



## ***Culture: A New Way of Thinking for Local Government***

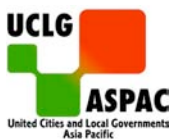
**Tuesday 4 October 2011, 9.00am—4.00pm  
Melbourne Town Hall, Swanston Street, Melbourne, Australia**

# **Conference report**

## ***Culture: A New Way of Thinking for Local Government*** International one-day conference **4 October 2011**



***How does the inclusion of culture  
with social, environmental and economic policies  
strengthen local governance?***



# Contents

<b>Conference Recommendations</b>	p. 3
<b>Conference Overview</b>	<b>p. 4</b>
<b>Presentation summaries</b>	
<b>Session 1:</b> Welcome	p. 8
<b>Session 2:</b> Cultural policies around the world: The interaction of cultural policies with economic, environmental and social policies	p. 9
<b>Session 3:</b> UCLG's Policy Statement on Culture 2010: what does it mean for local government?	p. 11
<b>Session 4:</b> Case studies from across the Asia-Pacific, featuring local government's response to topical issues	p. 14
<b>Session 5:</b> Future commitments and steps forward	p. 16

## Conference partners

Cultural Development Network

United Cities and Local Governments Asia-Pacific region

Australian Local Government Association

Municipal Association of Victoria

City of Melbourne

Arts Victoria

Local Government Victoria, Department of Planning and Community Development

## Conference committee

Cr. Chris Meddows-Taylor, Mayor, Central Goldfields Shire Council (Chair)

Lauren Bialkower, Glen Eira City Council

Clare Hargreaves, Municipal Association of Victoria

Andy Miller, Arts Victoria

Nalika Pieris, Moreland City Council

Robin Mathews, Local Government Victoria

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[www.culturaldevelopment.net.au](http://www.culturaldevelopment.net.au) November 2011

## Conference recommendation

The recent conference, *Culture: A New Way of Thinking for Local Government*, sought to increase discussion and understanding about culture as the fourth pillar of sustainable development for local government. It particularly focused on UCLG's recent *Policy Statement on Culture*, adopted in November 2010, that recognises the need for social, economic, environmental and cultural considerations in all aspects of local government's work.

We encourage local government- elected representatives and staff -to promote the recognition that the development of culture contributes to sustainable development. We can achieve this by, the development of the cultural sector itself (i.e. heritage, creativity, cultural industries, crafts, cultural tourism); and secondly, ensuring that culture has its rightful place in all public policies, particularly those related to education, the economy, science, communication, environment, social cohesion and international cooperation.

Culture can contribute significantly to councils' realisation of visions and goals, accelerated strategic change process, closing of gaps and building of new capability. We need new levels of capability to address increasingly complex challenges. This is critical to the overall sustainability of our sector.

Lobbying and advocacy are important opportunities for Councils to advance the discussion on the central role of culture. Councils need to engage with their communities on cultural development issues and play a leadership role in this process. Partnerships with arts organisations and other levels of government, including the Australia Council, are further opportunities to strengthen and widen local government's capability to develop culture.

On behalf of the conference committee and partner organisations, I thank all presenters, organisers and delegates for contributing to the success of this conference. I particularly wish to thank John Smithies and the fine staff of the Cultural Development Network. Without their vision, leadership and hard work to deliver this conference we would not have made the real progress we have in this important area.



Councillor Chris Meddows-Taylor  
Conference Chair  
Mayor, Central Goldfields Shire, Victoria, Australia

## Conference Overview

### ***Culture: A New Way of Thinking for Local Government***

This international one-day conference was co-hosted by the Cultural Development Network, an independent organisation based in Melbourne, Australia, and UCLG-ASPAC (international peak body for local government, United Cities and Local Governments Asia-Pacific) region. Other supporters were the Australian Local Government Association, the Municipal Association of Victoria, the City of Melbourne and state government departments, Arts Victoria and Local Government Victoria.

This conference addressed the emerging cultural dimension of local government policy, examining the relationship of culture with economic, social and environmental policies. Issues discussed included:

- Where do cultural perspectives interact with public policy?
- How do cultural aspirations lead to better outcomes for communities and local government?
- What are the different ways 'culture' is interpreted across the Asia Pacific?

