



## CONFERENCE REPORT

*Making Culture Count:  
Rethinking measures of cultural vitality, wellbeing and citizenship*  
International Conference

2 - 4 May 2012,  
Woodward Conference Centre, University of Melbourne



Presented by the Cultural Development Network  
and the Centre for Cultural Partnerships,  
Faculty of the VCA & MCM, University of Melbourne

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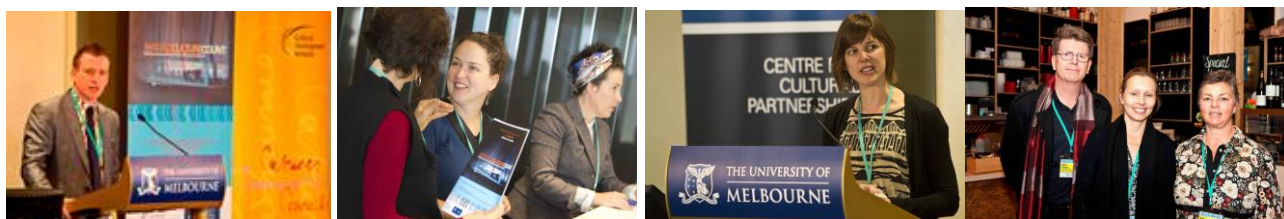
### **Cultural Development Network** **[www.culturaldevelopment.net.au](http://www.culturaldevelopment.net.au)**

The Cultural Development Network is supported by Arts Victoria, Australia Council for the Arts, Global Cities Research Institute (RMIT University) and the Municipal Association of Victoria

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**Report:** Kim Dunphy and Emma Blomkamp,  
Cultural Development Network, 2012.

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*In order from left to right: Lachlan MacDowell, Marnie Badham, Emma Blomkamp, John Smithies, Lyndall Metzke, and Kim Dunphy.*

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## 1.1 Conference rationale

In recent years, culture and cultural development have become internationally recognised as important dimensions of contemporary governance and public policy. As in other policy areas (economic, social, environmental), the production of accurate and relevant data has become central to cultural policy and how the cultural lives of citizens are understood. Conceptual and practical developments in measurement tools, such as new forms of cultural indicators, have the potential to enrich our understanding of culture's role in wellbeing, vitality and citizenship. From UNESCO's benchmarks for cultural freedom, through comparative measures of states' cultural provision and creative cities indices, to indicators for community arts evaluation, diverse approaches to quantifying cultural value and measuring societal progress now exist.

But how useful are all these measures? Are they helping us to keep track of what matters? What opportunities exist to contest, refine or democratise these systems of cultural measurement? This international conference brought together diverse perspectives from international guest speakers and leading local practitioners to explore the burgeoning field of cultural and community indicators.

## 1.2 Partners

*Making Culture Count* had its genesis in discussions between three PhD researchers, Marnie Badham (University of Melbourne), Kim Dunphy (Deakin University) and Emma Blomkamp (University of Auckland and University of Melbourne), who were investigating issues of cultural measurement in a local government context. Keen to exchange their ideas more broadly with others also interested in this topic, they formed a conference program committee with Dr. Lachlan MacDowall of the University of Melbourne. A partnership between the Cultural Development Network (CDN) and the Centre for Cultural Partnerships (CCP) at the University of Melbourne was formed to develop the Conference.

## 1.3 Conference Committee

A Conference Committee representing a diversity of expertise, from academia, local and state government and the non-government sectors, chaired by CDN's Director John Smithies, assisted in the development of a strong program.

- *Chair:* John Smithies, Director, Cultural Development Network,
- Marnie Badham, Research Fellow, Centre for Cultural Partnerships, Faculty of the VCA & MCM, University of Melbourne,
- Emma Blomkamp, Department of Political Studies, University of Auckland and Centre for Cultural Partnerships, University of Melbourne
- Greg Box, Manager, Arts Culture & Heritage, Shire of Yarra Ranges
- Sue Clark, Head, Centre for Cultural Partnerships, Faculty of the VCA & MCM, University of Melbourne
- Kim Dunphy, Program Manager, Cultural Development Network
- Dr. Rimi Khan, School of Culture and Communication, University of Melbourne
- Dr. Lachlan MacDowall, Coordinator, Graduate Studies and Research, Centre for Cultural Partnerships, Faculty of the VCA & MCM, University of Melbourne
- Judy Morton, Manager Research, Arts Victoria
- Jim Rimmer, Senior Project Officer, VicHealth
- Professor Mike Salvaris, Adjunct Professor, RMIT
- Athena Williams, Capacity Building and Training Manager, Community Indicators Victoria
- Lyndall Metzke, Administrator, Cultural Development Network

## 1.4 Presentations

### Keynote speakers

Conference organisers were delighted to secure the contribution of international keynote speakers whose work we had admired from afar. Associate Professor Eleonora Belfiore from the University of Warwick, UK, and Dr. Maria Rosario Jackson from the Urban Institute, Washington DC, USA, presentations and workshops stimulated delegates' thinking and exchange of practice. Assoc. Prof. Belfiore discussed the articulation of 'cultural value' in a policy context. Dr. Jackson's work reflected a more applied approach, sharing with delegates the findings of her work over 18 years measuring cultural vitality in communities throughout US.



*Keynote speaker:  
Dr. Maria Rosario Jackson*

### Other presenters

The excellent response to the call for papers was very pleasing, as was the resulting diverse program. More than 60 presenters from across Australia, the Pacific, Asia, USA and Europe shared ideas from the burgeoning field of cultural indicators, including measures of cultural vitality, wellbeing, citizenship and heritage. Other emerging trends in cultural measurement showcased include arts-based and democratized approaches, data visualization and critical approaches to measures of cultural health and diversity. Critical dialogue was stimulated on various approaches to monitoring, evaluating, planning, advocating, predicting, and simply understanding, cultural and social change.

## 1.5 Attendance

The *Making Culture Count* conference committee was delighted to welcome more than 200 delegates and presenters to the conference and associated events. These included representatives from all states and territories of Australia, the Asia-Pacific region and the wider world, including one each from Saudi Arabia, France and South Africa- the most diverse geographic representation yet at a conference organized by the Cultural Development Network. Delegates were approximately equally divided between academics and practitioners from diverse fields, including local, state and national governments, individual artists and arts organizations and other community, health, education and welfare agencies. Academic fields of interest represented included sustainability, business management and marketing, art history, communication and the arts, architecture, public policy, film, TV and media studies, management, cultural partnerships, human rights and community development.

