

The Role of the Arts in a Sustainable Society

The arts play a central part in the way we live, the way we think and how we feel about ourselves. Almost everybody in Australia listens to music, reads books, goes to the theatre, concerts or dances, goes to galleries and art museums or is interested in fashion and design. In homes, workplaces, cars and trucks across the country people of all ages enjoy music as part of their daily routine. We love watching films in cinemas, on television and today even on our mobile phones. According to the study *Australians and the Arts*, nine out of ten Australians think it is important to have some creative skills.

The arts are also a great source of pride for Australians. The arts made a very large contribution to the success of two of the biggest single events in recent Australian history: the Sydney Olympics and the Melbourne Commonwealth Games. The opening and closing ceremonies were artistic events, presenting distinct Australian images to the world.

This fact sheet examines the role of the arts in Australian society. It looks at the way the arts shape our lives and the life of the Australian community.

Historical background

Indigenous Australians, the original inhabitants of the great southern continent, have one of the world's longest-surviving artistic traditions. Australia has some of the world's oldest rock art dating back more than 20,000 years. The Indigenous community still places great importance on artistic activity as a way of sharing experiences and emotions, teaching, developing communities and supporting people with employment. But Indigenous arts activity is not only about preserving a time-honoured cultural tradition. Today's Indigenous arts represent a vibrant contemporary culture. Indigenous artists working in dance, painting, film and music are reaching into the heart of mainstream Australian society, bringing renewed pride to their communities and making a real and practical contribution to reconciliation. Films such

as *Rabbit Proof Fence*, *Ten Canoes* and *Australian Rules* have put Indigenous issues into the minds of most Australians.

The non-Indigenous Australian arts also have a historical pedigree, even if it is not as old. From the early days of the colony, theatre, music, fiction writing and painting played a role in the establishment of a new nation. The birth and growth of modern Australia has from the outset been documented like that of few other countries. Visual artists accompanied Captain Cook and the first fleet. The pictures they brought back to England quickly began to shape the European image of the Australian continent and its inhabitants. Europeans were astonished at the flora, fauna, geographical features and light of the newly discovered continent and the first seeds of an Australian identity had been planted.

For the first settlers in the new nation the arts were often seen as a way of maintaining some of the traditions and trappings of the "civilization" they had left behind or been taught to revere. Basic theatres and music halls soon sprang up in the early settlements and became an important source of entertainment and social activity. By the 1850s the first tours of international theatre companies were arriving in Australia after the discovery of gold brought new wealth to the colonies. Over the next 150 years Australia developed a thriving arts sector which has brought Australian arts and artists to the attention of Australians and the rest of the world.

Despite this success, many Australians, even today, often underestimate the importance of the arts in our society and play down the status of our culture. Up until the 1960s, many creative people felt the need to move overseas to further their careers and "make it".

But after the upheaval of World War II, Australian artists began to reject this view and the next generation of emerging visual artists, filmmakers, composers and writers started to explore Australian themes in their work. The painter Sidney Nolan painted his famous series of paintings

about the life of Ned Kelly in the late 1940s and they were to become highly influential for new Australian painting. Patrick White's novel, *The Tree of Man*, received international acclaim when it was published in 1955 and, in 1973, White was awarded the prestigious Nobel prize for literature. Robert Helpmann choreographed *The Display* for The Australian Ballet in 1964. The composer Peter Sculthorpe wrote the first of his *Sun Music* series in 1965. Pop and rock bands in Australia were also developing a local take on the latest new music for young people: rock 'n' roll. Films such as *Picnic at Hanging Rock* (1975), *The Chant of Jimmie Blacksmith* (1978) and *Storm Boy* (1976) showed Australian stories with a new confidence and became very popular with audiences. David Williamson's 1971 play *Don's Party* initiated a new era of Australian theatre and Barry Humphries' *alter ego*, Dame Edna, taught us how to laugh at ourselves and showed that we had the confidence to do so.

Today Australia has its own unique arts "voice" featuring an irreverent humour combined with a youthful, optimistic and innovative outlook. If there is any remaining doubt about the success of the arts and artists in Australia, recent achievements in the international arena should dispel it. Most major European performing arts ensembles, orchestras and venues have outstanding Australian artists and arts managers working in them. Australians have been regular Oscar winners since Ken Hall and Damien Parer in 1942 became the first Australians to win an Academy Award with a film about the Kokoda trail (an example of the way film making has helped shape our understanding of history and national character and a precursor of Peter Weir's 1981 epic *Gallipoli*). Filmmaker Adam Elliot won an Oscar for his claymation film *Harvey Krumpet* and George Miller won an Oscar for *Happy Feet*. Australian costume designers and cinematographers have also won Oscars. Cate Blanchett, Nicole Kidman and Russell Crowe have all won Oscars in the last ten years and helped inspire other young Australians to reach for the stars. Australia's best-known contemporary author, Peter Carey, has won the prestigious Booker Prize twice. Australia's music industry has been very successful on the international scene and performers such as Kylie Minogue, Nick Cave, AC/DC and, most recently, Wolfmother have taken Australian music to the world.

The arts in Australia have also developed into an important industry employing many people and making a valuable contribution to the economy.

Identity

From the outset, the arts in Australia have played a central role in shaping our shared identity. In the early days it was poetry such as Banjo Paterson's *Man from Snowy River* or Dorothea Mackellar's *I Love a Sunburnt Country*, along with songs such as *Waltzing Matilda* and paintings such as Tom Roberts' *Shearing the Rams* that began to give Australians an idea that they had something in common; that they were part of a community that was different from the ones they had left behind; that gave meaning to being "Australian".

