

Today's seminar will begin shortly.

Please complete your phone connection now:

1. **Dial the toll free number:** 1-866-275-3495.
2. **Enter the meeting number** *4671867* on your phone keypad. Enter the star (*) key before and after the meeting number.
3. **Identify yourself.** Please complete your connection following the system prompts to synchronize your phone line and web identity.

Public Support for the Arts: A Global Perspective

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.

Your Host

National Assembly of
State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY



Eric Giles

Learning Services Manager

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.

Tech Tips

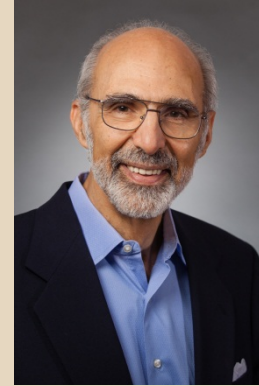
- **View all participants** in the roster to the right.
- **Use the Chat box at any time** to submit a question or get technical help.
- **During the Q&A break**, presenters will answer chat questions.

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.

Agenda

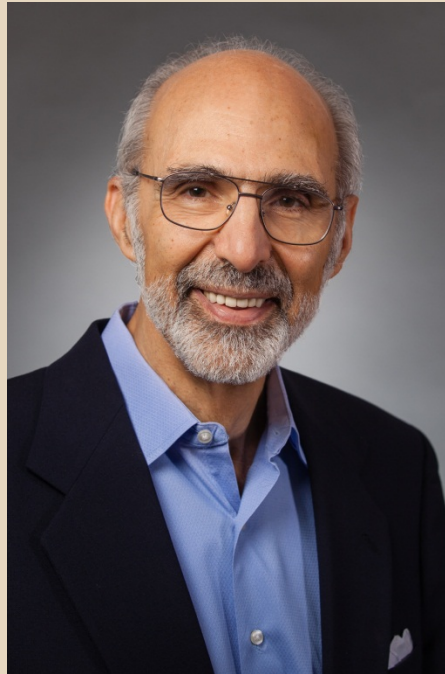


Sarah Gardner
Executive Director
International Federation of Arts
Councils and Culture Agencies



Jonathan Katz
Chief Executive Officer
NASAA

- I. IFACCA
- II. Global Perspectives on Public Value
- III. Discussion
- IV. Participant Q&A



Jonathan Katz
Chief Executive Officer
NASAA



Sarah Gardner

Executive Director

IFACCA



International Federation of Arts Councils and Culture Agencies

Sarah Gardner
Executive Director

IFACCA is the global network of national arts funding agencies.

Networking – Research – Advocacy

The headquarters is in Sydney Australia with a staff of five.

IFACCA Members



National members in 72 countries. For example:

Australia
Belgium
Botswana
Cambodia
Canada
Chile
China
Colombia
Cuba
Egypt
England

France
India
Indonesia
Ireland
Jamaica
Kenya
Malaysia
Malta
New Zealand
Philippines

Qatar
Saudi Arabia
Singapore
South Africa
South Korea
Spain
Sweden
Tunisia
USA (the NEA)
Vietnam
Zambia

Membership – two types

1. National members

- Arts councils, or
- Ministries for the arts or culture

2. Affiliate members

- Organisations committed to public support for the arts, including public or private institutions involved in advocacy, policy or research about arts and culture, and public or private arts funders, foundations and endowments

IFACCA Objectives



1. Support the leadership of government arts funding agencies with a well-informed, global perspective on issues affecting arts and cultural policy.
2. Consolidate the collective knowledge of arts councils and culture agencies.
3. Build networks, promote understanding and enhance cooperation between arts councils and national arts agencies.
4. Promote the value of public investment in a diversity of arts and cultural practices.
5. Provide relevant, responsive and accountable services to members of the Federation.

IFACCA Board



Alan Davey (Chair)	Arts Council England
Huang Wenjuan	China Federation of Literary and Art Circles
Poul Bache	Danish Arts Agency
Magdalena Moreno	Consejo Nacional de la Cultura y las Artes, Chile
Elise Huffer	Secretariat of the Pacific Community
Bilel Aboudi	Ministry of Culture of Tunisia
Pramod Jain	Ministry of Culture of India
Stephen Wainwright	Creative New Zealand

Elections will take place at the next General Assembly in Santiago, Chile.

