

# Arts Advocacy Arguments

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The following *Ask IFACCA* question has been submitted to the IFACCA secretariat.

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From: Lisa Colley  
Director Policy Communications Research  
Australia Council for the Arts, Australia

## Question

As part of the review of the Australia Council's triennial funding agreement with government, we need to update ourselves on current thinking about the benefits to the public and to the nation of funding the arts and cultural sector, including arguments of market failure. Given your contact with other national arts councils, can you point me to some documents or statements to support the above.

## IFACCA's Instant Response

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This is a perennial question for arts funders – be they accountable to governments, private foundations or shareholders (via corporate sponsors). It is such a fundamental question that it will be a workshop topic at IFACCA's Second World Summit in November ([www.artsummit.org](http://www.artsummit.org)) and we plan to follow up on the issue next year.

In the meantime, a selection of references and online resources is provided below. The cutting edge of current research into articulating the benefits of the arts is Arts Council England's research into social impacts (Jermyn, 2001; Reeves, 2002). These publications provide a state-of-play on the impact of the arts and a comprehensive survey of the literature. See also Guetzkow (2002).

Economists have devoted more energy than most into articulating the public benefits of the arts, as these, it is argued, justify government intervention in the arts. The following references are offered as an introduction to the substantial economics literature on this topic: Rushton (2002), Heilbrun and Gray (2001), Throsby (2001), Frey (2000), Peacock (2000), O'Hagan (1998), Schuster (1994), Lingle (1992). The economic arguments can be technically complex and can appear callous or even naïve from an arts perspective. O'Hagan (1998) has probably the best summary and analysis of the economic viewpoint. Arguments against public intervention can be found in Heilbrun and Gray (2001; 221-226), Cowen (1998), Schuster (1994), Lingle (1992) and Grampp (1987).

Many of the public benefits of the arts identified in the literature are 'instrumental' in nature; the arts are advocated for non-arts benefits, such as 'economic' impacts, educational attainment, improved health and a variety of other social outcomes. Commentators have warned of the danger of adverse policy responses arising from such 'instrumentalism', and reinforce the need to also articulate the artistic benefits of art (for example: McLennan, 2003; REAP, 2001; Volkerling 1994).

As mentioned above, a workshop will be held at the World Summit on 'making the case for the arts'. The workshop will address issues around understanding and articulating the public benefits of art. The abstract for the session is reproduced below:

**Second World Summit on the Arts and Culture, 23-26 November, Singapore**  
**([www.artsummit.org](http://www.artsummit.org))**

**Workshop W3a - *Making the Case for the Arts***

Advocating the benefits of arts funding is integral to the role of an arts support agency. Messages need to be tailored to suit a variety of audiences. Among others, agencies promote the arts to the public to encourage participation, to businesses to encourage sponsorships, and to political leaders to secure public funding and to have artistic interests considered in public policy. There are many ways to argue the value and benefits of the arts. Examples are:

- economic impacts; the arts encourage economic growth and development
- educational attainment; the arts improve students' academic performance
- health; the arts improve mental and physical health
- social impacts; the arts bring communities together and promote social inclusion

How good is current arts advocacy? How can agencies best convince others of the 'value' of the arts? What advocacy strategies work? What arguments are successful? Which arguments should be used with which audiences? What level of resources should be diverted to advocacy and lobbying? Can advocacy outcomes be measured?

## **Selected references**

Cowen, T., 1998, *In Praise of Commercial Culture*, Harvard University Press, Cambridge, Mass. See also the review of this book by Broekema at <http://www.recap.nl/broekemaeng.pdf>.

Dwyer, M., and Frankel, S., 2003, *Policy Partners: Making the Case for State Investment in Culture*, The Pew Charitable Trusts and the Center for Arts and Culture, <http://www.culturalpolicy.org/pdf/policypartners.pdf>.

Frey, B., 2000, *Arts and Economics: Analysis and Cultural Policy*, Springer, Berlin.

Guetzkow, J., 2002, *How the Arts Impact Communities: An Introduction to the Literature on Arts Impact Studies*, paper prepared for the Taking the Measure of Culture Conference, Princeton University, New Jersey, June 7-8, <http://www.princeton.edu/~artspol/workpap/WP20%20-%20Guetzkow.pdf>.

Grampp, W., 1989, *Pricing the Priceless: Art, Artists and Economics*, Basic Books, New York.

Heilbrun, J., and Gray, C., 2001, *The Economics of Art and Culture*, 2<sup>nd</sup> edition, Cambridge University Press, Cambridge.

