the priority arts needs of individual communities in different areas."

"MAV to be an information hub and a Centre for Arts Excellence."

"How are communities funded? Is it for community development or for arts. Flexible funding is needed for communities and individuals. Arts policy influence needs to be a role for MAV. There are disjunctures between the cultural groups and language. The words and ideas that drive Arts Vic are very different to the ideas that drive the communities. Should they be applying for funding from Arts Vic or the VMC? Should the Somalis have to speak in the arts language of Arts Vic? Shouldn't DVC in fact be supporting CALD arts?"

"MAV could provide stimulus for more communication between multicultural and non-multicultural communities:

- for example, arts organisations in Shepparton, have tried to encourage multicultural community involvement, at times we have found the connections difficult, this could be a role for MAV.
- mainstream needs to know who the heads of community are."

"MAV needs to visit regions periodically with information days and workshops

- MAV is seen as 'those people' in Melbourne - bridge Melbourne and the regions and stimulate multicultural arts activity in the regions.
- MAV to partner with Arts Victoria for regional workshops. MAV has direct links through ECCV and VMC to communities and MRC's."

"MAV's role is to assist in the development of the talent that is there in the communities in a professional way"

"We need organisations like MAV to encourage and facilitate links between multicultural communities in Geelong and their counterparts."

"There needs to be a focus on heritage, heritage of all aspects of arts which has not been addressed since the mid 1980's. This is one of the reasons that CALD artists are frustrated."

"There is a need to do more forums in the regions to inform people as this consultation has been an eye opener."

"Is administration in the Arts currently reflective of cultural diversity?"

"Communities need one (or two) major central venue that people can come to"

"We should support the creation of a multicultural art gallery"

"Maybe there should be a regular forum three times a year to share organisations ideas as well as knowledge and resources"

"Communities and artists need to be informed about success stories (what worked and why and how)"

"The advocacy of VOMA, VMC, ECCV and MAV is to push the idea that part of the mission of the government department responsible for the arts, is to in fact diversify the decision making structures. The game needs to change not just try to teach the players how to play the game. I think this should be an outcome for consideration as each government department has considerations that they must give to CALD Victorians."

"We need to provide MAV with the infrastructure to be able to perform all of the roles that the community want them to and what we have heard at these consultations."

"MAV needs to work in partnership with organisations and institutions to create systemic change and create real pathways in the arts for CALD artists and communities"

"It is about funding things properly rather than funding things superficially and for popularity's sake. There needs to be ongoing support and curation if multicultural events and festivals are to be run effectively and properly."

"We do a lot of art in our community but we are not connected as an artistic community so we cannot therefore properly showcase what it is we have to offer artistically. The language barriers are a big problem and also we don't know where to go to ask for money because everything is so expensive."

"Often when we talk about barriers the onus is brought back to the ethnic communities and individual artists but the barriers in many instances, are in the arts institutions themselves. Some of the 'elite' arts are dominated by one particular class or one certain group of people who have discovered how to navigate their way through the arts maze. Why is it that these institutions are only encouraging certain types of people?"



"There are many community groups without much knowledge on how to run a festival and all of the assistance that you require. We have a lot of people who are artistic but we need courses to show people how to run festivals. We need courses in event management mainly."

"There needs to be an advocacy role allowing MAV to question arts institutions here in Victoria because we need them to ask the hard questions of these arts institutions. There needs to be real planning in regards to systemic change because too often MAV is brought in only towards the end when the decisions have been made. It is not just about advocacy it is also about working in partnership."

"ECCV, MAV, VMC and other bodies start a strong campaign to get the mainstream bodies like the National Gallery of Victoria, the Arts Centre and these other mainstream bodies to recognise the multicultural reality that is Victoria. Arts funding policies should reflect the reality of multicultural Victoria and encourage participation of CALD arts."