6th World Summit on Arts And Culture 2014



You are invited to Santiago, Chile
13-16 January 2014

*Creative Times: new models for cultural
development*

www.artsummit.org

Key Initiatives

- 6th World Summit on Arts and Culture
- Mini Summits and CEO Leadership Seminars
- Electronic newsletter (ACORNS) and www.ifacca.org
- The international who's who of cultural policy – ConnectCP.org
- Regional chapters
- Initiatives with international organisations like OEI, OAS, UNESCO
- WorldCP ... national profiles of cultural policies

Research Assistance



D'Art - Discover-Decouvrir-Descubrir – creating international 'knowledge links' and consolidating arts policy knowledge and expertise into a central public resource.

IFACCA research covers a variety of topics, including:

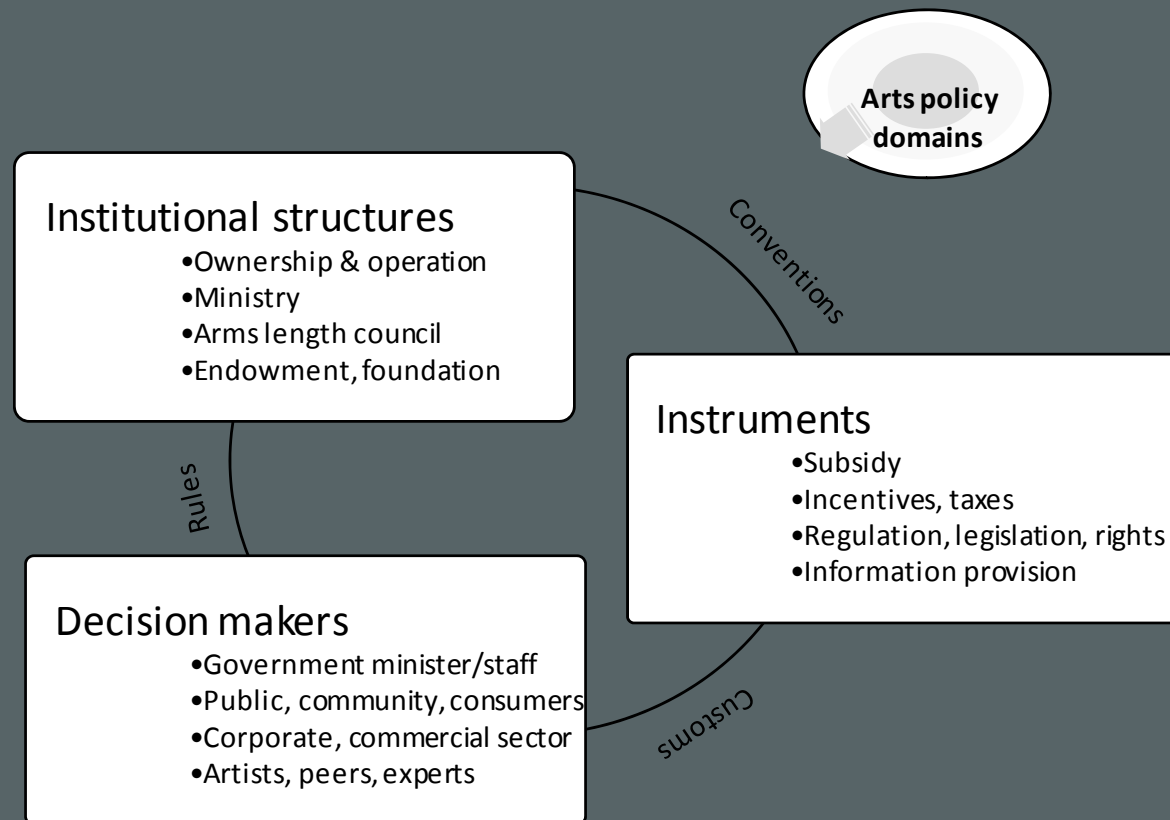
- Intercultural dialogue through the arts and culture
- Creative partnerships: intersections between the arts, culture and other sectors
- Indigenous arts policy: initiatives and challenges
- Independence of arts funding from government
- National arts advocacy campaigns
- Artists' international mobility programs
- Statistical indicators for arts policy
- Arts and education – *The WOW Factor* – with UNESCO

