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# Roundtable 18

## Finally – the numbers

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the 5<sup>th</sup> World Summit on Arts and Culture, IFACCA, Australia Council for the Arts, Arts Victoria, 3-6 October 2011, Melbourne

### Structure of Talk

- Definitions of Culture
- Definitions, Uses and Development of Cultural Indicator Studies
- Macro Studies
- Local Studies
- Case study: City of Whittlesea and Cultural Indicators



City of Whittlesea



## 1. Def of culture:

“culture as **part of everyday life**, reflected in many forms of human activity and expression, and involving beliefs, attitudes and practices **including all forms of artistic and creative expression**” (UNESCO *World Report on Cultural Diversity*, UNESCO: Paris, 2009, 262).

“the social production and transmission of identities, knowledge, beliefs, values, attitudes and understanding; as well as, the way of life, including customs, codes and manners, dress, cuisine, language, arts, technology, religion and rituals; norms and regulations of behaviour, traditions and institutions. There, **culture is both the medium and the message**—the inherent values, means and the results of **social expression**” (Jon Hawkes, *The fourth pillar of sustainability*, Cultural Development Network, Melbourne, 2001: 3).

## 2. Cultural Indicators

see Madden, C. (2005). "Indicators for Arts and Cultural Policy: A Global Perspective." *Cultural Trends* 14(3): 217-247); Madden, C. (2004, July). *Statistical indicators for arts policy: Discussion paper*. Sydney: International Federation of Arts Councils and Culture Agencies.  
<http://www.ifacca.org/ifacca2/en/default.asp>)

- quantitative (statistical) measures + qualitative data
- describe and provide a basis for the interpretation of cultural phenomena

### Uses

Reduce statistical information to key measures that allow trends to be monitored.

Robust evidence base for strategic planning and public and private investment.

Advocacy

Policy-Making

Arts workers

## 2. Development of Cultural Indicators

Trend in the development of cultural indicators:

- better ways to measure progress
- engage community in dialogue about the future and improve outcomes.
- improve social indicators.

Governments and cultural agencies: driven by different national priorities.

Local-level cultural indicators: 'people-centred' approach to development (Throsby, 2008).

## 2. Approaches to Existing Cultural Indicator Frameworks

### Canada:

e.g. Allaire, B. (2006). *Analysis of Methodologies Used by Cultural Observatories: Guidelines for Trainers and Researchers*. Bologna, Institut de la statistique Quebec.

Observatorio Interamericano de Políticas Culturales

Quebec Culture and  
Communications Observatory:

What are the economic and social  
aspects of the culture and  
communications sector in Quebec?

### 14 priority indicators: 7 economic + 7 social

#### Economic:

Ratio of the GDP of the culture and communications sector to total GDP  
Cultural products export index  
Cultural products price index  
Cultural industries concentration index  
Total cultural products sales index  
Share of the total cultural products market  
Make-up of total sales by producing country index

#### Social

Ratio of the number of cultural workers to the total labour force  
Number of distribution establishments per 1000 residents  
Ratio of household spending on culture to spending on leisure  
Composite index of attendance at cultural establishments  
Composite index of involvement with cultural activities  
Ratio of time spent on cultural activities to total leisure time  
Ratio of new works to the total supply

# New Zealand

e.g. Ministry for Culture and Heritage (2009). *Cultural Indicators for New Zealand*. Wellington, Ministry for Culture and Heritage.



## Themes for cultural indicators:

engagement

cultural identity

diversity

social cohesion

economic development

### engagement:

- Indicator: Cultural employment -
- Indicator: Employment in creative occupations -
- Indicator: Median incomes from creative occupations -
- Indicator: Cultural experiences -
- Indicator: Barriers to cultural experiences -
- Indicator: Household spending on cultural items -
- Indicator: Heritage protection -
- Indicator: Access to arts, culture and heritage activities and events)

### diversity

- Indicator: Grants to minority ethnic cultural groups -
- Indicator: Attendance/participation at/in ethnic cultural activities -
- Indicator: Minority culture activities

### social cohesion

- addresses the issue of social connectedness.
- addresses the role of participation in arts, culture and heritage events and activities play in those connections.
- Non-Maori attendance at Maori cultural events
- Other ethnicities attendees
- Community cultural experience (number of people taking part, and frequency of participation)

### economic development

- Indicator: Income of the cultural industries
- Indicator: Value-added contributed by the creative industries
- Indicator: The creative industries' proportion of total industry value-added

## Australia:

e.g. Cultural Ministers Council Statistics Working Group (2010).

