

REQUEST FOR PROPOSAL

Valuing the arts in Australia and New Zealand

The Australia Council for the Arts (Australia Council) is the Australian Government's principal arts funding and advisory body.

Manatū Taonga Ministry for Culture & Heritage, New Zealand (MCH) manages government investment in New Zealand's art, media, heritage and sports organisations, advises Government on cultural matters and provides historical and heritage services and resources.

Australia Council and MCH ('the parties') are currently seeking the services of a partner to undertake new research exploring the contribution of the arts to wellbeing, public value and social inclusion in Australia and New Zealand ('the Research Partnership'). Building on existing research such as *Vital Signs: Cultural Indicators for Australia*, the developing New Zealand Wellbeing approach and *Living Standards Framework* and international best practice in the field, the Research Partnership must result in new knowledge and evidence which can be used by both parties to inform strategic decisions, guide the development of sector impact measurement, and enhance discussions about the value of the arts in Australia and New Zealand.

This document is available until the closing date.

Issue Date: 10 October 2019

Closing date: 8 November 2019

Lodgement Address:

tenders@australiacouncil.gov.au

BACKGROUND

The Australia Council

The Australia Council for the Arts is the Australian Government's principal arts funding and advisory body.

The Australia Council is a champion for Australian arts both nationally and internationally. It invests in the arts by supporting all facets of the creative process, and it is committed to the arts being accessible to all Australians.

It achieves this through:

- a peer assessed grants program, fellowships and awards
- management of Government directed initiatives and frameworks
- national and international strategic activity that develops sector capacity and increases markets and audiences for Australian work
- research, evaluation and analysis
- co-investment and strategic partnership development
- advocacy for Australian arts and artists
- providing advice to the Government on matters connected with the arts

Manatū Taonga Ministry for Culture & Heritage

Manatū Taonga, the Ministry for Culture and Heritage works to enrich the lives of all New Zealanders by promoting a confident and connected culture. It is the Government's key policy advisor for arts, culture, and heritage. It invests in a number of core cultural sector organisations on behalf of Government and delivers historical and heritage services to the nation. It promotes and shares research about the value of the arts and culture sector in New Zealand.

What we already know about the value of the arts

Arts experiences of all forms and scales create impacts that have great meaning for individuals and communities. The exchange between artists and the wider community supports personal, social, cultural and economic benefits. These benefits intersect with numerous priorities of people, government, industry and society as a whole, including individual wellbeing, health, education, community services, global affairs, tourism, defence and innovation.

At the same time, many people can simultaneously hold contradictory views about the value of the arts, or underestimate how much the arts are a part of their lives.

Data and evidence about the value of the arts are currently collected in a range of ways in Australia and New Zealand, including through national surveys of the populations of both countries.

Existing research highlights the following:

- Australians increasingly recognise the impact of arts and culture on wellbeing and happiness, in line with global trends.¹
- The value of social cohesion is growing as a global policy consideration, and in Australia, the arts are seen as having an increasingly powerful role in generating empathy, understanding and human connection.²
- The majority of New Zealanders hold positive attitudes about the arts, which is likely to drive a high level of engagement with the arts in New Zealand.³
- The majority of New Zealanders believe the arts bestow a range of benefits on the nation and are more likely than ever to recognise the impact of the arts.⁴
- Global recognition of the value of arts and culture in international and diplomatic relationships is increasing.
- The body of evidence about the critical role of culture as the foundation of First Nations wellbeing in Australia is increasing⁵, along with recognition of the importance of First Nations culture and self-determination.
- In 2017, 44% of New Zealand's culture market had attended a Māori performance, cultural festival, arts exhibition or another Māori arts or cultural event in the past three years. This equates to 1.6 million adults.⁶
- In 2016, seven million Australians, or 35% of the population, attended First Nations arts – a record level of attendance and double that of 2009.⁷

For more information on the Australia Council's Research and Strategic Analysis program visit: <https://www.australiacouncil.gov.au/research/>

For more information about MCH research publications visit: <https://mch.govt.nz/research-publications>

For more information about Creative New Zealand's research program visit: <https://www.creativenz.govt.nz/development-and-resources/research-and-reports>

¹ Australia Council 2017, *Connecting Australians: Results of the National Arts Participation Survey*.

