

Goal

a vibrant and rich Australian culture

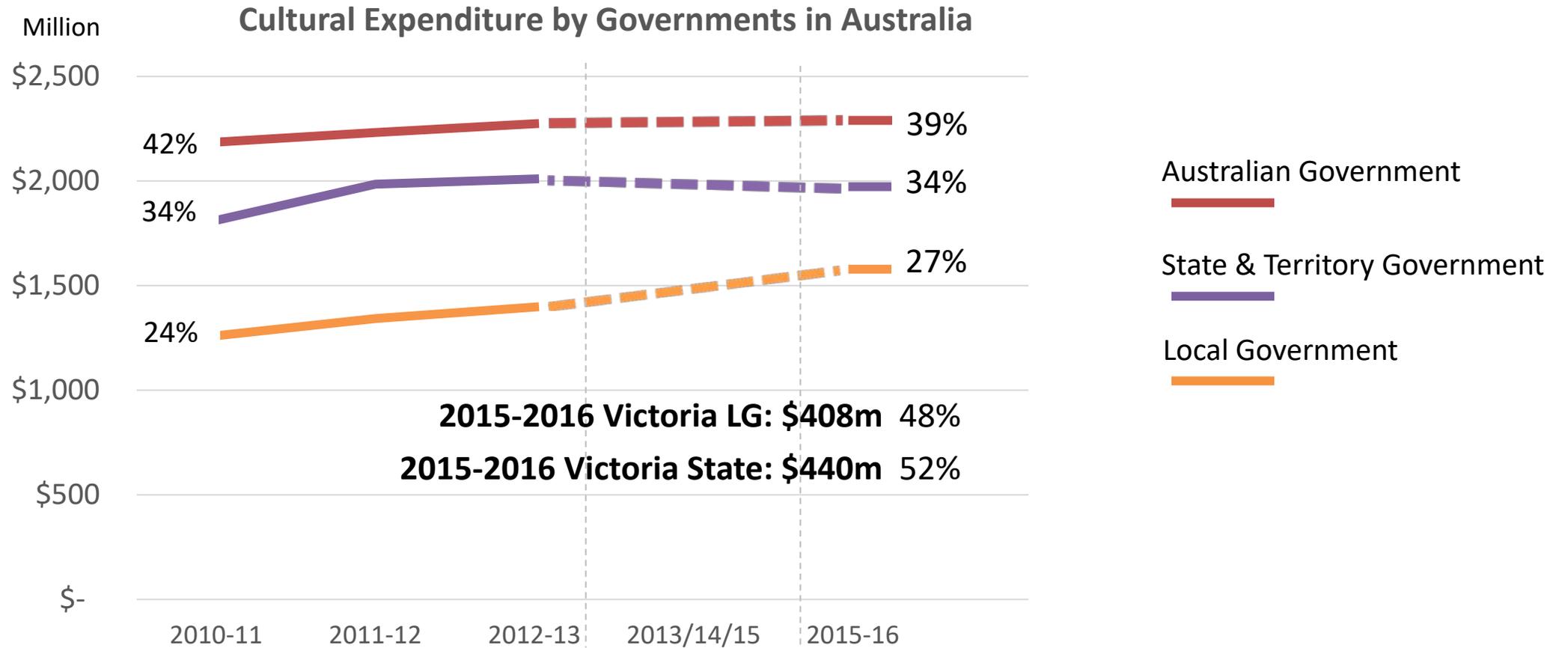
Objective: Increased capability of local government to support the cultural development in their municipality