*Vital Signs: Cultural Indicators for Australia*. Canberra, Statistics Working Group.

CULTURAL MINISTERS COUNCIL

**Cultural Data Online**

framework using 3 themes

1. economic development

2. cultural value

3. engagement and social impact

### economic development

- cultural employment;
- household expenditure on cultural goods and services;
- visitor expenditure on cultural goods and services;
- government support for culture;
- private support for culture; voluntary work in arts and culture; economic contribution of cultural industries.

### cultural value

- cultural assets
- talent (human capital)
- cultural identity
- innovation

### engagement and social impact

- cultural attendance;
- community cultural participation;
- access

**Global** e.g. UNESCO: (2009) *World Report on Cultural Diversity* (UNESCO: Paris).

the social model of culture

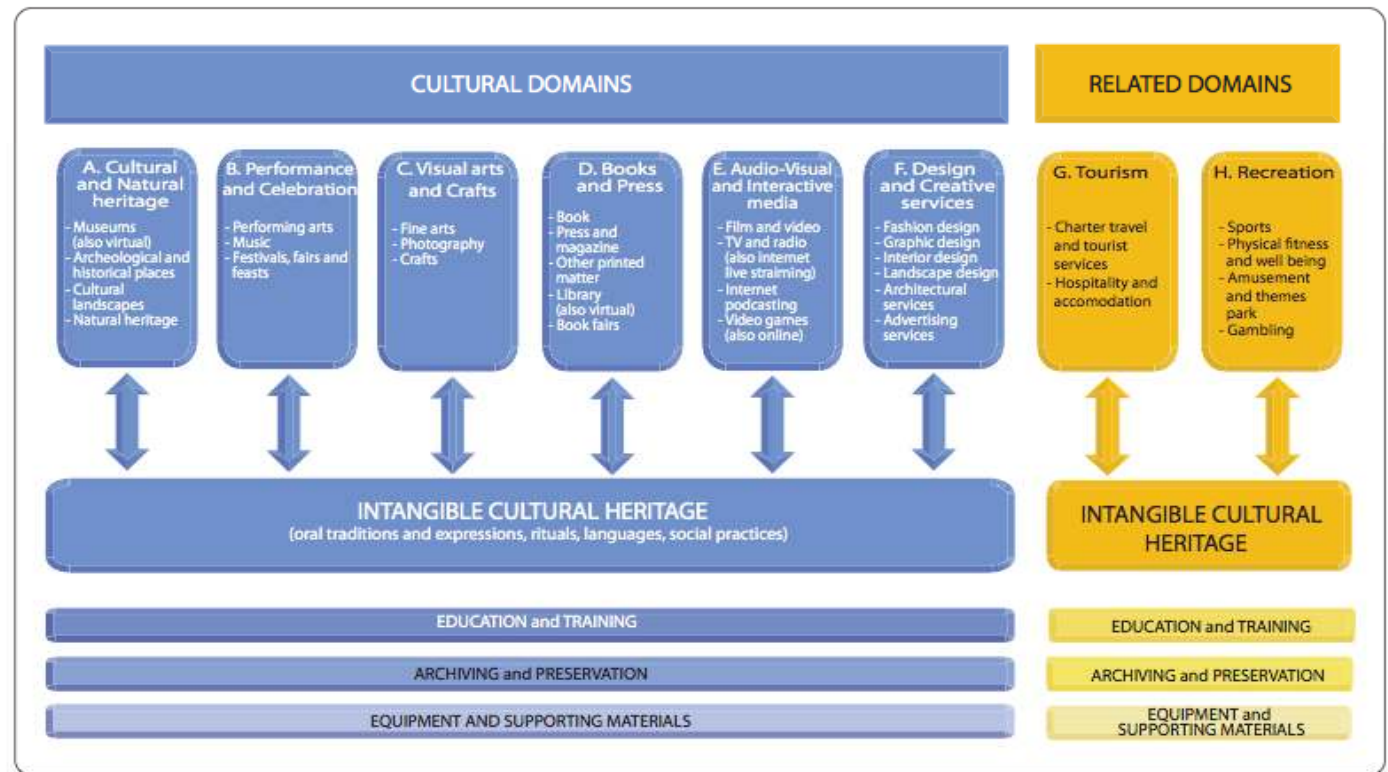


**New Framework for Cultural Statistics**

1. Expands cultural participation

2. Uses the culture cycle

3. Includes cultural domains



Source: UIS, 2009.

