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THE CREATIVE ARTS MATTER

We should never fail to recognise that in a region such as this, the major driver of long-term economic growth has been and will continue to be our success in increasing earnings from the rest of Australia and the world.

However, it is also important to recognise the role sectors like the creative arts and entertainment industries play in achieving progress.

MAN DOES NOT LIVE BY BREAD ALONE

There is an old saying that “man does not live by bread alone” and in a civilised and cultured society, fine architecture, landscaping, writing and literature, painting, sculpture, crafts, music, dancing, drama, photography, filming, culinary arts are all important in life.

While the direct employment recorded in these activities as recorded by the Census is relatively low, a feature of the sector is the large amount of unpaid activities that take place individually and through a range of clubs and societies.

IMPORTANT IN TOURISM

As one of the highly experienced tourism experts we brought into the region in the early 1980s to look at the region’s potential for international tourism remarked, **“Visitors like to look over the shoulders of the locals at what they are doing in the environment they live in.”**

This region’s creative arts have become a part of the region’s tourism product including Indigenous theatre, arts and crafts, photography, clothing and cuisine.

In some studies we have carried out in the past, we have also found some of the local creative activities have also sold output outside the region and overseas including authors, musicians, architectural and landscaping designers.

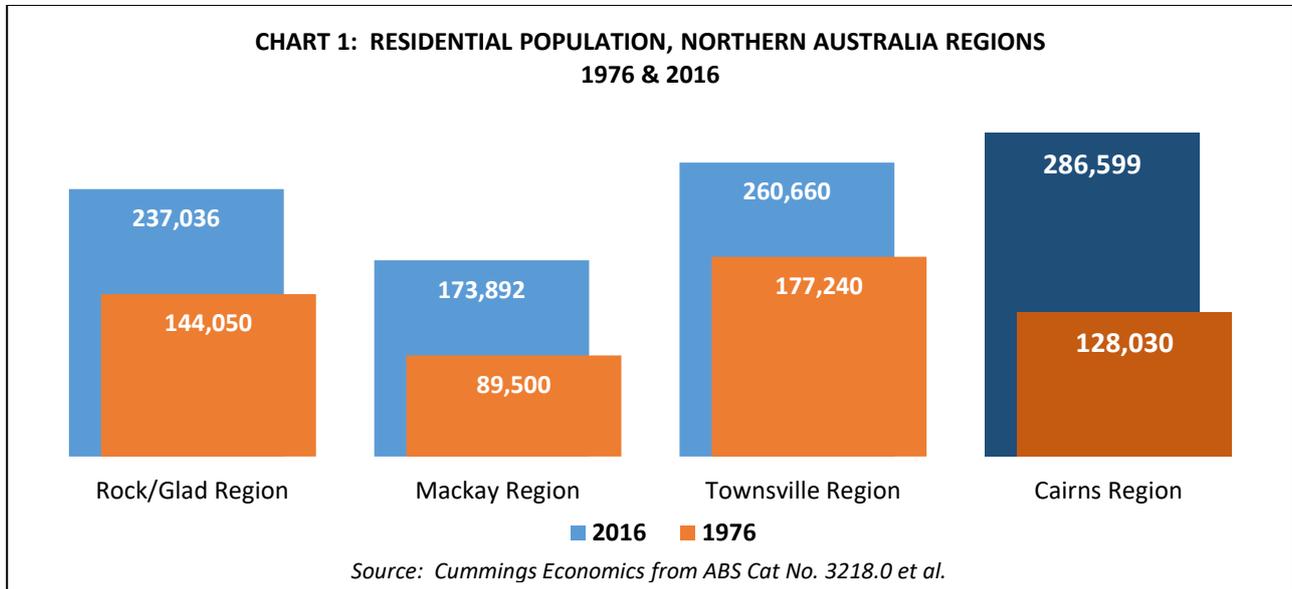
BRINGING METROPOLITAN LEVEL SERVICES TO REGION SUPPORTS DEVELOPMENT

Bringing metropolitan level services into dispersed regional communities is important to economic development such as cultural activities, as well as education, health and sporting activities. Having these facilities closer to hand and more accessible improves quality of life and, in effect, lowers living costs for population in the region, thus, in turn, improving the prospects of development occurring in the regional export industries that underpin the region’s economy.

Development of these types of facilities (the Art Gallery Precinct is a good case in point), are especially important to the Cairns region and are likely to have maximum impact in a Queensland regional context.

