

Culture Collective Manifesto

Take time to show up

It takes time to develop understanding and trust with people, communities and creative practitioners. Be prepared to learn. Drink tea, listen deeply.

Respect is everything

Underpin your activity with trust and respect for communities and artists. Treat people as humans, not as workers or subjects for development.

Trust the process

Let plans evolve as people build confidence, knowledge and trust. Let go of pre-set outputs, and accept that outcomes can't be predicted. Learn as you go.

Safe(r) spaces are created, not declared

Give mental health the same recognition as physical health. Embed care and support for practitioners in the structure of organisations.

Pay artists fairly

Union rates should be the norm. Pay artists to be at the decision making table, for support and professional development, and for interview attendance. Pay on time.

Use your power to advocate for others

Acknowledge your role in holding power. Design projects to disrupt power imbalances, flatten hierarchies, and democratise access to networks, advice and representation.

Equality is about possibility, not requirements

Representation is an access issue, and is made possible by having employees from a diversity of backgrounds in an organisation at all levels.

There are no additional needs - just needs

Make access a core building block of organisational structure and policy making. Reflect access principles in governance, finance, programming and staffing decisions. Don't expect individuals to bear the burden of education, or to represent an entire identity group.

Rethink metrics

Place more value on the qualitative rather than the quantitative. Find better ways to understand how a project makes people feel.

Commit long-term

Invest in tilling the soil of a healthy creative ecology, now and for the future. Be in it for the long haul, not the fleeting standing ovation.