

## **COMMUNITY BUDGET SUBMISSION FROM THE ARTS MINISTER'S CREATIVE COUNCIL**

The Minister's Creative Council believes that the arts and creative industries are intrinsic to our wellbeing. They define our identity as a creative city, express our values, create a vibrant place to live and an attractive destination for tourism and business.

However, there is little concrete, ongoing information about the scope and nature of the Canberra arts and creative industries, their net effect on our economic and social productivity and the contribution they make to our community's wellbeing.

As the ACT government moves towards city-wide wellbeing indicators, many of these will be enhanced by well-directed creative practice at all levels. But to achieve this engagement, we need a clearer picture of who the arts community is and how their impact can be measured and leveraged to benefit all Canberrans.

The arts and creative industries community also perceives a risk that infrastructure and facilities can be prioritized by government over investment in people. This would be mediated by an ongoing mechanism for impartial analysis of the sector and the community's needs as a whole.

The Creative Council worked with intern Rose Mackie via the Australian National Internships Program (ANIP) and the Office of Arts Minister Gordon Ramsay to examine what an ongoing, purpose driven analysis of the arts in Canberra might look like. We propose an ongoing **Cultural Impact Framework** to assess creative and cultural practice and its impacts across all sectors of the community.

In proposing a **Cultural Impact Framework**, we've responded to these criteria:

- What services do you believe are most important for the ACT?
- How can the ACT Government deliver current services more efficiently and productively or to better meet the needs of Canberrans?
- Are there particular services that you think the ACT Government can improve?
- What can the ACT Government do to make Canberra even more liveable?

### **THE ISSUES:**

\*To ensure that arts policy and funding is guided by a true reflection of the community's needs in a time of change

\*To connect creativity at all levels with the development of wellbeing indicators across the Canberra community

\*To measure the full cultural and economic impact of investment in the arts

\*To source the best information to guide decisions and understand their full impact across the community

### **THE REQUEST:**

\*An accurate, wide-ranging and iterative tool that would collate people and parties across the arts including an assessment of all associated stakeholders. This could be accessed by

government and the private sector to ensure funding and resources deliver the highest returns in terms of well-being, community development, and artform development.

\*An ongoing assessment of the arts' economic and social impact that can be used as a tool to build effective government policy for the future.

## **THE PROCESS:**

We request a two-part project to quantify and assess who is involved in the arts and creative industries in the ACT.

**Phase 1:** Research and aggregate data to discover how, why and where the arts are practiced across the community and the outcomes from that activity. This would require a tender process, estimated at around \$200,000 to engage cultural consultants.

**Phase 2:** Ongoing development of the **Cultural Impact Framework** would require a community engagement officer located in Arts ACT or the Economic Development Directorate. This would be an anticipated Band 5 – 6 salary, or alternatively on costs of approximately \$125,000, also requiring resourcing to promote community engagement with the Framework.

## **THE OUTCOMES:**

The Cultural Development Network advocates a planning framework based on six principles:

\***Based on values:** the plan responds to the collective values of the relevant community;

\***Directed towards goals:** Long term goals and objectives are set to enable specific measurable achievements;

\***Focused on outcomes:** Outcomes are the key goals and should be measurable to determine if the project works;

\***Informed by evidence:** Decision should be made based on evidence via research, data and relevant local information;

\***Underpinned by a theory of change:** A rationale for explaining the choices made;

\***Respondent to evaluation:** Evaluation findings can inform future decisions

A **Cultural Impact Framework** meets the criteria for a values based, goals directed, informed and outcomes focused plan of action that can be evaluated with measurable outcomes.

The **Cultural Impact Framework** will ensure that:

\*The ACT government can make the most effective use of public money in arts funding

\*There is a better basis for ensuring equitable access to the arts across the entire community, with a clearer understanding by government of the areas of need and resourcing issues

\*A better understanding of the community means decisions are more likely to have stakeholder support

\*The Framework reflects the whole arts ecology, not just the loudest voices