"I have a concern that when we speak about barriers for artists, a lot of times we put the onus back on artists on how to get the funding and where to access the courses. We need to be careful that if we look on it in these terms, that we don't place more obstacles in front of the artists because you place the onus back on the artists to do certain courses etc and jump through more hoops and takes the onus off the arts institutions that are providing the funding and are there to assist CALD artists. The institutions are the systemic barriers that are placed in front of CALD artists."

"Arts funding policies should reflect the reality of multicultural Victoria and encourage participation of CALD artists".

APPENDIX 3: Multicultural Arts State and National Funding Snapshot

STATE FUNDING SNAPSHOT 2004/2005 CORE FUNDING

	PEAK ORGANISATION	CORE FUNDING	FUNDING PER CAPITA ⁸	FUNDING PER CAPITA (RELATIVE TO MAV)
Victoria	Multicultural Arts Victoria	Arts Victoria \$105,000 core annual	\$21,000 per 1000 people (pop. 5M)	100%
Western Australia	Kulcha Multicultural Arts WA	Arts WA \$145,600 core triennial	\$72,800 per 1000 people (pop. 2M)	346%
Queensland	Brisbane Ethnic Music Centre	Arts QLD \$190,000 core triennial	\$48,719 per 1000 people (pop. 3.9M)	232%
South Australia	Nexus Multicultural Arts Centre	Arts SA \$132,000 core triennial	\$88,000 per 1000 people (pop. 1.5M)	419%

NATIONAL FUNDING SNAPSHOT 2004/2005 CORE FUNDING

Core funding from the State Government represented 22% of MAV's turnover in 2004 and the additional 78% income was generated by MAV from other sources.

Victoria	Multicultural Arts Victoria	Arts Victoria \$105,000 core annual			
Western Australia	Kulcha Multicultural Arts WA	Arts WA \$145,600 core triennial	Australia Council \$30,000	Healthway \$40,000 core triennial	Office of Multicultural Interest (OMI) \$50,000 devolved funding
Queensland	Brisbane Ethnic Music Centre (BEMAC)	Arts QLD \$190,000 core triennial	Australia Council \$70,000 core triennial		Brisbane City Council devolved \$20,000 Multicultural Affairs QLD \$10,000
South Australia	Nexus Multicultural Arts Centre	Arts SA \$132,000 core triennial	Australia Council \$60,000 core triennial (ceased in 2005)	Healthway Promotions \$10,000 core annual	

Notes:

- MAV core funding in 2004 was \$95,000 and received an increase in 2005-this was in-line with the States' \$78.4 million boost to the arts in 2005, MAV's increased budget allocation was one hundredth of one percent of the increase. As a peak organisation MAV has never received triennial funding from the State Government.
- MAV'S \$35,000 core triennial, from Melbourne City Council, to commence in 2006.
- MAV has attracted significant project funding and has managed ground breaking leadership projects and programs in the Arts nationally – MAMAS and KULTOUR.
- MAV currently receives project funding from Australia Council and auspices grants for CALD artists and communities.
- Nexus and Kulcha have ability to generate independent income through their own venue.
- BEMAC is currently in negotiation with Queensland State Government for a cultural venue

APPENDIX 4: Community Consultation Responses

Responses

The responses from the community consultations were drawn from the following questions, based on a SWOT style analysis format:

- What are the **barriers** to participation in the arts for CALD/NESB artists and communities in Victoria?
- What can we do to increase **opportunities** and participation and access for CALD/NESB artists and communities in Victoria?