² Ibid

³ Creative New Zealand 2017, *New Zealanders and the Arts*

⁴ Ibid

⁵ Australia Council 2017, *Living Culture: First Nations arts participation and wellbeing*.

⁶ Creative New Zealand 2017, *Audience Atlas New Zealand 2017*.

⁷ Australia Council 2017, *Connecting Australians: Results of the National Arts Participation Survey*.

VALUING THE ARTS IN AUSTRALIA AND NEW ZEALAND

Definitions

For the purposes of this research, the following definitions apply:

Arts: incorporates dance, literature, music, theatre and visual arts and craft, including emerging, experimental, digital and community-based forms. Covers the full range of offerings, including in venues, public spaces and online. And spans commercial, not-for-profit, professional and amateur activities. Also incorporates people engaging with their cultural background or community through the arts.

Wellbeing: is defined by UNESCO as aspects of life that matter to people and that help to shape the quality of their lives. It incorporates living conditions and quality of life today (current wellbeing), as well as the resources that will help to sustain people's wellbeing over time.⁸ Subjective wellbeing analysis involves analysing people's self-reported levels of wellbeing, such as their life satisfaction or happiness.

Public value: encompasses enrichment of the lives of citizens and the health and prosperity of a nation through things like social and economic benefits. Includes contributions to health, wellbeing, education, innovation, identity, advancement, economy and international reputation.

Social inclusion: is described by UNESCO with the following: *Inclusive society is defined as a society for all, in which every individual has an active role to play. Such a society is based on fundamental values of equity, equality, social justice, and human rights and freedoms, as well as on the principles of tolerance and embracing diversity.*⁹ The Australian Social Inclusion Board defines social inclusion as having the resources, opportunities and capabilities to learn, work, engage and have a voice.¹⁰

Social cohesion: refers to concepts variously described by the Scanlon Foundation¹¹ (*the willingness of members of a society to cooperate with each other in order to survive and prosper*); the OECD¹² (*building of trust, promotion of inclusion and a sense of belonging, increasing wellbeing, and improving economic and social opportunity for all members of a community*); and the United Nations¹³ (*'the glue that holds society together', and encouragement of civic participation and co-operation at the civil society level; strengthening of relationships and trust in institutions; and encouragement of understanding of diversity as an asset not a threat*).

⁸ OECD, *MEASURING WELL-BEING AND PROGRESS: WELL-BEING RESEARCH*

⁹ UNESCO. Consultations of the Director-General with Member States. *Social Inclusion, Social Transformations, Social Innovation: What role for UNESCO in 2014-2021?*

¹⁰ Australian Social Inclusion Board. *Social inclusion in Australia: How Australia is faring*

¹¹ Markus, A, 2016, *Mapping Social Cohesion, The Scanlon Foundation Surveys 2016*.

¹² OECD, 2012, *OECD Multilingual Summaries: Perspectives on Global Development 2012: Social Cohesion in a Shifting World*

¹³ United Nations, 2012, *United Nations Department of Economic and Social Affairs*

Goals and objectives

It is increasingly important for cultural organisations and government bodies to be able to articulate, measure and report the economic, cultural and social benefits of the arts at an overall national or sub-national level. There is a growing body of work addressing the strengths and contributions of arts and culture, using a range of methodologies and definitions (see Appendix B for examples).

With this research, the Australia Council and MCH are seeking new knowledge, evidence and insights that can be applied at a national level in both countries and complement research that exists at a sub-sector or sub-national level in each country.

