start
Seven jurisdiction local government associations

Eight Australian capital cities
CDN manages the National Local Government Cultural Forum
In 2013, asked what are the key attributes of successful cultural development projects?

- In 2014, researched the 2012 LG NSW Arts and Culture Awards finalists
- Applied planning principles developed and confirmed with 50 Victorian councils in 2014

**Goal**

Goal from the Council Plan. A goal is a long term ‘desired future’ in any council priority or policy domain.

**Objective**

The *intended outcome*. The milestone to reach in the life of the project that addresses the goal.

**Evidence**

What we know about the objective: where we are now, what we know about the problem, and the solution.

**Theory of Change**

Wanting this *intended outcome* . . . , and knowing this evidence . . . we will do this activity.

**Activity Plan**

Decide on the project, considering resources, relationships, risks.

**Evaluation Plan**

Measuring the outcome. How much change, by when and for whom; selection of methodology.

**Document**

Record the project, (photos, publications, video, commentary ) and the evaluation data.

**Outcome**

Analyse, reflect and assess the outcome/s against objective/s that addresses the goal. Final report

Need to identify measurable cultural outcomes?

- In 2015, tested in trials with five sample councils, one each in QLD, WA, VIC, TAS and NT.
Examined 95 arts and culture datasets in Australia which lacked measures of outcomes and little reference to local government.

In 2015, the eight capital cities met to identify the core data on local government's contribution to the cultural life of Australia, and agreed on three datasets.

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<tr>
<th>Dataset</th>
<th>Definition</th>
<th>Examples</th>
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<tbody>
<tr>
<td>Inputs</td>
<td>The resources identified and available to produce outputs</td>
<td>• Infrastructure: buildings, collections; significant sites&lt;br&gt;• Financial resources&lt;br&gt;• Human resources&lt;br&gt;• Planning</td>
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<td>Outputs</td>
<td>The activities that are using the resources (inputs) to create new works</td>
<td>• Collections additions&lt;br&gt;• Contracts and grants to practitioners&lt;br&gt;• Presentational activities&lt;br&gt;• Developmental activities&lt;br&gt;• Number and type of participants</td>
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<td>Outcomes</td>
<td>The consequences directly attributable, at least in part, to the program or project and are usually measured at, or shortly after, completion</td>
<td>• Progress towards council goal&lt;br&gt;• Milestone toward desired future&lt;br&gt;• Objectives reached&lt;br&gt;• Quality of outcome</td>
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Capital cities acknowledged the five key public policy domains:

- **Cultural**: Culturally Rich and Vibrant Communities
- **Social**: Healthy Safe and Inclusive Communities
- **Environmental**: Sustainable Built and Natural Communities
- **Economic**: Dynamic Resilient Local Economies
- **Civic**: Democratic and Engaged Communities

Community Indicators Victoria (CIV, 2006 – 2016)
Three data types
Inputs, outputs, outcomes

Five public policy domains
Economic, Social, Environmental, Civic & Cultural

Table of datasets – missing cultural outcomes

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Currently, without measurable cultural outcomes we use other policy domain outcomes and cultural *inputs* and *outputs* only.
What are the measurable cultural outcomes of engagement in cultural development activities?

**STIMULATION**
- **creative expression stimulated**
  This outcome is about how a cultural experience stimulates the creativity, imagination or curiosity of the participant, possibly leading them to want to engage more with similar types of arts experiences, and/or create work themselves.

**ENRICHMENT**
- **aesthetic enrichment experienced**
  This outcome is about how aesthetic enrichment can result from cultural engagement. This involves experiences outside the mundane, such as enjoyment, entertainment and sense of escape; beauty, awe, joy and wonder; a sense of being moved or transcending the everyday. Aesthetic enrichment is experienced through the senses, elicited by aesthetic qualities of the arts experience.

**INSIGHT**
- **new knowledge, ideas and insights gained**
  This outcome covers the generation and sharing of new knowledge, ideas and insights provided or catalysed by the engagement. It also includes intellectual stimulation, critical reflection and other learning and educational experiences.

**APPRECIATION**
- **cultural diversity appreciated**
  This outcome is about the appreciation of different forms of creative expression that can result from engagement. It is related to cultural diversity, the different ways that humans express themselves depending on their cultural backgrounds, life experience and interests, and the contribution of this to quality of life.

**BELONGING**
- **connection to shared heritage experienced**
  This outcome is about how cultural engagement can offer illumination of the present by providing a sense of continuity with the past, and a pathway to the future.