The conference afforded a valuable opportunity to focus the attention of senior local and state government representatives on the Policy Statement on Culture adopted by the UCLG in November 2010. It built upon ideas explored at CDN's 2007 Conference, *Expanding Cultures*, when Jordi Pascual from UCLG's Committee for Culture first spoke about these international developments to Australian local government representatives.



*UCLG-ASPAC conference delegates with Dr Fauzi Bowo, Governor of Jakarta and Lord Mayor of Melbourne, Cr. Robert Doyle.*

The Policy Statement urges local government to consider culture as the fourth pillar of sustainable development alongside economy, environment and society. It recognises the relationship between culture and sustainable development through dual means:

firstly, the development of the cultural sector itself (i.e. heritage, creativity, cultural industries, crafts, cultural tourism); and secondly, ensuring that culture has its rightful place in all public policies, particularly those related to education, the economy, science, communication, environment, social cohesion and international cooperation.

Some issues arose around the understanding of the word 'culture' and its application as dimension of policy. Various interpretations expressed include culture as a human behaviour, culture in its anthropological sense regarding human diversity, and culture as a synonym for arts. Jon Hawkes expressed concern at the use of the term 'culture' paired with 'arts' as if they were one and the same. He discussed his perception of failure in achieving what he intended through his development of the four pillar model – an integrated approach to all planning that considers cultural impact along with social, economic and environmental, in all decision-making. He observed that often culture is being considered as arts, and is used to describe what is in fact, arts policy.

Several other speakers emphasised an integrated approach to planning involving the cultural dimension. Dr. Fauzi Bowo, President of UCLG-ASPAC, affirmed the importance of multiculturalism, and the integration of this into a myriad of other policies. He discussed the role of culture in development, especially for developing countries, where poverty alleviation needs to be addressed in an integrated way. Big questions this topic raises include whether culture is an impediment to progress and whether globalisation is causing a loss of culture. He commented that, in cities, intercultural dialogue is imperative for economic relations.

Professor Paul James of RMIT University described the model of sustainability used by the UN Global Compact Cities Program. This recognizes circles of sustainability, which generate vitality, sustainability and wellbeing. The circle starts with the social – within which are the interrelated domains of economy, politics and culture. Dr. Mike Reid outlined the approach being used by New Zealand Local Government since 2002, which includes four interrelated dimensions of well-being, including cultural, that guides all policy and practice.

Conference Chair Councillor Chris Meddows-Taylor from Goldfields Shire, Victoria, presented a model of 'seven levers of cultural development', drawn from Hawkes' ideas: education and training, communications and public affairs, constructed environment and public facilities, arts, history and heritage, recreation and sport. He also argued the importance of aligning the behaviours and values which underpin community culture to the goals councils seek to achieve and the gaps they wish to close. Mr. Sukesti Martono discussed Jakarta's strategic plans for multiculturalism, which include preserving indigenous culture, facilitating acculturation between locals and foreigners, developing cultural infrastructure, minimizing potential conflict in the community and increasing the role of the religious communication forum and religious tolerance in the community.

Conference speakers identified the powerful role culture can play in enabling councils to achieve their visions and goals and its potential to accelerate the strategic change process, close gaps and build new capability. Councils need to embrace culture in their planning and review processes and understand how to use it effectively to achieve their strategic outcomes.

Lobbying and advocacy were identified as key means for Councils to advance the discussion on the central role of culture. Councillors and councils need to hear from

their staff and citizens as to what they value, particularly the importance of an integrated approach that includes the cultural dimension as equally important with all other concerns. Partnerships with arts organisations and other levels of government, including the Australia Council were recommended in order to strengthen and widen local government's reach.

It was clear that there were many more opportunities for this Policy Statement to positively impact work in local government. Many delegates commented that their new knowledge about the UCLG's Policy Statement on Culture will assist them to promote and advance their own work. It was pleasing to hear of councils where staff members have been provoked into new discussions as a result of their participation. Mr. Lee from Gunsan City of Korea, for example, shared his experience that the Policy Statement on Culture has helped his council prioritise the cultural dimension in their work, and that participation in the conference stimulated new thinking for their council.

