DIGITAL CULTURE STRATEGY
2021–24
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Pontsho Eve Nthupi being filmed for DECAMERON 2.0 by State Theatre Company South Australia and ActNow Theatre. Photo by Laura Franklin.
Harnessing the opportunities presented by digital will broaden the social, economic and cultural value of arts and culture to Australian society. Digital offers significant opportunities both for the cultural sector and for audiences of Australian arts and culture. This strategy aims to prioritise and amplify our activity to realise this potential. This strategy directly contributes to the implementation of the Australia Council’s Corporate Plan and strategic objectives, including a targeted focus on First Nations digital development.

Digital technologies are fundamentally changing how people engage with and experience arts and culture. Digital has transformed the entire cultural value chain: from access and participation to production and distribution. Digital is changing how the arts and cultural industry operates, how artists collaborate and how art is experienced by audiences.

The shuttering of live venues paradoxically, in many cases, enabled greater engagement with arts and culture. During the COVID-19 pandemic, many artists and organisations responded by presenting content online, providing audiences with new opportunities to connect virtually and experience art. Latest research into the behaviours and sentiments of Australian arts audiences found that ‘47% were engaging online more frequently during the pandemic’ and ‘66% of those engaging more planned to continue’. The priority now is to take advantage of these behavioural shifts and opportunities to improve digital solutions - for both creatives and audiences - in a viable and sustainable way.

Developing digital capabilities will enable a more dynamic and resilient arts and cultural workforce. The pandemic has highlighted the need to develop digital skills and access to infrastructure across the cultural industries. A targeted response is required to build digital literacy within the cultural sector – through upskilling and bringing in digital skillsets into staffing mixes. Increased digital literacy will lead to greater confidence in creative experimentation and adoption of emerging technologies. A broader understanding of digitally-enabled business models will support more sustainable arts and cultural organisations.

Digital presents opportunities for Australian arts and culture to reach broader audiences. The online space, however, is often saturated with competing content – often from global sources. Engagement has already shifted to primarily online: recent research reveals that ‘87% of Australians access the internet daily’ and ‘most Australians engage with the arts online (82%, up from 76% in 2016)’. Ensuring Australian creative and cultural content is accessible and easily discoverable is key. While digital environments can improve accessibility for more Australians, and many cultural workers are in a position of advantage, equally for many the digital divide continues to be a barrier and this must be addressed.

4 Australia Council 2020, Creating Our Future: Results of the National Arts Participation Survey.
Greater collaborations between the technology sector and the arts and cultural industry should be stimulated to support further innovation and experimentation. Over the past decade, collaboration between artists and technologists\(^5\) has contributed to new and hybrid art works and ways of working. Greater collaborations between the technology sector and the arts and cultural industry should be stimulated to support further innovation and experimentation. Partnerships are critical to realise and amplify the outcomes of this strategy. We will collaborate with governments, industry, business and education to realise the benefits of digital for our sector.

Young people already have redefined their arts engagement to be oriented towards digitally mediated forms of interaction. Engagement with the arts can have profound and lasting effects on the development, wellbeing and education of young people, enhancing their potential to be positive contributors to their communities and wider society. Young Australians have three clear priority areas for investment in the arts: access to art and creative experiences to support learning and development; access to free or low-cost events; and arts and creative experiences that support their health and wellbeing.

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\(^5\) Examples include Experimenta [https://experimenta.org/](https://experimenta.org/) and Australian Network for Art & Technology (ANAT) [https://www.anat.org.au](https://www.anat.org.au)

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**What do we mean by digital?**

We use the term ‘digital’ broadly. Digital includes both online and other technologies that extend or impact on the creation, presentation and distribution of creative content. Importantly, we refer to digital as a way of doing things and a way of thinking: a digital mindset. We also use the term when referring to the technology that enables these actions.

Digital is constantly evolving. The pace of change is speeding up, as are the expectations of arts consumers, so shifting from fixed and historical mindsets to a flexible, growth mindset and culture is how new opportunities will be identified and realised.

We are advocating for digital to be embedded across all activities; thinking about it separately is no longer relevant. We think of digital as a:

- Enabler
- Practice
- Mindset
- Platform
- Industry
**OBJECTIVE**

To increase digital engagement with Australian arts and creativity, leading to greater community connection, wellbeing and more dynamic and resilient cultural industries.

