

# CREATIVE ECOSYSTEM: COVID-19 RESPONSE JOURNEY

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	 <b>EMERGENCY RESPONSE</b>	 <b>COLLABORATION &amp; ADAPTATION</b>	 <b>RESUMPTION + INTEGRATION OF NEW PRACTICE</b>	 <b>RECOVERY, RESILIENCE, RE-IMAGINING</b>
CONTEXT	<ul style="list-style-type: none"> <li>Widespread uncertainty.</li> <li>Immediate financial, organisational and employment impacts emerge due to lockdown.</li> </ul>	<ul style="list-style-type: none"> <li>The impacts of COVID-19 Level 4 on the sector become clearer, helping to inform responses.</li> </ul>	<ul style="list-style-type: none"> <li>Short-term uncertainty is replaced by medium-term uncertainty as alert levels change.</li> </ul>	<ul style="list-style-type: none"> <li>Stable conditions enable a focus on long-term recovery.</li> </ul>
WHAT HAPPENS?	<ul style="list-style-type: none"> <li>Networks quickly emerge, connecting creatives via online platforms.</li> <li>Rapid sharing of resources and information to help creatives navigate uncertainty.</li> <li>Focus on financial relief and re-deployment of resources to meet immediate needs.</li> <li>Inward focus – anxiety and uncertainty across the sector impacts on the ability to be creative.</li> <li>Some may remain in this phase for longer and/or be unable to recover, dependent on underlying conditions/circumstances.</li> </ul>	<ul style="list-style-type: none"> <li>Creative response kicks in – surge of new activity as the sector adapts to restrictions, fills the gaps and explores possibilities to make new work and reach audiences through different channels.</li> <li>Collaborations begin to emerge across the creative ecosystem through shared challenges.</li> <li>Opportunity to recalibrate and reflect, for practitioners, organisations and institutions.</li> </ul>	<ul style="list-style-type: none"> <li>Lack of long-term certainty continues to restrict planning (e.g. live performance, screen industry)</li> <li>Key new ideas and mediums take root alongside or in place of old ways of working.</li> <li>Development of strategy to give legacy to sector responses.</li> <li>Sector leadership emerges from organisations in positions of privilege.</li> </ul>	<ul style="list-style-type: none"> <li>As restrictions are lifted, some business as usual may resume.</li> <li>Focus on supporting creative sector capacity to recover and renew, alongside developing resilience to withstand future events.</li> <li>Collaborative advocacy and efforts to shift the fundamental systems conditions that enable the creative sector to adapt, innovate and thrive.</li> </ul>