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### **Conference delegates and feedback**

Almost 200 delegates were involved in the conference, about half and half each from Australia and the Asia-Pacific, the most international mix of attendees at a CDN event ever. The Australian delegates were mostly from metropolitan and regional Victoria, with some from other Australia states. Countries represented by overseas delegates included Bangladesh, China, India, Indonesia, Japan, Korea, New Zealand, Pakistan, Solomon Islands, Taiwan and Vietnam.

Feedback on evaluation forms indicated that the great majority of delegates found the event useful and interesting. Comments like these were most frequent: *'great conference'*, *'very well organized'*, *'good information to help me with developing cultural policy'* and *'good mix of theory and practice'*. Delegates told us that they enjoyed *'input from international delegates'*, *'exchange of ideas, sharing each others' experiences'*, and *'learning from each other about culture in relation to sustainability and development'*, and that it was *'fantastic to meet civic leaders from other LGAs to discuss cultural policy and infrastructure'*.

There were some suggestions for improvement, including several requests for smaller group discussions and some delegates who would have liked the inclusion of arts activities. We note and welcome those comments, and will consider them in the development of future events.

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### **Thanks**

The Cultural Development Network was pleased to work productively for this conference with so many peak bodies for local government, who all shared our goal of focussing on the cultural dimension of local government's work. We were delighted to welcome so international delegates from across the Asia-Pacific and hope that this event contributes to ongoing positive collaborations between Australian local government and our Asia-Pacific neighbours.

There were many challenges with organising an event with so many delegates from different countries with a relatively short lead up time and no budget. Several groups of delegates had to cancel their attendance at the very last minute because of visa difficulties. We are particularly grateful to the many speakers and chairs, Eduard Miralles, being the most notable, who made an excellent contribution at very short notice.

The Cultural Development Network thanks all those who contributed to the success of the event. These include

- conference partners: United Cities and Local Governments Asia-Pacific region; Australian Local Government Association; the Municipal Association of Victoria; the City of Melbourne; Arts Victoria and Local Government Victoria.

- the conference committee:

Cr Chris Meddows-Taylor, Mayor, Central Goldfields Shire Council (Chair)  
Lauren Bialkower, Glen Eira City Council  
Clare Hargreaves, Municipal Association of Victoria  
Andy Miller, Arts Victoria  
Nalika Peiris, Moreland City Council  
Robin Mathews, Local Government Victoria

- UCLG-ASPAC staff, Dr Rudi Hauter, Desra Defriana, Andang Perbawanti and Primatmojo Djanoe

- volunteers Hayley Haynes, Emma Blomkamp, Vanessa Eden and Brigid Fitzgerald.

- and sponsors Local Government Victoria and the Municipal Association of Victoria.

Future events on related topics are being planned by CDN and partners. The Cultural Development Network hope to be able to host Catherine Cullen, the Vice-President of UCLG's Committee on Culture at an event in 2012, where delegates will be able to follow up ideas introduced in 2011.

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## **More information**

More information about the conference, including speakers' biographies and presentations, audio recordings and photos are available from CDN's website: [www.culturaldevelopment.net.au/category/past-events/conf/](http://www.culturaldevelopment.net.au/category/past-events/conf/)

More information about UCLG's Policy Statement on Culture is available from [www.agenda21culture.net/](http://www.agenda21culture.net/)

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## Conference summary

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### Opening Session: Welcome

The conference was opened by **Councillor Bill McArthur, President of the Municipal Association of Victoria**, the peak body for local government in this state. Cr. Macarthur



also has a role as Councillor and former Mayor of Golden Plains Shire in regional Victoria. He expressed his pleasure at the multicultural representation at the conference, with so many delegates from all around the Asia Pacific attending. He commented that the MAV has long recognized culture as one the four pillars of development, and that the organization was pleased recently to establish a Committee for Arts and Culture

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### **The Honourable Jeanette Powell, the Minister for Local Government and Minister for Aboriginal Affairs for the State Government of Victoria**, described the role of



local government in post-industrialised society. She suggested that the days of basic service delivery are fading, with a dimension of humanism now being incorporated into public policies. She commented that the Victorian Government recognises the importance of arts and culture across all areas of government, and the importance of cultural expression, especially for first nations people who have survived in a harsh

landscape at least in part because of their cultural traditions. In describing events in her own community of the regional Victorian town of Shepparton, Minister Powell expressed a broad understanding of culture as incorporating food and wine, sport and indigenous identity.