**PRIORITIES**

1. Foster audience development to increase discoverability and access to Australian digital work.
2. Enable risk taking and experimentation with digital and emerging technologies.
3. Support sustainable careers and dynamic business models and practice enabled by digital opportunities and platforms.
4. Increase literacy to embed digital within the arts and cultural industry.

Dr Matthew Gardiner’s Oribotics [the future unfolds] exhibition at Linden Gallery, 2010
EMBEDDED PRIORITIES

5 Grow and enhance experiences of First Nations arts and culture through digital mediums.

6 Support creative environments that are accessible, inclusive and safe for all.

ENABLING PRIORITIES

7 Build internal knowledge, expertise and resources to lead by example and enhance implementation.

8 Activate partnerships across government and industries to maximise the benefits that digital offers the arts and cultural industry.
**WHAT DOES SUCCESS LOOK LIKE?**

By 2024, we will have achieved success towards outcomes in our priority areas.

**Audiences can easily discover and access Australian arts and culture online.**
There is a large and strong audience demand and reach for Australian arts and creative content, both locally and globally. Audiences value arts content and digital experiences and are willing to pay and advocate for their importance. There is an increase in diverse audiences engaging with arts and creativity due to greater connections and access. Artists understand how and where to present work online, and do so easily and affordably.

**Australian creative practitioners embrace digital and emerging technologies to develop their practice.**
The cultural and creative sector is flexible in its approach and use of digital and emerging technologies. A culture of risk taking and experimentation is embedded more broadly. Investment is made to provide artists with time and space to experiment with new technologies. There is a thriving creative tech start-up culture that fuels new ideas and practices. This growing culture provides new solutions to existing challenges.
Digital environments support sustainable creative careers and business models.

Business models are more agile and empower the cultural industries to respond to future disruptions. These models are widely understood and adopted, and existing business models are expanded. Digital collaboration is well established, introducing new modes of working and new opportunities for producing and capturing value. The cultural and creative industries are deeply connected with other industries. Digital rights are understood more broadly and artists are benefiting from these rights more easily.

Australian creative practitioners are digitally confident and proficient.

Digital learning – as an agile, flexible and experimental way of thinking – is prioritised across all aspects of arts and culture, and creative professionals are confident in embracing technology. Creative leaders, from emerging to established, are actively learning and developing digital skills through knowledge sharing and exchange. Relevant digital knowledge, expertise and information on standards is widely available and easy to access. Digital skills are embedded in the cultural industries and our workforce is valued in other industries for these capabilities.

First Nations arts and cultural experiences are amplified through digital mediums.

As the world’s oldest continuing culture, Australia’s First Nations arts are unique and renowned the world over. There are increased digital opportunities for Australians and global audiences to experience and engage with First Nations arts and culture in ways that are ethical and sustainable, and which ensure community sovereignty. Cultural practices are respected and cherished in the digital space and there is measurable progress in recording knowledges of Elders and cultural teachers. First Nations arts and cultural practitioners have improved digital literacy and communities have greater access to the technology they need. There is increased awareness and competency of First Nations protocols with digital experiences and processes.

Digital environments are accessible, inclusive and safe for all practitioners and audiences.

Arts and creative content are accessible to more Australians, regardless of their background, disability or access requirements. There is universal access across all digital platforms and access features are standard. Organisations that we fund are accountable for ensuring digital accessibility and structures are embedded to ensure inclusion for all. Artists with a disability are making ambitious digital work and presenting at scale.
Priority One:

Enable Discoverability

Foster audience development to increase discoverability and access to Australian digital work.

Liverpool Boys High School students engage with installation on the first day of the Takeover, classroom design by Michelle Robin Anderson. Credit: Ken Leanfore.
**The transformed audience experience**

Digital is transforming how audiences experience arts and cultural content. Digital engagement drives new and hybrid models of creation and innovative approaches to audience development.

Technology is rapidly advancing, and with it, audience behaviours. Audiences are active creators and digital consumers and often deeply connected to online communities. The arts and cultural industry requires further support to respond and adapt to these changes. This will encourage innovation and the scale of digital projects.

Digital can connect artists and arts organisations with new and diverse audiences, both locally and globally. One of the key challenges is how to achieve cut through. We need to develop enhanced digital strategies and expertise to grow audience development.

**“Online audiences want what offline audiences want. That’s what humans want. To engage and fulfil our social, intellectual, emotional and spiritual needs.”**

Tandi Palmer-Williams, Patternmakers

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**The impact of COVID-19**

The pandemic has and continues to impact daily life in many ways, including how we engage with arts and creativity. Restrictions around public gatherings and travel resulted in the closure of cultural venues and cancellation of events. Many artists and arts organisations pivoted to digital content during the pandemic.

