What are ‘outcomes’ in Arts? How are they measured?

Perspectives of an artist,
a funding body and
a public cultural institution
Planning foundation 1.

Agreement that culture is a domain of public policy
### Planning foundation 2.
*That there are three types of data that provide the metrics for understanding progress*

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<tr>
<th>Dataset</th>
<th>Definition</th>
<th>Examples</th>
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</thead>
<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;• Plans and policies</td>
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<tr>
<td>Outputs</td>
<td>The activities that are <em>using</em> 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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<tr>
<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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**Five public policy domains**

(CIV 2006)

economic, social, environmental, civic & cultural

**Three dataset types**

inputs, outputs, outcomes

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**Economic**

Inputs

Outputs

Outcomes

**Social**

Inputs

Outputs

Outcomes

**Environmental**

Inputs

Outputs

Outcomes

**Civic**

Inputs

Outputs

Outcomes

**Cultural**

Inputs

Outputs

Outcomes

Intrinsic

Instrumental
Measurable cultural outcomes of engagement in cultural development activities

Creativity stimulated (Stimulation)
Sparks the imagination, curiosity, inspiration to create new cultural works, working either alone or with others.

Aesthetic enrichment experienced (Enrichment)
Experiences that are familiar, aesthetic validation, or unfamiliar, aesthetic growth or challenge, being moved or transcending the everyday.

New knowledge, ideas and understandings gained (Insight)
Generation of ideas, insights, critical reflection and creative thinking experiences. A desired endpoint is deeper understanding, unlimited and continually generated.

Cultural diversity appreciated (Appreciation)
Appreciation of different forms of cultural expression, cultural diversity, from cultural backgrounds, life experience and interests

Connection to shared heritage experienced (Belonging)
Illumination of the present through a sense of continuity with the past, and a pathway to the future, through connections to present and past

www.culturaldevelopment.net/outcomes
What are the measurable outcomes of engagement in cultural development activities across the other domains of public policy?

Measurable *economic* outcomes of engagement in cultural development activities

Measurable *social* outcomes of engagement in cultural development activities

Measurable *environmental* outcomes of engagement in cultural development activities

Measurable *civic* outcomes of engagement in cultural development activities

www.culturaldevelopment.net.au/outcomes
What are the ‘cultural outcomes’ you are intending to reach?

Creativity stimulated (Stimulation)

Aesthetic enrichment experienced (Enrichment)

New knowledge, ideas and insights generated (Insight)

Cultural diversity appreciated (Appreciation)

Connection to shared heritage experienced (Belonging)