## 1.6 Other conference events

The formal program was complemented by a number of special events offering delegates extra chances to meet and discuss shared interests. The conference began with a masterclass for emerging cultural researchers led by Associate Professor Eleonora Belfiore and a workshop on '*Measuring Cultural Vitality*' for local government professionals. Networking opportunities included informal welcome drinks at *Tsubu* bar at University of Melbourne, conference dinner at University House and post-conference drinks. A fitting end to the conference was provided by *100% Melbourne*, a community performance involving 100 Melburnians from different walks of life. This event was hosted by City of Melbourne and directed by Rimini Protokoll, artists of international renown from Berlin.



## 2.1 Conference summary



*Wurundjeri elder, Aunty Joy Murphy*

The conference was officially opened by Wurundjeri elder Aunty Joy Murphy and Professor Barry Conyngham from the Victorian College of the Arts and Music, University of Melbourne. Delegates then participated in two full days of presentations and discussions on a range of themes related to arts, cultural and community indicators.

Each day was divided into a mix of plenary sessions and panel presentations, with networking and discussion also taking place during breaks, the conference dinner and other events. Key sessions were audio recorded and voluntary note-takers attended all sessions. The panel chairs were asked to conclude each session by encouraging participants to identify three key take-away messages. These ideas were then displayed on a wall at the conference venue, provoking further responses from and discussions between delegates. This report presents the main themes emerging from these presentations and discussions amongst academics, government workers, artists and other practitioners from the cultural and community sectors.

### **Different contexts but common issues**

One of the first observations to make is the wide range of contexts for cultural measurement, based on the number of countries represented at the conference, the various professional affiliations of the presenters, and the diverse topics covered. From evaluation of cultural development projects and local arts organisations, to urban planning and international development, there are a variety of sites in which cultural indicators are being created and used. While the examples and issues discussed were always connected to a particular context and local circumstances, common challenges and dominant themes emerged throughout the conference. These included the value and impacts of the arts; benefits and drawbacks of particular evaluation methods and measurement tools; the political context and uses of cultural measurement; the implications and pitfalls of measuring arts and culture; and exploring alternative approaches to and uses of cultural indicators.

The longstanding debate of intrinsic versus instrumental value reared its head on numerous occasions, although it was generally agreed that this was not a helpful way to frame analysis or policy. A key message identified by participants in the 'Local Innovations' panel was: 'recognising the value in the art-making, without the necessary attachment to other instrumental outcomes.' Many others similarly suggested that the conference highlighted the importance of valuing and appreciating arts, culture and creativity. The benefits of arts participation and significance of cultural capital were subjects of particular interest, with several presentations touching on these themes.

### **Economic approaches to cultural measurement**

While many different types, theories and themes of cultural indicators were discussed, the dominance of economic approaches was reflected and debated. A key message identified by conference participants was: 'Economic indicators are valuable but can be problematic.' Guy Redden of the University of Sydney (Australia) explained that indicators are inherently economic in their logic, correspond with a managerial discourse, and have been used to broaden the scope of government and shape social relations. Other conference participants also highlighted the way in

which quantitative data is often considered neutral or objective knowledge, when it is in fact subject to biases in the same way as other forms of information.



Photo: Associate Professor Eleonora Belfiore

Some presenters emphasised the difference between data, indicators and evidence. In her keynote speech, Eleonora Belfiore (University of Warwick, UK) pointed out that 'evidence is and always will be value-based and value-laden'. She urged people to 'acknowledge that devoting public resources to the arts and culture is not a matter of evidence... it is a matter of politics and values!'. Several others

joined Belfiore in calling for a more open examination of values when

discussing cultural measurement systems. Maria Rosario Jackson of the Urban Institute (USA) suggested that one lesson from their Arts and Culture Indicators Project (ACIP) was that indicators must be anchored in an articulated value statement, which ideally considers public sentiment and puts the data in the context of bigger issues.

The virtues and limits of cultural economics were discussed at various times throughout the conference. The idea of 'non-use value' was seen as a particularly useful means of capturing some of the reasons for supporting arts and culture in a way accepted by Treasury and other non-arts government agencies. Contingent valuation and willingness to pay were discussed as suitable tools for cultural measurement. The use of a monetary yardstick as a proxy for value allows for commensurability, which is sometimes desired by policy-makers, although criticised by some members of the academic and arts communities. Belfiore was careful to distinguish between measurability and commensurability, challenging the assumption that arts impacts are unmeasurable while acknowledging that they may not be directly comparable or proportionate. Other participants showed how the environmental sector has grappled with these issues and developed ways to document intangible values. Jodi Newcombe (Carbon Arts, Australia) suggested that



Photo: Jodi Newcombe, Carbon Arts

techniques from the environmental sector should be applied to the cultural sector.

The dominance of approaches based on neo-classical economics was seen as problematic by many, including Belfiore. She described 'the cult of the measurable as a strategy of legitimation' and highlighted the weak rhetorical position of instrumental arguments. Her presentation concluded with the question, 'When market logic is transformed into "a universal common sense" (Bourdieu &

Wacquant 2001), is there any space in public policy for values beyond economic value?' Andy Scerri of RMIT University (Australia) similarly argued that policy discourse needs to be wrested away from neo-classical economics and move

towards a more heterodox approach to economic discourse, such as that of ecological economics. Nick Herd (Australia Council for the Arts) encouraged others not to be afraid of economics, pointing out that it is about social relations. Jamie Tanguay's (Alternative Indicators of Well-Being for Melanesia project, Vanuatu) presentation garnered a lot of interest and highlighted the potential to measure the traditional economy with culturally relevant indicators (e.g. access to customary lands), which have been absent from more conventional approaches to economic evaluation.

### **Towards more inclusive and integrated approaches**

Various other community-based approaches were discussed and many presenters similarly highlighted the importance of culturally relevant measurement systems. Tagaloatele Peggy Fairbairn-Dunlop of AUT University (New Zealand) pointed to the need for new, broader paradigms to include and describe diaspora or transnational communities who are not represented in existing Pacific cultural indicator frameworks. Along with other presenters, especially those focusing on Pacific and indigenous populations, Fairbairn-Dunlop put forth a more holistic understanding of culture as a practice and a process. The dangers of external benchmarks and rankings were highlighted in the panels 'Cultural Indicators: from data to democracy' and 'A Closer Look at the Culture of Cities.' In her presentation on arts attendance data, Carole Rosenstein of George Mason University (USA) argued that people from non-dominant groups and non-canonical art forms must be included in evaluations in order to reflect the community.