In July 2020, four in ten people preferred a digital program rather than attending in-person (39%) but as venues reopened and live programming resumed the preference for digital over in-person experiences decreased to 9% in March 2021.

Prior to the pandemic research showed that both digital and live engagement with the arts were increasing. Rather than replacing the live experience, digital platforms are providing complementary experiences and ways of engaging that can translate to growth in live audiences as well as greater access for all Australians.

We must support experimentation and development to continue to harness this opportunity. We need to build audience engagement models that are responsive, data-driven and financially viable.
Objective: Australian digital work is discoverable and readily available for local and global audiences.

Ways we can achieve this objective:

- Develop partnerships with key digital channels and infrastructure providers to explore opportunities to expand access and audience engagement.
- Build on a strong body of research exploring the impact of new innovations and technologies on the future of experiencing and creating art.
- Partner with creative leaders including digital artists and influencers to create opportunities to expand and deepen access.
- Investigate clearer pathways of funding for artists in games, Virtual Reality (VR), Augmented Reality (AR) and Artificial Intelligence (AI) to extend the reach to new and existing audience/markets.
PRIORITY TWO:

AMPLIFY DIGITAL PRACTICE

Enable risk taking and experimentation with digital and emerging technologies.

Complexity of Belonging, Chunky Move. Credit: Jeff Busby.
Culture is digital: expanding existing practice

Cultural engagement with digital is not new. There are abundant examples of cross-artform collaborations and a growing emerging and experimental arts community including art games, media artists, experimental digital artists and other clusters of practitioners representing these approaches, many of whom are experiencing significant international success. Many traditional artforms also have made progress in incorporating technologies in their practice and models.

There is an opportunity to acknowledge and celebrate these existing successes. This will allow us to share learnings, advocate for the importance of digital and inspire new thinking.

The bushfires and floods of summer 2019–20, and the pandemic have highlighted both the need to develop these practices and to extend expertise to parts of the sector that require greater transformation. The challenge is to do both and in turn ensure simultaneous learning, collaboration and benefits across the sector.

New and emerging technology has played an increasing role in both the creation and experience of creative content over the past ten years. Technologies such as Augmented Reality (AR), Virtual Reality (VR), Artificial Intelligence (AI) and Blockchain have been adopted and some great successes have been observed. The opportunities for creating heightened experiences and empathy through these technologies are also extraordinary.

We need to explore the next steps and ‘scale up’ some of these advancements for broader sector development and audience engagement.

“Support artists and institutions exploring digital not just as replacement of ‘the physical’, but as a creator of new value.”

Targeted consultation participant
Encouraging experimentation and entrepreneurism

To fuel innovation and exploration of new and emerging technologies we need to invest in artists to have time and space, and resources, to create and experiment. Artists also often lack the skills to commercialise and build business models around their practice to ensure financial sustainability. Entrepreneurial skills are a key area that can be developed across all levels of artists’ careers, including education to address this issue. This presents an opportunity to embed new ways of thinking and to challenge default models.

Support new approaches to digital practice

We need investment models that are future fit and fit for purpose; the traditional grant model is not always appropriate. There is an opportunity to invest beyond the research phase and in scaling up projects to unlock further value and explore new business models. Accelerator models have been adopted successfully in parts of the creative industries and other sectors but not widely in the arts.

An opportunity exists to crosspollinate and collaborate with the games industry as well as the screen and technology industries. Further investment and platforms that enable greater connection between these sectors are needed.

Objective: Australian creative practitioners embrace digital and emerging technologies to develop their practice.

Ways we can achieve this objective:

- Deliver an investment model to support digital development with a combination of funding and development activity including incubation, acceleration and scaling.
- Advocate for greater investment in digital, infrastructure and/or programs from government and non-government sources.
- Support and develop cross-pollination programs between arts, games and screen sectors.
- Celebrate digital success stories through a new digital category in the Australia Council Awards.

8 Australia Council/RMIT 2020, Blockchain and the Creative Industries, November 2019
Support sustainable careers and dynamic business models enabled by digital opportunities and platforms.

Challenges with the existing arts business model
The onset of the COVID-19 pandemic prompted an immediate and considerable shift to online streaming of content, in many cases for free. Concerns were raised around valuing and paying for online content, similar to the concerns felt by the news and journalism industry several years ago. Further research is needed to review existing models and identify new models that are sustainable and viable for creators as well as audiences.