REGION	BARRIERS	OPPORTUNITIES
Footscray	<ul style="list-style-type: none"> • Lack of accessible venues/facilities to promote Multicultural Arts (MA) • Lack of knowledge of the arts system • High promotion expenses • Language barriers • Lack of funding to properly promote MA sector • Lack of core funding for MAV • Ineffective communication of funding and application requirements to CALD artists/communities • Cost of public liability • Lack of professional development for NESB artists 	<ul style="list-style-type: none"> • Training & professional development workshops for CALD artists/communities • Utilisation of bilingual MA practitioners when engaging CALD communities • Allocation of ethno-specific arts funding • Viable promotion of CALD artists in arts through strategic mapping & promotion • Mainstreaming of MA in major events activities • Utilisation of shared resources in MA sector • Strengthening of MAV's advocacy role in MA sector • MAV key to cultural tourism • MAV excels in cultural brokerage
Richmond	<ul style="list-style-type: none"> • Lack of funding for CALD artists • Lack of accessible venue/s for CALD artists • Absence of mentoring/leadership schemes for MA sector • Lack of sponsorship for CALD artists • Lack of consultation with CALD artists & communities • Lack of flexibility in funding and complexity of applications 	<ul style="list-style-type: none"> • Development of mentoring schemes via MAV • Utilisation of overseas-based partnerships and funding • Strategic marketing campaign for MA sector • Cultural Ambassadors • Sharing of resources through 'Resource Bank' • Strengthening of MAV's role in the promotion of MA sector issues • Develop Multicultural Arts Festival policy • Artists in residence – linking with consulates • Seed funding – allowing flexibility for new arts development

REGION	BARRIERS	OPPORTUNITIES
B'meadows	<ul style="list-style-type: none"> • High cost of venue hire • Lack of funding opportunities for CALD artists • Lack of effective marketing and promotional strategies in MA sector • Language difficulties • Lack of MA professional gallery space 	<ul style="list-style-type: none"> • Increase linkages between MA and stakeholders • Greater empowerment to MAV to better coordinate MA sector • Develop MA website • Appointment of local arts officers • Greater local government involvement in MA sector • More MAV & VMC arts road shows • MAV central distribution point for Arts information • Increase affordability and free of charge pricing regimes • MAV to assist in portfolio development
Prahran	<ul style="list-style-type: none"> • Lack of understanding of processes for accessing information and funding in the arts sector • Language difficulties • Lack of financial support for MA sector 	<ul style="list-style-type: none"> • Develop user friendly information resources for Arts and MA sectors • Develop central register of artists and information about funding opportunities • MAV has knowledge & access to skilled artists in the communities- establish MA industry showcase • MA Forums linking new and established artists together • Cultural celebrations – way of linking communities and the arts • MAV to partner with major events to create opportunities for “unknown” MA
Geelong	<ul style="list-style-type: none"> • Public liability insurance costs • Limited funding opportunities • Lack of local and government interest in MA sector • Lack of effective marketing of MA sector • Difficulties in maintaining local CALD artists 	<ul style="list-style-type: none"> • Allocation of seed funding to develop whole of region response to MA sector • Promotion of MA sector through Commonwealth Games • Utilisation of existing ethnic community networks in promotion of MA sector
Shepparton	<ul style="list-style-type: none"> • Lack of financial support for MA sector • Lack of affordability of venues/events • Lack of mentoring program for CALD artists • Language difficulties • Public liability insurance costs 	<ul style="list-style-type: none"> • Access to better information about MA sector • Increase financial support for MA sector in regional Victoria • Create Multicultural Film and Theatre Festival