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### **Dr Fauzi Bowo, President of UCLG ASPAC and the first elected Governor of Jakarta Capital City Government** emphasised the importance of multiculturalism, and



the integration of this into a myriad of other policies. He discussed the role of culture in development, especially for developing countries, where poverty alleviation needs to be addressed in an integrated way. Big questions this topic raises include whether culture is an impediment to progress and whether globalisation is causing a loss of culture. He felt that culture is a nebulous concept that can't be quantified, because it

is always changing and adapting. In cities, intercultural dialogue is imperative for economic relations. Hundreds of cultural values and traditions govern people living side by side in Asia Pacific. While globalism has been present for a long time, there is greater interconnectivity today. Fourteen of 26 mega cities in the world are located in the Asia-Pacific. They are home to many cultures and need to be managed in order to avoid the conflict recently seen in London and France.

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The next speaker, **Cr Chris Meddows-Taylor, Chair of the Conference Committee and Mayor of the regional council, Central Goldfields Shire**, spoke about the central



role of culture in managing strategic change and closing gaps for local government. He quoted Jon Hawkes (*The Fourth Pillar of Sustainability*, 2001) regarding a broad definition of culture, which 'encompasses our values and aspirations', and impacts all the work of local government. He described the place-based approach being used by Central Goldfields to address issues of disadvantage

resulting from decline in the manufacturing industry, with 'creative culture' being the fourth pillar of an 'aspirational community'. He posited that investment in cultural development builds capacity to cope with change, unleashes creativity and creates a culture-rich community. *'Community culture needs more focus from local government. There is an issue of the pillars being linear but culture isn't. Culture is better thought of as a spiral that never ends'*. He presented his conception of 'seven levers of cultural development', drawn from Hawkes' ideas: education and training, communications and public affairs, constructed environment and public facilities, arts, history and heritage, recreation and sport. He too, welcomed the Municipal Association of Victoria's initiative in establishing a committee for Arts and Culture.

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## **Session 2: Cultural policies around the world: The interaction of cultural policies with economic, environmental and social policies**

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**Professor Paul James, Director of Global Cities Institute, RMIT University and the UN Global Compact Cities Program**, spoke next. He discussed



the etymology of 'culture', first as cultivation of the ground and the human spirit, then 19<sup>th</sup> century ideas of high and low culture, then its current all-encompassing definition: everywhere and nothing. He suggested that globalisation has reasserted the idea of local culture and brought it back into our consciousness. Culture is recognized as being crucial to the success of every project in the UN Global Compact Cities Program. Cities offer the greatest opportunity for bringing community and planning together for social change.

A different model of sustainability is used in this program - rather than pillars, it recognizes circles of sustainability, which generate vitality, sustainability and wellbeing. He differentiated this from triple bottom line reporting, which starts with the economy then adds the environment and calls whatever is left as the social. In this approach, the circle starts with the social – within which are the interrelated domains of economy, politics and culture. Rather than seeing ecology as the environment pillar, for example, ecology is seen as the interaction of humans with, and in, nature. Ecological problems require other domains – culture, economy, politics – to be addressed.

As a result, their projects operate in different ways. He described two projects from very different cities. The first related to the pollution of Lake Michigan in Milwaukee, USA. A new approach was taken after economic approaches were not successful. It was found that people didn't understand the background of the lake, so the project sought to

sensitise people to the culture of ecology. Now it's suggested that a water meter should be placed at the end of the metropolitan TV news bulletin in place of the stockmarket news. A second example he described briefly was of the slums of Brazil, which, despite significant economic challenges, are also places of vitality, resilience and social change.

Professor James suggested that these examples represent a complete shift in rethinking the bottom line, planning from the bottom up and the top down at the same time, rather than addition of another pillar. They encourage us to reconsider what it means to be human.

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**Dr Mike Reid of Local Government New Zealand** followed. He discussed cultural wellbeing from a New Zealand perspective. He began by first by talking about central government, and the statement of intent for the Ministry for Culture and Heritage. He provided figures regarding perceptions and the economic status of cultural activities and industries in New Zealand, including the significant proportion of local government expenditure (\$351m per year on cultural policy area). He described the lengthy review that culminated in the Local Government Act 2002 and a new purpose statement for local government in New Zealand.



