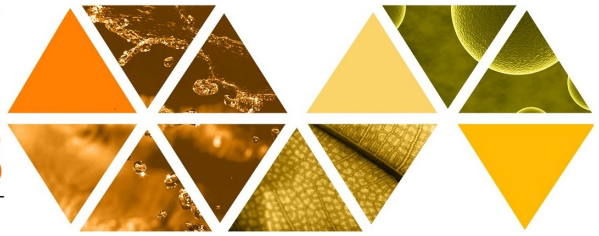




Australian Government
Australian Research Council

EI
2018
ENGAGEMENT
AND IMPACT



Engagement and Impact 2018

Deakin University

DKN20 (CAH) - Impact

Overview

Title

(Title of the impact study)

Cultural Impact Projects: Arts Publics, Policy and Practice

Unit of Assessment

20 - Language, Communication and Culture

Additional FoR codes

(Identify up to two additional two-digit FoRs that relate to the overall content of the impact study.)

15 - Commerce, Management, Tourism and Services

19 - Studies in Creative Arts and Writing

Socio-Economic Objective (SEO) Codes

(Choose from the list of two-digit SEO codes that are relevant to the impact study.)

95 - Cultural Understanding

Australian and New Zealand Standard Industrial Classification (ANZSIC) Codes

(Choose from the list of two-digit ANZSIC codes that are relevant to the impact study.)

90 - Creative and Performing Arts Activities

Keywords

(List up to 10 keywords related to the impact described in Part A.)

arts

arts organisations

audiences

cultural policy

public value

Sensitivities

Commercially sensitive

No

Culturally sensitive

No

Sensitivities description

(Please describe any sensitivities in relation to the impact study that need to be considered, including any particular instructions for ARC staff or assessors, or for the impact study to be made publicly available after EI 2018.)

Aboriginal and Torres Strait Islander research flag

(Is this impact study associated with Aboriginal and Torres Strait Islander content?

NOTE - institutions may identify impact studies where the impact, associated research and/or approach to impact relates to Aboriginal and Torres Strait Islander peoples, nations, communities, language, place, culture and knowledges and/or is undertaken with Aboriginal and Torres Strait Islander peoples, nations, and/or communities.)

No

Science and Research Priorities

(Does this impact study fall within one or more of the Science and Research Priorities?)

No

Impact

Summary of the impact

(Briefly describe the specific impact in simple, clear English. This will enable the general community to understand the impact of the research.)

Cultural Impact Projects research enriched cultural life in Victoria and had social and economic benefits by shaping policies (City of Yarra's Arts and Cultural Strategy, the Maribyrnong Festival City Policy 2013-2017 and Arts and Cultural Strategy 2013-2017) and initiatives of arts organisations and government funding agencies. Impacts include: 1) improving arts organisations' and funding bodies' strategies for audience evaluation; 2) informing local government policies on infrastructure development, project funding allocation, audience development and marketing to better meet audience expectations and needs, and; 3) strengthening the arts sector by improving professional and organisational capacity to engage with relevant research and with the cognate field of social innovation.

Beneficiaries

(List up to 10 beneficiaries related to the impact study)

Arts audiences, especially in Victoria

Arts organisations

Cultural institutions

Professionals in the arts and culture sector

Public arts funding agencies

Countries in which the impact occurred

(Search the list of countries and add as many as relate to the location of the impact)

Australia

Details of the impact

(Provide a narrative that clearly outlines the research impact. The narrative should explain the relationship between the associated research and the impact. It should also identify the contribution the research has made beyond academia, including:

- who or what has benefitted from the results of the research (this should identify relevant research end-users, or beneficiaries from industry, the community, government, wider public etc.)*
- the nature or type of impact and how the research made a social, economic, cultural, and/or environmental impact*
- the extent of the impact (with specific references to appropriate evidence, such as cost-benefit-analysis, quantity of those affected, reported benefits etc.)*
- the dates and time period in which the impact occurred.*

NOTE - the narrative must describe only impact that has occurred within the reference period, and must not make

According to the 2016 National Arts Participation survey 98% of Australians engage with the arts and more people recognise the positive impacts of the arts. Cultural Impact Projects (CIP) research, however, found that audience engagement has often been neglected in cultural policy and funding decisions (e.g. Radbourne, Glow and Johanson, 2010).

