

Arts indicators for local government: valuing, planning for and measuring the contribution of the arts in local government in Australia

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Finland best country: Newsweek study

Five most important indicators—health, economic dynamism (the openness of a country's economy and the breadth of its corporate sector), education, political environment, and quality of life.Scandinavian nations always come out on top.

Melbourne No. 3 liveability: Economist Intelligence Unit

140 global cities ranked on 30 criteria covering stability, healthcare, culture, environment, education and infrastructure

Melbourne scores 97.5 / 100. Vancouver remains No. 1 on 98.0, despite its unfortunate lack of snow. Vienna second with 97.9.

Presentation outline

- Introducing theoretical perspective- the Four Pillars of Sustainability
- Distinction between culture and the arts
- Brief overview of the literature
 - on community indicators, absence of the cultural dimension
 - international developments with cultural and arts indicators
 - challenges for the field
 - purpose of indicators
- Introducing the framework: arts indicators for local government

Four Pillars of Sustainability

Economic viability

Social inclusion

Environmental responsibility

Cultural vitality

Jon Hawkes, 2001



Cultural Development Network

*Cultures
Communities
Councils*

Definitions of 'arts', 'culture' and 'cultural vitality'

The terms 'arts' and 'culture' are often used interchangeably.,
Culture....the arts, museums, libraries and heritage that receive public funding
(Holden, 2006)

Broader definition of culture as
.....the social production and transmission of identities, knowledge, beliefs, values, attitudes and understanding; as well as, the way of life, including customs, codes and manners, dress, cuisine, language, arts, technology, religion and rituals; norms and regulations of behaviour, traditions and institutions. Therefore, culture is both the medium and the message – the inherent values, means and the results of social expression (Hawkes, 2001).

Artstherefore one aspect of the wider dimension of culture;
any form of visual, performing, media, literary or interdisciplinary arts, made by or for any members of any community at any level of skill and intention.

Recent community indicators initiatives

Measuring community progress beyond traditional measures such as GDP. Absence of the cultural dimension:

- the OECD's 2009 World Forum in Korea, 'Statistics, Knowledge and Policy',
- most sets of community indicators in the USA (Jackson et al, 2006) .
- Australia Bureau of Statistics summary, Measures of Australia's Progress: Summary Indicators, 2009
- Community Indicators Summit, Australian Bureau of Statistics, 2009

Measuring cultural vitality

Jackson et al, Urban Institute, USA, 2006

Appendix G : Tables for Tier One Measurements

Table G1. The 50 Metropolitan Areas (with population of more than 1 million) with the Most Arts Establishments per 1,000 Population

	Arts Establishments	Employment in Arts Establishments	Arts Non-Profits	Nonprofit Community Celebrations, Festivals, Fairs, Parades	Non-Profit Arts Expenses	Non-Profit Arts Contributions	Artists Jobs
Los Angeles Long Beach, CA PMSA	1	6	33	53	20	10	3
Nashville, TN MSA	2	3	27	33	19	9	4
San Francisco, CA PMSA	3	1	1	23	2	2	1
New York, NY PMSA	4	2	2	55	3	3	2
Seattle-Bellevue-Everett, WA PMSA	5	5	5	58	7	5	6
West Palm Beach-Boca Raton, FL MSA	6	30	28	45	22	17	55
Nassau-Suffolk, NY PMSA	7	41	30	46	50	54	56
Minneapolis-St. Paul, MN-WI MSA	8	4	6	27	5	4	7

Table G7. The 50 Metropolitan Areas (population of more than 1 million) with the Most Artist Jobs per 1,000 population

	Arts Establishments	Employment in Arts Establishments	Arts Non-Profits	Nonprofit Community Celebrations, Festivals, Fairs, Parades	Non-Profit Arts Expenses	Non-Profit Arts Contributions	Artists Jobs
San Francisco, CA PMSA	3	1	1	23	2	2	1
New York, NY PMSA	4	2	2	55	3	3	2
Los Angeles-Long Beach, CA PMSA	1	6	33	53	20	10	3
Nashville, TN MSA	2	3	27	33	19	9	4
Miami, FL PMSA	23	55	46	30	34	35	5
Seattle-Bellevue-Everett, WA PMSA	5	5	5	58	7	5	6
Minneapolis-St. Paul, MN-WI MSA	8	4	6	27	5	4	7
Las Vegas, NV-AZ MSA	11	22	61	51	61	60	8

Other cultural indicator frameworks considered or in use

- **international review, IFACCA, (Madden 2005).**
- **Discussion paper, Agenda 21 for Culture, United Cities for Local Government (2006)**
- **Local government indicators, Creative Cities Network, Canada (Duxbury, 2006)**
- **Hawkes, Australia, (2001, 2006)**
- **National local government initiative, Australia Council, (2000)**
- **National Cultural indicators, New Zealand (2006, 2009)**

Functions of arts indicators for local government

....support the work of local government in advocacy, policy making, program planning and evaluation, by;

- ensuring that culture, and the arts can be measured, and therefore considered in broader regulatory or measurement frameworks
- making data meaningful
- providing benchmarks to measure performance of programs
- monitoring of trends over time
- allowing comparison between contexts

Indicator Framework: four categories for measures of the arts

- presence of opportunities to participate in the arts
- rates of participation in the arts
- support for the arts
- outcomes of arts participation, on cultural, social, economic and environmental dimensions.