This research must address the following needs of the Australia Council and MCH:

- Develop and deliver new knowledge, evidence and insights around the wide-reaching impact of the arts, including contributions to wellbeing, public value and social inclusion.
- Advance understanding of how arts and culture can address social, cultural and economic development issues, and intersect with priorities across areas of government such as health, education, community services, global affairs, tourism, defence and innovation.
- Develop understanding of how culture contributes to social capital and wellbeing, including reference to the New Zealand Treasury's Living Standards Framework (refer Appendix A) and Te Tiriti o Waitangi / Treaty of Waitangi. This reflects the focus in New Zealand on both the wellbeing approach, and the heightened priority on social inclusion in light of the recent terror attack in Christchurch.
- Build the evidence base about the role and value of the cultural and creative industries and arts experiences in everyday lives of all people - as reflected in the strategic objectives set out in *Creativity Connects Us: Corporate plan 2019-2023* and its reference to international rights, treaties and obligations regarding participation in cultural and artistic life.
- Reflect the Te Tiriti o Waitangi / Treaty of Waitangi by incorporating a te ao Māori (Māori world view) and reference to wellbeing, public value and social inclusion from a Maori and bicultural perspective.
- Recognise that Australia's First Nations arts are diverse expressions of the world's oldest continuing living culture and reflect the importance of First Nations peoples' self-determination, cultural authority and leadership to Australia's collective prosperity.
- Provide new insights about how the arts can best contribute benefits for diverse communities in Australia and New Zealand - for instance based around gender, ethnicity, age, disability, socioeconomic status or location (urban, regional, rural or remote areas).
- Complement and build upon existing research, evidence and frameworks for evaluation. Examples of these are included at Appendix B.

The project will be delivered through the design, execution and analysis of research by the Research Partner. While we expect the main delivery of this project will be through a written report, Australia Council and MCH are open to suggestions for innovative approaches to presenting the results of the research.

Proposals

As the goals and objectives of the research are broad and the budget is fixed, the Australia Council and MCH welcome innovative and/or targeted proposals addressing the needs of the research.

This may take the form of proposals involving new methodologies or approaches, and/or proposals that take a *narrower and deeper* focus if this leads to new insights that may be broadly relevant across the arts sector.

Proposals should include a rationale for the suggested approach or methodology and the ways in which it responds to the needs of the research. In doing so, proposals may address some of the following questions:

- How can the benefits of arts and culture to social wellbeing, public value and social inclusion (inclusive of indigenous world views and aspirations) be articulated and measured?
- What do existing methodologies tell us, what are their limitations and how could they be built upon?
- Could an internationally-tested methodology be applied to the Australia/New Zealand context to provide new insights? Or could a new methodology be developed?
- Are there causal links between engagement in arts and culture activities and positive social outcomes that could be drawn upon or developed to address the needs of the research?
- How are relationships between engagement with the arts and positive social outcomes affected by the ways in which the arts are delivered and experienced? How are these relationships experienced by various cultures or communities?
- Could a set of indicators be developed to track and measure the contribution of culture to social inclusion and wellbeing in Australia and New Zealand? What are their strengths and weaknesses? What data exists to support these?
- Is it possible to translate any of the benefits of arts experiences into dollar figures, and if so, what are the opportunities and limitations of doing so? How could monetising be done in a way that is rigorous, insightful and feasible?
- Is there opportunity to consider whether new and evolving forms of engagement with the arts present new ways to think about how their social and cultural benefits might manifest and be measured?

Proposals must be no more than 20 pages.

Location

The research needs to be applicable to both Australia and New Zealand, including a representation of the diversity of the views, experiences and perceptions of all Australians and New Zealanders.

Travel costs should be quoted separately but should still fit within the budget.

Administration

The Research Partner will be expected to liaise with nominated contacts from the Australia Council and MCH project team throughout the project period, as well as through weekly catch-ups on the phone or in person as appropriate.

Outputs and deliverables

The key outputs for this project will be:

1. Theoretical framework

The successful Research Partner must provide a clear articulation and rationale of their selected aims, approach and methodology, and the ways in which it complements and extends existing research and analysis. Note that this will need to be articulated at a high level in proposals, and further developed by the successful Research Partner in collaboration with the Australia Council and MCH.

2. Research plan and supporting materials

A detailed plan for the execution of the research must be provided in writing, along with any written materials relevant to the proposed methodology (eg interview or discussion guides).

3. Final Report

The final report will include a detailed summary, analysis and discussion of the results from the research. It may involve innovative approaches to the presentation of the results, as agreed to by the Australia Council and MCH.

