

# 8.0 EMBRACING OUR UNIQUE CULTURE



# 2036

**WILL MARK  
SOUTH AUSTRALIA'S  
BICENTENARY.**

Obviously, we have much to be proud of and grateful for, but I think most South Australians feel things could be a lot better. Where we once led the nation, we now follow. We need to reclaim our greatness.

2036 is more than just a date, it's a destination. A destination of hope and prosperity for South Australians, where we can have the life we want in the State we love. A destination where we can provide a better future for our children. A destination where our economy encourages opportunity and rewards effort and risk. A destination where possibility is available to all, not just a few.

That vision of 2036 inspires and excites me. However I'm not waiting until the election in 2018. Planning and delivering on the vision of 2036 must start now. And from our end it has.

In the lead up to the State election we will deliver a clear, consultative and responsible pathway to recovery and success.

This is the first step in our plan for a better South Australia. Please read it, talk about it with your friends and family.

Or, talk to me.

**I am Steven Marshall -  
Leader of the State Liberals.**

**2036 STARTS NOW.**



[marshall2036.com.au](http://marshall2036.com.au)

OUR CULTURAL AND RECREATIONAL SECTORS ARE THE HEARTBEAT OF SOUTH AUSTRALIA. FESTIVALS, SPORTING EVENTS AND CULTURAL INSTITUTIONS ARE CENTRAL TO HOW WE CELEBRATE AND RELAX WITH OUR FRIENDS AND FAMILY AND ALLOW EVERYONE IN THE COMMUNITY TO ENJOY THE BEST OF OUR UNIQUE STATE.

# 8.0

## We Believe

- In celebrating the unique culture of South Australia
- In supporting local community sporting and cultural organisations
- In strengthening our cultural industries so they have a sustainable future
- In celebrating the unique contributions and needs of our culturally diverse community

## How we will achieve this together

- 8.1 Supporting our communities and grassroots organisations, assisting them to build capacity and be sustainable
- 8.2 Championing the best of South Australia's unique culture interstate and overseas
- 8.3 Investing in the renewal of South Australia's cultural and sporting infrastructure
- 8.4 Working with communities to create a long term vision and strategic partnerships to grow our cultural sectors
- 8.5 Celebrating and embracing the contributions our vibrant Aboriginal and multicultural cultures make to our communities

## 8.1 Supporting our communities and grassroots organisations

Local organisations and events, both sporting and cultural, are the heart and soul of our communities. Whether at the football club, or a multicultural festival, or the performance of the local amateur theatre troupe, these are places where we feel most connected to our community.

We want to assist local organisations to strengthen and build capacity so they are able to withstand economic fluctuations and remain sustainable community hubs into the future.

Often our community sporting, arts and cultural organisations are run by volunteers who give up countless hours to keep their organisation running, while at the same time working to attract new members and participants.

Volunteers are vital to the survival and growth of cultural organisations in South Australia; we want to make it as easy as possible for new members or volunteers to be active in local groups. This is why red tape and bureaucratic barriers that stand in the way of membership should be removed or simplified. Joining a new club is fun, and we want it to be simple too.

Just as major events are fantastic ways of generating tourism and exposure for South Australia, we believe that grassroots cultural, art and sporting organisations are critically important to our unique cultural fibre. The regions and local communities should be supported as strongly as the larger festivals or one-off blockbuster sporting games. The cultural and recreational sector needs to be reinvigorated at all levels.

We believe government has a role in looking for opportunities to benefit our existing organisations and supporting them to take advantage of new audiences or economic prospects, while also maximising our major events and attracting new ones.

We believe that it is also vital to work with the arts community, in particular to ensure that young talent stays in South Australia. We understand that by supporting emerging small-to-medium artistic enterprises we will be giving young artists a space to develop their skills. These smaller art organisations are where many artists first 'cut their teeth' in the sector – we need to ensure that these organisations are supported as incubators of future growth and jobs.

Given that cultural and sporting organisations best fulfil their mission when they are not vulnerable to the ebbs and flows of government funding, we will work to develop broad-base support and sustainability in our cultural, art and recreational organisations.