## 2.Local

### 2.1. Community well-being

e.g. Salvaris, Mike. (2007). *Cultural Wellbeing Indicators in Programs and Policy Making: Report on a Workshop for Cultural Development Workers in Government and the Community*. Melbourne, Cultural Development Network.

Well-being indicators:

focus on material well-being;

less attention given to  
subjective well-being

Supplement to the Victorian  
Community Indicators Project  
2005-2006



## 2. Local

### 2.2. Cultural Vitality



e.g. Jackson, Maria. R. and Joaquin. Herranz (2002). *Culture Counts in Communities: A Framework for Measurement*. Washington DC, Urban Institute.

e.g. Jackson, Maria Rosario, Florence Kabwasa-Green, and Joaquin Herranz. *Cultural Vitality in Communities: Interpretation and Indicators*. Washington DC: Culture, Creativity, and Communities Program, The Urban Institute, 2006.

**Conceptual framework:**  
Urban Institute's Arts and Culture Indicators in  
Community Building Project.



**cultural vitality:**  
evidence of creating,  
disseminating, validating, and  
supporting arts and culture as a  
dimension of everyday life in  
communities' (Jackson et al. 2006:4).

**Establish 4 guiding principles:**

Presence

participation

impacts

systems of support

**Impact of the arts:** direct + indirect

**3 domains of cultural vitality:**

## 2. Local

### 2.3. Quality of life

e.g. Duxbury, N. (2007). *Cities and Communities: Cultural Indicators at the Local Level Workshop Report*, Centre of Expertise on Culture and Communities, Creative City Network of Canada.

**'sustainability' + 'quality of life':**  
most appropriate for cultural  
indicator development at local  
level

#### **Method:**

Top-Down (theoretical)

Bottom-Up (empirical)

Bi-Directional (pragmatic)

(see Michalos, Alex C., Sharpe, Andrew, & Muhajarine, Nazeem. (2006, October). *An approach to a Canadian Index of Wellbeing.*)

### 2.4. Cultural Citizenship

e.g. Duxbury, N. (2008). "Cultural Citizenship and Community Indicator Projects: Approaches and Challenges in the Local / Municipal Context." *Creative Local Communities: Cultural Vitality and Human Rights* 1(2): 48-66.

#### Cultural citizenship:

examines the formative role of culture in constructing and understanding citizenship practices such as identity formation and the altruistic behaviours that contribute to a collective's ability to "live together" (p49).

focuses on **cultural expression, production, and participation**: as key avenues through which citizenship develops and lives.



### 3. City of Whittlesea: Cultural Citizenship and Cultural Indicator Case study

e.g. Audrey Yue, Rimi Khan and Scott Brook (2011). “Developing a Local Cultural Indicator Framework in Australia: A Case Study of the City of Whittlesea,” *Culture and Local Governance* 3: 1-2: 133-149.

See also: Australian Research Council Linkage Project LP110100039 ‘Multiculturalism and Governance: Evaluating Arts Policies and Engaging Cultural Citizenship’ (2011-2015). Chief Investigators Nikos Papastergiadis, Audrey Yue, Ghassan Hage, R. Harindranath, Australia Council (Frank Panucci), Arts Victoria (Judy Morton), Victorian Multicultural Commission (Paul Leonard), City of Whittlesea (Catherine Rinauldo).



20kms (north CBD)

17 suburbs

130 000 population (40 new arrivals/wk)