REGION	BARRIERS	OPPORTUNITIES
Shepparton cont'd	<ul style="list-style-type: none"> • Lack of culturally specific expertise 	<ul style="list-style-type: none"> • International cultural exchange • MAV to facilitate MA activity in existing arts sector (local festival to include Albanian community)
Dandenong/ Springvale	<ul style="list-style-type: none"> • Lack of financial support for MA sector • Lack of affordability of venues/events • Lack of mentoring and recognition of CALD artist • Lack of participation in MA sector by new and emerging communities • High insurance costs • Lack of mainstreaming of CALD artists 	<ul style="list-style-type: none"> • Maximise utilisation of CALD professional artists • Increase advocacy role of MAV in sector • Mainstream CALD artistic works in State and National artistic forums & events • Increase resources to MAV & CALD artists
Darebin	<ul style="list-style-type: none"> • Develop clear definition of cultural diversity & arts • Funding dependent on Government agencies • Division between CALD communities • Language barriers & lack of knowledge of arts sector • Notion of excellence and innovation 	<ul style="list-style-type: none"> • Acknowledge contribution of MA sector in policy • Mentoring programs for CALD artists • Multicultural Arts registry • Utilise Commonwealth Games to promote MA sector • Affordable venue/s and easier access to funding • Mainstreaming of CALD artists in major events • Develop -How to navigate the arts funding maze • Web cost effective tool for promotion, linking and development • Tax breaks for patrons of the arts
Emerging Communities (Yarra)	<ul style="list-style-type: none"> • Lack of programs and activities aimed at encouraging the arts within emerging communities (EC) • Lack of acknowledgment/utilisation of emerging communities in arts sector • Lack of understanding of the arts within ethno-specific EC • Lack of funding for EC • Lack of knowledge of how to access EC 	<ul style="list-style-type: none"> • Utilisation and promotion of variety of emerging CALD artists • Promotion of current arts activities with EC • Provision of professional advice to EC about Arts sector • Small grants program to stimulate new activity • MAV to link EC to mainstream opportunities

Respondents also provided feedback on MAV-specific matters, locality-specific issues, general issues and made recommendations. The following table provides a summary of their responses:

REGION	MAV SPECIFIC RESPONSES	LOCALITY SPECIFIC ISSUES	ISSUES	RECOMMENDATIONS
Footscray	<ul style="list-style-type: none"> • Increase utilisation of MAV at local level for a range of services/advice. • Formalise partnerships with MAV across a range of issues pertinent to the 'West' 	<ul style="list-style-type: none"> • Closure of MRC's • Loss of MA Officer in West • Funding for local specific arts 	<ul style="list-style-type: none"> • 3 year recurrent funding for MAV • Review of Arts policy in relation to MA sector 	<ul style="list-style-type: none"> • Mainstream MA sector • Develop mentoring/training scheme for MA sector • Accessible/affordable facilities
Richmond	<ul style="list-style-type: none"> • Develop MAV website, mentoring program • Appropriate resourcing of MAV to better respond to needs in MA sector 	<ul style="list-style-type: none"> • Need for local forums, arts officer for CALD communities 	<ul style="list-style-type: none"> • Increase funding for MA sector • Provision of language specific funding • Better coordination of MA sector by Arts Victoria, VMC & DVC 	<ul style="list-style-type: none"> • Expand role for MAV in MA sector • Long term funding for MA sector • Review arts policy for MA sector
B'meadows	<ul style="list-style-type: none"> • Desire for increased partnerships between MAV and local CALD communities 	<ul style="list-style-type: none"> • Lack of acknowledgement and utilisation of local CALD artists 	<ul style="list-style-type: none"> • Greater local government emphasis on MA sector 	<ul style="list-style-type: none"> • Effective access to information about MA sector opportunities • Increase funding to MA sector • Increase resources to MA sector
Prahran	<ul style="list-style-type: none"> • Appropriate resourcing of MAV to ensure effective response to MA sector • Review of arts policy in relation to MAV and MA sector 	<ul style="list-style-type: none"> • Absence of linkages to promote local MA sector activities • Greater utilisation of venues and CALD artists by local authorities • Increase utilisation of MAV at local level 	<ul style="list-style-type: none"> • Need for mainstreaming of MA sector • Greater promotion of MA in Victoria • Promotion of MA sector in major events 	<ul style="list-style-type: none"> • Strategic plan for marketing of MA sector • Increase funding opportunities for MA sector • Assistance for emerging CALD artists • MA facility/s