Written deliverables must first be submitted in draft format. Quotes should allow for at least two rounds of feedback on all deliverables.

Timeline

The selected Research Partner will be required to submit these deliverables within the timeframes indicated below. Potential Research Partners are welcome to propose their own reporting plan to include additional outputs, updates, meetings or teleconferences as appropriate.

Proposals Due	8 November 2019
Proposals evaluated	w/c 11 November 2019
Successful Research Partner notified	w/c 25 November 2019
Agreement executed by all parties	w/c 9 December 2019
Project to commence	16 December 2019
Final theoretical framework, research plan and supporting materials delivered	14 February 2020
First draft of research delivered	31 July 2020
Second draft of research delivered	18 September 2020
Delivery of final research report	16 October 2020

Budget

The budget for this project is \$78,000 AUD / \$82,000 NZD, including travel expenditure but excluding GST. This budget is fixed and non-negotiable. The successful Research Partner will be expected to have demonstrated how the project will be delivered within these strict budget parameters in their proposal.

Performance Standards

The successful provider will be expected to achieve a high performance standard, as expected from an experienced Research Partner delivering the services required. The Australia Council and MCH will monitor performance by way of weekly meetings by phone or in person as agreed. These meetings can be waived if agreed by all parties in writing.

Communication Standards

All formal reporting will adhere to the Australia Council Style Guide, which outlines the organisation's accepted conventions for spelling, grammar and style. These guidelines will be provided to the Research Partner.

The Australia Council and MCH are committed to communicating in 'plain English'. The successful provider must ensure that all reports are written in plain, clear English, and are precise, clear, readable and efficient.

Evaluation Criteria and Information Required

Responses to the Request for Proposals will be evaluated based on the criteria set out in the table below. Proposal documents should include the information listed.

Evaluation criteria	Information to be provided
Response to the Request for Proposal	Proposed methodology or delivery plan to achieve the outcomes required.
Expertise and experience of team	Qualifications, memberships and relevant experience of all personnel to be designated to the project. Information regarding the structure of the team and responsibilities for project management and oversight. This should include a description of the specific expertise of the potential research partner and of the team proposed to be dedicated to the project.
Value for money	A total and detailed budget for the project, broken down by project stage/deliverable. All amounts should set out GST exclusive and inclusive amounts.
Past experience relevant to this project	Two referees to whom the Australia Council and MCH may address enquiries concerning previous experience in this area.

Essential criteria	Information to be provided
Compliance with the brief, requirements, minimum standards and any attachments	A statement declaring any partial or non-compliance with any requirements of this brief.
Confirmation of ability to deliver within the required timeframe	Proposed timeline including milestones and provision for at least two rounds of feedback on all deliverables.

Proposal Submission

Proposals must be submitted by 5pm AEDT / 7pm NZDT, Friday 8 November 2019 by email to:

tenders@australiacouncil.gov.au

Further Information

For further information about this Request for Proposal, please email the above in writing in the first instance.

Appendix A: New Zealand Treasury’s Living Standards Framework

The New Zealand Living Standards Framework (LSF) has been established to facilitate good advice about the effects of government policies on New Zealanders’ living standards over time expressed through four *capitals*. It also integrates a wellbeing approach and these two elements are represented in the LSF dashboard: <https://treasury.govt.nz/information-and-services/nz-economy/living-standards/our-living-standards-framework>

The resources below are a selection of papers which bring ideas about the place of culture and cultural wellbeing in the LSF.

