



Culture: A New Way of Thinking for Local Government

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

MEDIA RELEASE

Culture Comes Home to Melbourne

It is 10 years since the Melbourne based Cultural Development Network published *'The Fourth Pillar of Sustainability'* (Hawkes, 2001) which went on to spread around the world as a definitive text on the relationship of cultural policies with economic, social and environmental policies; the quadruple-bottom line.

The 60-page book made its journey of adoption all the way through to Mexico City, where the international peak body of local government, UCLG (United Cities and Local Governments), declared in November 2010 that 'Culture is the Fourth Pillar of Sustainable Development.'

In October 2011 local government leaders from across the Asia-Pacific will gather in Melbourne to discuss the important and emerging cultural dimension of local government policy. They will attend a one-day conference to examine the impact of the UCLG declaration that culture is the 'fourth pillar' of sustainable development.

The author Jon Hawkes is delighted and surprised that his ideas have been adopted at a global level and said *'Bugger! My bet was on the Greeks – I was sure they'd be the first to pick up on the pillars metaphor.'*

He went on to acknowledge the work of UCLG and that *'Jordi Pascual, within UCLG in Barcelona, has been working for a decade to achieve this global proclamation. "If something is worth doing, it's worth doing really slowly". That level of commitment to an idea is remarkable. As someone with a level of responsibility for the idea, I commend his commitment, and look forward to its declaration stimulating interesting action.'*

Culture: A New Way of Thinking for Local Government

International one-day conference

How the inclusion of culture with social, environmental and economic policies strengthens local governance

Tuesday 4 October, 2011, Melbourne Town Hall, Melbourne

This international conference will examine the role of cultural policies and relationship with the economic, social and environmental policies, particularly as it relates to the impacts on local governance and communities. The conference will include diverse perspectives on cultural policy from across the Asia-Pacific.

- ◆ 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?

Keynote speaker:

- ◆ **Cr Catherine Cullen**, President, UCLG Committee for Culture, and Deputy Mayor in charge of Culture since 2001, City of Lille, France
- ◆ **Prof Paul James**, Director of Global Cities Institute, RMIT University and UN Global Compact, Cities Program.
- ◆ Other speakers will include mayors senior local government representatives from the Asia-Pacific region.
- ◆ This event is being co-ordinated with UCLG ASPAC Council and Executive Bureau Meeting (3 October) and the IFACCA World Summit on Arts and Culture in Melbourne 3 - 6 October.
<http://www.artsummit.org/>

For more information: john.smithies@culturaldevelopment.net.au 03 9658 8850

Hosted by the Cultural Development Network in partnership with United Cities and Local Governments Asia-Pacific region, Australian Local Government Association, Municipal Association of Victoria, City of Melbourne and Arts Victoria