Categories on the horizontal axis

- **Values and goals:** what are the values and goals the council (local government authority) seeks to progress towards?
- **Indicator for whole council area (general):** what are indicators of progress towards this goal, whether or not they are within the control of the council?
- **Indicator for whole council area (specific):** how, specifically, could this progress be measured?

More categories.....

- **Possible data source/s:**
 - available data source
 - data available but would need effort to collect
 - data sources not yet identified
- **Council action:** what action could council take to progress towards this goal?
- **Team or individual worker's contribution:** what action could a staff team or individual worker take to contribute towards the council's action?

Values underpinning this framework

- encouraging creativity (mostly about new ideas and the future)
- welcoming diversity (more related to the present- what we have now that we can celebrate)
- respecting heritage (related to the past- how we can value the ideas and experiences of people and times past, to make sense of the present, and inform our future)

Presence of opportunities to participate in the arts: local residents perceive that there are opportunities to participate

1. Presence of opportunities to participate in the arts

Measure: number per 1000 population in LGA (local government area), per year, where not otherwise stated;

Council financial data: per percentage of overall revenue, where not otherwise stated

VALUES/ GOALS what are the values the council seeks to progress towards?	Indicator for whole LGA (general)	Indicator for whole LGA (specific)	Possible data source/s	Council action what can council do to contribute toward this LGA wide goal?	Indicator of council action: how could council's contribution be measured?	Team or individual worker's contribution: what can a staff team or individu worker do to contribute toward council's action?
1a. A culturally vital community: <i>encouraging creativity</i> <i>welcoming diversity</i>	Local residents perceive that there are opportunities to participate in the arts	Local residents (broken down by age, gender, income, cultural background, location) report that there are opportunities for people from their community to participate in arts activity Specifically: which artforms: (visual, performing, media, literary, interdisciplinary arts) In which roles? (practitioners, teachers, students, critics, supporters, and consumers).	Survey: Community Indicators Victoria	Council values opportunities for local residents to participate in arts.	Council plans (Arts Plan, Council Plan) specifically identify opportunities for local residents to participate in arts as a value and a goal.	

Presence of opportunities to participate in the arts: Presence of arts-related organisations (eg museums, performing arts centres, artists studios, etc)

1. Presence of opportunities to participate in the arts

Measure: number per 1000 population in LGA (local government area), per year, where not otherwise stated;

Council financial data: per percentage of overall revenue, where not otherwise stated

VALUES/ GOALS what are the values the council seeks to progress towards?	Indicator for whole LGA (general)	Indicator for whole LGA (specific)	Possible data source/s	Council action what can council do to contribute toward this LGA wide goal?	Indicator of council action: how could council's contribution be measured?	Team or individual worker's contribution: what can a staff team or individu worker do to contribute towar council's action?
1c. A culturally vital community; encouraging creativity	Presence of arts- related organisations (e.g., museums, performing arts centres, artists' studios);	-no. commercial arts venues- galleries, live music venues, clubs, studios -no. non-profit arts venues; arts centres, co-ops, etc. -no. public arts venues- (council or state govt owned), museums, galleries, performing arts centres, artists' studios. Detailed questions: - annual budget - function within the arts sector - facilitation of amateur and professional practice - links to other entities w/in and outside cultural sector	Council arts directory; peak body data eg. Commercial Gallery Assoc, PGAV, Museums Aust ABS 2003–04 Museums and Libraries survey re income; 2006–07 Performing Arts Survey; TV, Film and Video Production and Post-Production Services, 06–07 Arts Vic 2006- 2007 Small Arts Orgs survey	Promotion -listing in council arts directory - advertising in council publications Support -provision of cash -provision of venues in-kind -provision of venues for hire -provision of staff -support by council staff and councillors -provision prof. devel activities or networking for group members	-no. arts orgs in council arts directory -no. ads or editorial about arts orgs in council publications (electronic and hardcopy) -amt council funding for arts orgs -no. hrs yr council provided venue -no. hrs yr council supported venue -no. council provided staff -no. hrs yr council- provided support -no. meetings attended - no special events attended - no hrs yr direct support- advice, referral, advocacy -no. prof develp't networking opps provided by council; -no. attendees/yr	