53% CALD



City of Whittlesea

**Table: Policy Analysis of CITY OF WHITTLESEA’s Cultural Plans**

<b>Cultural Citizenship</b>	<b>Objectives</b>	<b>Examples from CITY OF WHITTLESEA Plans</b>
<b>Tier 1</b>	Community Capacity	Civic Engagement/ Participation; Skills/Education; Community capacity for initiative, self-organizing communities; Cosmopolitan/liberal capacities.
<b>Tier 2</b>	Social Capital	Linking social capital: capacities to engage social agencies that hold power (CITY OF WHITTLESEA, media, etc.); Community cohesion; Belonging; Confidence; Networks; Ownership.
	Culturally rich and vibrant communities	Diversity for its own sake, cultural abundance; Liveliness, vitality; Celebration; Enhanced quality of life.
	Cultural identity	Community heritage; Community recognition/respect for cultures; CITY OF WHITTLESEA recognition’ respect for cultures; Cultural maintenance.
<b>Tier 3</b>	Access and participation	Pertains to all physical and symbolic aspects of access; Cultural relevance of CITY OF WHITTLESEA programs/activities; Community interests in programs/activities; Availability of culture to all members of the community.
	CITY OF WHITTLESEA responsiveness	Service delivery; Community satisfaction; COMMUNITY CULTURAL DEVELOPMENT DEPARTMENT embodies/reflects communities; COMMUNITY CULTURAL DEVELOPMENT DEPARTMENT to be within reach of the community.
	Place and environment	Place-making; Beautification; Sense of place; Site heritage.

**cultural citizenship: links various objectives under one broad policy goal**

**cultural citizenship : cultural rights**

**the ‘cultural’ dimensions that attend membership of a national population as a set of capacities that provide the necessary practical support for civic participation**

(see Andrew, C., Gattinger, M., Jeannotte, M.S. & Straw, W. (eds.). (2005). *Accounting for Culture: Thinking through Cultural Citizenship*. Ottawa, University of Ottawa Press; Mercer, C. (2002). *Towards Cultural Citizenship: Tools for Cultural Policy and Development*. Hedemora: The Bank of Sweden Tercentenary Foundation & Gidlunds Forlag.)

# A local cultural indicator framework that combines stakeholder interviews, policy review, and cultural evaluation.

<b>1. Community Capacity</b>	
Key dimensions:	
<ul style="list-style-type: none"> <li>• Civic engagement / participation</li> <li>• Skills / education</li> <li>• Community capacity for initiative / self-organizing communities</li> <li>• Cosmopolitan / liberal capacities</li> <li>• 'Linking' social capital (institutional networks)</li> </ul>	
<b>Measures:</b>	<b>Data source:</b>
Data on community participation.	Existing data from CITY OF WHITTLESEA (2008b) annual household survey.
Data on education levels.	Existing data from CITY OF WHITTLESEA (2008b) annual household survey.
Data on participation in cultural events.	Existing data from CITY OF WHITTLESEA (2008b) annual household survey.
Networks with institutions, organizational affiliations.	<p>Q. In the last year have you contacted any of the following organizations in order to discuss an issue of concern? [Insert list of relevant local community agencies, such as municipal council, local media, or local member for parliament]</p> <p>Q. Have you ever been a member of a group that has taken local action in relation to an issue?</p> <p>Q. Are you a member of committees with decision-making power?</p>
Data on community involvement / volunteerism.	<p>Q. Are you a member of any community groups, societies, associations or clubs in the CITY OF WHITTLESEA? (e.g. musical group, school committee, sports team, ethnic club, church group, etc).</p> <p>Q. Do you perform any voluntary work for a community organization? (This might be at a community centre, nursing home, school, etc.)</p>

# A local cultural indicator framework that combines stakeholder interviews, policy review, and cultural evaluation.

<b>2. Social Capital</b>	
Key dimensions:	
<ul style="list-style-type: none"> <li>• Community cohesion</li> <li>• Belonging</li> <li>• Confidence</li> <li>• 'Linking' social capital (institutional networks)</li> <li>• Ownership</li> </ul>	
<b>Measures:</b>	<b>Data source:</b>
Level of community cohesion.	Q. To what extent do you agree with: '[Insert program/event] makes me feel part of a community.' Q. To what extent do you agree with: '[Insert program/event] gives me a sense of belonging to this area.'
Data on 'cognitive capital' (i.e., trust, reciprocity, belonging)	Q. Participation in social activities [recreation group / cultural group]. Q. Do you think most people can be trusted in the neighborhood / at work / at school / of different cultural backgrounds. Q. Are you a member of any community groups, societies, associations or clubs in the CITY OF WHITTLESEA? (e.g., musical group, school committee, sports team, ethnic club, church group, etc.). Q. Do you perform any voluntary work for a community organization? (This might be at a community centre, nursing home, school, etc).
Data on networks with institutions, organizational affiliations.	Q. In the last year have you contacted any of the following organizations in order to discuss an issue of concern? Q. Have you ever been a member of a group that has taken local action in relation to an issue? Q. Are you a member or committees with decision-making power?