There was a general consensus among conference delegates that a more inclusive approach to cultural measurement was desirable. Michael Volkerling (University of Western Sydney, Australia) pointed out that much cultural work is under the radar of official statistics, and many other presenters drew attention to the voices that are often excluded from measurement frameworks. As well as incorporating marginalised cultural groups, the voices of artists, and newer art forms, it was seen as important to include the views of young people in mainstream frameworks. An example of a program and its evaluation that focused on young people's experiences and artistic outcomes was presented by Lenine Bourke who discussed her work with Contact Inc (Australia). Marnie Badham of the University of Melbourne (Australia) also demonstrated a bottom-up approach to cultural indicators that offered the opportunity for meaningful dialogue, social change and self-determination for stakeholders, notably young people dealing with the stigma of living in a socio-economically disadvantaged area in Canada.

The international movement for alternative measures of progress was discussed, and various examples of community indicator projects showed how these ideas were being applied in practice. In addition to the Vanuatu project mentioned above, other examples presented at the conference included Community Indicators for the City of Sydney, the City of Port Phillip's Community Pulse, Community Indicators Queensland, and the 'ANDI' project – the Australian National Development Index, which aims to promote community debate on progress and a shared vision for Australia. Jackson's keynote presentation detailed the background to and process of developing the Urban Institute's ACIP, which involved canvassing arts organisations to find out what data they were collecting, and ethnographic fieldwork, 'to find out what mattered in these communities.' These community indicator initiatives are being supported at various levels of government, respectively - local, state, and national - as well as by other private and public organisations.



### **The power of cultural measurement**

The political context and use of indicators was a dominant theme at the conference. Ben Eltham (University of Western Sydney, Australia) argued for the need to recognise power politics in cultural policy. The thirst for indicators was explained by several presenters as resulting in part from the emergence of New Public Management and evidence-based policy paradigms. A key function of indicators in the political context is accountability, although there are questions as to whether accountability is achieved through measurement. For arts councils and local governments, another important function of research and evaluation is advocacy. Belfiore cautioned against assuming that measurement's main purpose is as an advocacy tool, and Sarah Penhall (Arts Centre Melbourne, Australia), presenting a practitioner's perspective, acknowledged the potential tensions between advocacy and program improvement. Nonetheless, the need to continually make the case for arts funding, and the potential contribution of evaluation to advocacy arguments, was highlighted in the discussion in the 'Artists, Audience & Accountants' panel. The importance of 'using cultural data to advocate for the arts' was the main idea in Lone Keast's (Arts Queensland, Australia) presentation on 'The value of measuring value'.

Many speakers focused on the context of arts and cultural policy, although cultural measurement was also seen as relevant for other policy and governance areas, notably health, urban planning, sustainable development and international development. Jackson explained, for example, how the Urban Institute's ACIP has been used by various non-arts agencies, including the public health department in Seattle and in community development in Chicago. At this conference, the broad definitions given of culture – as a basic need, as human flourishing, and as a resource – contributed to the recognition of its relevance for all policy domains. The committee of conference participants who wrote the subsequent Declaration to the OECD World Forum (see below), accordingly adopted UNESCO's broad definition of culture and described culture as 'a vital aspect of human well-being, given that it contributes the value systems, traditions and beliefs on which meaningful lives are built.' This human rights approach was also applied by several presenters at the conference.



*Photo: Researchers' masterclass*

### **Communicating and presenting cultural data**

In addition to growing the evidence base through better evaluation in the arts sector, many presenters pointed to the need for strong relationships and effective means of communicating and presenting cultural data in order for it to be convincing. Partnerships were identified several times throughout the conference as an important way to improve the process and outcomes of cultural measurement. Jacqui Allen (Department of Culture and the Arts, Western Australia) suggested that funded organisations can be made partners in evaluation just by simplifying the acquittal process to make it produce usable data. Jackson pointed out that indicators alone won't lead to social change or institutional reform, but they can be useful in the hands of the right players. In the words of David Adair (Griffith University, Australia), 'Evidence gains its value and leverage within social relationships.' In local authorities in particular, dialogue and shared language among cross-functional groups, as well as leadership support for partnership and a whole-of-organisation approach are seen as important ways to improve the design and use of cultural measures. The 'Cultural Identities and Attitudes' panel likewise concluded that, in recognising the importance of understanding difference and valuing traditional languages and indigenous cultures, 'Partnerships are key.'

The need to define key terms, develop shared language and choose words with care was a common exhortation at the conference. Justin O'Connor (QUT, Australia) criticised the constant elision of arts and cultural policy along with discussions of art that treated it as a trans-historical concept. In the panel on 'Culture, Wellbeing and the Global Movement to Redefine Progress,' Mike Salvaris of RMIT University (Australia) pointed out that the power to define terms can control interpretations and is an immensely powerful political tool. Others agreed that a power of indicators is their definition of concepts. Jackson noted that the Urban Institute's broad definition of cultural vitality changes the power dynamic by putting big arts institutions alongside everyday organic community activities.



*Photo: Adjunct Professor Mike Salvaris, RMIT University*

Many of the presentations on arts and cultural evaluations and indicator frameworks highlighted the need for a shared language in order to identify measures and gather data. A common language can lead to better and more transparent conversations. Several participants suggested there was a need for new language, definitions or paradigms in order to move debates forward or take a more progressive approach to cultural measurement. Belfiore suggested we need to find ways to express value 'outside "market logic"'. Fairbairn-Dunlop argued that new terms are needed to talk about diaspora. 'We need to find new language, because existing measures are unintelligent and unintelligible,' was consequently the conclusion of the panel discussion on 'Making the Unseen Seen.'

### **Creativity in collecting and communicating cultural data**

For advocacy purposes as well as broader public engagement objectives, several panels highlighted the importance of presenting data in accessible, usable and easily digestible ways. Some presenters pointed to issues around the quality and communication of existing data on the arts. The need for narratives to interpret statistical data, and for community stories and artists' testimonials to be presented

alongside numbers, were suggested by participants. On the other hand, one presenter said her department was moving away from a narrative approach towards an indicator scale, which would hopefully require less reporting from funded organisations. It was noted that different methods are required for different purposes and contexts. Keast pointed out, 'When you communicate the value of the arts you have to know your audience.' The value of qualitative research and evaluation was also mentioned several times during the proceedings.

Creative approaches to cultural measurement were called for on many occasions. A key message identified by conference participants was: 'Importance of collecting data with an understanding of the value and nature of creativity.' Newcombe presented several case studies of 'eco-public art' which communicated data in ways that 'makes the intangible legible'; raises awareness of environmental issues; and generates behaviour change. John Smithies (Cultural Development Network, Australia) suggested the arts themselves could be used as an indicator of culture.



### Summarising key themes

John Smithies led the closing session by summarising the key messages of the conference in four themes:

- Democratisation: Who is counted? Who uses the measures?
- Values: Money for value or value for money? The importance of starting with values.
- Risks: the problems and dangers of cultural measurement.
- Collaboration: the emergence of and need for global, cross-sectoral initiatives.

