

# **Creative & Cultural Research Strategy**



# Our strategic alignment

The Adelaide University Strategic Ambition and Direction 2024–2034 informs the Adelaide University Research Strategy, which connects the five Signature Research Themes (SRTs) strategies individually and collectively.

## Adelaide University Research Strategy

The Adelaide University Research Strategy is guided by the Adelaide University vision, ambitions, strategic drivers, and operating model. Our vision for research is to be Australia's premier for-purpose research university, delivering outstanding locally-embedded, globally relevant research that has impact.

## Creative & Cultural

Food, Agriculture & Wine

Defence & National Security

Sustainable Green Transition

Personal & Societal Health

## Our research ambitions



Be recognised among the world's top 100 universities on an ongoing basis.



Be globally recognised as Australia's leading for-purpose research university.



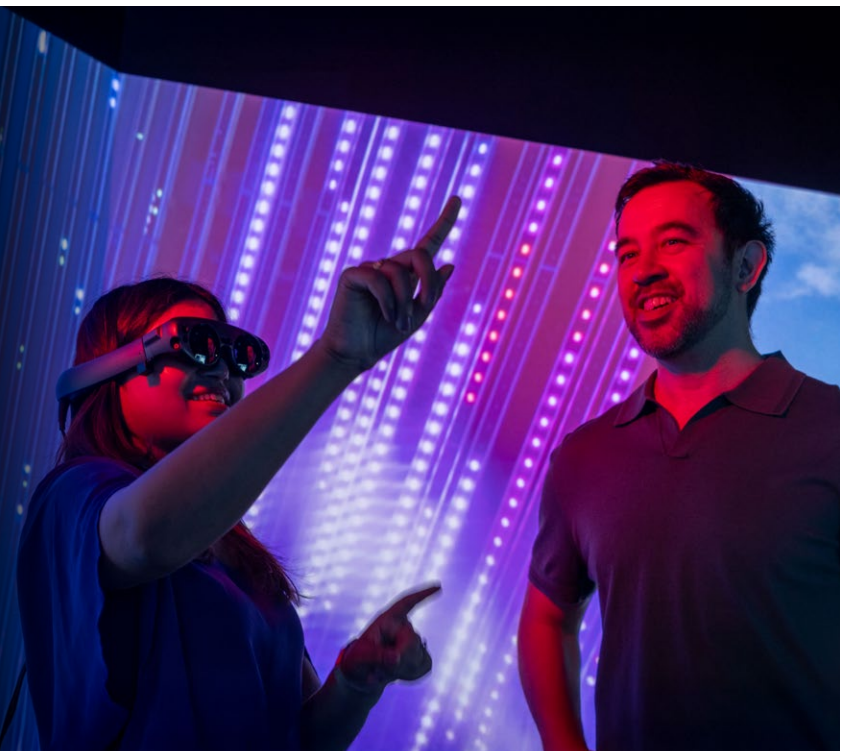
Rank first in Australia for industry income in research.



Be the destination of choice for the best global researchers, innovators, thinkers, and entrepreneurs in our priority areas.



Be Australia's most connected university, partnering with the communities we serve, and an engine for innovation, productivity and growth.





## **Creative & Cultural Research Strategy**

The Creative & Cultural SRT will drive research of the highest global standard, anchored in excellence and focused on real-world applications. By concentrating investment, multidisciplinary talent, and strategic alliances on key research pillars and priority sectors, the SRT will position Adelaide University for global recognition, catalyse leadership, define South Australia as an innovation hub, and deliver significant, meaningful outcomes for society.

This approach is complemented by a genuine partnership with Aboriginal and Torres Strait Islander Peoples and knowledge systems, that is supported by a dedicated research strategy and embedded throughout the SRT strategy.



# Our vision, purpose and goals

The Creative & Cultural SRT has a vision, a purpose and goals to generate research outcomes and drive impact.

## Vision

As global leaders in creative and cultural research, we inspire curiosity and imagination to improve lives and help shape a better future.

## Purpose

We activate transformative communities of culture and demonstrate excellence in research collaboration and creativity.