VALUES/ GOALS what are the values the council seeks to progress towards?	Indicator for whole LGA (general)	Indicator for whole LGA (specific)	Possible data source/s
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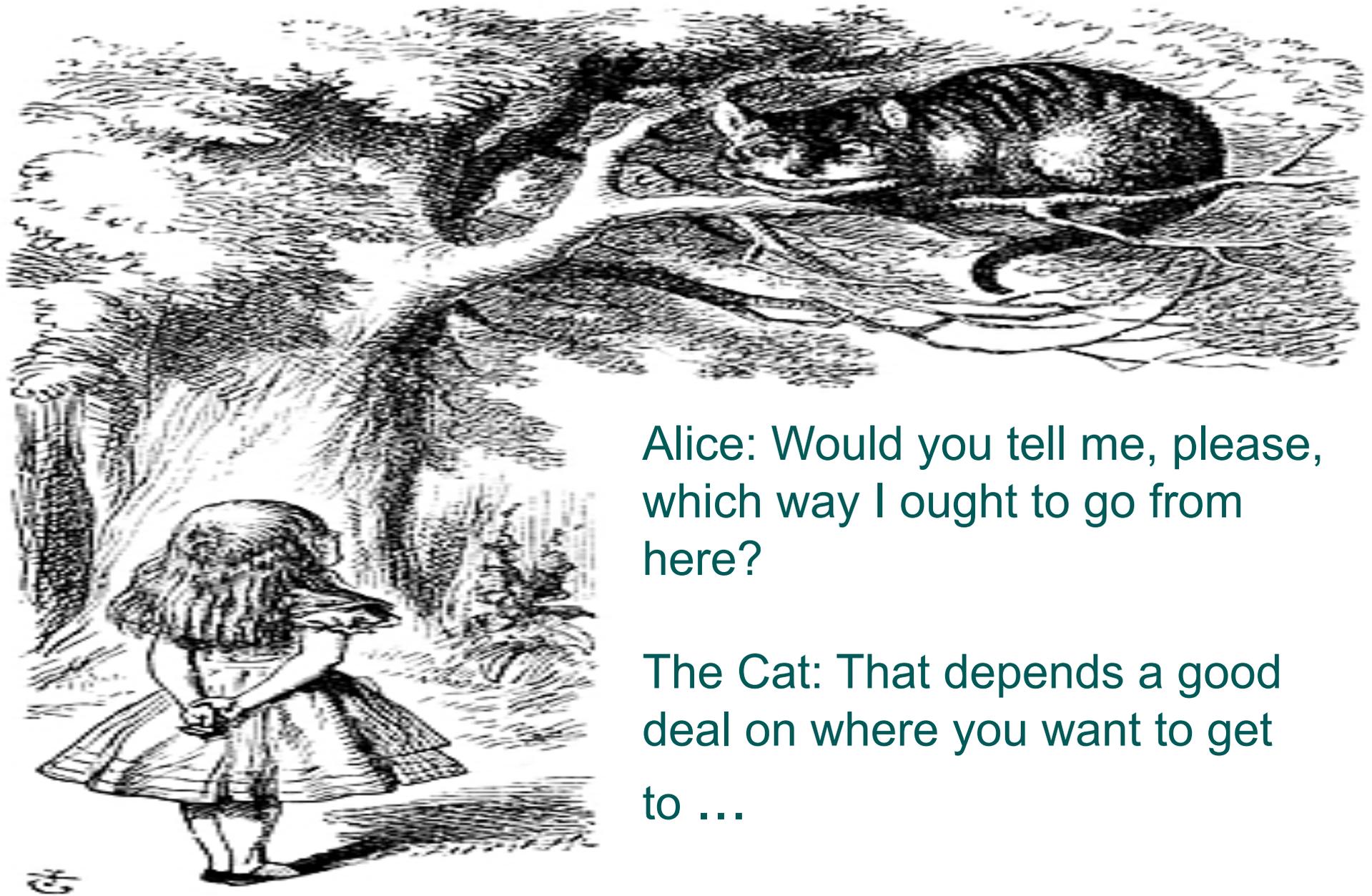
In summary: arts indicators for local government

Although considerable progress from within the sector internationally, an absence of the cultural dimension in many important indicator frameworks

Range of uses for arts indicators:
advocacy, policy-making, planning and evaluation

Framework presented suggests four categories of measurement,

- presence of opportunities to participate in the arts
- rates of participation in the arts
- support for the arts
- outcomes of arts participation, on cultural, social, economic and environmental dimensions.



Alice: Would you tell me, please, which way I ought to go from here?

The Cat: That depends a good deal on where you want to get to ...