**“It is vital to work with the arts community, to ensure that young talent stays in South Australia”**

## 8.2 Championing our unique culture

South Australia has a unique culture – we value those things that make our way of life a cut above the rest of Australia. Who we are, how we live, how we celebrate – even how we speak – sets us apart from the other states. Our vibrant creative and recreational sectors are a key element of our identity as South Australians and how visitors engage with our State.

We want to champion the creative organisations and events that both showcase South Australia to the world and that make it such a special place to live. We are proud to be South Australian.

All South Australians should also be extraordinarily proud of our cultural institutions. From grass-roots cultural organisations to our world class festivals and cultural icons, we have always punched above our weight. The State Liberals will ensure that we continue to do so now and into the future.

While the rest of the world may have heard of Sydney or the Gold Coast, we remain a relatively hidden treasure. We believe that our tourism industry needs government assistance to not only increase awareness about what we offer as a destination, but also to grow jobs and fuel our economy.

Our world-class creative arts sector, festivals and major sporting events are critical in attracting new visitors to our State. We understand that in order for these industries to grow, government needs to be both an industry champion and partner.

Our cultural and sporting organisations have an inherent economic potential that can be better harnessed through an organised and strategic approach. Government should work more effectively with our arts and sporting sectors to evolve a strategically coordinated calendar of events and promotion strategies to maximise new tourist numbers from growth markets both interstate and overseas.

While audiences and visitors from further afield are important to the growth of our cultural institutions and tourism markets, local audiences and spectators are vital to ensuring our State's cultural and sporting organisations stay connected and viable. We will work with grassroots organisations to help South Australians engage in the fantastic opportunities available to them.

Building local audiences is particularly vital for our arts sector. There must be a focus on growing our audiences and expanding the reach of arts companies in Adelaide and our regional centres. Our young artistic industry professionals need to have the right opportunities to create viable career pathways here in South Australia. Our arts community needs to be sustainable year round, not just in Mad March.

**“Our world-class creative arts sector, festivals and major sporting events are critical in attracting new visitors to our State”**

By championing our cultural industries at the local level, we will help organisations connect with a domestic audience and grow their membership and capacity.

We also understand how important it is to recognise and celebrate the cultural communities across the State that contribute so much to making South Australia such a special place to live. We think it is a great strength of our State that so many vibrant communities add colour and passion; we will continue to work with these groups to ensure they remain an integral part of our proud State into the future.

## 8.3 Invest in the renewal of our cultural and sporting infrastructure

In order for our State to be competitive nationally and internationally in hosting sporting and major events to foster world-class talent, we need to have the best cultural and recreational infrastructure available.

Much of our recreational, sporting and cultural infrastructure is in need of an upgrade, at both the local level and professional level.

In order to attract world-class international events, we need facilities with the capacity to host such events. More major shows and events would have flow-on effects for jobs in cultural and sporting industries and encourage new visitors to come to South Australia.

We understand the need to provide investment and support for infrastructure at the grassroots level. Local sporting clubs and cultural organisations need tools at their disposal to foster new talent and contribute to their communities.

In recent years, the gap between funding requests for recreation and sport and the available money has grown, severely impacting upon the capacity of our grassroots clubs and young athletes.

Too often, it is the grassroots organisations which miss out on government funding and support, forced to make do with ageing club rooms or inappropriate rehearsal spaces. We think there needs to be a refocussing on the needs of cultural organisations at the local level, ensuring we reap maximum benefit from our existing infrastructure.

In order for our grassroots clubs to produce talent while also attracting new members, they need facilities that are both safe and functional. Members should be spending their time rehearsing or training, rather than worrying about maintenance or whether their facility meets regulatory standards.

Sustainability of these organisations is vital to ensure that South Australia continues to punch above its weight when it comes to our creative and sporting output. Good facilities encourage membership and participation. We will work with organisations to provide the infrastructure they need to increase membership, be accessible, grow participation and become sustainable.