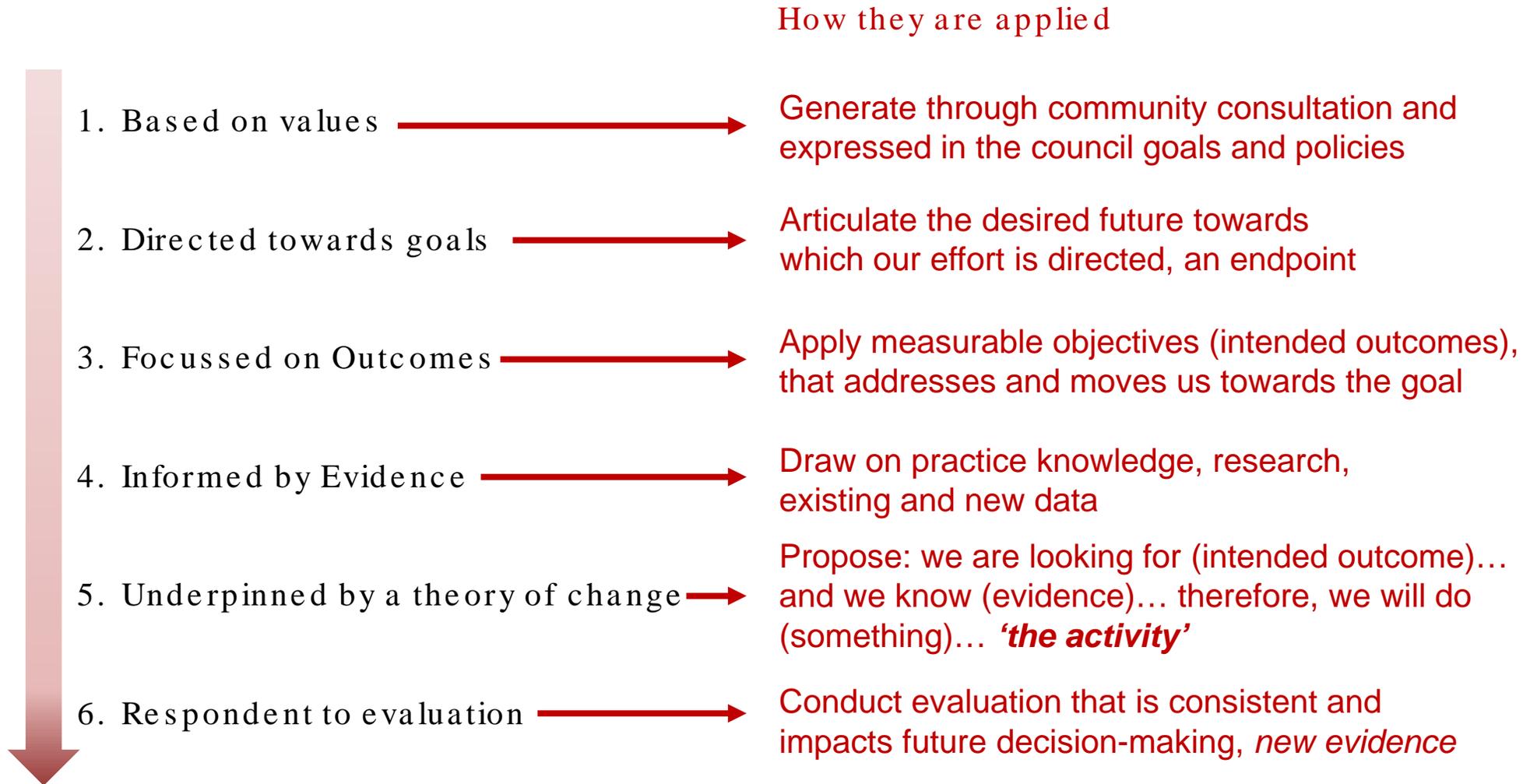
Who supports us



Framework for
Cultural Development Planning
with Measurable Outcomes
for Attracting Families and Communities



Six planning principles



(based on) values of the residents are represented in the goals of the council

(directed towards) goals can be placed into five domains of public policy

Example goals:

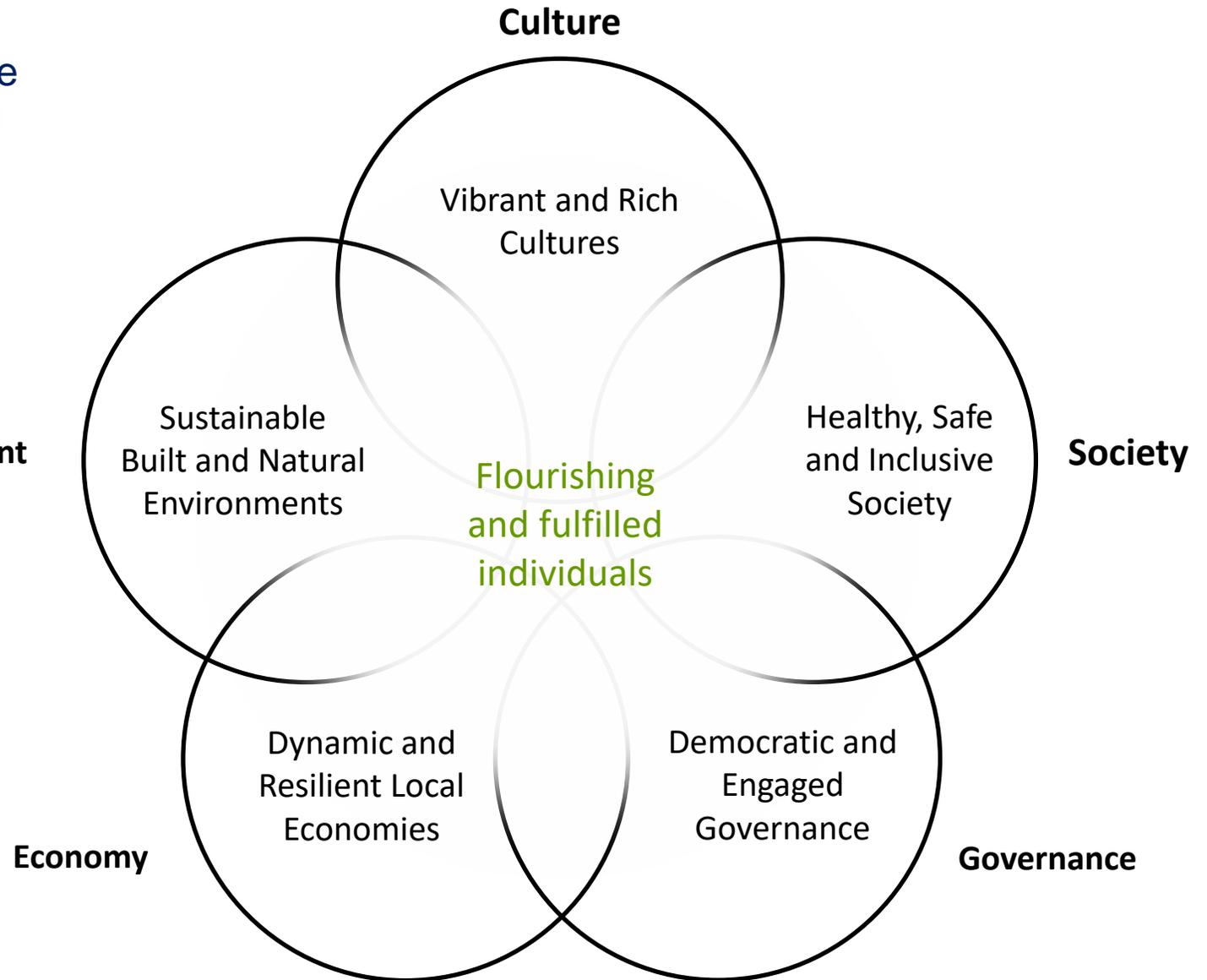
Environment

Economy

Culture

Society

Governance



(focussed on) outcomes are the consequence of applying inputs (resources) to produce outputs (activities)

Dataset	Definition	Examples
Inputs	The resources that are available	<ul style="list-style-type: none"> • Buildings, collections, significant sites • Financial and human resources • Plans and policies
Outputs	The activities where the resources are applied	<ul style="list-style-type: none"> • Cultural activities (arts, libraries, heritage etc.) • Presentational activities • Developmental activities
Outcomes	The consequences of running the activities	<ul style="list-style-type: none"> • Aspects of what the goal looks like • Milestones towards a desired future • Flourishing and fulfilled individuals • <u>Attracting families and communities</u>

Importance of outcomes

Consider the intended outcome that addresses the goal

What you aim to achieve within a timeframe and available resources.