### Conference outcomes

In addition to providing the context for the establishment and development of professional relationships and increased awareness of various approaches to cultural measurement, *Making Culture Count* had several tangible outcomes. The connections made and interest shown in the ideas discussed at the conference served as an impetus for Eleonora Belfiore to establish an international Cultural Value research network, in partnership with the academics from the Centre for Cultural Partnerships at the University of Melbourne, who hosted *Making Culture Count* (<http://culturalvalueinitiative.org/the-cultural-value-network/>).

Work is continuing on the *Making Culture Count* Declaration regarding cultural indicators for human well-being that is being discussed with the OECD, particularly in relationship to their work on measurements for well-being and human development. We hope that this Declaration will assist in advocacy for the role of culture in development, and the establishment of functional and effective measures of the cultural dimension.

## Proceedings

The conference website continues to provide access to the program and key presentations in various formats: audio recordings, power point presentations, and written papers, listed below.

(<http://conference2012.culturaldevelopment.com.au/program/speakers-presentations/>).

- Dr Eleonora Belfiore, Director of Graduate Studies, Centre for Cultural Policy Studies, University of Warwick, UK  
*Thriving on measurement? Articulating 'cultural value' in a policy context* (PPT)
- Kim Dunphy, Cultural Development Network, Deakin University  
*There's a good reason for everything: reconsidering the intrinsic/instrumental conundrum*
- José Antonio González Zarandona, University of Melbourne  
*Heritage As A Cultural Measure*
- Rosalie Hastwell, Simon Wollan, City of Moreland / MGS Architects  
*Cultural Indicators For Activity Centres*
- Bridget Jones, Australia Council for the Arts  
*Community relevance as a core element of artistic vibrancy* (PDF)
- Lone Keast, Arts Queensland  
*The value of measuring value: using cultural data to advocate for the arts*
- Duncan McKay, Edith Cowan University , WA  
*Cultural Performance Indicators? Adding Value in Australian Social Research on Visual Artists*
- Harriet Parsons, Independent researcher  
*Critical accounts of forms of cultural measurement – the emergence of new cultural measures*
- Melissa Reese, Centre for Sustainable Asian Cities, National University of Singapore  
*Culture and Sustainability: Exploring the Nexus in the Context of Globalizing Asian Cities*
- Kath Rutten, Nillumbik Shire Council  
*Bushfire Recovery Arts in Schools Program* (PDF)
- Dr. Michael Volkerling, Institute for Culture and Society, NSW  
*Cultural Policy Research and the 'Known Unknowns'* (PPT)
- Dr. Vicki-Ann Ware, Monash and Deakin University  
*Measuring the impact of the cultural dimension in international development* (PPT)
- Dr. Peter Wright and Christina Davies, Murdoch University, WA  
*Consider questions of impact and change to three Big hART projects* (PDF)

Finally, the Conference Program Committee has shifted roles to become book editors, and they have received a positive response from an international publisher interested in their proposal to develop a collection of essays based on the conference themes.



## Evaluation summary

An on-line survey of delegates post-conference received 53 responses (about 30% response rate). Many other email and personal responses were received by conference organizers. Overall, the conference was very well received. 80% of participants rated it 'excellent' or 'very good'. 75% of delegates commented that the conference was 'extremely' or 'very useful' for prompting new thinking about their own work or professional situation and 71% found the conference valuable for networking. Comments like these were typical: *'Well thought-out opportunities for networking/discussion. Loved it', 'great networking opportunities'*. Suggestions for the future included, *'more conferences on this theme', 'more focus on the impact on cultural progress and wellbeing of social media, and the internet', 'more about art based research methods'*. Delegates responded very favourably to the offerings from both keynote speakers with many comments like these. *'Keynote speakers were excellent, exceptional', 'both fantastic. Very inspiring and generous with their knowledge and ideas', 'both speakers managed to address the diverse audience very well, making the content interesting for both academics and practitioners'*.

Evaluation responses indicated that the diverse range and quality of presentations overall was highly valued. Comments included these: *'Appreciated the mixture of content from theoretical to practical presented in the diverse sessions'; 'extremely valuable content and calibre of presenters. Was also impressed by the calibre of audience participants and diverse agencies represented to hopefully act on the discussion', 'extremely relevant to the work I do and am most appreciative of the opportunity to listen and participate in conversations'*.





# ON THE NEED FOR MEASURES OF CULTURE TO BE INCLUDED IN CONSIDERATION OF THE PROGRESS AND WELL-BEING OF SOCIETIES

**Declaration of the International Conference *Making Culture Count*,  
Melbourne, Australia, May 2012.**

*We, a committee of participants from the international conference 'Making Culture Count: Rethinking measures of cultural vitality, wellbeing and citizenship' in Melbourne, Australia, in May 2012, representing a wide range of interests and perspectives in government, community, business and universities, make the following Declaration:*

## **Preamble**

1. While there is a global movement to redefine progress beyond GDP to include all key domains of human progress and well-being, the domain of culture has not yet been adequately included. Culture is a vital aspect of human well-being, given that it contributes the value systems, traditions and beliefs on which meaningful lives are built. This Declaration affirms the need for a stronger focus on measurement of culture as part of the measurement of societal progress.

## **Principles**

### 2. On Culture

2a. This Declaration is informed by many significant initiatives which recognize culture as a vital aspect of progress and well-being. They include UNESCO's *Universal Declaration on Cultural Diversity*, and *Convention on the Diversity of Cultural Expressions*, United Cities and Local Government's *Agenda 21 for Culture*, and UNESCO and others' recent efforts at Rio +20 in recognising culture in the context of sustainable development.

2b. We share UNESCO's understanding of culture as 'the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, that encompasses, in addition to art and literature, lifestyles, ways of living together, value systems, traditions and beliefs'.

### 3. On Measurement

3a. This Declaration is informed by many international developments of systems of measurement for culture, including UNESCO's *Indicators for Sustainable Development and Culture and Development Indicators*, and the OECD's 2007 *Project on the International Measurement of Culture*. In Australia, the Cultural Ministers' Statistics Working Group is leading a movement towards inclusion of the cultural dimension within the Australian Bureau of Statistics' Measures of Australia's Progress. The Australian National Development Index (ANDI) includes measures of culture as vital aspects of development.

3b. Measurement practices are a critical element of democracy, allowing governments, businesses, communities and citizens to share an understanding of where they are, where they have been, and where they are headed.

3c. Tracking progress towards our goals allows the impact *on* culture and the impact *of* culture of all policies and practices in the public sphere to become more visible. This includes the collection of relevant and reliable data over time.