He explained that the fourth wellbeing pillar of 'culture', that complements, economy, society and environment, was not in the original bill, but Cabinet agreed to its inclusion following a suggestion by the Associate Minister for Culture and Heritage and Creative NZ (the Arts Council). Councils have begun to work with the quadruple bottom line approach. Culture is understood in the widest possible terms, and because cultural wellbeing is not defined in the Act, Councils are required to think about it. The four wellbeings are positioned within decision-making and strategic planning; they aim to make local government think about impacts. Community outcomes are based on cultural values – these issues (should) come out of strategic planning processes. Since 1991, councils have also had to think about Maori values in relation to environmental planning. Recent legislation has removed the requirement for communities to determine outcomes though – it was considered more efficient for councils to do this themselves.

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**Cultural analyst Jon Hawkes** began by saying he found it most peculiar that his book *The Fourth Pillar* had gone mainstream. He paid tribute to the two people who coined the phrase – David Yenkin and Deborah Wilkinson in their book *Resetting the Compass* (2000) – and to Judy Spokes who commissioned the book. As well he expressed gratitude to Jordi Pascual of the Barcelona-based UCLG Committee for Culture, who convinced the UCLG to adopt the fourth pillar. According to Hawkes, the book did not achieve its purpose, which was

firstly to demonstrate that cultural policy is a nonsense and we should instead use a cultural framework or lens to think about and evaluate all policy, just as all policy should be evaluated from a social, economic and environmental perspective. His second point of the book was that cultural policy was often simply arts policy with another name, and this continues to be the case. A real cultural policy would include family, education and

the mass media as the key drivers of cultural development. He commented that the arts are included, as a contributing, but relatively insignificant factor. The focus in cultural policies is still on arts and heritage, which are interesting policies but not cultural policies.

Hawkes used phallic imagery to discuss what he called 'pillar-swinging competitions' along the lines of 'mine's bigger than yours' – economists, environmentalists, social scientists and cultural workers all saying that their domain is the most important. One way to get out of this frame is to 'think Egyptian' and build a four-sided tetrahedron – the four pillars become the base upon which to build a pyramid.

One of Hawkes' two obsessions is his definition of culture, but now he is returning to his first love: art – and the democratisation of art-making. He expressed scepticism about the wider definition of culture that is emerging, based on values, as he sees culture as about behaviour, not beliefs. As he says, 'It's the walk that counts, not the talk'. His second book will be about art-making. He has noticed that much of the literature on the value of art is about the value of consuming – looking at art, listening to music, etc. The difference between making and consuming art is similar to the difference between making love and watching other people make it. We know that one of these is titillating; the true function of the activity is doing it, but when it comes to art, there is a century-long rhetoric that's what important is to look at what others have done. Hawkes' mission is to argue the importance and value of participatory and collaborative art-making. He will try to tie the value of art-making into other ways of thinking about humanity – in relation to needs theory and cultural rights, as well as the value of art-making to local government - its practical benefits.

He suggested that government needs to review its support and priorities for the arts, which continues to be based on an industry model, but should be based on community – the fertile ground from which artists grow. The Australian Football League understands this need for supporters to be informed about the activity and comfortable with the rules. It should identify the resources that communities need to be creative – which is not money. There's also a need to resist anti-creative tendencies in bureaucracies that want things to be secure, measurable and predictable. He advocates that creativity and bureaucracy should dance together.

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### **Audience response**

An audience member asked about the National Cultural Policy for Australia that is currently being debated. Hawkes responded that he would not be making a submission because it is an irrelevant model: an arts industry model. The next question was about the integration of culture into planning. Planning is about imagining, Hawkes said, so it should be about culture.

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### **Session 3: UCLG's Policy Statement on Culture 2010: what does it mean for local government?**

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The conference keynote speaker was **Eduard Miralles, cultural relations advisor at the Barcelona Provincial Council and Chair of the Interarts Foundation of Europe.**

Miralles summarized the history and intentions of the UCLG Policy Statement on Culture and how this has impacted local governments around the world.



He began by discussing how culture was considered a matter of ornament, but now it is a tool for sustainable social and economic development. By the end of the 1990s, many of local governments in Europe and Latin America were discussing the need for a working group to advocate the incorporation of culture into sustainable development policies. This led, in the early 2000s, to the drafting of the Agenda 21 for Culture, inspired by Jon Hawkes' ideas of the principles of the fourth pillar of sustainable development. This Agenda was adopted by the UCLG as a Policy Statement on

Culture at the Mexico meeting in late 2010. The website ([www.agenda21culture.net](http://www.agenda21culture.net)) has a great deal of information about the Agenda, including research papers and reports.