Business models in the arts and cultural industry range from traditional models pursuing digital transformation to new models where digital is deeply embedded. For many cultural organisations, digital sits at the edge rather than the core, with live engagement prioritised. There is a lack of awareness and understanding of how technology can unlock value for arts and culture. This is partly due to not-for-profit models and existing funding requirements where adaptable models are not eligible for certain types of funding.

“Help artists unlock new value in technologies – show what is possible through an artist’s lens.”

Digital Advisory Panel member
Unlocking new value through business model innovation

There is a need to innovate the default cultural industries business model to consider new ways of operation, revenue generation and distribution of creative work.

Opportunities can emerge within a broader ecosystem. Networking environments should be created to encourage collaboration, co-creation and cross-sector learning.

There are opportunities to learn from business models in other industries such as the technology and start-up sectors. Further research is required to identify industries and opportunities for engagement and collaboration.

Many parts of the cultural sector need to develop entrepreneurial skills and embrace monetisation. There are investment opportunities that can be unlocked with new and different partners, including angel investors and philanthropists in an accelerator model. These opportunities should be explored and encouraged.

Objective: Digital environments promote sustainable creative careers and business models.

Ways we can achieve this objective:

- Deliver business model innovation labs to provide opportunities to design and experiment with new digital and/or hybrid models.
- Develop co-investment partnerships to build new models of support for digital and/or hybrid creative enterprises.
- Support and enable collaboration with the arts beyond traditional industries, such as the technology sector more broadly.
- Sharing of knowledge and information such as how-to guides and other learning resources to build understanding around digital business models.
Digital skills in the arts and cultural industry

Uplifting digital literacy will lead to a greater awareness of the value and opportunities of the digital space, and a transformation of practice and business models. COVID-19 highlighted an urgent need to improve digital skills and literacy as the arts and cultural sector sought relevant and practical information to assist digital management of their teams and programs\(^{10,11}\).

Due to limited resources, some arts organisations often struggle to prioritise learning and development. Organisational innovation has also been limited for a large part of the cultural sector with many business structures geared to fixed and traditional models. Low levels of digital literacy are a barrier to innovation and creativity, as well as audience development and future sustainability. Building capacity and confidence across all levels of the sector is critical.

“Promote collaboration between artists and technologist to provide capability uplift in both directions.”

Digital Advisory Panel member

Tega Brain, *Keeping Time (Phenology Studies)*, 2013, an phenological arrangement of plant images scraped from Flickr
Finding new ways of learning

There is an opportunity to uplift digital literacy by aligning development programs with ways of learning that are proven to be effective in the arts and cultural industries, such as mentoring and peer learning.

Development is required across the sector, including our established leadership and arts organisations. Strategic and design thinking as well as entrepreneurial practices should be supported and developed.

Established leaders tend to possess confidence, strategic thinking and networks whereas emerging leaders hold technical skills and cross-disciplinary thinking. These varied attributes provide an opportunity for reciprocal skill sharing and mentoring to improve digital literacy.

A learning culture that creates links with broader networks will allow for greater information sharing. There is an opportunity to partner with the educational sector, the technology sector and other industries to enhance our efforts in digital skills development.

Objective: Australian arts and creative practitioners are digitally confident and proficient.

Ways we can achieve this objective:

- Work with partners, including in the education sector, to increase opportunities for practitioners to develop digital literacy in technical, entrepreneurial skills and digital leadership.
- Deliver digital support and build expanded networks through targeted coaching and access to digital experts or consultants.
- Establish a reciprocal digital mentoring program between established and emerging practitioners.
- Work towards the establishment of a national digital culture hub to provide support and resources for digital adaptation and transformation.

Grow experiences of First Nations arts and culture through digital mediums.

Sovereignty in a digital environment

Many First Nations artists and organisations are exploring online opportunities and there has been an accelerated development of online platforms in the light of the COVID-19 pandemic. However, this adaptation continues to pose unique challenges for First Nations arts and culture, including the need to uphold Indigenous rights and sovereignty in the digital environment.12

Digital development can provide opportunities to archive Elder knowledges and allow for community and intergenerational sharing of knowledge. It also creates an increased risk of exploitation and unethical practices, highlighting the need to preserve First Nations’ cultural knowledges, particularly Indigenous Cultural and Intellectual Property.