D'Art No. 9: *The Independence of Government Arts Funding: A Review*

ifacca.org/topic/independence-of-arts-funding-from-government/

Arts Policy

Figure 1: Key elements of an arts policy



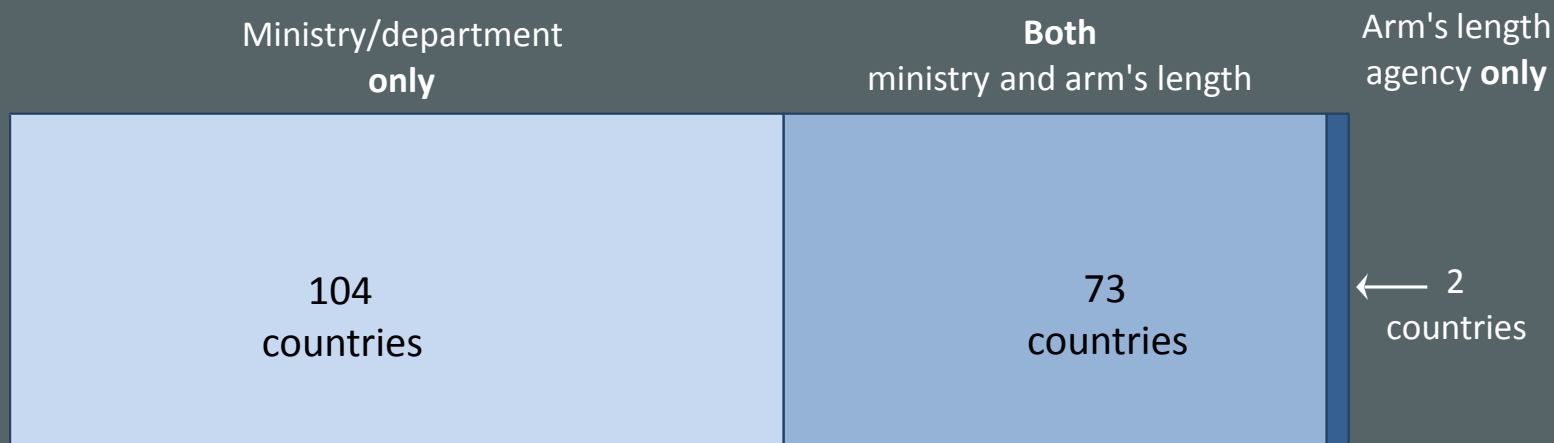
Source: IFACCA

Arts Councils and Ministries



Number of countries (out of 179) that have

- Ministries/departments for culture: 99 percent
- Arm's length agencies : 42 percent



Source: IFACCA database

Cultural policies international scan: What does a policy look like?

Cultural policies	
'Invisible'	Visible/'Monolithic'
Not explicit	Explicit
No single policy document	Single policy document
Cultural <u>policies</u>	Cultural <u>policy</u>
Hard to compare	Easy to compare
Examples Australia, USA, UK, Canada, New Zealand	Examples Cuba , Botswana, Guatemala, Jamaica, Mexico, Namibia , The Netherlands, Pakistan

Not calling something a policy does not mean there isn't any. Cultural policies...are made all the time. In the United States, policy and policymaking are more often implicit than explicit, and thus they are frequently **invisible**.

Caron Atlas, C. 2001. Cultural Policy: What Is It, Who Makes It, Why Does It Matter?

Cultural Policy

Trends and issues...



- Greater accountability and transparency in government – ‘cultural indicators’ and statistics, advocacy, showing ‘value’
- Financial pressures (GFC) – in sales and box office, sponsorship and government funding, cultural industries
- Improving arts management, leadership and corporate governance
- Community and audience - increasing role for ‘civil society’, NGOs, foundations, etc.
- Arts and education and young people

Cultural Policy

...Trends and issues



- More strategic focus to programs, whole of government approaches
- Working conditions for individual artists, status of the artists, rights
- New technology/social media – implications for production, consumption, networking between artists, arts organisations, audience
- Big international issues – UNESCO Convention on Cultural Diversity, Millennium Development Goals (Culture and Development)
- More change...

Advocacy



Government agencies promote the arts to a number of audiences, including to:

- the public to encourage arts participation and community support;
- businesses and private donors to encourage arts sponsorship; and
- political leaders to secure public funding for the arts and to have artistic interests considered in public policy.