Author(s)	Title	Date	Notes
New Zealand’s Living Standards Framework (LSF)			
The New Zealand Treasury	New Zealand’s Living Standards Framework (LSF)	2018	<p>Based on the OECD framework. High level framework for measuring and analysing intergenerational wellbeing. Four capitals, storehouse of future wellbeing: natural, financial and physical, human, and social. 12 domains that measure current wellbeing: e.g. cultural identity, safety, health.</p> <p>To support implementation, have developed a dashboard of indicators to measure wellbeing outcomes: the LSF Dashboard. ‘Cultural identity’ domain is intended to capture aspects of culture pertinent to all New Zealanders. Does not have many indicators that capture cultural concepts specific to different social groups. This is acknowledged and further work is underway to develop this area further (see next entry). There is sector discussion about cultural capital as a ‘fifth capital’ in this framework.</p>
Paul Dalziel, Caroline Saunders and Catherine Savage (Lincoln University — Agribusiness and Economics)	Culture, Wellbeing, and the Living Standards Framework: A Perspective	2019	<p>Discussion paper jointly commissioned by the Treasury and Ministry for Culture and Heritage. Provides a perspective on how to better reflect culture in New Zealand’s Living Standards Framework. Key questions include:</p> <ul style="list-style-type: none"> • What are the different dimensions of culture that matter for New Zealanders’ wellbeing? • What would be the advantages/disadvantages of creative a fifth

Research Unit AERU)			<p>capital stock under the heading Cultural Capital in the LSF</p> <ul style="list-style-type: none"> • What set of indicators and statistical measures should there be to monitor the contribution of cultural capital to future wellbeing?
Dr Margreet Frieling	Note on Future Work on the Role of Culture in the Treasury's Living Standards Framework	2018	New Zealand Treasury commissioned Discussion Paper. States work is underway to develop an overarching and comprehensive framework that clarifies the role of culture in influencing individual and societal wellbeing.
Dr Margreet Frieling	The Start of a Conversation on the Value of New Zealand's Social Capital	2018	New Zealand Treasury commissioned Discussion Paper. Describes a conceptual framework for the key components of social capital, as a first step towards its measurement as part of the Treasury's Living Standards Framework. It proposes a definition of social capital as the social connections, attitudes and norms that contribute to societal wellbeing by promoting coordination and collaboration between people and groups in society.
Te Puni Kōkiri and the Treasury	An Indigenous Approach to the Living Standards Framework	2019	New Zealand Treasury commissioned Discussion Paper. Argues that wellbeing considered from an indigenous perspective moves the public policy discourse beyond Western constructs of wellbeing and enables improved lived experience of wellbeing for everyone. Focus on wellbeing for Māori specifically. Starter conversation. Proposes seven wellbeing domains — universal outcomes that can apply across generations.
Dr Sue Yong	An Asian Perspective on the New Zealand Treasury Living Standards Framework	2018	New Zealand Treasury commissioned Discussion Paper. Basis for discussions on incorporating the wellbeing of Asian New Zealanders in the LSF. Proposes that indicators are needed on 1) social cohesion, settlement and sense of belonging 2) radical acceptance and cultural recognition 3) employability and 4) accessing government services such as English proficiency, health care and interpretation services.

Su-a Thomsen, Jez Tavita and Zsontell Levi-Teu	A Pacific Perspective on the Living Standards Framework and Wellbeing	2018	New Zealand Treasury commissioned Discussion Paper. Suggests that any framework for describing and understanding Pacific peoples must highlight family as the dominant relationship that Pacific peoples acquire from birth, and highlight the key influence that culture plays in the social, human and physical capital stocks of Pacific New Zealanders. Recognises data gaps.
Paul Dalziel, Caroline Saunders and Joe Saunders (AERU)	Wellbeing Economics: The Capabilities Approach to Prosperity	2018	Basis for the Discussion Paper above. Written for an international audience. Explains how local and central governments can design economic policies to support wellbeing. Addresses how international collaboration can tackle global challenges such as climate change.
David Teece	Towards a capability theory of (innovating) firms: implications for management and policy	2017	Lincoln University's AERU drew upon this research in their approach to wellbeing economics. Looks beyond factors of production to recognise importance of how firms learn and orchestrate assets in ways markets cannot replicate.
P. Dalziel and C. Saunders	Wellbeing economics: Future directions for New Zealand	2014	Calls for shift in how New Zealand regards wellbeing. Should be assessing how well economic growth enables New Zealanders to lead the kinds of lives they value and have reason to value.
P. Dalziel and C. Saunders with R. Fyfe and B. Newton	Sustainable Development and Cultural Capital	2009	Concludes that cultural capital is an essential component of human well-being (in addition to natural and social capital etc.) Cultural Capital of communities should not be overlooked when designing indicators of sustainable development.
P. Dalziel, G. Maclean and C. Saunders	Economic Policy and Cultural Well-Being: The New Zealand Experience	2009	Chapter in <i>The Roles of New Zealand and Japan in the Asia-Pacific: From Standpoints of Security, Economy and Cultural Exchanges</i> .