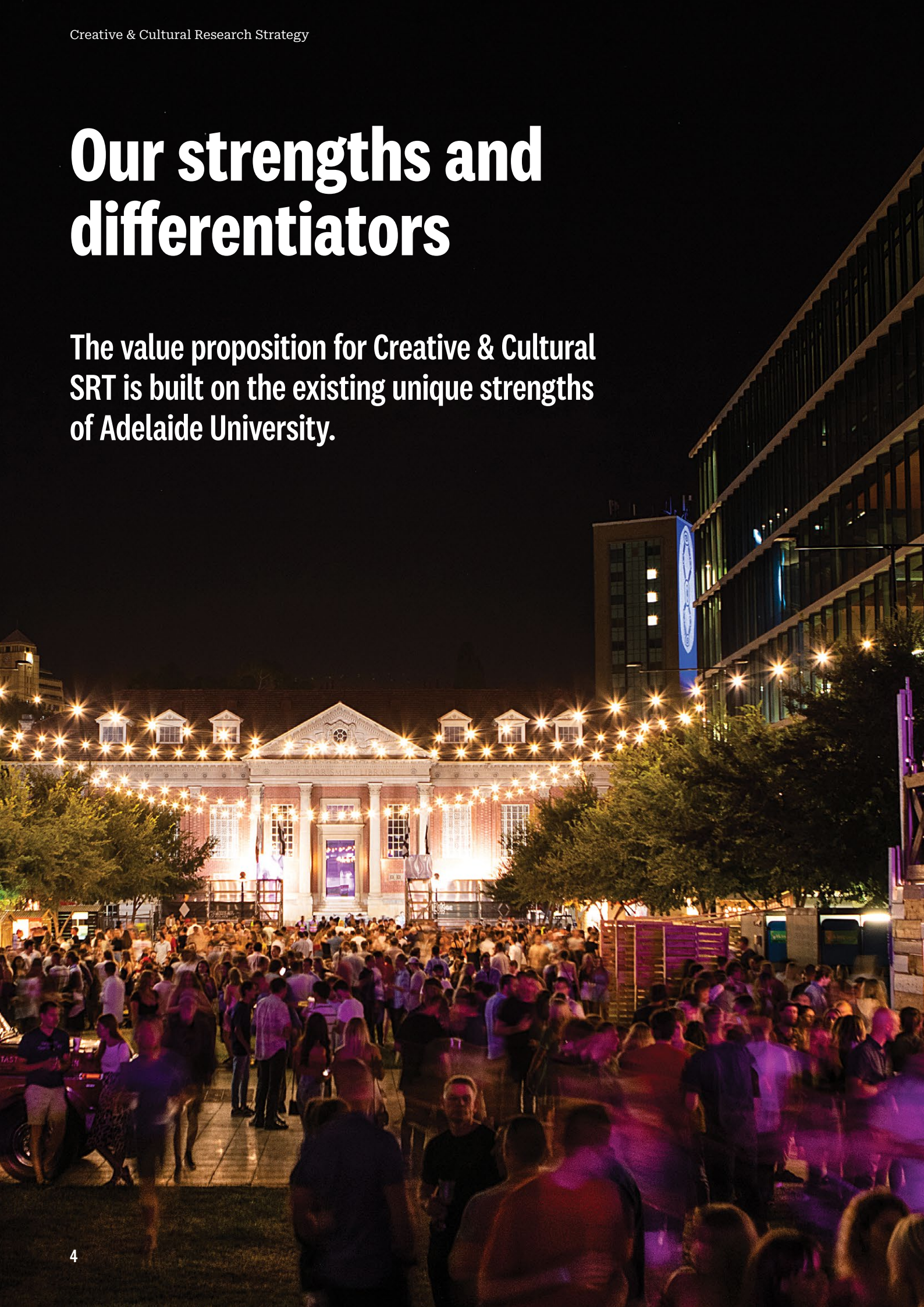
# Goals

- 1** Cultivate a flourishing creative and cultural research ecosystem of local, regional, national and international collaborations and partnerships.
- 2** Influence evidence-based, for-purpose policy and strategy development to address inequity, and improve wellbeing and health through the arts and culture.
- 3** Incubate cutting-edge creative practice to position Adelaide University as an innovator in creativity and culture.
- 4** Position Adelaide University as a leader in First Nations' creative and cultural research globally.
- 5** Foster thriving, diverse, and equitable communities through creative and cultural engagements.
- 6** Accelerate the translation of research to foster lively, informed and inclusive public discourse to shape the local, regional, national and international cultural landscape.
- 7** Strengthen the long-term viability of cultural institutions and the creative industries through research-rich strategic partnerships.
- 8** Showcase and promote creative and cultural research from across Adelaide University and embed this within the wider South Australian community and share with the world.



# Our strengths and differentiators

The value proposition for Creative & Cultural SRT is built on the existing unique strengths of Adelaide University.







## Extensive research capacity

Large-scale multidisciplinary research capacity that generates extensive, high-quality research outputs across diverse fields, with proven leadership in securing Commonwealth grant funding among Australian universities.

---

*Our scale empowers us to secure ambitious grants, lead major intellectual projects, attract global talent, and tackle complex challenges in uniquely co-designed ways.*



## Premier assets and facilities

Established premier cultural assets across creative fields including Australia's oldest tertiary music and visual arts schools, supported by world-class spaces, infrastructure and technology.

---

*Our ecosystem empowers us to produce unique creative and cultural experiences, attract top international talent and shape cultural discourse.*



## Strong cultural connections

Long-term dedicated First Nations research networks, including the nation's only centre for Indigenous music and esteemed language revitalisation programs, fostering meaningful creative and cultural outcomes.

---

*Our unique capabilities drive leading research practices and secure community, industry and cultural alliances with First Nations communities.*



## Creative precinct integration

A campus footprint embedded within Adelaide's globally renowned creative and cultural ecosystem, seamlessly integrated with high-profile cultural institutions.

---

*Our proximity drives unique alliances and collaborative research with demonstrable impact, enabling cultural innovation and shared creative outcomes.*



## 'Festival State' location

Premier international 'Festival State' location, with deep integration and established partnerships with major events such as the Adelaide Festival, Adelaide Fringe, Adelaide Film Festival, WOMAdelaide and OzAsia Festival.