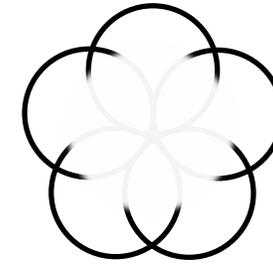
Outcomes are often confused with activities (outputs)

For example, 'to run a festival' is not an outcome. This is an activity, through which a we might realise a particular outcome.

In the health sector we know the quality of the **hospital (input)** and the **surgery (output)** are important, but the **outcome** that is intrinsic to the surgery, in that hospital, is whether the patient recovered with a better quality of life.

Five domains of public policy

culture, economy, society, environment & governance



Three dataset types

inputs, outputs, outcomes

Dataset	Definition	Examples

Cultural	Economic	Social	Environmental	Governance
Inputs	Inputs	Inputs	Inputs	Inputs
Outputs	Outputs	Outputs	Outputs	Outputs
Outcomes	Outcomes	Outcomes	Outcomes	Outcomes

Measurable cultural (*intrinsic*) outcomes of engagement in cultural activities

Public Policy Goal: Vibrant and rich culture

Creativity stimulated (Stimulation**)**

Sparking of the imagination, creativity, curiosity;
resulting in increased desire to participate more and/or create new cultural works

Aesthetic enrichment experienced (Enrichment**)**

Experiences (familiar or unfamiliar) that come through the senses and are special and outside the everyday; being moved by experiences such as beauty, joy, awe (including discomfort) or wonder.

New knowledge, insights and ideas gained (Insight**)**

Generation of intellectual stimulation, critical reflection and creative thinking experiences.
Desired endpoint is deeper understanding, which is unlimited and can be continually generated.

Cultural diversity appreciated (Appreciation**)**

Appreciation of different forms of cultural expression: the diverse ways that people express themselves from their life experience and interests, and the interactions between those expressions are valued.

Sense of belonging 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. History, heritage, cultural identity shared.

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 ***governance*** outcomes of engagement in cultural development activities

Measurable economic (*intrinsic*) outcomes of engagement in cultural development activities

Public Policy Goal: dynamic and resilient economy

DRAFT Outcomes

Cultural industries strengthened (Diversity)

The strength of the cultural industries as a sector that contributes to a diverse local economy. It relates to how diversity of industries positively contributes to the resilience of local economies and the importance of the cultural industries as part of the industrial mix in the economic landscape.

Economic complexity supported (Complexity)

Support for complexity within the cultural industries in the context of a local economy. It relates to the existence of locally produced goods and services on which the cultural industries rely, and which help the industries and local economy to be resilient.

Individual economic wellbeing increased (Participation)

Increasing participation in the economy that results in increased individual economic wellbeing. This could include target groups with barriers to participating fully in the economy, marginalised individuals, groups and neighbourhoods. This outcome relates to the an equality of opportunity to participate and share in the benefits of the economy.

What are the measurable outcomes of engagement in cultural development activities across the other domains of public policy?

Goal: Healthy, safe and inclusive society

Measurable *social* outcomes of engagement in cultural development activities

- **Good physical and mental health stimulated**
- **Sense of safety and security supported**
- **Recognition from valued others experienced**
- **Social capital increased (bonding, bridging or linking)**

** Refer to current organisational social measures and measurable outcomes if they exist*

What are the measurable outcomes of engagement in cultural development activities across the other domains of public policy?

Goal: Sustainable built and natural environments

Measurable *environmental* outcomes of engagement in cultural development activities

- **Positive sense of place in the built and natural environment engendered**
- **Valued connection to the natural world inspired**
- **Awareness of ecological issues raised**
- **Contribution to neighbourhood character, including regeneration, made**

** Refer to current organisational environmental measures and measurable outcomes if they exist*

What are the measurable outcomes of engagement in cultural development activities across the other domains of public policy?

Goal: Democratic and engaged governance

Measurable *governance* outcomes of engagement in cultural development activities

- **Active citizenship, leadership stimulated**
- **Sense of community belonging or civic pride enhanced**
- **Useful connections between groups in the community increased**
- **Sense of a positive future for community inspired**

** Refer to current organisational governance measures and measurable outcomes if they exist*

