

# The Fourth Pillar of Sustainability

## Culture's essential role in public planning

by Jon Hawkes  
for the Cultural Development Network

published by Common Ground  
and the Cultural Development Network 2001



**The Fourth Pillar** provides a clear definition of culture, analyses its function within the emerging new planning paradigms and proposes practical measures for the integration of a cultural perspective into the public sphere. The key conclusion of this work is that a whole-of government cultural framework, operating in parallel with social, environmental and economic frameworks, is essential for the achievement of a sustainable and healthy society. Cultural vitality is as essential to a healthy and sustainable society as social equity, environmental responsibility and economic vitality. In order for public planning to be more effective, its methodology should include an integrated framework of cultural evaluation along similar lines to those being developed for social, environmental and economic impact assessment.

**Part One**, "The Meaning of Culture" puts forward a comprehensive definition of culture that focuses on its use as a concept to describe the community creation of values, meaning and purpose in life. It then contrasts this with the alternate view of culture as simply arts and heritage, and argues that this duality of usage has created significant problems and confusions.

**Part Two**, "The Application of Culture", examines the ways that culture is both integral to, and unacknowledged by, the new paradigms of public planning, in particular those that emphasise sustainability and wellbeing as key goals.

**Part Three**, "The Results of Culture," outlines a range of practical initiatives to improve public planning.

**Cost (GST inclusive)** : \$25 plus \$4 postage and handling within Australia, or \$8 overseas.

**ORDER FORM OVERLEAF**

# The Fourth Pillar of Sustainability

Culture's essential role in public planning

## ORDER FORM/TAX INVOICE:

**Cultural Development Network ABN 57 399 480 298**

Name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

**Payment enclosed:** Cheque  (made out to Cultural Development Network)

EFT  (to Cultural Development Network/ National Bank/ BSB: 083 004 / Account: 55 330 6894)

EFT Reference Number: \_\_\_\_\_ Date deposited: \_\_\_\_\_

Credit Card payments can be made via two methods:

1) Online credit card payment using PayPal, a secure site. Instructions can be found at <https://www.paypal.com/au> (payments to [paypal@culturaldevelopment.net.au](mailto:paypal@culturaldevelopment.net.au))

2) Alternatively, you can pay manually with your credit card by completing the information below, and either faxing/emailing/posting the form back to the details at the bottom of this page

Credit card  Amount: \_\_\_\_\_ Name on card: \_\_\_\_\_

Type of card:  VISA  MASTERCARD Expiry date: \_\_\_\_\_

Card number: \_\_\_\_\_

Return this form to [kim.dunphy@culturaldevelopment.net.au](mailto:kim.dunphy@culturaldevelopment.net.au)

Cultural Development Network, PO Box 324 Flinders Lane, Victoria 8009, Australia

Enquiries: Kim Dunphy on (+61) 3 9658 9976 Fax: (+61) 3 9658 8436