Advocacy



The debate (on cultural value) began as an argument between two key policy concepts: Instrumental Value ... and Intrinsic Value ...

The Public Value of Culture: a literature review by John Holden and Jordi Baltà, European Expert Network on Culture (EENC) in January 2012.

<http://www.eenc.info/news/the-public-value-of-culture-literature-review/>

Examples of **instrumental** arguments are:

- economic impacts (the arts encourage economic growth and development);
- educational attainment (the arts improve academic performance); and
- social impacts (the arts bring communities together and promote social inclusion).

Intrinsic arguments are that the arts are good, beneficial or valuable in themselves and, therefore, worthy of promotion by governments and communities.

‘The value of culture cannot be expressed only with statistics. Audience numbers give us a poor picture of how culture enriches us’.

Capturing Cultural Value, John Holden of
DEMOS

Advocacy



Cultural Value: an overarching principle for cultural funding – where cultural value:

- recognises the affective elements of the cultural experience as well as the full range of quantifiable economic and numerical data;
- integrates culture with the rest of public policy so it is an integral and essential part of civil society...etc.

Capturing Cultural Value, John Holden

Advocacy



National arts advocacy campaigns: overview of case studies and good practice

IFACCA report 2010

ifacca.org/topic/arts-advocacy-arguments/

IFACCA Good Practice Guide 2013

Arts advocacy arguments:

Arts advocacy campaigns:

- types, good campaign practice, key findings

Case studies:

- USA, England, Canada, Australia

Bibliography

- including NASAA's advocacy toolkit

Advocacy



Recent campaigns

- England – Value of public investment in arts and culture
- Canada – national culture days
- Zimbabwe – civil society launches advocacy campaign
- Northern Ireland – making the case for the arts
- Europe – ‘we are more’
- A Soul for Europe

Advocacy



Public Value

UK Arts & Humanities Research Council – 2 year
Cultural Value Project -- how we think about the
value of arts and culture to individuals and to society

#culturalvalue - www.culturalvalueinitiative.org - The
Cultural Value Network is a collaborative initiative
between UK and Australian partners.

Artistic Vibrancy

‘Artistic vibrancy’ (Australia)

The elements of artistic vibrancy are:

- artistic quality or excellence
- audience engagement and stimulation
- a fresh approach to the preservation or development of the art form
- artist development
- community relevance

To be *artistically vibrant*, performing arts companies need the time and space for inspiration, strong arts education and participation, solid connections to communities, and organisational strength.

Advocate with Passion



Advocating the public value of the arts is a key challenge shared by many governments.

We must identify value, be able to deliver value, and be able to inspire others to share our vision.

The arts mean the world to us

For more on IFACCA...

Information kit
Paquete de Información
Trousse d'information
Informations-Kit
Manual de Informações
インフォメーション キット
資料小冊

www.ifacca.org
www.youtube.com/user/ifacca4/videos

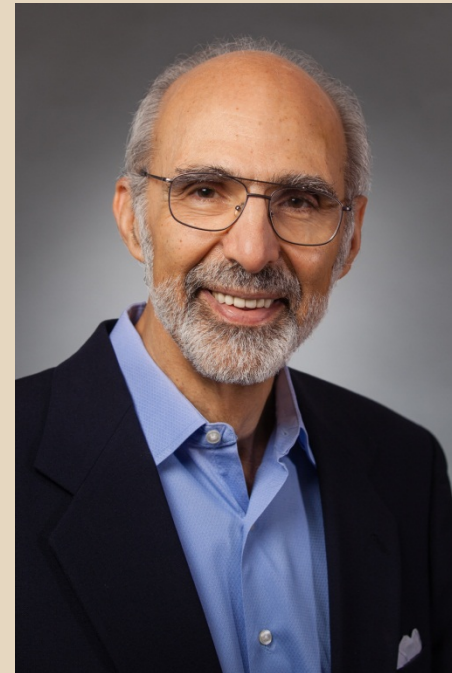
Discussion

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Audience Questions

Use the Chat box.

Thanks for participating!

Questions or comments about this session?
Contact NASAA Learning Services Manager Eric Giles:
eric.giles@nasaa-arts.org

Many thanks to NASAA's member states and today's guests for making this session possible. The work of NASAA and of state arts agencies is supported and strengthened in many ways through funding and programming partnerships with the National Endowment for the Arts.