Greater cultural awareness and competency with non-Indigenous people working with First Nations people is needed in the digital space, along with an increased understanding of the diverse needs of Indigenous communities.


“Faced with this clear and present danger of COVID-19, the real possibility of massive losses across this country of our living libraries who are our knowledge holders is upon us. How are we, as art and cultural practitioners and industry professionals who draw upon these libraries for content and direction, responding?”

Wayne Barker, presentation at Australia Council First Nations’ Roundtable

Building digital skills of First Nations arts practitioners

Across Australia, access to technical infrastructure, resources, expertise and connection is not equal for First Nations peoples. This sees a growing gap in digital literacy which needs to be addressed.

Ongoing consultation with the First Nations arts sector has identified the need for sovereign digital, cultural and business frameworks and capacity building in digital and entrepreneurial skills. First Nations skills development is needed in both the creation and distribution of art and cultural experiences in the digital space. There is also a need to develop and support First Nations digital business models for sustainable practices, recognising the breadth and diversity of First Nations cultural operations.

Objective: First Nations arts and cultural experiences are amplified through digital mediums.

Ways we can achieve this objective:

- Develop a focused First Nations Digital program led by First Nations peoples to support adaption, Indigenous rights and sovereignty in the digital environment.
- Develop a digital skills development program and resources for First Nations arts and cultural workers.
- Ongoing engagement with digital and cultural practitioners through a First Nations Digital Transformation Group to inform this development.

Ngjoka Bunda-Heath,
Blood Quantum, YIRRAMBOI
KIN Commissions 2019.
Credit: Jalaru Photography.
EMBEDDED PRIORITY SIX:

EMBED ACCESSIBILITY AND INCLUSION

Support creative digital environments that are accessible, inclusive and safe for all.
Continue to improve accessibility post pandemic

The creative and cultural industries, like many others, are subject to systemic inequities. The pandemic has illuminated pressures we were already feeling, bringing to light aspects of the industry many have long wanted to change, along with new issues we are now being forced to address.

The rapid shift to online streaming highlighted the value of digital in providing more accessible experiences and content for more Australians. It is important to sustain this and digital accessibility must be at the forefront of arts and cultural content development.

It is important to acknowledge that access needs are diverse and this is highlighted in the digital environment. There is no single approach and further work is required to increase expertise and build digital accessibility. Awareness has been raised but artists and arts organisations have indicated that they need clearer guidelines and standards for digital accessibility.14

Access features are often inconsistent across various platforms such as video conferencing systems and social media. Advocacy is needed to ensure a more uniform approach to accessibility for artists, artworkers and audiences. Standards need to be developed and clearly communicated, with accountability and action required from the sector.

There is a growing body of work that embraces digital inclusion that we should amplify and support through national partnerships.

We also need to remove barriers for artists with disability to create more digital works that are ambitious and of scale.

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14 As reported in the targeted digital consultation hosted by the Australia Council – Disability and accessibility session, June 2020.
Narrowing the digital divide in the arts

Access to digital content is critical, particularly in terms of the right to freedom of expression and redressing of structural disadvantages. Currently, access is not equal, and the digital divide is an ongoing barrier for engagement and success within broader society and in the arts. The latest ABS data shows that over two and a half million Australians are not online at all.

Our discussions with the sector reinforced that this priority should be embedded across the Digital Culture Strategy and development.

This may include encouraging strategies and initiatives that address digital inequality, such as the inclusion of non-digital elements (such as remote, outdoor or socially-distanced activities) within digital planning and strategies, or investigating shared digital resources or equipment hubs.

Objective: Digital environments are accessible, inclusive and safe for practitioners and audiences.

Ways we can achieve this objective:

- Introduce new funding conditions to require digital accessibility, inclusion and diversity in relevant Council funding agreements.
- Sharing of knowledge and information such as how-to guides and other resources to build awareness and standards around digital accessibility.

“There is a shift in [this] space and hopefully it continues.”

Targeted consultation participant

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16 The digital divide is defined as the ‘gap between individuals, households, businesses and geographic areas at different socio-economic levels with regard to both their opportunities to access information and communication technologies’, Understanding the Digital Divide, OECD, 200, page 5.

17 Australian Bureau of Statistics, Australian Digital Inclusion Index report, p. 8

18 As reported in the targeted digital consultation hosted by the Australia Council – Disability and accessibility session, June 2020
**Build internal knowledge, expertise and resources to lead by example and enhance the implementation of this strategy.**

**Leading by example**

To best support the sector, we must first embrace a digital mindset at the Australia Council. We need to be informed, responsive and agile to the rapidly changing and developing capabilities of the digital space.