REGION	MAV SPECIFIC RESPONSES	LOCALITY SPECIFIC ISSUES	ISSUES	RECOMMENDATIONS
Geelong	<ul style="list-style-type: none"> • Increase advocacy role of MAV in MA sector in regional areas 	<ul style="list-style-type: none"> • Increase linkages between MAV and regional areas 	<ul style="list-style-type: none"> • Greater emphasis of Arts policy/funding in regional areas 	<ul style="list-style-type: none"> • MA officer position • CALD artists website • Appropriate funding to CALD artists and communities • Mapping of regional cultural/tourist attractions
Shepparton	<ul style="list-style-type: none"> • Greater advocacy role for MAV in regional Victoria • Develop Multicultural School of Arts in region • Greater linkages between MAV & arts alliance in Shepparton 	<ul style="list-style-type: none"> • Greater financial support for Shepparton Festival to meet performance & insurance needs 	<ul style="list-style-type: none"> • Utilisation of Goulburn Valley CALD artists 	<ul style="list-style-type: none"> • Venue for Multicultural Arts in Shepparton • Allocation arts grants to cater for region specific issues such as distance, etc • Engaging EC (Albanian community) in the arts
Dandenong/Springvale	<ul style="list-style-type: none"> • MAV to promote individual artists, develop MA festival for Victoria and touring of festival in regional areas 	<ul style="list-style-type: none"> • More opportunities for CALD artists in Dandenong • Increased promotion of CALD performances at Dandenong Show 	<ul style="list-style-type: none"> • Need for strategic response to MA sector in Victoria 	<ul style="list-style-type: none"> • Recognition of MA sector by Government • Directory of MA sector • Greater advocacy of MA sector by MAV/ECCV • Arts policy to reflect MA sector
Darebin	<ul style="list-style-type: none"> • Greater advocacy role for MAV in sector • Increase service & advisory role of MAV in MA sector 	<ul style="list-style-type: none"> • Register of artists in Darebin • Greater involvement of local government in promotion and development of local artists 	<ul style="list-style-type: none"> • Mainstreaming of CALD artists in broader arts community 	<ul style="list-style-type: none"> • Policy review of 'culture', 'heritage' • Broadening MA sector to non government sectors • Systematic promotion & advocacy of MA sector • Strengthening of MAV's advocacy and service delivery roles

REGION	MAV SPECIFIC RESPONSES	LOCALITY SPECIFIC ISSUES	ISSUES	RECOMMENDATIONS
Emerging Communities (Yarra)	<ul style="list-style-type: none"> • MAV to develop ethno-specific artists' register • Increased advocacy role for MAV in EC environment • Educate EC leaders about Arts sector 	<ul style="list-style-type: none"> • Lack of ethno-specific information about MA sector amongst certain EC • Greater support for EC artists at local level 	<ul style="list-style-type: none"> • Greater promotion of EC artistic achievements via MAV • MAV pivotal in ensuring access for EC in the arts – Emerge project 	<ul style="list-style-type: none"> • Recognition of EC in MA and wider arts sectors • Development of liaison position at MAV to facilitate and build on successful EC program and activity to date

APPENDIX 5: Round Table Consultation Responses

Findings

- that the multicultural arts sector in Victoria is under funded, under resourced and is under represented in the broader arts sector in Victoria.
- that the sector lacks a properly funded and strategic plan to underpin its long term future in Victoria's arts community

Expectations

- that Government and private sectors resource the MA sector
- that MAV as a peak body respond to the wider communities and multicultural sector needs
- that MAV continue to have responsibility for the coordination and advocacy of the MA sector in Victoria

The major issues emanating from the round table are summarized below across identified themes:

QUESTIONS	Q1 How can we best foster partnerships to achieve access and participation in the Arts by all cultures?	Q2 What are some ways to ensure we reach culturally diverse audiences?	Q3 What suggestions do you have for supporting creativity and artistic expression in multicultural arts?
Communication & Marketing	<p>Establish formal communication channels with stakeholders to facilitate more effective action by Government & other sectors in the promotion of multicultural arts.</p> <p>Develop strategic multilingual marketing campaign for multicultural arts in Victoria.</p>	<p>Develop strategic marketing and education campaign about multicultural arts for CALD & and wider audiences.</p> <p>Develop communication campaigns aimed at specific target audiences.</p> <p>Develop marketing strategy aimed at promoting MA sector in the mainstream media.</p> <p>Develop education campaign promoting multicultural arts in school sector.</p> <p>Appoint 'Cultural Ambassadors'.</p> <p>Develop a holistic communications and marketing response to the MA sector through a designated whole of government and whole of community strategy.</p>	<p>Develop strategy to support CALD artists and practitioners through provision of training & creation of mentoring program.</p> <p>Initiate 'Awards' system aimed at rewarding CALD artists and practitioners.</p> <p>Develop strategy aimed at incorporating multicultural arts in major mainstream events.</p> <p>Develop strategy to better utilise overseas touring artists in the local sector.</p>

QUESTIONS	Q1 How can we best foster partnerships to achieve access and participation in the Arts by all cultures?	Q2 What are some ways to ensure we reach culturally diverse audiences?	Q3 What suggestions do you have for supporting creativity and artistic expression in multicultural arts?
Resourcing & Funding	<p>Increased funding for the Victorian multicultural arts sector.</p> <p>Increased support services for CALD artists.</p>	<p>Provision for appropriate venue(s) for MA programs and audiences.</p> <p>Affordable pricing regime for CALD productions.</p> <p>Provision of seed funding for targeted projects.</p>	<p>Small and local grants programs aimed at MA sector.</p> <p>Provision of tax incentives for the sector.</p>
Engagement	<p>Develop strategies to encourage greater involvement of ethno-specific organisations in local multicultural arts scene, including country of origin artists.</p> <p>Promotion of MA sector in private and tertiary sectors.</p> <p>Increased representation of CALD persons on multicultural arts boards.</p>	<p>Develop strategies to better utilise ethno specific and generic organisations, including practitioners, in the promotion of the MA sector.</p>	<p>Develop strategies and incentives to mainstream arts organisations to encourage development and presentation of MA.</p>
Policy	<p>Advise Arts Victoria on effective integration of multicultural arts policy component in mainstream arts policy framework.</p>	<p>Development policy and clearly articulated goals aligned to audience development.</p>	<p>Review and evaluate applicability and relevance of existing policies and terminology pertinent to the multicultural arts sector.</p> <p>Development of clear articulated goals aligned to strategies.</p>
Research	<p>Conduct evidence-based research to support promotion & funding of multicultural arts in Victoria.</p>	<p>To develop a user friendly guide on proven marketing strategies on how to build CALD audiences.</p>	<p>To support research to identify potential partnerships that will engage new and under represented CALD communities in the arts.</p>

APPENDIX 6: Arts Victoria Percentage ATSI and Ethnic Spend

Arts Victoria's program spend with an emphasis on 'ethnic specific' and Aboriginal & Torres Strait Islander (ATSI) activity (from 2001)

The following table indicates Arts Victoria's program spend since 2001 on projects and programs with an emphasis on 'ethnic specific' and Aboriginal & Torres Strait Islander (ATSI) activity (primary and secondary focus⁹).

It is important to note also that other funded projects and programs are categorised under *General, Youth, Senior Adult, Women and Disabled* (or nor specific category) and may also include CALD audiences and participants. For example, applications from major and local festivals, performing arts centres and community museums often include CALD or Indigenous artists, audiences and participants within respective programs though are likely to be unclassified or classified as having a 'General' focus.