A local cultural indicator framework that combines stakeholder interviews, policy review, and cultural evaluation.

<b>3. Culturally Rich and Vibrant Communities</b>	
Key dimensions:	
<ul style="list-style-type: none"> <li>• Cultural diversity for its own sake</li> <li>• Liveliness / cultural vitality</li> <li>• Celebration</li> <li>• Enhanced quality of life through engagement with cultural objects and activities</li> </ul>	
<b>Measures:</b>	<b>Data source:</b>
Data on involvement with cultural activities and cultural backgrounds of participants.	Existing Community Indicators Victoria (2010) data on involvement in cultural activities. Existing ABS (2006) data on cultural background.
Variety of cultural experiences available.	Undertake cultural mapping project of CITY OF WHITTLESEA.
Funding / support for new or emerging artists.	Existing organizational data on funding for relevant programs.
Funding for cultural activities.	Existing organizational data on funding for relevant programs.

# A local cultural indicator framework that combines stakeholder interviews, policy review, and cultural evaluation.

<b>4. Cultural Identity</b>	
Key dimensions:	
<ul style="list-style-type: none"> <li>• Community heritage</li> <li>• Community recognition / respect for different cultures</li> <li>• CITY OF WHITTLESEA recognition / respect for different cultures</li> <li>• Cultural maintenance</li> </ul>	
<b>Measures:</b>	<b>Data source:</b>
Data on involvement with cultural activities and cultural backgrounds of participants.	Existing Community Indicators Victoria (2010) data on involvement in cultural activities. Existing ABS (2006) data on cultural background.
Opportunities for cultural expression.	Q. To what extent do you agree with: 'In the CITY OF WHITTLESEA there are opportunities for people from different cultural backgrounds to have their voices heard'. Q. To what extent do you agree with: 'In the CITY OF WHITTLESEA there are opportunities for people from culturally and linguistically diverse backgrounds to present their arts and culture to the general public / to their own communities.'
Perceptions of CITY OF WHITTLESEA respect for cultural identity.	Q. To what extent do you agree with: 'CITY OF WHITTLESEA is committed to supporting culturally and linguistically diverse communities.'
Perceptions of community respect for cultural identity.	Q. To what extent do you agree with: 'Residents in the CITY OF WHITTLESEA recognize and respect the different cultures within the municipality.'
Attitudes towards cultural diversity.	Q. To what extent do you agree or disagree that it is a good thing for a society to be made up of people from different cultures? <sup>1</sup>

## A local cultural indicator framework that combines stakeholder interviews, policy review, and cultural evaluation.

<b>5. Access and Participation</b>	
<b>Key dimensions:</b>	
<ul style="list-style-type: none"> <li>• Both physical and symbolic aspects of 'access'.</li> <li>• Cultural relevance of CITY OF WHITTLESEA programs / activities.</li> <li>• Community interest in programs / activities.</li> <li>• Availability of culture to all members of the community.</li> </ul>	
<b>Measures:</b>	<b>Data source:</b>
Data on involvement with cultural activities and cultural backgrounds of participants.	Existing Community Indicators Victoria (2010) data on involvement in cultural activities. Existing ABS (2006) data on cultural background.
Adequacy / accessibility of arts / culture facilities.	Collate profile of COMMUNITY CULTURAL DEVELOPMENT DEPARTMENT event / program participants. Source qualitative data from ethnic community members regarding barriers to participation. Q. To what extent do you agree with: 'In the CITY OF WHITTLESEA there are opportunities for people from culturally and linguistically diverse backgrounds to present their arts and culture to the general public / to their own communities.'
Perceptions of community respect for cultural identity.	Q. To what extent do you agree with: 'Residents in the CITY OF WHITTLESEA recognize and respect the different cultures within the municipality.'