By September 2011, 450 cities, local governments and organisations are linked to the Agenda 21 for Culture, and are working to implement its general concepts, develop indicators and promote dialogue. It is being used as a framework for developing local cultural strategies and plans, charters of cultural rights and responsibilities at the local level, as well as evaluations and indicators for Cultural Impact Assessments. Local projects based on the Agenda 21 for Culture can access the Fund for Cultural Cooperation, which is currently funded by the Spanish Ministry of Foreign Affairs.

Miralles outlined the challenges faced, including the need to improve the geographic balance of membership – it is active in Europe and Latin America, but not as yet in Africa or the Asia-Pacific. In 2014, it will be the tenth anniversary of the establishment of the Agenda 21 for Culture, and the Secretariat intends to redefine and rewrite the agenda for this date. In a related endeavour, UNESCO established the 21<sup>st</sup> May as the world day of cultural diversity.

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The next speaker was **Mayor Felicity-Ann Lewis from the City of Marion, South Australia, and Vice-President, Australian Local Government Association.**



Lewis commented that local government is an important player in Australia but is often forgotten or taken for granted. She considered cultural policy to be vital for local government, and believed that the conference is very timely – given that it coincides with the consultation on Australian federal cultural policy. Some of the ideas generated at the conference would be fed into the ALGA submission to the national policy discussion. She stated that the fourth pillar

model and UCLG declaration are welcome in Australia and the ALGA is pleased to promote the fourth pillar.

Cr. Lewis discussed her take on culture and the role of local government in relation to it, stating that culture defines who we are. In 2008-09, local government provided 17% of government funding for cultural activities in Australia. It also provides leadership and facilitates local processes allowing cultural participation. Local government has a national network but limited resources, so she recommends strong partnerships with arts organisations and other levels of government, including the Australia Council. From a local government perspective, federal cultural policy should take a broad approach to

culture and recognise the role of local government in community cultural activity – more than an arts industry policy. The Australian Government should be encouraged to partner strongly with local government and to continue Australia Council funding.

Based on her personal perspective as Mayor of Marion, and because of the requirements of state government that councils develop strategic plans, she felt that the Policy Statement makes a useful contribution by providing a structure to hang plans on and through the strength of the international network. Her city is somewhat unusual in that it has already adopted cultural vitality as the fourth pillar of the community plan, and has been involved in Agenda 21 since the late 1990s.

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**Ms. Hansa Patel, Advisor and Executive Director, All India Institute of Local Self Government**, provided a perspective on culture as a marriage between countries as neighbours, coming together in harmony. In India, the multiple languages and states are united in one goal: economic development. Women are an important part of that, and are empowered through education. She described culture as being part of science and of society.



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### **Audience responses**

**Question:** There is a range of ways of looking at what Agenda 21 means for local government. How can it be used?

**Cr. Lewis' response:** We need to make community and council members aware of culture and the support available to them. ALGA will be making comments to the government about cultural policy.

**Question:** Leading up to local government elections, can we get people to think about culture?

**Cr. Lewis response:** Both the electorate and the local government staff have a role. Candidates need to be asked what they think about fourth pillar initiatives.

**Question:** What is the link between culture and social inclusion?

**Eduard Miralles' response:** There's no formal link between growth and development. Economic development needs to be combined with cultural development. Resources should be given so people can become visible and express their right to be heard.

**Ms. Patel's response:** It's time that local communities are involved, not excluded.... Social inclusion is all about social participation. Storytelling is a way of communicating to different groups of people.

**Question:** How might these issues be impacted when we think of the real world as compared with the digital world?

**Cr. Lewis' response:** They are not mutually exclusive. People still want to be with other people and learn about other people's art and culture.

**Ms. Patel's response:** Religion is always there and youth are very important for bringing people together.

**Eduard Miralles' response:** Each culture is a way to understand the world.... we exist with contradictions as far as cultural policy is concerned but we need to find ways of working with each other.