## **Issues**

4. Culture is central in enabling humans to make meaning of their lives and to live together harmoniously in their environment. It is therefore increasingly clear that policies and related measurement systems that fail to include the multiple dimensions that impact humans and their environment are inadequate. For optimal human progress and well-being, and the long-term survival of our planet and all that lives on it, dimensions of policy and measurement need to include the cultural along with the economic, the social and the environmental.

5. These measures need to address the diversity of culture(s) and must consider the many existing approaches to capturing value. They should include a commitment to local self-determination and work in concert with community agreements about definitions of what is valued and therefore what is measured.

6. There are as yet no internationally adopted measures of progress that explicitly relate to the cultural dimension of human progress, and this hampers efforts to include the cultural dimension in understandings of well-being and progress. Some challenges of this endeavour include:

- Lack of interagency and international cooperation
- Lack of reliable and comparable data sets
- Lack of political will, infrastructure or capacity to collect data by many countries

## **Call to action**

7. We call on the OECD to recognize culture as a vital dimension of human progress and well-being, which impacts on, and is impacted by, all other areas of public policy. In so doing, we request that appropriate measures of culture be included in all indices of progress and well-being.

8. These measures might be in the form of an index of cultural well-being that addresses the most important ways culture contributes to societal progress and human well-being. This index might include, but not be limited to, domains such as those listed in the appendix to this Declaration.

9. There is not, as yet, well agreed consensus on approaches to inclusion of culture as part of the measurement of societal progress. More conceptual work in this area is therefore required. We encourage discussion on the topic of cultural indicators from previous contributors along with perspectives from government, community, business and universities.

10. To do so, we invite the OECD to take leadership amongst these interests, by co-sponsoring a conference on the role of culture in wellbeing and measuring progress.

## **Appendix One: Possible cultural indicator domains**

Our committee has identified potential approaches to capturing the impact of culture on and in human progress and societal well-being.

### **1. A Cultural Rights-based Approach (McKinley, 1997)**

**Cultural Freedom:** indicating whether a society respects and allows basic human freedoms of belief, thought and expression

**Creative Empowerment:** measured either in terms of the opportunities that society provides its citizens, such as access to the means for creative expression, or in terms of creative outcomes.

**Cultural Dialogue:** measured in terms of the basic opportunities and means for communication among people in general, but with a special emphasis on mutually beneficial communication among people of different cultures.

### **2. A Four Dimensional Approach to Well-being**

The four dimensional model to well-being is used by Local Government New Zealand to promote an integrated approach to development and governance, in the present and for the future. This model comprised four interlinked dimensions of:

**Cultural Well-being:** Well-being, Creativity, Diversity, and Innovation

**Social Well-being:** Cohesion, Justice, and Engagement

**Economic Well-being:** Material Prosperity

**Environmental Well-being:** Ecological Balance

This type of integrated approach is intended to ensure that all decisions and initiatives of local government are considered in terms of their impact in all four dimensions.

## Appendix Two: Referenced material

Australian Cultural Ministers' Statistics Working Group, 2012,  
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### **Declaration Working Group, on behalf of the *Making Culture Count* Conference on October 1 2012:**

Dr. Mike Salvaris, Adjunct Professor, Applied Human Rights and Community Wellbeing Research, School of Global Studies, RMIT University

Dr. Marnie Badham, Research Fellow, Centre for Cultural Partnerships, The University of Melbourne

Emma Blomkamp, Department of Political Studies, University of Auckland, and Centre for Cultural Partnerships, University of Melbourne.

Kim Dunphy, Program Manager, Cultural Development Network

Dr. Nick Herd, Head, Knowledge and Information Centre, Australia Council for the Arts

Jodi Newcombe, Director, Carbon Arts

John Smithies, Director, Cultural Development Network

## 2.6 PRE-CONFERENCE PROGRAM: WEDNESDAY MAY 2

<p><b>1-5 pm</b> Conference Room 1</p>	<p><b>Workshop for local government professionals:</b> <i>Measuring Cultural Vitality</i> Dr. Maria Rosario Jackson, Senior Research Associate and Director, Creativity and Communities Program, Urban Institute, Washington, DC, USA. Hosted by the Cultural Development Network, Woodward Conference Centre, 185 Pelham St, University of Melbourne, Carlton</p>
<p><b>1-5pm</b> Board Room</p>	<p><b>Master Class for emerging researchers:</b> <i>Navigating Cultural Theory, Practice and Policy</i> With Associate Professor Eleonora Belfiore, Director, Graduate Studies, Centre for Cultural Policy Studies, University of Warwick, UK. Hosted by the Culture and Community Research Network and Centre for Cultural Partnerships, Faculty of VCA and MCM, Woodward Conference Centre, 185 Pelham St, University of Melbourne, Carlton</p>
<p><b>5- 6pm</b></p>	<p><b>Conference Welcome Reception: Happy Hour, Networking and Nibbles</b> <a href="#">Tsubu Bar</a>, 1888 Building, enter via Gate 6, Swanston Street, University of Melbourne, Parkville Campus</p>
<p><b>6.30 pm</b></p>	<p><b>Informal dinner for conference delegates</b> Venue Café Italia, 56 University Street, off Lygon St, Carlton.</p>