Appendix B: Existing research and frameworks

A range of work has already been undertaken in Australia and New Zealand to understand the contribution of the arts to wellbeing, public value and social inclusion. Key examples are listed below, grouped according to their broad approach or methodology.

Some key summaries of relevant international literature are also available, including the following:

[List of research \(worldwide\) on the arts' contribution to economic, cultural and social wellbeing](#)

Creative New Zealand, 2019

A list of research and reports from a variety of countries and organisations. Covers the following themes:

- The arts contribute to the economy
- The arts improve educational outcomes
- The arts create a more highly skilled workforce
- The arts improve people's health
- The arts improve personal well-being
- The arts rejuvenate cities
- The arts support democracy
- The arts create social inclusion

[List of key academic publications: research for sustainable wellbeing](#)

AERU, 2008-2019

Lists publications under the following themes:

- Wellbeing frameworks
- Sustainable development and wellbeing
- The seven capitals and wellbeing
- NZ international trade

[Warwick Commission research and policy documents](#)

The UK's Warwick Commission on the Future of Cultural Value published links to academic research, policy documents and reports addressing modes of value and measurement.

[The arts in health: evidence from the international literature](#)

Susan Bidwell, Pegasus Health Charitable Ltd, 2014

Participatory arts programs as beneficial for those who are isolated due to lack of social support, and mental or physical impairments.

Measures of attitudes and behaviours

Key data sets are based on surveys, interviews and group discussions measuring levels of engagement along with perceptions and opinions. Their repeatable nature enables tracking of trends over time. Some studies apply statistical models to survey results to explore connections between particular behaviours and attributes/views.

Examples include:

[New Zealanders and the Arts: Attitudes, attendance and participation in 2017](#)

Creative New Zealand, **2018**

Analysis of this regular survey includes insights into attitudes towards the arts in New Zealand.

[Connecting Australians: Results of the National Arts Participation Survey](#)

Australia Council for the Arts, **2017**

Analysis of this regular survey and focus groups includes insights into perceptions around the impacts and value of the arts to Australians and the role of the arts in social cohesion.

[Living Culture: First Nations arts participation and wellbeing](#)

Australia Council for the Arts, **2017**

Draws on the results of the National Aboriginal and Torres Strait Islander Social Survey to explore the role of culture as the foundation of First Nations wellbeing.

[Reading the reader: A survey of Australian reading habits](#)

Macquarie University and Australia Council for the Arts, **2017**

Analysis of this survey and focus groups includes analysis of reasons for reading, as well as attitudes to books and the Australian book industry.

[Screen Currency: Valuing our screen industry](#)

Deloitte Access Economics and Olsberg SPI for Screen Australia, **2016**

A survey gauged attitudes about the uniqueness of Australian screen content, preferences for local content over imported and views about government support.

Value measurement frameworks

Frameworks are sometimes used to define and describe some of the less tangible impacts and benefits of the arts, through which data is structured and analysed. These include: John Holden's framework of instrumental, intrinsic and institutional value; the Wallace Foundation's five categories of instrumental benefits of the arts; and Crossick and Kaszynska's five components of cultural value.

Examples of research using value measurement frameworks include:

[Value of culture framework](#)

Ministry for Culture and Heritage, **2018**

Framework to describe and measure the value of culture. Based on the work of UK-based economist Daniel Fujiwara. Guidance notes to be developed.

[Screen Currency: Valuing our screen industry](#)

Olsberg SPI for Screen Australia, **2016**

Applies instrumental, institutional and intrinsic value framework.

[The Economic and Cultural Contributions of Live Music Venues in the City of Sydney](#)

Paul Muller and Dr Dave Carter, University of Tasmania, **2016**

Applies a cost-benefit framework that includes four categories of benefit: physical capital, human capital, social capital and symbolic capital.