We need digitally skilled and capable staff to ensure we are able to successfully advocate for and support digital innovation.

Digital leadership is crucial in stewarding the Council and the sector more broadly through the cultural change that is required. We will need to prioritise digital goals and strategies across Council’s activities, through dedicated digital leadership and targeted initiatives.

The scope of digital is vast and ever-evolving. We need to partner with external advisors and experts in key areas of digital capability to inform and guide our decision making. We need to embed processes to ensure we stay up to date with advancements and ongoing developments.

“We must lead by example. We should allow more internal experimentation with emerging technologies and platforms to sharpen our ability to support the sector more broadly.”

Australia Council staff member
We will:

- Build internal digital culture expertise through establishing a dedicated team to inform sector development and investment.
- Identify internal champions to embed and develop digital culture throughout the Council.
- Engage with digital experts via a digital advisory group and through other collaborative partnerships.
- Ensure our investment model invites applications from and supports digital culture, and conduct outreach to digital culture makers.
- Recruit digital aligned peers.
Activate partnerships across government and industries to maximise the benefits that digital offers the arts and cultural industry.

Working in partnership

Partnerships are crucial to our shared commitment to digital transformation. We cannot do this work alone, and there is an opportunity to develop strategic partnerships to extend the impact and reach of our work.

Broader government activity around digital transformation such as the Digital Transformation Agency is an opportunity to learn from, communicate and influence our approach. State and territory government arts agencies are developing or have digital strategies, and there is an opportunity for further collaboration and efficiencies.

Recent research shows that many organisations and partners around the world have responded quickly to COVID-19 to support and invest in digital programs. Our own connections with international arts councils and agencies and a recent IFACCA report highlight that similar challenges are being faced globally. The Arts Council England has made significant progress on its latest digital cultural strategy. The Canada Council for the Arts have invested heavily in digital support with $88.5m between 2017–2021 in their Digital Strategy Fund. We will learn from, build on and share with these international colleagues.
“We can’t do this alone. The people and the skills are already out there. We need to get out of our bubble and build new and productive partnerships.”

Dr Wendy Were, Executive Director, Advocacy and Development, Australia Council for the Arts (2013–2021)

Key partnerships
The following outlines some priority partners and the opportunity they may present:

Government and cross-portfolio partnerships
There is an opportunity for Council to develop and deliver joint programs with other portfolios to fuel collaboration and promote joint success in digital transformation.

Industry and business partners
There is an opportunity for two-way exchanges and partnerships to support both the cultural industry and the business industry. We will pursue opportunities for co-investment with shared outcomes.

Games and screen industry partners
The games and screen industry have embraced and embedded digital technologies and opportunities successfully over the past ten years. Partnerships with these industries can support the digital transformation of the arts and cultural industry. In addition, these industries will benefit from reciprocal learning and collaboration.

International partners
There is an opportunity for Council to connect with and share ideas and experiences with international colleagues, partners and agencies - particularly solutions around open data, service redesign and digital skills development.

In 2021, the Australia Council will launch the national Digital Culture program. The program will aim to build a digitally enabled and thriving arts and cultural industry.

This integrated four-year program will include a dedicated First Nations program; digital literacy and development; knowledge sharing and research; a framework for accelerating innovation and investment in digital projects.

We will deliver the program in a phased approach. The digital environment is in constant flux. Priorities and projects need to adapt to reflect these changes. The program will be reviewed annually alongside the Corporate Plan to enable us to respond to new challenges and opportunities.
Side Pony Productions interactive audio play The Turners engaged children and families when it premiered at the 2018 Sydney Writers Festival. Supported through an artsproject grant. Credit: David Collins.
The Digital Culture Strategy directly contributes to the implementation of our Corporate Plan and strategic objectives.

The Australia Council’s Corporate Plan defines our organisation's strategic objectives and has informed the development of this digital strategy. The eight priority areas directly support and strengthen our organisation's strategic vision: Creativity Connects Us.

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This Strategy has been informed by in-depth research including focused consultation with leading practitioners, technologists and consultants. An internal working team was guided by a Digital Advisory Group to support the development of the strategy.

24 Australia Council 2019, Creativity Connects Us Corporate Plan 2019-2023, 2019