---

*Our integration with major festivals provides unique platforms for global collaboration, practice-based research, and real-world student learning opportunities.*

# Our pillars of research focus and prioritites

Focusing on five research priorities positions the Creative & Cultural SRT to achieve its strategic goals.

Context

Our research priorities are clear and will be realised through directed investment and resource concentration.

## Pillars of research focus

1

Placemaking

Research to improve lives through connection to place, creating inclusive, equitable, safe and thriving communities.

2

Creative lives

Research to strengthen creative communities and cultural industries, enabling lifelong creative engagement and contributing to sustainable career pathways.

3

Equitable futures

Research to address the challenges and inequities of climate, social change and political change, driving action and building sustainability and resilience.

### Priorities

Lead research impact nationally across design and creative practice, cultural heritage, including Aboriginal and Torres Strait Islander ways of knowing, and built environment, leveraging physical assets and strong alliances with industry and key cultural organisations such as the SA Museum, the Art Gallery of SA, and JamFactory.

Extend leadership in developing sustainable creative ecosystems and vibrant creative communities by harnessing our world-leading creative industries and cultural policy research, and the engagement power of our renowned cultural assets with established audiences.

Grow research volume and quality through leading equitable, sustainable, and resilient futures research to shape policy and drive climate response, leveraging extensive scale of research capability and world-class centres of excellence.





## 4

### People and technology

Research to explore the creative, cultural, and social histories, futures and impacts of science and technology.

Build on leading expertise in media, communication and technology, including a world-renowned institute for machine learning and the nation's largest augmented reality and virtual reality research concentration, to shape the future of media production, consumption and theory.

## 5

### Creative practice

Research to activate creative and critical practices, celebrating artistic expression and culture as a basic human right.

Champion creative and critical practice as an important mode of research internationally, drawing on our experts in art, architecture, design, digital media, music, screen, performing arts and writing to showcase new work that pushes artistic and intellectual boundaries.

# Our initiatives and strategic enablers

Pursuing two initiatives, supported by strategic enablers, generates value for the Creative & Cultural SRT.

## Strategic initiatives

These concepts will help us to deliver on our priorities:

### ReAL Innovation

*Research-engaged Action Laboratories for Innovation – a new model of engaged impact*

#### ReAL - Creativity

Connects and amplifies creative and cultural practices, influencing local and global creative industries and cultural policy, and using creative solutions to unlock complex industry challenges that shift traditional ways of working. ReAL Creativity comprises a place to incubate bold and ambitious creative practice and shape innovative audience and civic experiences, generating and showcasing work that influences global creative industries under an 'Imagine Adelaide' concept. It also brings together interdisciplinary teams and creative methods to unlock innovative solutions for complex industry and community challenges, transforming the way we do research and generate impact, through a 'Creative Solutions Laboratory' concept.

### First Nations Academy

Dedicated First Nations Academy, serving as the connecting 'structure' across SRTs and the home for relevant talent. It will be resourced to attract, steward and mentor talent, and support the implementation of the Creative & Cultural strategy.



# Strategic enablers

Institutional capabilities support our research efforts:

## Talent development and attraction

Showcase our world-class integrated ecosystem, encompassing premier cultural assets, cutting-edge infrastructure, and strong local alliances, to attract leading international research talent across creative disciplines.

## Engaged research translation

Leverage the Enterprise Hub to create a dedicated gateway that enables seamless, bi-directional engaged research with industry partners, uniting multidisciplinary expertise across the university for meaningful collaboration.

## Research translation model

Implement an investment model that promotes the translation of creative research outputs, activities, and technologies, fostering alliances to translate research into impactful applications.

## First Nations talent pipeline

Support the growth of capability to build a dedicated pipeline for First Nations talent, addressing national shortages through pathways, scholarships, inclusive support, and leadership development.

## Reward and recognition systems

Elevate recognition of the value of non-traditional research outcomes such as community-focused research, First Nations inclusivity, knowledge sharing, and alignment with state or federal priorities.



Creative & Cultural also requires the establishment of research advocacy capability to translate strengths into compelling policy arguments, build influence, secure major funding linked to the National Cultural Policy and cultural policy debate, and drive research outputs.

## Further enquiries

---

**Adelaide University**  
SA 5005 Australia

**[adelaideuni.edu.au/research](https://adelaideuni.edu.au/research)**

[facebook.com/adelaideuni](https://facebook.com/adelaideuni)

[linkedin.com/school/adelaideuni](https://linkedin.com/school/adelaideuni)

[youtube.com/@AdelaideUniAustralia](https://youtube.com/@AdelaideUniAustralia)

[instagram.com/adelaideuni](https://instagram.com/adelaideuni)

[tiktok.com/@adelaideuni](https://tiktok.com/@adelaideuni)

---

The content in this publication is for general information only and Adelaide University makes no representation about its accuracy, completeness or suitability for any purpose. It is subject to change, and you can find updated information on our website at **[adelaideuni.edu.au](https://adelaideuni.edu.au)**

Printed July 2025.