# A local cultural indicator framework that combines stakeholder interviews, policy review, and cultural evaluation.

6. CITY OF WHITTLESEA Responsiveness	
Key dimensions:	
<ul style="list-style-type: none"> <li>• Service delivery.</li> <li>• Community satisfaction.</li> <li>• COMMUNITY CULTURAL DEVELOPMENT DEPARTMENT embodies and reflects community priorities and aspirations.</li> <li>• COMMUNITY CULTURAL DEVELOPMENT DEPARTMENT to be within reach of community.</li> </ul>	
Measures:	Data source:
Satisfaction with service delivery for CULTURAL AND LINGUISTICALLY DIVERSE communities.	<p>Q. To what extent do you agree with: 'CITY OF WHITTLESEA is committed to supporting culturally and linguistically diverse communities.'</p> <p>Q. To what extent do you agree with: '[Insert program / event] is an important event for local communities.'</p>
COMMUNITY CULTURAL DEVELOPMENT DEPARTMENT reflects community priorities and aspirations.	The <i>Plan</i> to be revised regularly and adapted to incorporate concerns reflected in community consultations.
Adequacy / accessibility of arts / culture facilities.	<p>Collate profile of COMMUNITY CULTURAL DEVELOPMENT DEPARTMENT event / program participants.</p> <p>Source qualitative data from ethnic community members regarding barriers to participation.</p> <p>Q. To what extent do you agree with: 'In the CITY OF WHITTLESEA there are opportunities for people from culturally and linguistically diverse backgrounds to present their arts and culture to the general public / to their own communities.'</p>

A local cultural indicator framework that combines stakeholder interviews, policy review, and cultural evaluation.

<b>7. Place and Environment</b>	
<b>Key dimensions:</b>	
<ul style="list-style-type: none"> <li>• Place making</li> <li>• Beautification</li> <li>• Sense of place</li> <li>• Site heritage</li> </ul>	
<b>Measures:</b>	<b>Data source:</b>
Sense of place.	Q. To what extent do you agree with: '[Insert program/event] gives me a sense of belonging to this area.'
Attitudes towards environment.	Existing data from CITY OF WHITTLESEA annual household survey.

## A local cultural indicator framework that combines stakeholder interviews, policy review, and cultural evaluation.

Use instruments from:

Australian Bureau of Statistics (ABS). (2006). *Whittlesea: Basic Community Profile*.

City of Whittlesea (COW). (2008). *2007 Household Survey: Highlights Bulletin*. Sustainability Planning Department, City of Whittlesea. Available at: <http://www.whittlesea.vic.gov.au> (Accessed 10 Sept 2009)

City of Whittlesea (COW). (2009). *Annual Household Survey: Municipal Report 2008*. Sustainability Planning Department, City of Whittlesea. Available at: <http://www.whittlesea.vic.gov.au> (Accessed 15 Nov 2009)

Community Indicators Victoria (2010). Website. <http://www.communityindicators.net.au/> (Accessed 10 January 2010).

Edwards, R.W. (2004). *Measuring Social Capital: An Australian Framework and Indicators*. Canberra: Australian Bureau of Statistics

### **Casestudy: Localised Cultural Indicator Framework**

empirical data + theoretical research = working model for developing local cultural indicators to measure the participation of CULTURAL AND LINGUISTICALLY DIVERSE communities in an outer urban, inner rural Australian municipality.

## thick narratives

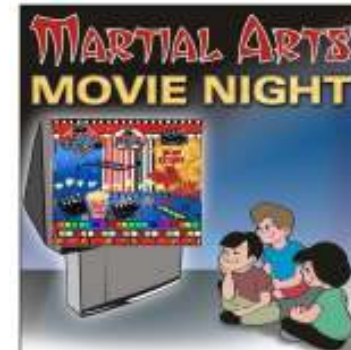
Cultural Heritage Program:  
Martial Arts Film Night (Mill Park Library, 14/9/11)  
Method: Ethnography

Statistical Cultural Indicators:  
Access  
Attendance  
Family Night Out

### Thick Description

Films: site for pedagogy and moral conduct

Event: intercultural dialogue (non CALD participation in cultural diversity); cultural citizenship through cultural, social and moral capital, leading to the mediation of life politics



## Presentation Summary

Surveyed macro and local development of cultural indicators

Presented local government case study on the City of Whittlesea

## Summary: Cultural Indicators

Need to be aware of problems associated with cultural indicators

CI (on social model of culture): shifts the conceptual framework from a business model to a people-based model.

### Usefulness of cultural indicators

1. Defending the culture budget
2. Increasing funding to culture
3. Benchmarking
4. Accountability
5. Program evaluation
6. Developing business cases
7. Influencing policy
8. Program development
9. Raising awareness