[The economic and cultural value of live music in Australia 2014](#)

University of Tasmania, **2015**

Applies a cost-benefit framework that includes four categories of benefit: physical capital, human capital, social capital and symbolic capital.

[The Arts Ripple Effect](#)

Castanet for Arts Victoria and the Australia Council for the Arts, **2014**

Uses case studies to demonstrate the value of the arts at a local level, across six themes: building community pride and identity; inspiring community and civic participation; creating a culture of inclusion; contributing to resilient local economies; promoting health and wellbeing; and liveable cities, liveable towns.

Wellbeing measures

Some specific work has been done to quantify the benefits of the arts for health and wellbeing. It often takes the form of evaluation of the impacts of specific programs on participants, but there has also been some research into whether there's an association between arts engagement and self-assessed wellbeing and life satisfaction.

The usual method for analysing subjective wellbeing is to include a question in a broader survey that asks respondents to rate how satisfied they are with their lives or how happy they feel, often on a scale of one to ten. The results need to be controlled for other factors that tend to impact subjective wellbeing (such as income and health), before associations can be drawn between wellbeing and other indicators gathered through the survey (such as engagement with the arts).

Examples include:

[Statistics New Zealand's Indicators Aotearoa](#)

Statistics New Zealand, **2019**

Comprehensive set of wellbeing indicators.

[Living Culture: First Nations arts participation and wellbeing](#)

Australia Council for the Arts, **2017**

Draws on the results of the National Aboriginal and Torres Strait Islander Social Survey to explore the role of culture as the foundation of First Nations wellbeing.

[The Pacific Identity and Wellbeing Scale — Revised: Comparisons across Pacific groups](#)

Sam Manuela and Chris G. Sibley, **2015**

University of Auckland. Development and revision of the Pacific Identity and Wellbeing Scale (PIWBS-R). The first psychometric measure developed specifically for Pacific peoples in New Zealand.

[Getting the measure of happiness: the arts and subjective wellbeing in Australia](#)

Part of *Arts Nation: an overview of Australia Arts*

Rachel Smithies and Daniel Fujiwara, **2015**

Drew on data from the Australia Council's 2013 Arts Participation Survey to explore the relationship between Australians' engagement with the arts and their subjective wellbeing, using regression analysis.

[Tofa Sa'ili I le Mataepu O Le Soufua Manuia, Soifua Tamaoaiga, Soifua Maloloina, ma Iona Tagafaina. Pacific conceptions of Wellbeing, Spirituality, Resilience, and the Measurement of Pacific Intergenerational Wellbeing.](#)

Taimalieutu Papalii Kiwi Tamasese, Tafaoimalo Loudeen Parsons, the Family Centre
The Samoan concept Tago Sa'ili sets out three central cultural concepts that define Pacific intergenerational wellbeing in this report: Soifua Manuia, Soifua Tamaoaiga, and Soifua Maloloina. Exclusion of the Pacific perception of wellbeing has had negative effects over time. Comments on the Treasury's LSF. This paper doesn't seek to fit Pacific conceptions into the LSF, but rather hopes that Pacific Peoples' conceptions will inform and extend central government definitions of wellbeing and resilience and their measurement.

Indicators

National cultural indicators have been developed to enable governments to assess the strength of the cultural sector, the key features of its contribution to the community, the impact of policy initiatives, and trends in its growth or decline over a period of time.

Examples include:

[The Social Report 2016 — Cultural Identity](#)

New Zealand Ministry for Social Development, **2016**

Four indicators are used to provide a snapshot of the health of New Zealand's cultural identity: Local content programming on New Zealand television, Māori language speakers, language retention, and the ability to be yourself in New Zealand. Found that cultural identity domain outcomes are generally declining.

[Vital Signs: Cultural Indicators For Australia](#)

Meeting of Cultural Ministers (MCM) Statistics Working Group, 2010

This First edition consultation draft delivered a tool to enable governments, the arts and cultural sector and the community to monitor the achievements of the sector, the role arts and culture play in economic and social agendas, and the vitality and cultural impact of Australian arts and cultural output.