**Comment:** For local governments to embrace the fourth pillar, local governments need an evolution of consciousness.

**Ms. Patel's response:** Culture is a key lever for engagement.... culture and social inclusion is important.

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## **Session 4: Case studies from across the Asia-Pacific, featuring local government's response to topical issues**

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### **Anne Somerville, Acting CEO, G21 Geelong Regional Alliance** *Prioritising the cultural pillar for the G21*



Anne Somerville presented on the work of G21 (Geelong Regional Alliance), which is made up of five municipalities transitioning from heavy industry and 150+ member organisations. They also have a tourist industry and significant natural assets. G21 is a model for regional sustainable growth planning. It has many pillars and working groups, including some cross-pillar projects. Many, but not all are infrastructure projects. Arts and culture is one of several pillars and is a priority of the Geelong Future Cities project, which involves a new library and heritage centre with 21<sup>st</sup> century facilities, including a refurbished performing arts centre and an art gallery expansion. All pillars have a triple bottom line framework of benefits and require multi-agency commitment to leadership, delivery and planning. The G21 Plan includes a range of time scales, up to 50 years ahead. A continual challenge is to translate the social, cultural and economic benefits of arts and culture. The group is working hard to communicate the economic benefits.

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### **Mr. Lee Hak-Jin, Deputy Mayor of Gunsan City, North Jeolla Province, South Korea, Cultural Policies: Engaging Communities Through Culture and Tradition**



Mr. Hak-Jin introduced Gunsan City, which has a population of 300,000 – increasing by 4000 every year – on the west coast of South Korea. Gunsan City aims to develop its tourism and eco-city industries, but currently its main industries include shipbuilding and the automotive industry. The City's approach to culture and the arts involves: enhancing infrastructure (e.g. arts centres); festivals and events (traditional and popular culture); heritage (the modern life hall of the history museum is filled with artefacts donated by citizens); creating landscapes for cultural tourism and youth; and celebrating great writers of literature. The realisation of Life of Culture and Traditions involves 3 Es: Every (democratic approach); Energy (vitality); and Enjoy (pleasure).

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**Mr. Sukesti Martono, Deputy Governor of Jakarta for Cultural And Tourism Affairs**  
*Multiculturalism and Planning: how cultural policies and practice have contributed to social, economic or environmental concerns*

Mr. Martono spoke about Jakarta's experience of Multiculturalism and Planning. In the



Indonesian context of democracy, plurality is valued as expressed in their national creed 'Diversity in Unity'. This idea is often misunderstood as uniformity but it is about culture, ethnic and religious diversity and tolerance. He presented the five principles of the Republic of Indonesia, which represent the binding ideology of the nation. These include belief in one and only God, local democracy and social justice.

Indonesia has a population of 230 million with 300 ethnic groups, 200 different languages, and several religious traditions: 85.74% of the population are Muslim, 4% catholic, 6% Protestant and 3.78% Buddhist. Jakarta is known as the 'city of tolerance'. It is the centre of the nation's industrial, cultural and political life, and the seat of the national and regional government. The Governor of Jakarta is now the President of UCLG Asia-Pacific. Mr. Martono described their strategic plans for multiculturalism, which include:

- preserving indigenous culture
- facilitating acculturation between locals and foreigners
- developing cultural infrastructure
- minimizing potential conflict in the community
- increasing the role of the religious communication forum and religious tolerance in the community

These are implemented through community parks, neighbourhood associations being listened to by government, community service programs by community and government (including military) groups, and multicultural festivals. The outputs/outcomes include an increased number of performers participating in arts and cultural performances, and an increased number of arts and culture studio developments.

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**Audience questions**

**Question:** Would the international Agenda 21 declaration make a difference to the commitment of councils?

**Anne Sommerville's response:** G21 has agreed to explore the idea. An important part is starting conversations. As well as arts and culture, other sectors like lifelong learning and wellbeing are interested.

**Mr. Lee Hak-Jin's response:** We hadn't given much thought to culture prior to the declaration but now we know how the world is looking at culture. The Declaration can direct local government to have policies on culture and raise the quality of life of citizens. To meet expectations regarding the Declaration, we have been constructing cultural centres.