**“We need world class facilities to support our world class talent”**

We also strongly believe that women in sport need to have the same access to sporting infrastructure as their male colleagues. Professional sporting venues must be fully equipped with female change rooms and other facilities to ensure that our outstanding sportswomen are given every chance to succeed.

## 8.4 Creating a long-term strategic vision to grow our cultural sectors

We believe that South Australia's cultural and sporting sectors need a long term strategic vision to allow them to plan, collaborate and work towards a sustainable and vibrant future. Currently, there is no effective road-map to help the creative or sporting sectors understand the direction that their industries are taking.

**“Long term strategies are vital in ensuring a rich sporting and creative culture”**

A comprehensive, cohesive vision across sectors would allow new creative companies and organisations to have confidence in the direction of South Australia. We believe the 'end goal' is an excellent, engaged and accessible arts sector, and a strong, growing and competitive sporting sector.

As Liberals, we don't believe that government policy in the arts or sporting sector should be created in a vacuum – funding must have a purpose, new infrastructure should service multiple needs, and all decisions should contribute to a stronger industry.

Such a vision cannot be articulated without the full collaboration and involvement of our cultural communities and industry stakeholders; government needs to listen to the sector. We believe it is vital to work with grassroots organisations, local government, federal government and communities to ensure our cultural capital has a long term growth vision and the broad partnership needed to deliver it.

We also believe that a fundamental part of any long term strategic vision for the sporting industry needs to have a focus on encouraging participation by women, and supporting and encouraging our professional sportswomen. Pathways into professional sport for women need to be explored and strengthened, to ensure equality of opportunity in what has been a male-dominated industry.

Sustainability is key, especially when discussing the future of our creative industries in South Australia. We believe it is important that our arts sector is focussed on growth and financial viability; celebrating our great artists and professionals, we will strive to attract more young artists and professionals to our State.

## 8.5 Celebrating and embracing our vibrant Aboriginal and multicultural communities

Aboriginal South Australians are our State's oldest inhabitants – long before South Australia even existed as a State, around 40 to 50 distinct Aboriginal language groups lived across the region. The rich and diverse culture of our Aboriginal communities continues today, as evidenced by their indelible impact upon the arts and cultural scene in South Australia.

**“Young Aboriginal South Australians deserve the opportunity to learn about their traditional language, customs and stories”**

We believe it is important to support our Aboriginal communities to continue their cultural activities, grow their arts scene and teach the wider South Australian community about their unique cultures. Young Aboriginal South Australians deserve the opportunity to learn about their traditional language, customs and stories to ensure we never lose these links to South Australia's Aboriginal culture and history.

South Australia's rich multicultural tradition has also shaped our State to become the vibrant and colourful place it is today. From the significant impact of our Italian and Greek communities, to the burgeoning Indian and Chinese communities and the hustle and bustle of the multicultural Adelaide Central Market, South Australia would be unrecognisable without our culturally diverse population.

Our children are better equipped as global citizens when growing up in a diverse and inclusive society.

We want to see our multicultural communities, festivals and events continue well into the future. Just as Hahndorf and the Barossa have kept their proud German heritage, we envisage a South Australia that is proud of its roots and where its people come from.

Our vibrant multicultural community has helped to nourish a relaxed, creative and open society – but our geographic isolation has meant we have had to embrace the international tourism market from a unique angle. We believe that our vibrant multicultural community presents new opportunities to leverage our connections with the world – and opens up new doors to economic development, tourism and educational opportunities.

We will continue to work with and listen to our Aboriginal and multicultural communities to ensure that their needs are met and their contributions are celebrated as we approach our bicentenary in 2036.

“FROM HANS  
HEYSEN TO  
LLEYTON HEWITT,  
SA PRODUCES  
THE NATION’S  
BEST CREATIVE &  
SPORTING TALENT.”

# THANK YOU FOR TAKING THE TIME TO READ OUR PLAN TO RECLAIM SOUTH AUSTRALIA'S GREATNESS.

Let me know your thoughts, stay connected,  
and let's take the first step toward 2036 together.

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