YEAR	TOTAL PROGRAM \$	ETHNIC SPECIFIC \$	ATSI \$	ETHNIC SPEC. & ATSI \$	ETHNIC SPECIFIC %	ATSI %	TOTAL %
2001	30,921,640	1,083,466	258,860	1,342,326	3.5	0.8	4.3
2002	29,944,451	922,291	204,633	1,126,924	3.1	0.7	3.8
2003	31,301,414	1,063,158	786,708	1,849,866	3.4	2.5	5.9
2004	28,778,025	1,180,651	476,635	1,657,286	4.1	1.7	5.8
2005 (to date)	8,557,949	283,258	153,255	436,513	3.3	1.8	5.1
TOTAL	129,503,479	4,532,824	1,880,091	6,412,915	3.5	1.5	5.0

NOTE: This information refers to Arts Victoria's direct program. Arts Victoria reports annually on its activity under the State Government's Valuing Cultural Diversity Policy. Under this Policy, each of Arts Victoria's Portfolio Agencies (*Australian Centre for the Moving Image, Film Victoria, Geelong Performing Arts Centre, Museum Victoria, National Gallery of Victoria, State Library of Victoria and the Arts Centre*) is required to report on cultural diversity each year in their annual reports.

⁹ This information was provided by Arts Victoria to the Victorian Multicultural Commission in early 2005 and corresponds to grants, appearing in Arts Victoria's database as having primary or secondary multicultural focus.

APPENDIX 7: MAV Vision, Mission and Goals

MULTICULTURAL ARTS VICTORIA

OUR VISION

To be Victoria's leading arts organisation embracing cultural diversity.

OUR MISSION

To foster cultural diversity and respect through the promotion, enhancement and celebration of multicultural arts in Australia.

OUR GOALS

Access and Participation
the arts by all cultures

Acceptance and
Understanding **of cultural
diversity by all cultures**

Excellence and Innovation
in multicultural arts



Key Strategies

- Providing funding submission and management services
- Identifying and promoting new and emerging artists/communities
- Marketing and promoting MAV artists and events
- Fostering partnerships
- Brokering cultural artists and events

Key Strategies

- Building culturally diverse audiences
- Advocating for cultural diversity through the arts
- Raising awareness and support for MAV
- Providing information and advice to enhance cultural knowledge through the arts

Key Strategies

- Supporting creativity and artistic expression
- Managing the organisation effectively
- Initiating and producing events programs and services
- Providing professional development opportunities

PRIORITIES TO 2008

1. Raising MAV's profile across Victoria as the leading arts organisation and advocate on multicultural arts through strategic partnerships and events
2. Improving accommodation, facilities and IT infrastructure
3. Increasing MAV's core and project funding base
4. Establishing and enhancing networks
5. Increasing staffing levels to support expanded service provision to meet stakeholders' needs

MAV IMPLEMENTION PLAN: 2004-2006

Access and Participation

STRATEGIES	ACTIONS	INDICATORS OF SUCCESS
Providing funding submission and management services	<ul style="list-style-type: none"> Assist and advise artists and communities to successfully apply for funding support 	<ul style="list-style-type: none"> Number of artists seeking support per annum
Supporting and promoting new and emerging artists/communities	<ul style="list-style-type: none"> Participate in the Australia Council National Multicultural Arts Touring network kultour Develop an annual program that has entry points for new artists including community cultural development projects 	<ul style="list-style-type: none"> Artists/presenter satisfaction with KULTOUR touring network No. of new artists supported per annum Funding (\$) sourced for CCD projects per annum
Marketing and promoting MAV artists and events	<ul style="list-style-type: none"> Publish FOLIO newsletter on a regular basis Promote artists' profiles on the MAV website Disseminate E News regularly Purchase and program new membership data base 	<ul style="list-style-type: none"> Publication of FOLIO bimonthly Rewriting & relocation of MAV website to enable gathering of statistics E News disseminated monthly New data base in use by 30 June 2004
Fostering partnerships	<ul style="list-style-type: none"> Pursue and/or strengthen partnerships for mutual benefit with key organisations including, but not limited to: ECCV, FECCA, VMC, City of Yarra, CSF SBS, AMES, Melbourne CC, ABC, MIF, Centre Link, Darebin CC, VACT, OZ CO, VCA, Melbourne University, Pratt Foundation, Federation Square 	<ul style="list-style-type: none"> Impact of partnerships to support MAV activities per annum – <ul style="list-style-type: none"> \$ contributed to MAV In kind support provided Reputation/Profile benefits
Brokering cultural artists and events	<ul style="list-style-type: none"> Link artists with outside presenters / producers Document artists employed and type of event 	<ul style="list-style-type: none"> No. artists employed per annum No. & type of events artists involved in

