



Australian Institute of
Landscape Architects

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Response to the Arts Plan 2019 - 2024

Australian Institute of Landscape Architects - SA Chapter (AILA SA)

AILA SA thanks the Department of The Premier and Cabinet (DPC) for the opportunity to provide feedback and expertise to inform the future Arts Plan for South Australia.

From the outset, we commend the Department on the decision to prepare a new Arts Plan, the first since 2000, and acknowledge the significant amount of work undertaken by Government and others to garner support for such a Plan.

AILA SA is the local chapter representing the Australian Institute of Landscape Architects, the growing national advocacy body representing just under 4,000 active and engaged landscape architects across the country. We are committed to creating a better Australia that acknowledges the benefits that art and design can play in improving our quality of life through culture, and the role that good design plays in creating vibrant and liveable cities and neighbourhoods.

Landscape Architects work with artists in many ways in the delivery of projects across our State. Indeed, many landscape architects consider themselves artists too and have been awarded arts prizes for landscape design across the world including Kate Cullity from TCL, Adelaide based Landscape Architects.

Landscape Architects understand and respect the creative process used by artists in undertaking their work. In support of this AILA SA and Hassell Pty Ltd established the Rodney Owen Beames Award directed at the promotion and development of the excellence of art in landscape architecture.

The award recognises the commitment and interests of Rodney Beames, a landscape architect who promoted the practices of landscape architecture and art in the landscape.

This Award is for excellence in Landscape Architecture and is demonstrated in the Final Project of landscape architecture students at the University of Adelaide. The Award applies to design and/or

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theory and is specifically directed towards the debate and practice of art in contemporary landscape architecture in Australia.

This award is given annually, and Arts SA provides a representative to sit on the jury of this award.

Another way in which AILA SA supports the local arts community in SA is through connections with Guildhouse. AILA SA is supportive of Guildhouse and the service they provide to the artistic community, and many landscape architects call upon Guildhouse to assist in finding local artists to assist on projects.

AILA SA is active in advocacy across many State Government Agencies, particularly in relation to Planning Reform, and has most recently provided feedback on the Productive Economy Discussion Paper to the Department of Planning Transport and Infrastructure (DPTI). [Click here](#) to view AILA SA's response.

We highlight in our submission to DPTI the importance of South Australia's creative community in underpinning the economic performance of the State. This is referenced in the Productive Economy Discussion Paper:

"The arts and creative services industry contributed a total of \$690 million to the South Australian economy in 2016 -17. This is due significantly to South Australia's reputation as the 'Festival State'. It is home to the largest Fringe festival in the southern hemisphere, as well as WOMADelaide, the Adelaide Festival and Adelaide Writers Week.³⁸

These cultural events attract a significant number of artists and performers, as well as tourists, to the state. In 2018, the Adelaide Fringe Festival was the largest ticket selling festival in Australia. Of the 1.5 million tickets sold, half were sold in South Australia.³⁹

Temporary events such as these are important to consider in the context of planning as they bring cultural activities and vibrancy to the city."

Furthermore, the Discussion Paper articulates that our creative community sets us apart from other Australian cities. It lists Knowledge & Creative Industries as one of eight competitive advantages of the State that should be focussed on in the future.

[Click here](#) for a copy of DPTI's Productive Economy Discussion Paper can be found here:

In our view, a successful Arts Plan is paramount to capitalising on and supporting this successful and unique asset into the future. AILA SA firmly believes that if we are to retain our mantle as the "Festival State" we must support both the celebration of our local artistic psyche through the Adelaide Festival and Fringe, but also the pathway for creative people seeking to work in this industry through training and development and funding for not for profit bodies such as Guildhouse.

AILA SA believes this strategic approach is required to ensure the arts sector is sustainable and self-sufficient in the future.

Themed Responses

AILA SA provides the following tailored feedback under the themes provided by the Department.

Ambition

AILA SA believes targets should be set to increase the economic contribution the creative communities make annually to the economy in SA. This should be increased over time incrementally and will underpin and justify other things such as governance and priority areas.

First Nations Arts and Culture

We are aware of DPC's Aboriginal Affairs Action Plan 2019-2020 with initiatives for completion by agencies during this term. There are obvious opportunities to frame an arts plan in a way that supports the three objectives of this Action Plan being met: Creating opportunities for Aboriginal jobs and businesses, improving the quality and the delivery of services to Aboriginal South Australians, and building strong and capable Aboriginal communities. This is particularly relevant in the regions, and AILA SA acknowledges the great work done by Country Arts SA already in this space.