CIP strengthened the arts and culture sector by improving: 1) understanding of audiences engagements and what people valued in these experiences; 2) evaluation practices and the ways evaluative findings are translated into policies and practices that shape relationships between creators of culture, funding organisations, and publics, and 3) organisational capacity to engage with relevant research and cognate sectors through professional development, networking, and policy review.

Impact occurred through specific collaborative projects, and programs and events designed to disseminate research findings and build the skills, knowledge, and networks of arts professionals.

CIP research enriched cultural life in Victoria by helping organisations such as local councils improve public engagement with the arts through policy development and review. CIP conducted commissioned research for the City of Maribyrnong: a 2012 project on arts and cultural communities defined three categories of council responsibility for supporting the arts and culture, which were adopted in Maribyrnong's Arts and Cultural Strategic Framework (2013-2017); in 2013 CIP reviewed Maribyrnong's 'Festival City Policy' and informed Council's decision-making and investment; the CIP report (unpublished) and draft policy form the basis of the 'Maribyrnong Festival City Policy 2013-2017.' In 2015, the team worked with the City of Yarra to identify the creative merits of participatory arts projects for the development of artists. This work now shapes the City of Yarra's Arts and Cultural Strategy and the Arts and Cultural Division's criteria for funding participatory work. Siu Chan, Unit Manager, Arts Culture and Venues, City of Yarra wrote that the project 'provided key information about what is taking place in Yarra and how it is taking place, providing us with material on how Council can support artists to be leaders in social change.'

Improved public engagement also had social impact. In 2012-15 VicHealth funded (\$120,000) the CIP team to work with Melbourne cultural institutions to measure the impact the 'Arts About Us' program which aimed to engage communities in conversations about harms of racism and the benefits of cultural diversity. CIP research identified ways to engage with larger and non-traditional arts audiences and increasing project longevity through partnerships and the use of online environments. Jim Rimmer, Senior Project Officer: Mental Wellbeing and Arts at VicHealth wrote: 'Between 2013 and 2016 we benefited enormously' from the CIP collaboration and that VicHealth incorporated 'lessons into our own work and that of other partners,' which include Museums Victoria, the Malthouse Theatre and Co-Health Western Region Health Centre.

Improved understanding of evaluation tools enables art stakeholders to better engage with each other and meet mutual goals and needs. In 2016 the CIP team conducted a collaborative evaluation of the impact of 'Culture Counts', a standardized metrics tool trialled by Creative Victoria on funded arts organisations. Linda Lucas, Manager Arts Sector Investment for Creative Victoria wrote that the project impact practices in the Creative Victoria Organisation Investment Program by informing 'how information and qualitative reporting is collected and can be used' and 'planning for developing effective evaluation and outcome reporting.'

CIP research pointed to the need for flexible and accessible evaluation methods for a sector working with constrained resources, which led funding agencies such as Creative Victoria to accept and advocate for flexible evaluation techniques in their funding acquittal requirements from 2016.

CIP impact occurred through the creation of networks, between the arts and social innovation sectors and with academia, which improved the capacity of arts professionals to access relevant knowledge and expertise, including through the Arts Participation Incubator (API, 2012-15). Creation of such networks is beneficial to the arts sector because access to knowledge and skills improves its capacity to function effectively. The API conducted multiple capacity- and network- building forums and programs for arts professionals in partnership with industry (e.g. The Change Maker Festival) and government (e.g. Creative Victoria) in Melbourne and throughout regional Victoria. With support from the (Melbourne) Lord Mayor's Charitable Fund, the API produced an interactive website serving the needs of 900 members (300 in Victoria). The VicHealth project described above resulted from CIP interventions in the sector enabled by the API. The API won an International Association of Public Participation (IAP2) Core Values Awards Judges Choice Award (2014). The Core Values Awards recognise and encourage projects and organisations that are at the forefront of public participation; the award illustrates the success of API's interventions in the arts sector.

In 2016, CIP staff contributed to the 'Teen Reading in the Digital Era' pilot study, which aimed to equip

professionals in the publishing, bookselling, library and information and education sectors with information about teenage reading preferences. The pilot saw peak industry bodies encourage their members to consider findings in their approaches to the teen demographic through publications in professional publications. This followed an impact-focussed symposium including the Australian Publishers Association blog (2016), Campus Review (2016) and Teacher (2016).

