Approaches to planning and evaluation for local cultural development

One day workshop for local government and other cultural development professionals

9 am- 4.30 pm, Thursday 5 June 2014
City of Port Adelaide Enfield Town Hall, 34 Nile Street, Port Adelaide

This workshop has been specially designed for cultural development professionals to assist with effective planning and evaluation of their activities. Participants will be introduced to the concept of evidence-based approaches to planning, and frameworks that facilitate this, specifically program logic and theory of change. In group work activities, these will be applied to case studies drawn from participants’ real world experience. The second half of the day concentrates on evaluation: its purpose, benefits and challenges, and the range of approaches. The issue of data collection will be explored: what is data and how it can be collected. A framework for outcome evaluation of cultural development programs will be introduced. This considers outcomes of initiatives in a multi-dimensional framework, (dimensions of cultural, personal well-being, social, economic, civic and ecological), recognizes the perspectives of different stakeholders and includes changes that are expected and unexpected. This framework will also be applied to case studies from local examples. This mix of theory, relevant models and hands-on experience will equip participants to apply these techniques in their own workplaces.

Workshop fee: $30 includes lunch

Presenter: Dr. Kim Dunphy is the Research Program Manager of the Cultural Development Network, Victoria. CDN works to promote the cultural vitality of communities throughout Victoria and Australia, largely through support of cultural development professionals. CDN’s new research program and previous publications offer cultural development professionals relevant and accessible tools to assist effective practice. Kim has had a longstanding interest in the challenging issues of how arts participation and its outcomes can be measured. Her recent PhD research explored the role of participatory arts in social change in Timor-Leste

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Workshop Program

9.00 am  Registration and coffee
9.30 am  Introductions and workshop outline
10.00 am  Introducing logical approaches to planning cultural development activities: Program logic and theory of change
11.00 am  Morning tea
11.30 am  Small group work: Participants use program logic and theory of change approaches to plan a cultural development initiative.
12.30 am  Lunch
1.30 pm  Introducing principles of evaluation: its purpose, benefits and challenges, and the range of approaches. The question of data: what do we need and how can we get it?
2.30 pm  Introducing the multi-dimensional outcome evaluation model.
3.00 pm  Quick cuppa
3.15 pm  Small group work: participants apply the evaluation model to a cultural development initiative.
4.15 pm  Wrap-up and workshop evaluation. Where to from here?
4.30 pm  Close

Workshop preparation

Please read this article (downloadable for free from website)
Dunphy, K. (2010a). ‘How can the impact of cultural development work in local government be measured?: towards more effective planning and evaluation strategies, Local-Global Journal, RMIT, 7, 100-119, [http://www.rmit.edu.au/browse;ID=p0lnk7tughdyz](http://www.rmit.edu.au/browse;ID=p0lnk7tughdyz)

Complete a short on-line survey that will be emailed to you in late May

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