## CONFERENCE PROGRAM: THURSDAY MAY 3

8:30am	Registration and coffee				
9:15 – 9:30 am <b>Conference Opening</b>	<p><b>Opening remarks</b> Chair, Dr Lachlan MacDowall, Centre for Cultural Partnerships, Faculty of the VCA and MCM, University of Melbourne</p> <p><b>Welcome to Country</b> Aunty Joy Murphy</p> <p><b>Welcome from the University of Melbourne</b> Professor Barry Conyngham, Dean, Faculty of the VCA and MCM, University of Melbourne</p>				
9:30 - 11 am <b>Keynote 1</b> Conference Room	<p><b>Keynote Address:</b> <b>Thriving on measurement? Articulating 'cultural value' in a policy context</b> Associate Professor Eleonora Belfiore, Director of Graduate Studies, Centre for Cultural Policy Studies, University of Warwick, followed by Q and A.</p>				
11.-11.30 pm	Morning tea				
11:30- 1 pm <b>Plenary 1</b> Conference Room	<p><b>From Data to Understanding: the big picture</b> Chair: Penny Hutchinson, Director, Arts Victoria Presentations followed by discussion.</p> <p><b>The Role of Culture in Development from a Human Rights Framework</b> Annamari Laaksonen, Research Manager, IFACCA</p> <p><b>Cultural Wellbeing And The Pacific Diaspora</b> Professor Tagaloatele Peggy Fairbairn-Dunlop, AUT University.</p> <p><b>Cultural Policy Research and the 'Known Unknowns'</b> Dr. Michael Volkerling, Institute For Culture And Society, University of Western Sydney.</p>				
1 - 2 pm	Lunch Conference Room: <i>Top Ten Examples of Recent Data Visualisation</i>				
2 – 3:30 pm <b>Concurrent Sessions 1</b>  <b>Presentations of 20 mins each with discussion at end of session.</b>	<p><b>More Than Numbers...</b> Lone Keast, Arts Queensland. Carole Rosenstein, Urban Institute, Washington DC. Sarah Penhall, Arts Centre. (Chair, Greg Box, Yarra Ranges Shire Council)</p>	<p><b>Cultural Identity and Attitudes</b> Jill Gallagher, Victorian Aboriginal Community Controlled Health Organisation. Kaine Grigg, Monash University. Filipo Katavake-McGrath, AUT University. (Chair, Marnie Badham, University of Melbourne)</p>	<p><b>Local Innovations</b> Shanene Ditton, Griffith University. Rosalie Hastwell, City Of Moreland and Simon Wollan, MGS Architects. Cath Rutten and Michelle Zemancheff, Nillumbik Shire. (Chair, Athena Williams, Community Indicators Victoria)</p>	<p><b>Indicators and Decision-making</b> Guy Redden, University of Sydney. Kay Ferres, Griffith University. Jamie Tanguay and Benuel Lenge, Vanuatu National Statistics Office. (Chair, Emma Blomkamp, University of Melbourne/ Auckland)</p>	<p><b>Making the Unseen Seen</b> José Zarandona, University Of Melbourne. Tod Jones, Curtin University. Duncan McKay, Edith Cowan University. (Chair, Kim Dunphy, CDN)</p>
3:30 – 3:45 pm	Short break				
3:45 – 5:15 pm <b>Concurrent Sessions 2</b>  <b>Presentations of 20 mins each with discussion at end of session.</b>	<p><b>The Search for the Holy Grail: Making use of indicator frameworks</b> Jacqui Allen, Dept Culture and the Arts, WA Lisa Thomson, VicHealth, Rachel Healy, City of Sydney. (Chair, Judy Morton, Arts Victoria)</p>	<p><b>A Closer Look at the Culture of Cities</b> Deb Verhoeven, Deakin University and Brian Morris, RMIT. Caroline Hamilton, University of Melbourne and Kirsten Seale, RMIT. Melissa Reese, National University of Singapore (Chair, Jane Crawley, City of Melbourne)</p>	<p><b>Making Culture Count in International Development</b> Vicki-Ann Ware, Monash University. Elise Huffer, Secretariat Of The Pacific Community. Polly Stupples, Massey University. (Board Room: Chair, Martin Mulligan, RMIT)</p>	<p><b>Cultural Indicators: from data to democracy</b> Emma Blomkamp, University of Melbourne/ Auckland. Rimi Khan and Audrey Yue, University of Melbourne. Marnie Badham, University of Melbourne. (Chair, Ben Eltham, journalist)</p>	
7pm on	<b>Conference dinner</b> – Upper East Dining Room, University House, Professors' Walk, University of Melbourne				

## CONFERENCE PROGRAM: FRIDAY MAY 4

<b>8:30am</b>	Registration and coffee				
<b>9:15 - 9.30 am</b>	<b>Planning and Cultural Impact</b> Opening Remarks: John Smithies, Cultural Development Network				
<b>9:30 - 11 am Keynote 2</b>	<b>Making Culture Count: Measuring What Matters</b> Dr Maria Rosario Jackson, Senior Research Associate and Director, Creativity and Communities Program, Urban Institute, Washington DC, USA. <i>Followed by Q and A.</i>				
<b>11 - 11.30 am</b>	Morning Tea				
<b>11:30 – 1:00 pm</b>  <b>Concurrent Sessions 3</b>  <b>Presentations of 20 mins each with discussion at end of session.</b>	<b>Culture, Wellbeing, and the Global Movement to Redefine Progress</b> Geoff Woolcock, Griffith University. Mike Salvaris, RMIT. Lenine Bourke, Contact Inc. (Chair: John Smithies, Cultural Development Network)	<b>Capturing the Value of Culture</b> David Adair, Griffith University. Alba Colombo, Universitat Oberta de Catalunya. Kim Dunphy, Deakin University. (Chair, Lachlan MacDowall, CCP)	<b>Cultural Diversity and Ecological Sustainability</b> Andy Scerri, RMIT. Jodi Newcombe, Carbon Arts. Christina Yion Ting, Swinburne University of Technology. (Chair, Rimi Khan, University of Melbourne)	<b>Artists, Audiences and Accountants</b> Ruth Fazakerley, RMIT. Katya Johanson, Hilary Glow, Anne Kershaw, Deakin University. Harriet Parsons, artist-researcher, Melbourne. (Chair: Marnie Badham, University of Melbourne)	<b>Quantifying Arts Engagement</b> Charlotte Latjes, Boekman Foundation, Netherlands. Bridget Jones, Australia Council for the Arts. Peter Wright and Christina Davies, Murdoch University. (Chair: Jim Rimmer, VicHealth)
<b>1:00 - 2 pm</b>	Lunch				
<b>2 – 3:30 pm Plenary Session 2</b>	<b>Cultural Policy in a Post-Cultural World</b> Chair: Emma Blomkamp <i>Presentations followed by discussion</i> - <b>Cultural Capital And Cultural Policy, Bourdieu and Biopolitics</b> Assistant Professor Scott Brook, University Of Canberra - <b>Assessing The Cultural Impact of Economics</b> Professor Justin O'Connor, QUT - <b>Australian Cultural Policy: a critical overview of the state of play</b> Ben Eltham, Institute for Culture and Society, University of Western Sydney				
	Short break				
<b>3:45 – 5:00 pm Plenary Session 3</b>	<b>Promoting cultural indicators in international policy</b> Chair, John Smithies, Cultural Development Network. <b>Panel discussion:</b> <b>Towards a shared understanding: an international declaration on measuring culture</b> Mike Salvaris, Adjunct Professor, RMIT with discussants Associate Professor Eleonora Belfiore, Director of Graduate Studies, Centre for Cultural Policy Studies, University of Warwick and Dr. Lachlan McDowall, Centre for Cultural Partnerships, Faculty of the VCA and MCM, University of Melbourne.				
<b>5 – 6pm</b>	Farewell drinks on site				
<b>6.30 pm</b>	Informal dinner for delegates and friends in the city .				
<b>8.00 pm</b>	<b>100% Melbourne: A Statistical Chain Reaction</b> , Art Performance, Melbourne Town Hall. Separate booking required from <a href="http://www.melbourne.vic.gov.au/AboutMelbourne/ArtsandEvents/ArtsParticipation/Pages/100percentMelbourne.aspx">www.melbourne.vic.gov.au/AboutMelbourne/ArtsandEvents/ArtsParticipation/Pages/100percentMelbourne.aspx</a>				

