



**MEMBER
RESOURCES**

Why advocate?

What is it – does art need it – what can I do ?

What is advocacy?

Advocacy is a public activity that puts forward a vision with confidence and positivity. In doing so, it creates new spaces for discussion. It forms networks of like-minded people, as well as encouraging people to think differently. It empowers creativity. Well-distributed arts advocacy such as that undertaken by Regional Arts Victoria Members generates a critical mass of public discussion that shows the world how important art is to us – and why.

Why does art need advocates?

Making art and championing the arts are two very different things. Artists aren't always best placed to advocate for their own work. The experience of an artwork isn't always an easy one to share; art can and should unsettle us. Art asks questions, and demands that we do the same. Art needs advocates to expand the spaces in which it engages with a public, the forums in which it is discussed, and the avenues through which it is supported.

Why advocate?

Sharing the insights, the processes and the experiences of what inspires us is one of the most powerful things we can do. It creates a society where creativity is appreciated, where art is valued. It builds confidence and trust in the arts as a practice, as a community and as an industry. When advocacy for the arts is frequent and well-distributed, it encourages media coverage of the arts, and inspires our elected representatives to engage further with the arts.

What can I do?

As a Regional Arts Victoria Member, you have access to a suite of unique resources on arts advocacy. These cover specific topics on how to advocate for the arts. Take any one and make a start – and look out for our advocacy events and collaborations.