





From spring 2021 to May 2023, the **Culture and Arts Strategy 2030 – The Future of Culture and Arts in the Province of Styria** was developed in a far-reaching artistic, cultural and participatory process.

The process started out with round tables and discussions among representatives of large Styrian cultural institutions and shareholders of the Province of Styria (such as Universalmuseum Joanneum GmbH, Bühnen Graz GmbH, Volkskultur GmbH, steirischer herbst festival gmbh), the Styrian festival landscape, the interest-based community, and the culture and arts committee. In addition, preliminary round tables were held in the seven Styrian regions and Graz involving persons engaged in the cultural sector of all disciplines and regions as well as regional managers and persons engaged in the areas of education, social services and society. These initial steps created the basis for a far-reaching discussion process which was aimed at the status quo and the requirements for culture and arts in the future.

The following questions solidified for a broader discussion:

- How can Styrian artists succeed on a regional and international level?
- How can cooperations between cultural institutions be encouraged?
- How do borders dissolve between culture and arts in the “rural” and the “urban” sphere?
- How can culture become more active on an interdisciplinary level in the overall context of society?
- Where do intersections of culture and arts meet?
- What do culture and arts mean in Styria?

The answers to these questions were dealt with in a complex and focused process of elaboration which resulted in five fields of action that were recorded in a working brochure. The fields are:

-  **GRANT CULTURE (INCLUDING FAIR PAY)**
-  **REGIONAL PROFILES AND COOPERATIONS BETWEEN INITIATIVES AND INSTITUTIONS**
-  **CULTURAL HUBS IN THE REGIONS**
-  **INTERDISCIPLINARY AND INTERDEPARTMENTAL WORK**
-  **WORKSHOPS FOR FUTURE**

The precisely formulated recommended actions of the individual fields determine the framework for the implementation of cultural–political guidelines for a future-oriented landscape of arts and culture in Styria.

They cover the desire for a continuous exchange on a level playing field between the administration and persons engaged in the cultural sector, a reduction in bureaucracy through direct access of the administration, a more efficient grant culture as well as the development of distinct regional profiles for Styria to strengthen the rural areas while considering climate-friendly mobility and accessibility. Also included in the brochure are topics of the here and now that will shape societal trends in the future, such as the debate about fair pay, the loss of volunteer work and the need to distribute resources across departments and disciplines. In a workshop for future, precise solutions for the topic areas “Construction Culture and Town Center Vitalization,” “Diversity and Inclusivity,” “Internationality and Plurilingualism” as well as “Youth Culture” and “Sustainability and Climate Action” are to be devised.

The “Culture and Arts Strategy 2030” process was supervised by [Heidrun Primas](#) and [Werner Schrempf](#), who were commissioned as external consultants to carry out the strategic process. They engaged in an intensive exchange with numerous other experts and players from arts, culture, politics and administration in the Styrian regions.

The realization of these recommended actions was passed in the Styrian government on May 22, 2023 and acknowledged by a majority in the Styrian state parliament on June 13, 2023.

What will happen next?

Led by Mag. **Patrick Schnabl**, the Styrian Government, Department 9 Culture, Europe, Sports, is now called upon to implement and realize the recommended actions of the Culture and Arts Strategy 2030 by means of an organizational development process.

This innovative process within one administration unit represents an entirely new path. The process will be ideally managed by an appointed project management team, operating with the aid of a well-drafted structure to which the involved Department 9 employees have committed themselves.

For the implementation phase, a continuous integration of the diversity of the various artistic and cultural experts as well as an international exchange are crucial. For this purpose, a well-designed project structure plan was developed at Department 9, consisting of five mutually coordinated pillars:

PROJECT MANAGEMENT: Coordination, controlling, resourcing, finances, reporting, etc.

COMMUNICATION CULTURE: Deployment of a project core team, classification of regional responsibilities and establishment of networks (key idea “continuous exchange on a level playing field”), transparent communication to the in- and outside, facilitating access for everyone, for example, through the creation of accessible documents and communication in plain language.

FOCUS GROUPS: Establishment of structures, criteria, methodology and code according to sociocratic modes of organization to facilitate a framework for independent and efficient work.

DISTRIBUTION: Development of a concept for distribution to optimize the visibility of the Culture and Arts Strategy 2030; for example, by means of informative events in the Styrian regions, the website launch www.kultur2030.at, developing workshops, and a strategic selection of cooperation partners (key idea “using synergies”).

PUBLIC RELATIONS: Development of public relations strategies relevant for the target audience, an accompanying web and social media presence, media relations, press reports, press mailings, as well as interim and final presentations.

As additional information and communication channels, the process of the Culture and Arts Strategy 2030 is further presented on a dedicated website www.kultur2030.at and the mailbox kulturstrategie2030@stmk.gv.at was set up for direct and efficient communication.

The entire process as well as the implementation of the recommended actions follows a bottom-up principle and is highly relevant for society and politics. Due to its far-reaching discourse, the Culture and Arts Strategy 2030 further reinforces the democracy.