LARGEST POPULATION MOST DISTANT FROM METROPOLITAN FACILITIES

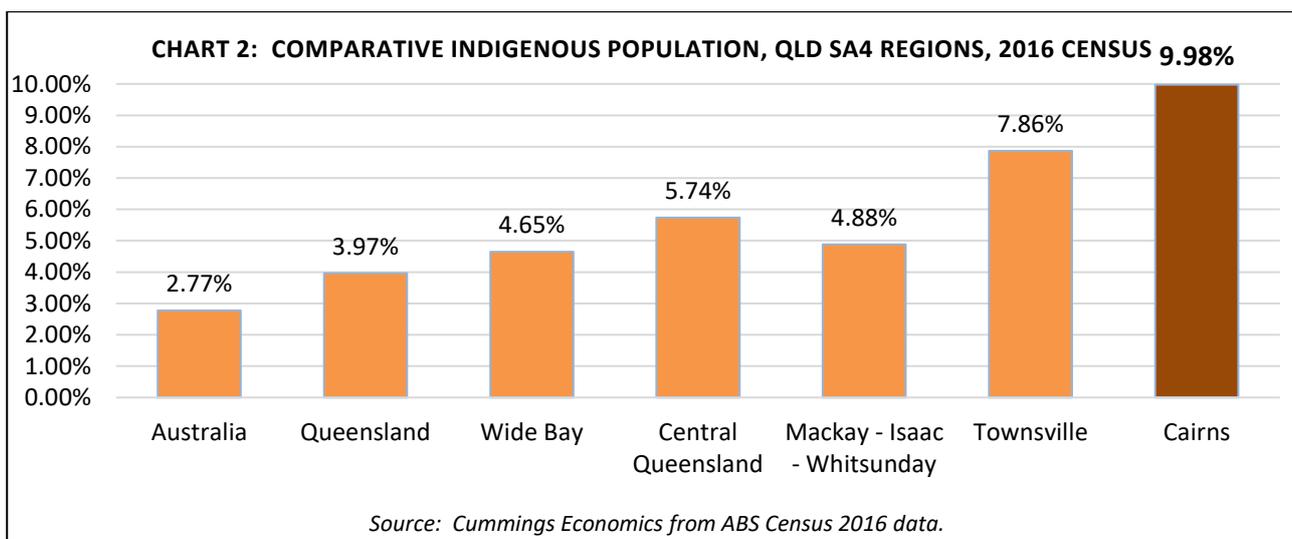
The Cairns Art Gallery Precinct will service the largest regional concentration of population in Queensland outside of south-east Queensland. On past growth patterns, this is likely to be increasingly so over the life of the project (see Chart 1).



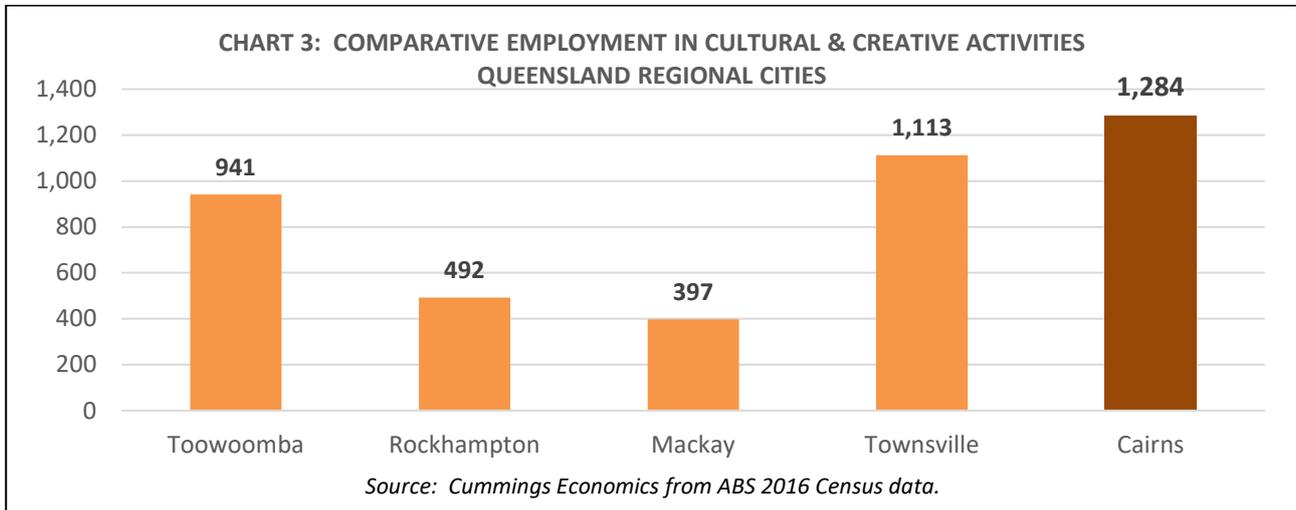
This larger concentration of population is further away from the metropolitan facilities than any other region and a distance as far as Melbourne is from Brisbane.

LOCAL ART ENLIVENED – DIVERSE POPULATION/ ENVIRONMENT

The local art scene is specially enlivened by a population mix of Indigenous and a high level of immigrant population from a non-Anglo background as well as a special stimulus of an environment that includes natural world heritage areas as well as traditional Queensland environmental themes (see Chart 2).



Art is a major human expression that can play an important role in blending together a diversity of cultural backgrounds with traditional Australian themes. No other region of Queensland faces more challenges, but also has more opportunities of including diversity, than this region. The region’s outstanding success in this field can be displayed as a Queensland and Australian success story (see Chart 3).



IN CAIRNS - MORE ON SHOW TO REST OF WORLD

In Cairns, the Queensland art scene is more on show to the world than elsewhere outside the south-east corner because of its high level of interstate and international visitation, especially those of international from the northern hemisphere (see Chart 4).