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## Session 5: Future commitments and steps forward

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### **Dr Jatin V. Modi, Vice-President, UCLG-ASPAC; President, All India Institute of Local Self-Government (AIILSG). UCLG's efforts to develop this policy**

Dr Jatin Modi gave an impassioned speech, beginning by referring to Gandhi's birthday two days earlier and the principles of his basic culture: non-violence, truth, inclusion and generosity, through spiritual thinking and working. He suggested that municipal councillors and staff need a change in attitude to working for the people. As a new initiative, he recommended the introduction of a Culture Preservation Day.



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### **Cr. Rod Fyffe, City of Great Bendigo, Deputy Chair, MAV Arts & Culture Committee**



Cr. Fyffe said, 'We've learnt today that the pillars will be of use to local government here in Victoria and across Australia. We'll also learn more about culture and how to use it for our communities'. He commented that, since amalgamation, there has been a conscious effort to consider arts and culture in Bendigo, especially after the droughts and fires, when there was evidence of the useful contribution of culture, communities and the arts to help people get through stressful times. In Bendigo's cultural precinct, programs such as arts grants, festivals and artist-run spaces are underpinned by the arts and culture policy and strategy. They want to develop arts hubs to encourage people to become practitioners, so they understand what's involved in arts and culture, and can use it for themselves and their community. Arts and culture components are also embedded in the wellbeing and economic development strategies. Bendigo is looking at separating arts and cultural policies. Funding is critical, and they have committed 1% of infrastructure investment by council to arts and culture spending.

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### **Cr. Chris Meddows-Taylor, Chair of Conference Committee and Mayor, Central Goldfields Shire, Australia**

Cr. Meddows-Taylor suggested that in the lead up to elections next year, councils allow time for strategic conversations – no reports, just time to talk about things that are important and to identify gaps. He referred again to the seven levers he introduced earlier, which was not an exhaustive list, but encouraged the audience to think about how they can use these levers creatively to close gaps, and to think about behaviours and community cultural aspirations. In his municipality, Cr. Meddows-Taylor is working with the Cultural Development Network to broaden community arts and participation, and to measure their contribution. Alignment is important. Too often organisations' activities aren't connected to reinforce key behaviours and attitudes and how change processes are managed.

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**Audience response:** How could this Declaration be useful for our councils?

**Cr Ann Martin, Wollongong Council:** The timing is good – dovetailing



opportunities for submissions to the National Cultural Policy and the Constitutional Recognition of Local Government.

**Charlie Cush, Local Government Association of Queensland:** It's great to hear support for arts and culture from elected members present, but how can we approach councillors focused on roads, rates and rubbish?

**Cr. Fyffe's response:** Start by providing space to meet and then funding for arts groups so community and councillors gain confidence in them.

**Cr. Meddows-Taylor's response:** Communities need to put pressure on councils to deliver more than the 3 Rs. Councillors have to respond to what communities want and need for a prosperous future.

**Cr. Lewis' response:** Discussions over lunch highlighted that dominant thinking in councils relates to their economic position, which is important, but there is a need for balance. Culture is not exclusive of economic development. Be tactical – if it's all about economics then tap into that to push their buttons.

**Cr. Fyffe** gave the example of the financial success of the Bendigo Arts Gallery. He commented that they can produce positive financial reports any time there is an argument about it being a waste of money.

**Dr. Modi:** These are useful, affordable concepts. All the ideas today should be put on the internet. We need to think about how new technology could be used as well as in-built personal culture. We also need to consider gender issues.... Delegates need to go back to their home country to develop the concept. Local culture needs to be built up to develop unity.

**Mark B. from Geelong:** Education is key to closing the gap. Schools should have training around culture and heritage as there is for sport.

**Cr. Lewis' response:** Local governments could set up programs for schools, e.g. for presentations at festivals.

**Cr. Meddows-Taylor's response:** Agreed. Most of us are in close partnerships with schools – education and mentoring is so important, especially in rural Australia where the young and educated often leave for cities.

**Judy Spokes, Manager of Arts and Culture, Boroondara Council,** suggested that every department at council adds 'and culture' to their name.

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**Conclusion**

Dr. Fauzi Bowo, the Governor of Jakarta and President of UCLG-ASPAC provided these closing remarks: *Local government must rethink the traditional approach to triple bottom line, which is inadequate to face contemporary challenges of sustainability, resilience, security and adaptation.* In closing, it was confirmed that 'culture matters'.