[Cultural indicators for New Zealand 2009](#)

Statistics New Zealand and the Ministry for Culture and Heritage, **2009**

24 indicators, designed to monitor trends in the contribution of cultural activity to New Zealand society and its economy. Second report. Indicators remain arranged in a framework of five theme areas broadly reflecting key development goals for cultural activity in New Zealand.

[Cultural indicators for New Zealand](#)

Statistics New Zealand and the Ministry for Culture and Heritage, **2006**

Indicators highlighting key trends in New Zealand's cultural sector. Employment trends, cultural experiences, and cultural spending. 5 themes: engagement, cultural identity, diversity, social cohesion, and economic development. Range of indicators designed to measure extend the cultural sector is moving towards or away from the high level outcomes.

Putting a price on non-financial benefits

Methods for ascribing market value to non-market entities (sometimes referred to as contingent valuation methods) have occasionally been used to translate the benefits of arts experiences into dollar figures. Examples of measures include willingness to pay, non-use value, choice modelling, consumer surplus, consumer choice value and time-use value.

Recent examples of research using such measures include:

[Measuring the value of the contribution of Māori language and culture to the New Zealand Economy](#)

Matthew Roskrug, Sandy Morrison, Te Kahautu Maxwell, **2017**

Commissioned by Te Taura Whiri i Te Reo Māori. Purpose was to ascertain current thinking and practices in measuring the economic value of Māori language and culture, and to define tools or models that can be used as a form of measurement. Notes that the original goal of estimating the dollar value of the contribution of Te Reo Māori remains elusive, but offers insights on analysis.

[Drivers of heritage value: A meta-analysis of monetary valuation studies of cultural heritage](#)

William Wright and Florian Eppink, Landcare Research, **2016**

Overview of economic studies of heritage value internationally up to 2016. The evidence base for cultural heritage is relatively small compared with meta-analyses of certain environmental resources, such as coral reefs.

[Screen Currency: Valuing our screen industry](#)

Deloitte Access Economics for Screen Australia, **2016**

Measures option value based on existence value and altruism value. Measures consumer welfare benefit through consumer surplus, consumer choice and time-use value.

[How do you value an icon? The Sydney Opera House: economic, cultural and digital value](#)

Deloitte Access Economics, **2013**

Measures consumer value based on consumer surplus and consumer choice value. Also measures non-use value and willingness to pay through taxes.

[Value and culture: an economic framework](#)

Motu, **2013**

Commissioned by the Ministry for Culture and Heritage. Paper seeking to clarify the understanding of value in the cultural context, using economic concepts. Discussion of how well various valuation techniques can account for these values. Culture is taken here to include all goods, services and activities in the broad arts, sports and heritage space.

[The Role of Arts and Culture in Liveability and Competitiveness](#)

Arts Victoria, **2008**

Includes references to willingness to pay and option demand / existence value.

Program evaluation and impact measurement frameworks

Frameworks and methodologies have been developed for collecting and reporting data, in order to assess the impact of individual projects or programs

Examples include:

[Culture Counts](#)

Culture Counts is a cloud-based software platform used to evaluate the impact of arts and cultural activities, capturing feedback from audience members, expert peers, artists and education groups about their experience. It uses metrics developed in consultation with the sector addressing quality of arts programming as well as social and cultural outcomes.

[Whitebox](#)

WhiteBox is an online tool for identifying and measuring the impact of cultural activities across the five public policy domains of cultural, social, economic, environmental and governance. It is an open-source product with an outward facing API. It also aims to provide a sector-development tool in building an ever-increasing library of evidence-based case-studies and research from the material provided by its users.

[Artistic Vibrancy](#)

The Australia Council's Artistic Vibrancy Framework is a way for organisations to talk about their artistic impact in an holistic manner. The framework identifies five essential dimensions of an artistically healthy arts organisation, and offers arts organisations:

- a language for communicating about artistic matters with non-artists, such as boards and funders
- processes for gathering genuinely useful, internal and external feedback about the artistic impact of the organisation
- a pathway for reflection and change, so that organisations can remain relevant to their stakeholders and contemporary life