“Communities that embrace diversity, creative expression and cultural activity are richer, stronger, and more able to deal with social challenges.” *Arts Victoria: Creative Capacity: Arts for all Victorians.*

Acceptance and Understanding

STRATEGIES	ACTIONS	INDICATORS OF SUCCESS
Building culturally diverse audiences	<ul style="list-style-type: none"> Participate in the development of the next stage of MAMAS program by December 2005 Provide advice to other organisations on strategies to build culturally diverse audiences 	<ul style="list-style-type: none"> MAV involvement in MAMAS program No. of organisations seeking MAV expertise
Advocating for cultural diversity through the arts	<ul style="list-style-type: none"> Participate in panels that effect cultural change and policy development (e.g. FECCA, AIC) 	<ul style="list-style-type: none"> No. of panels and sessions attended
Raising awareness of and support for MAV's programs & services	<ul style="list-style-type: none"> Seek alternative sources of funding Continue to attract new members Communicate and promote MAV services, projects and events to funding bodies and other agencies Register for DGR/Cultural Organisation status 	<ul style="list-style-type: none"> % funding sourced per annum Diversity of funding sources per annum % increase in membership per annum New membership form in place by December 2004 Upgrade and rewrite of MAV web site Suite of new promotional material in place by December 2005 MAV registered as DGR/Cultural organisation by December 2004
Providing information & advice to enhance cultural knowledge through the arts	<ul style="list-style-type: none"> Provide advice to and facilitate strategic linkages between culturally diverse communities and the arts industry 	<ul style="list-style-type: none"> No. of strategic linkages facilitated per annum

“ ... [we] value the traditions and capacity for innovation which exists in Australian multicultural and Aboriginal and Torres Strait Islander Societies and encourage the creativity and artistic expression resulting from this diversity. ”

THE AUSTRALIA COUNCIL – POLICY ON ARTS IN A MULTICULTURAL AUSTRALIA, 2000

Excellence and Innovation

STRATEGIES	ACTIONS	INDICATORS OF SUCCESS
Supporting creativity and artistic expression	<ul style="list-style-type: none"> Secure funding for ongoing performance program in partnership with other key stakeholders 	<ul style="list-style-type: none"> \$ secured and no. of planned activities actually conducted per annum
Managing the organisation effectively	<ul style="list-style-type: none"> Attract and retain talented staff Develop Code of Conduct for MAV Board Develop Policies and Procedures Manual Attract professional expertise to the Board to ensure that a broad range of management expertise is available Review MAV's Constitution Enhance or relocate MAV offices Secure dedicated MAV exhibition and performing facilities to enable income generation 	<ul style="list-style-type: none"> Standard staff employment contracts in place by June 2004 Two new staff members employed by December 2005 Payment of arts benchmark staff wages. % of Board members that attend each Board meeting Board ratification of Code of Conduct by May 2004 Board ratification of Policies and Procedures manual by December 2005 Legal expertise on the Board secured by June 2004 Review of constitution completed by December 2006 Upgraded or new premises in place by December 2006 Dedicated facilities for MAV program in place by December 2008
Initiating and producing events	<ul style="list-style-type: none"> Develop high profile events that promote innovation and diversity 	<ul style="list-style-type: none"> No. and types of events held per annum No. of attendees at each event
Providing professional development opportunities	<ul style="list-style-type: none"> Implement performance planning and appraisal for staff to assist in identifying development opportunities Conduct funding submission seminars for artists and communities 	<ul style="list-style-type: none"> No. of professional development activities provided per staff member pa Annual performance appraisal system implemented by January 2005 One funding submission seminar to be held per annum

Disclaimer

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Victorian
Multicultural Commission