## 2.7 LIST OF DELEGATES

First Name	Last Name	Position and Organisation
Cr Barbara	Abley	City of Greater Geelong
Dr. David	Adair	Griffith University
Julie	Adams	Latrobe City Council
Jacqui	Allen	Department of Culture and the Arts, WA
Justine	Ambrosio	Rural City of Wangaratta
Dr. Marnie	Badham	Research Fellow, Centre for Cultural Partnerships, Victorian College of the Arts and Music, University of Melbourne,
Pippa Deanne	Bainbridge	Company Manager/Creative Producer, La Mama Theatre
Jennifer	Barry	Director & CEO, Footscray Community Arts Centre
Assoc. Prof. Eleonora	Belfiore	University of Warwick, UK
Lauren	Bialkower	Manager, Arts and Culture, Glen Eira City Council
Emma	Blomkamp	PhD researcher, Victorian College of the Arts and Music, University of Melbourne and University of Auckland, New Zealand
Adriane	Boag	Program Coordinator, Learning and Access, National Gallery of Australia
Lenine	Bourke	Artistic Director, Contact Inc
Amanda	Bow	Service Planning Coordinator, Knox City Council
Greg	Box	Manager, Arts Culture & Heritage, Shire of Yarra Ranges
Dr. Scott	Brook	Assistant Professor, University of Canberra
Dr. Sheree	Cariney	Principal Research Leader, Ninti One
Assoc. Prof. Jo	Caust	Principal Fellow, School of Culture & Communication, Uni. of Melbourne
Tony	Chamberlain	Principal, PQ Associates
Sue	Clark	Head, Centre for Cultural Partnerships, Victorian College of the Arts and Music, University of Melbourne
Bec	Cole	Wyndham City Council
Alba	Colombo	UOC
Susan	Conroy	Susan Conroy Cultural Planner
Murray	Costello	Manager, Cultural Sector Performance, Ministry for Culture and Heritage, New Zealand
Jane	Crawley	City of Melbourne
Mimi	Crowe	Manager, Cultural Heritage, Arts SA
Samuel	Dariol	Student - University of Melbourne
Debbie	Darnell	Vic Health
Christina	Davies	PhD Candidate, School of Population Health, University of WA
Melissa	Delaney	Senior Arts Coordinator
Abby	Dickson	
Sue	Doyle	Arts Victoria, Department of Premier and Cabinet, Victoria
Nicolette	du Plessis	Director, Cultural Radius, South Africa
Sarah	Dugdale	Knox City Council
Kim	Dunphy	Program Manager, Cultural Development Network, PhD candidate Deakin University, Melbourne
Andrea	Ebsworth	Cultural Planner, Mornington Peninsula Shire
Marg	Edgecombe	Unit Manager Arts & Cultural Development
David	Elder	Latrobe City Council
Josephine	Ellis	Committee Member - RADF Grant Committee
Ben	Eltham	Journalist
Leuli	Eshraghi	Arts Program Manager, Wilin Centre for Indigenous Arts & Cultural Development

Duncan	Esler	Co-ordinator, Arts & Culture Unit, City of Greater Geelong
Prof. Peggy	Fairbairn-Dunlop	Prof of Pacific Studies, Institute of Public Policy, AUT University, New Zealand
Leslie	Falkiner-Rose	Strategist, Creative Philanthropy
Peta	Farquhar	Research and Community Engagement Officer, Hume City Council
Joel	Farrell	Manager, Research Arts, Hume City Council
Dr. Ruth	Fazakerley	School of Architecture & Design, RMIT University
Professor Kay	Ferres	Academic, School of Humanities, Griffith University
Sarah	Finlay	Team Leader Arts, Heritage & Events, Shire of Whittlesea
Cr. Rod	Fyffe	Councillor, City of Greater Bendigo, MAV Board Member
Jill	Gallagher	CEO, Victorian Aboriginal Community Controlled Health Organisation
Jackie	Gatt	City of Greater Dandenong
Kirsten	Gerlach	Assistant Director (a/g), Culture Unit, Australian Bureau of Statistics
Jane	Gilmour	Faculty of the VAC and MCM, University of Melbourne
Assoc. Prof. Hilary	Glow	Director, Arts Management Program, Deakin University
Jose	Zarandona	PhD Candidate, University of Melbourne
Kaine	Grigg	Provisional Psychologist, Monash University
Nilgun	Guven	City of Port Phillip
Jess	Hall	Projects & Marketing Officer, Creative Regions
Dr. Caroline	Hamilton	McKenzie Fellow, School of Culture and Communications University of Melbourne
Jane	Harrison	Senior Policy Office, Department of Planning & Community Development, Government of Victoria
Rosalie	Hastwell	Arts and Culture Unit Manager, City of Moreland
Rachel	Healy	Executive Manager, Culture, City of Sydney
Dr. Margaret	Heffernan, OAM	Lecturer and cross-cultural researcher, RMIT University
Dr. Nick	Herd	Director, Research and Strategic Analysis, Australia Council
Blanche	Higgins	Student
Simone	Hogg	Manager, Culture, Events and Youth Services, City of Wodonga
Cathy	Horsley	City of Port Phillip
Kellie	Horton	VicHealth
Dr. Elise	Huffer	Human Development Program Adviser, Secretariat of the Pacific Community, Fiji
Katya	Johanson	Senior Lecturer, School of Communication and Creative Arts, Deakin University
Gordon	Johnston	City of Casey
Sally	Johnston	South West Queensland Arts Officer, Creative Regions
Bridget	Jones	Manager, Research, Australia Council for the Arts
Tod	Jones	Research Fellow, Curtin University Sustainability Policy Institute, Perth, WA
Helen	Kaptein	Arts and Culture Coordinator, Bayside City Council
Filipo	Katavake-McGrath	Student, AUT University, New Zealand
Lone	Keast	Director, Policy Planning and Performance, Arts Queensland
Josephine	Kent	Arts Officer, Bass Coast Shire Council
Anne	Kershaw	Lecturer, Arts & Entertainment Management, Deakin University
Dr. Rimi	Khan	Research Fellow, School of Culture and Communication, Univ. of Melbourne
Mahony	Kiely	Community Development Theatre Co-ordinator, Shire of Whittlesea
Ruth	Komesaroff	Arts Victoria, Department of Premier and Cabinet
Annamari	Laaksonen	Research Manager, IFACCA
Charlotte	Latjes	Student, Utrecht University; intern, Boekman Foundation