Nationally, AILA has recently launched a Reflect Reconciliation Action Plan demonstrating our commitment to creating an inclusive and diverse profession by encouraging and supporting our members to expand their cultural awareness of Aboriginal and Torres Strait Islander Peoples. [Click Here to read.](#)

AILA strongly supports indigenous people being recognised in the governance and planning processes for our State across all agencies, given their extensive history, connection to the land and their culture developed over thousands of years.

Indigenous knowledge and ongoing cultural practice has much to offer in the development of policies that are mutually respectful, and evolving processes for assessment and development of policy interpretation and outcomes. Cultural understanding will benefit our entire community and have a positive impact on the liveability and creativity of our city.

Priority Areas and Outcomes

AILA SA believes that the greatest benefit and outcome in prioritization will be seen in communities that are currently most under serviced by arts-based programs and services. Again, we believe regional South Australia should be focussed on, as well as arts-based training across the State.

Government and Governance

AILSA SA believes an integrated cross government approach to supporting the creative communities sector is required. In a similar way to the Health in All Policies platform coordinated by SA Health, all State Government agencies should seek to leverage arts-based opportunities in their projects and programs in support of increasing the economic contribution the creative communities sector makes to the economy annually. This will have flow on effects to the demand for artists and other creative professionals in SA.

Audience and Access

AILA SA believes a Communications Plan to assist the Arts Plan should be undertaken to educate the community (and Government) about the extensive nature of the arts sector, and more broadly the creative communities sector, and its contribution to the South Australian economy. This should be coordinated across all levels of Government, and across industry for maximum coverage, buy in and adoption.

Industry and Innovation

As noted in DPTI's Productive Economy Paper, the State is transitioning away from traditional manufacturing employment and moving towards advanced manufacturing and technology skills as part of the Knowledge & Creative Industry. AILA SA believes it is crucial to support and build this sector through strategic investment and training to build SA's competitive advantage and leadership. This should be at the core of the Arts Plan.

Embedding Arts and Culture

As previously mentioned, AILA SA believes the Arts Plan should adopt a similar platform established by SA Health in its Health in All Policies program. All State Government agencies should seek to leverage arts-based opportunities in their projects and programs in support of increasing the economic contribution the creative communities sector makes to the economy annually. This will have flow on effects to the demand for artists and other creative professionals in SA, and will embed the thinking and acceptance of art as an integrated element to State agencies respective portfolios.

Ecology

The organic nature of the arts sector in SA seems to reflect the way many artists work. South Australia has a rich and diverse arts ecology, but it could be richer and better communicated. Again, AILA SA believes a Communications Plan to assist the Arts Plan should be undertaken to educate the community (and Government) about the extensive nature of the arts sector, and more broadly the creative communities sector, and contribution to the South Australian economy.

Final Thoughts

AILA SA acknowledges the broader cultural, social and mental health contributions the creative communities sector has on the State and feel that this needs acknowledgement in the Arts Plan on equal footing with the economic contribution.

Our profession prides itself in a culture of collaboration and a connection to nature that is evident in the richness of places created or reinvigorated by landscape architects. This engrained culture is shared with many artists too and should be amplified in the Arts Plan.

AILA SA is conscious of the debate around whether to spread the current arts-based program across the year, rather than to have it focussed and consolidated into March. AILA SA warns against the dilution of the Fringe and Festival program at the expense of the flow on effects to local businesses and industries supported by a critical mass of people that come to Adelaide specifically at this time of year.

Finally, we see technology playing a large role in the future of the creative communities sector. Not only in providing access to training and services, but also technology as a form of art. This is an emerging field we believe should be supported and encouraged in the Arts Plan.

In conclusion, AILA SA trusts that these responses are taken in good faith by the Department, and furthermore we would like to participate in future discussions on the development of the Arts Plan for South Australia given its importance and connection to our profession.

We thank you for the opportunity to provide feedback and commend DPC on this important work.

Please contact me by email - sally.bolton@aila.org.au if you require any additional information.

Yours Sincerely,

A handwritten signature in black ink that reads "Sally Bolton". The signature is written in a cursive style with a long, sweeping tail on the letter "n".

Sally Bolton

AILA SA State Manager