

IFACCA Researchers' Workshop

25-26 June 2012, Helsinki, Finland

Summary Notes - Prepared by David Fajolles (Ministère de la Culture et de la Communication, France), Paula Karhunen (Arts Council Finland) and Annamari Laaksonen (IFACCA) for presentation to IFACCA European Members' meeting.

The 3rd IFACCA Researcher's meeting, hosted by the Arts Council of Finland, was attended by 23 participants from 12 countries.

The objectives of the meeting were to

- Share information on current research priorities, projects and methods
- Discuss the role of arts policy research and its connection to cultural policies
- Provide feedback on IFACCA's research activities and upcoming research projects
- Discuss specific research topics (self-evaluation, education, statistics)
- Discuss the role of the IFACCA research network and ConnectCP

The discussions covered several themes including monitoring public engagement; measuring the impact and value of the arts; relationships between arts councils and ministries (nature, setting objectives); evidence of impact on national objectives (i.e. how to generate evidence); communications for research and connections between research, policy-makers and politics; and building an international network of researchers in governmental arts and culture funding bodies.

Participants expressed a common point of view in relation to evaluation studies and agreed that there is a need for clear distinctions on what is meant by methodologies, benchmarking, evaluation and strategies. Scientifically valid methodologies should be adapted in order to avoid repeating old mistakes and common frameworks of measuring should be identified – for example, in relation to the impact of cultural events, the sociology of audiences, new audiences, etc. There is a need to protect the autonomy of the data produced, and for the data to be independent of the specific agency/administrative frameworks in place.

The participants agreed that communicating research results continues to be a central challenge and there is a need for better circulation of knowledge, especially between research and policy-making, and between the academic level and arts councils, as well as in fields that are more closely linked with cultural and creative industries rather than the usual domains of arts councils.

Action: Participants were requested to provide information on the prospective and strategic studies that their organisations are undertaking that relate to addressing future scenarios anticipated for their institutions.

Participants noted the following key points:

- There is a need for new tools, databases, methodologies, and methods of confidential information sharing that already exist in the private sector
- Research is central to the development and evaluation of cost-effective cultural policies and that, therefore, research budgets should not be cut
- Networking is essential and research cooperation between different agencies should be encouraged through comparative and transnational studies
- Future researchers' workshops could be focused on one or two themes in order to explore them in more depth
- The ESS Net Culture helped to identify the lack of certain data (e.g. live performance data, heritage expenses, etc.) and facilitates the development of comparative studies
- The European Commission should be encouraged to finance pilot projects with several ministries

Participants noted that future issues to be addressed include:

- Clarification of concepts and methodologies (e.g. developing a lexicon)
- Development of common methodologies
- Cooperation regarding the research project for the 2014 World Summit on Arts and Culture (Santiago, 13-16 January 2014)
- Exchange of information and methodologies on symbolic and intrinsic value of works of art and participation, audiences, marketing and social media, access, participation, cultural practices, new databases (e.g. social networks, search engines), social revenue investment, contingent evaluation
- Developing shared guidelines for the communication of research results and achievements of research

Participants prioritised the following actions:

- Establish a discussion group for IFACCA Researchers in ConnectCP or in one of the social media tools like Linked-In
- Create a specific newsletter for IFACCA Researchers to share updates from different countries
- Collaborate on the proposed WS2014 research project
- Address only 1-2 themes at the next IFACCA Researchers' Workshop
- Contribute to IFACCA's research on benchmarking and the collection of in-depth data on the administration of arts funding
- Compile an IFACCA report on data collection methodologies
- IFACCA to consider possible future D'Art topics (attached) on partnerships and networking, taxation (philanthropy, artists, shelters, tax minimisation), social revenue investments, freedom of expression/censorship, philanthropy models

Report: IFACCA Researchers' Workshop

Helsinki, 25-26 June 2012

Participants

The following people attended the workshop:

- Bilel Aboudi, Deputy Director of International Cooperation and External Relations, Ministry of Culture, Tunisia
- Ellen K. Aslaksen, Head of Research, Arts Council Norway
- Klazien Brummel, Senior Advisor Raad voor Cultuur - Council for Culture, Netherlands
- Alastair Evans, Development Partnership Officer, Creative Scotland
- David Fajolles, Head of the Department of Studies, Ministère de la Culture et de la Communication, France
- Bridget Jones, Director, Research and Strategic Analysis, Australia Council for the Arts
- Claire McCaughey, Head, Research and Evaluation, Council Secretariat and Strategic Initiatives Division, Canada Council for the Arts
- Christopher McDermott, Manager, Policy and Research, Arts Victoria, Australia
- Florence Mukanga Majachani, Author, Zimbabwean profile, WorldCP Consultant, Zimbabwe
- Pilar Parcerisas i Colomer, Vice-President, CONCA (Catalonia), Spain
- Rachel Smithies, Director, Research and Knowledge, Arts Council of England
- Norbert Tomas, Director, CONCA (Catalonia), Spain
- Pilar Torre Villaverde, Consejera Técnica, Subdirección General de Promoción y Relaciones Internacionales, Ministerio de Cultura, Spain
- Simón Palominos Mandiola, Coordinator, Cultural Observatory, Department for Research Studies, Consejo Nacional de la Cultura y las Artes (CNCA), Chile

Arts Council of Finland representatives:

- Paula Karhunen, Head of Research Unit
- Raija Nummijärvi, Senior Planning Officer
- Piia Rantala-Korhonen, Executive Chair
- Esa Rantanen, Secretary General
- Eija Ristimäki, Head of Communications
- Kirsi Väkiparta, Senior Advisor, International Affairs

IFACCA representatives

- Sarah Gardner, Executive Director, IFACCA
- Annamari Laaksonen, Research Manager, IFACCA
- Diane Dodd, IFACCA Regional Coordinator Europe/ConnectCP Coordinator