Associated research

(Briefly describe the research that led to the impact presented for the UoA. The research must meet the definition of research in Section 1.9 of the EI 2018 Submission Guidelines. The description should include details of:

- what was researched*
- when the research occurred*
- who conducted the research and what is the association with the institution)*

Cultural Impact Projects research (2008-current) is led by Associate Professor Katya Johanson and Associate Professor Hilary Glow to explore the inter-relationships between cultural policy, practices and publics. Key questions that CIP research addresses include: How does cultural policy invite contribution and participation from particular groups, such as young adults and Indigenous people? How can local government policy facilitate increased participation by diverse groups, without infringing the 'liveability' of its municipality? How does cultural policy provide opportunities for arts organisations and practitioners to grow their capacity to engage with the world, including audiences? Key insights included that: 1) audience engagement has often been neglected in cultural policy and funding decisions; 2) that good quality research typically failed to have impact on arts organisations because they customarily do not have access to it, and; 3) project evaluation culture is in the early stages of development for most Victorian arts organisations. Collaborative research with stakeholders addressed these insights by employing three strategies: 1) critical review of standard and evolving evaluation tools; 2) developing and piloting tailored evaluation techniques that measure outcomes of audience engagement initiatives; and (3) converting findings into strategies for future program and professional development both for the participant organisations and the sector generally.

FoR of associated research

(Up to three two-digit FoRs that best describe the associated research)

20 - Language, Communication and Culture

15 - Commerce, Management, Tourism and Services

19 - Studies in Creative Arts and Writing

References (up to 10 references, 350 characters per reference)

(This section should include a list of up to 10 of the most relevant research outputs associated with the impact)

Glow, H. 2012, Cultural Leadership and Audience Engagement: A Case Study of the Theatre Royal Stratford East, Arts Leadership: International Case Studies, Melbourne, Tilde University Press.

Johanson, K. & Freeman, R. 2012, The Reader as Audience: The Appeal of the Writers' Festival to the Contemporary Audience, Continuum, Vol. 26, pp. 303-314.

Johanson, K. 2013, Listening to the audience: Methods for a new era of audience research, in The Audience Experience: A Critical Analysis of Audiences in the Performing Arts, (eds) J. Radbourne, K. Johanson and H. Glow, Intellect: Bristol.

Johanson, K. 2015, "Wild and banal": The value of the arts as commons, International Journal of Festival and

Event Management, vol. 6, pp. 111-121.

Johanson, K. and Glow, H. 2015, A virtuous circle: the positive evaluation phenomenon in arts audience research, Participations, vol. 12, pp. 254-270.

Johanson, K., Glow, H. and Kershaw, A. 2014, New modes of arts participation and the limits of cultural indicators for local government, Poetics, vol. 43, pp. 43-59.

Johanson, K., Kershaw, A and Glow, H. 2014, The Advantage of Proximity: The Distinctive Role of Local Government in Cultural Policy, Australian Journal of Public Administration, vol. 73, no. 2, pp. 218-234.

Radbourne J, Glow, H, Johanson, K, (2010), Empowering audiences to measure quality, Cultural Trends, vol. 7, 360-379.

Radbourne, J., Johanson, K., & Glow, H. 2015 The Value of Being There: How the Live Experience Measures Quality for the Audience, in Coughing & Clapping: Investigating Audience Experience (eds) Burland, K. & Pitts, S. Ashgate: Surrey, pp. 55-68.

Rutherford, L., Johanson, K., Singleton, A. Bullen, E., McRae, M., Merga, M., Waller, L. (2016). 'Teen Readers in the Digital Era: Snapshot Report' Deakin University, Murdoch University. Full report (2017) https://teenreadingdotnet.files.wordpress.com/2017/04/teen-reading-folio-report_email.pdf

Additional impact indicator information

Additional impact indicator information

(Provide information about any indicators not captured above that are relevant to the impact study, for example return on investment, jobs created, improvements in quality of life years (QALYs). Additional indicators should be quantitative in nature and include:

- name of indicator (100 characters)*
- data for indicator (200 characters)*
- brief description of indicator and how it is calculated (300 characters).)*