Benuel	Lenge	National Statistics Office, Vanuatu
Christine	Loulier	Arts and Cultural Development Coordinator, City of Monash
Jenny	Macaffer	Social Planning Co-ordinator, Mornington Peninsula Shire
Lachlan	MacDowall	Coordinator, Graduate Studies and Research, Centre for Cultural Partnerships, Victorian College of the Arts and Music, University of Melbourne
Paul	MacPhail	General Manager, Country Arts WA
Carmen	Maddison	Community Centres Network, Maribyrnong City Council
Maggie	Maguire	CEO, Abbotsford Convent Foundation
Kathlin	Mayer	Conference Assistant, Cultural Development Network
Jennifer	McCurry	Early Years Planning and Development Officer, Moonee Valley City Council
Maz	McGann	Manager, Community and Culture, The Barossa Council, SA
Duncan	McKay	PhD candidate, Edith Cowan University
Gilda	McKechnie	Rural Access Coordinator, Grampians Region, Victoria.
Megan	McKell	Coordinator CCLS Cultural Development, Wollongong City Council
Jason	Membrey	Latrobe City Council
Andy	Miller	Arts Victoria, Department of Premier and Cabinet
Deborah	Miles	Director, Creative Communities, Arts Queensland, Senior Lecturer, Faculty of Art Design and Architecture, Monash University
Dr. Melissa	Miles	
Scotia	Monkivitch	Program Manager, Contact Inc
Simeon	Moran	Executive Producer, Snuff Puppets
Mark	Morgan-Dethick	Cultural Planning & Marketing Coordinator, Yarra Ranges Shire Council
Dr. Brian	Morris	Senior Lecturer in Media, RMIT University
Judy	Morton	Manager, Research, Arts Victoria
Martin	Mulligan	Associate Professor, Global Studies, Social Science & Planning, RMIT
Aunty Joy	Murphy	Wurundjeri elder
Susan	Nemec	PhD Student
Jodi	Newcombe	Director, Carbon Arts
Lynda	Newton	Arts and Cultural Services Australia
Hayley	Norris	City of Melbourne
Christine	Nunn	Uniting Care Cutting Edge
Prof. Justin	O'Connor	Professor, Creative Industries, Queensland University of Technology
Tracey	Oliver	Coordinator, Community Centres Network, Maribyrnong City Council
Irene	Pagram	Arts and Culture Co-ordinator, Nillumbik Shire Council
Harriet	Parsons	Artist
Jillian	Pearce	Cultural Development Officer, Horsham Rural City Council
Sarah	Penhall	Program Manager, Research and Evaluation, Arts Centre, Melbourne
Robin	Penty	Head of Participation & Public Programs, Arts Centre, Melbourne
Michael	Peterson	Brisbane City Council
Jadah	Pleiter	Cardinia Shire Council
Sarah	Poole	Director, Sarah Poole Arts and Sustainability Management
Matthew	Pope	Co-ordinator, Cultural Facilities, Moonee Valley City Council
Jennifer	Pratt	City of Casey
Nicola	Ralston	Researcher, Roberts Evaluation Pty Ltd
Ilona	Rayson	Arts and Culture Officer, Hobsons Bay City Council
Dr. Guy	Redden	Senior Lecturer, Gender and Cultural Studies, University of Sydney
Melissa	Reese	Centre for Sustainable Asian Cities, National Uni. of Singapore
Jim	Rimmer	Senior Project Officer, VicHealth
Catherine	Rinaudo	Manager, Community Cultural Development



Anne	Robertson	Executive Officer, Public Galleries Association of Victoria (PGAV)
Alicia	Rodriguez Leggett	Regional Arts Development Officer
Dr. Maria Rosario	Jackson	Urban Institute, Washington DC
Dr. Carole	Rosenstein	Assistant Professor, George Mason University, Vermont
Christina	Rowntree	Artfull Faith Co-ordinator, Uniting Church in Australia
Kate	Russell	Australian Bureau of Statistics
Cath	Rutten	Nillumbik Shire Council
Mike	Salvaris	Adjunct Professor, RMIT University
Susan	Savage	Community Programs + Planning Manager, Wollongong City Council
Dr. Andrew	Scerri	Research Fellow, Global Cities Research Institute, RMIT University
Megan	Scholyer	EACH Social and Community Health
Kirsten	Seale	Senior Researcher, School of Media and Communication, RMIT University
Karyn	Siegmann	Manager, Libraries and Culture, Bayside City Council
Marion	Singer	ACCESS Program Co-ordinator – SIGNAL, City of Melbourne
John	Smithies	Director, Cultural Development Network, Melbourne
Frank	Sortino	Australian Bureau of Statistics
Simon	Spain	Creative Producer and Team Leader, ArtPlay and Signal, City of Melbourne
Zara	Stanhope	PhD Candidate, ANU
Dr. Polly	Stupples	Student, Researcher, Massey University, New Zealand
Sheah	Sutton	Company Manager, Snuff Puppets
Jamie	Tanguay	National Statistics Office, Vanuatu
Maria	Tence	Manager, Arts and Culture, Moonee Valley City Council
Leigh	Tesch	Arts Health, Hobart
Robyn	Till	Macedon Ranges Shire Council
Lisa	Tomson	VicHealth
Maree	Tonkin	Arts & Cultural Coordinator, City of Greater Bendigo
Kathleen	Toomath	Community and Regional Arts Development, Dept of Culture and the Arts, WA
Daniella	Trimboli	University of Melbourne
Deb	Verhoeven	Chair of Media and Communication, Deakin University
Dr. Michael	Volkerling	Principal Fellow, Institute for Culture and Society, Uni. Of Western Sydney
Colin	Walker	Director, Cultural Development and Strategic Programs, Dept Culture and the Arts, WA
Imogen	Wall	Team Leader , Australian Bureau of Statistics
Vicki-Ann	Ware	Adjunct Research Associate, School of Music, Conservatorium, Monash University
Susie	Wicks	Maribyrnong City Council
Athena	Williams	Capacity Building and Training Manager, Community Indicators Victoria
Simon	Wollan	Urban Designer, MGS Architects
Assoc. Prof. Geoffrey	Woolcock	Research Fellow, Griffith College of Social & Behavioural Research
Dr. Peter	Wright	Academic Chair, Research and Postgraduate Studies, Murdoch University, WA
Dr. Audrey	Yue	Senior Lecturer, Cultural Studies, University of Melbourne
Jose	Zarandona	PhD Researcher, Art History, University of Melbourne
Michelle	Zemancheff	Nillumbik Shire Council
Angela	Zivkovic	Project Manager, Australian Centre of Excellence for Local Government