But what is cultural identity? Often people are unaware of their cultural identity because it is something we grow up with from early childhood and absorb continuously from our social environment. It is constantly changing and hard to pin down. For many people the first time they clearly see their cultural identity comes when they are confronted by a different identity, for example, when they first travel overseas. Our cultural identity is the set of beliefs, values, history, attitudes and aspirations we share with others in communities to which we belong. We all have a multifaceted cultural identity, or perhaps multiple overlapping (and even conflicting) identities.

To understand cultural identity and its importance, it may be helpful to imagine life without one. Without a personal cultural identity friendships are impossible because in the absence of a shared set of interests, opinions or sense of humour, it is very difficult to connect with other people. On the broader scale, a national community without its own recognisable culture and identity is just a "branch office" of someone else's world with its values, goals, ambitions and traditions (i.e. its "identity") imposed on it by external producers of culture. Such a group of people would soon feel inferior and dispossessed, like second-class citizens, unable to shape their own future.

For Australians it is important that we get to watch our kind of stories on the big screen (with our accents and language), see our land and cities on television, hear our bands on the radio and read books that deal with our history, our way of life and our dreams. At the same time we need to see ourselves as part of a global network of different cultural identities and aspirations.

Self-expression

Many people, particularly young people, turn to music, film, dance, acting, fashion etc. to express their ideas and feelings, explore issues affecting their lives, share experiences with other people, contribute to political and social debates as well as to make a living doing what they love. Surveys have shown that Australians rate being creative as important and many studies have shown that active involvement with the arts has benefits for individual mental and physical wellbeing. Expressing yourself through the arts can build self-esteem and confidence.

“Together we do better”, says the slogan. And communication is the essential prerequisite for doing better together. But communication is much more than just language. The arts provide a communication medium that allows us to share with each other many thoughts, feelings and dreams that are hard to get across in words. Young people in particular turn to music, videos and film, visual arts, theatre and fashion to share their experiences.

Fostering creativity

Our economic and environmental future depends to a great extent on our creativity and innovation. Today a single small idea can be worth more than many a gold mine. Just think of a successful idea such as the iPod. We want to work smarter, not cheaper. This means that the ability to “think outside the square” is increasingly important.

The creative arts play a vital role in helping Australians become more creative and innovative. As young children we are encouraged to learn through being creative but all too often our early engagement with creativity drops off until by the time we are young adults we have forgotten the talents and creativity we once had. The arts expose us to different ways of thinking, alternative ways of seeing the world, new ways of solving problems; all the core features of creativity. The arts help us explore how we can challenge and adapt rules and traditions, how we can combine different talents to make something new together and how we can help shape our future. Successful business leaders are now taking art classes to help them become more creative and innovative. Life-long learning has become an important and rewarding part of working life for many people. The next trend will be towards life-long exposure to active participation in the creative arts.

Community building

As well as helping to create a shared identity as described above, the arts bring people together and provide shared experiences. Statistics show that more people in Australia attend arts events than attend sports events. Arts activity can also help communities deal with difficult issues and possibly bring healing and understanding. In many Indigenous communities art making can be a social event. Similarly, the many music and film festivals around Australia bring together tens of thousands of young people every year. The arts are frequently at the cutting edge of setting and changing community values and attitudes. They can provide a forum for reflection and debate about human rights, about community norms, reconciliation and evaluation of our history.

The arts can also bridge gaps between cultural groups and different generations. Our attitudes to cultural diversity and mutual respect in our multicultural nation have been shaped in large part by debate stimulated through film, community arts, theatre, writing and music. Every year festivals and arts events provide an opportunity for community pride as well as a chance for others to explore the culture of their neighbours and workmates. These events provide the glue that holds our society together.

Creative industries

Finally, the arts are part of what is today called the creative industries. This is a substantial and rapidly expanding sector that employs many of Australia's most creative people. At the time of the 2001 Census, more than 270,000 people in Australia said that their main work was in the cultural industries. The Australian Bureau of Statistics estimates that by the late 1990s the cultural industries contributed around 3.3 per cent of Australia's GDP. The arts are generally labour-intensive. This means that they are a valuable source of employment.

The arts are also important international ambassadors for Australia. The way the rest of the world thinks about Australia is to a considerable extent shaped by our films, performers, television programs, music and books. Australians are sometimes surprised to learn how much the television show *Neighbours* has influenced British images of Australia in the last decade. Similarly, films such as *Crocodile Dundee* changed American ideas about Australia. Whether we like it or not, the arts are very

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influential in forming people's attitudes. The importance of the creative industries is much greater than mere profits and economic performance can ever reveal.

Australians are also highly valued in the creative industries around the world. Australia's expatriate professional artists have a reputation for professionalism, a "can-do" attitude, high levels of technical skill and the ability to "think outside the box".

Summary

The arts have a long tradition of shaping our society and an important part to play in our future. They help define and negotiate who we are, what we believe in, what we value and what we aspire to. The arts inspire Australians and help us express ourselves to other people. The arts play a central role in achieving and maintaining a sustainable society in Australia.

Useful sources

Costantoura, P. (2001), *Australians and the Arts*, Federation Press, Annandale, NSW.

Australian Bureau of Statistics, (2004), *Arts and Culture in Australia: A Statistical Overview, 2004* [www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/4172.02004%20\(Reissue\)?OpenDocument](http://www.abs.gov.au/AUSSTATS/abs@.nsf/DetailsPage/4172.02004%20(Reissue)?OpenDocument)

This report gives good statistical data on the arts in Australia.

The Australia Council website is a good source of information on the arts in Australia: www.ozco.gov.au/

Young People and the Arts in Australia has many useful resources online: www.ypaa.net

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