- Hookway, E., and Weeda, H., 2001, *Advocating Culture: Workshop Report*, International Workshop, Zagreb Croatia, 22-24 November, <http://www.policiesforculture.org/Reportzagrebenglish.pdf>.
- Jermyn, H., 2001, *The Arts and Social Exclusion: a review prepared for the Arts Council of England*, Arts Council England, <http://www.artscouncil.org.uk/documents/publications/298.doc>.
- Lingle, C., 1992, 'Public Choice and Public Funding of the Arts', in Towse and Khakee, eds., *Cultural Economics*, Springer-Verlag, Berlin.
- McLennan, D., 2003, 'The End of Arts Funding?' *Newsweek*, web exclusive, May 29, <http://www.msnbc.com/news/919695.asp>.
- Madden, C., 2001, 'Using 'Economic' Impact Studies in Arts and Cultural Advocacy: A Cautionary Note,' *Media International Australia Incorporating Culture and Policy*, vol.98 (February);161-178, <http://www.fuel4arts.com/content/files/ACF5A4E.pdf>.
- Madden, C. and Bloom, T., 2001, 'Advocating Creativity', *International Journal of Cultural Policy*, vol. 7(3); 409-436.
- Murfee, E., 1992, *The Value of the Arts*, President's Committee on the Arts and the Humanities, Washington DC. (an extremely brief summary of this extensive list of advocacy arguments can be found online at [http://www.artsresourcenetwork.org/community\\_arts/developing\\_a\\_project/doc/guidesh eet\\_05.doc](http://www.artsresourcenetwork.org/community_arts/developing_a_project/doc/guidesh eet_05.doc)).
- NASAA, 2002, 'The Arts in Public Policy: An Advocacy Agenda,' *The NASAA Advocate*, vol. 6(1), [http://www.nasaa-arts.org/publications/advocate\\_policy.pdf](http://www.nasaa-arts.org/publications/advocate_policy.pdf).
- O'Hagan, J., 1998, *The State and the Arts: An Analysis of Key Economic Policy Issues in Europe and the United States*, Edward Elgar, Aldershot (see section 'Policy Rationale: Why the State Gets Involved').
- Peacock, A., 2000, 'Public Financing of the Arts in England,' *Fiscal Studies*, vol. 21(2): 171-205.
- Policies for Culture, 2001, *Advocating Culture*, workshop dossier, Zagreb, 22-24 November, <http://www.policiesforculture.org/Workshopdossierzagrebenglish.pdf>.
- REAP, 2001, *The Arts and Academic Improvement: What the Evidence Shows*, <http://www.pz.harvard.edu/research/Reap/REAPExecSum.htm>.

Reeves, M., 2002, *Measuring the Economic and Social Impact of the Arts: A Review*, Arts Council England Research Report 24, <http://www.artscouncil.org.uk/documents/publications/340.pdf>.

Rushton, M., 2002, 'Political Oversight of Arts Councils: A Comparison of Canada and the United States,' *International Journal of Cultural Policy*, vol. 8(2): 153-165.

Schuster, M., 1994 'Arguing for Government Support of the Arts: An American View' in Robison et al, eds., 1994, *The Arts in the World Economy: Public Policy and Private Philanthropy for a Global Cultural Community*, University Press of New England, Hanover.

Schuster, J., 2002, *Informing Cultural Policy: The Research and Information Infrastructure*, Rutgers University Center for Urban Policy Research, New Brunswick (see section 'Advocacy and Research', pp. 27-29).

Throsby, D., 2001, *Economics and Culture*, Cambridge University Press, Cambridge.

Volkerling, M., 1994, 'Death or Transfiguration: The Future of Cultural Policy in New Zealand', *International Journal of Cultural Policy*, vol. 7(1); 7-28.

## **Selected online advocacy resources**

Americans for the Arts advocacy page: <http://www.artsusa.org/issues/advocacy/index.asp>

Arts on the Line: Tools for the Arts Advocate <http://www.artslynx.org/aotl/links.htm>

Duitch, S., and Vogel, C., 2003, *Speak Up: Tips on Advocacy for Publicly Funded Nonprofits*, The Center for An Urban Future, <https://secure12.cfxhosting.com/nycfutureorg/assets/images/speakup.pdf>

National Art Education Association, Web Sources on Advocacy and Policy, <http://www.naea-reston.org/WebSources.pdf>

National Assembly of State Arts Agencies (USA) advocacy publications <http://www.nasaa-arts.org/publications/advo.shtml>

World Bank Group theme page Community Empowerment and Social Inclusion: *Advocacy, Communication and Coalition-Building*, <http://www.worldbank.org/wbi/communityempowerment/Modules/Advocacy.html>

World Bank, 2001, *Draft Module on Advocacy, Communication and Coalition Building*,  
World Bank Group,  
[http://www.worldbank.org/wbi/communityempowerment/Modules/Advocacy\\_Module.doc](http://www.worldbank.org/wbi/communityempowerment/Modules/Advocacy_Module.doc).

Canada Council for the Arts, *Advocacy Resources*  
<http://www.canadacouncil.ca/artsinfo/advocacy/default.asp>

Creative New Zealand, *Advocacy*,  
<http://www.creativenz.govt.nz/what/advocacy/index.html>

Knowledge Services for Arts Management, *Value Of The Arts, Social Impact, Economic Impact, Evaluation, Quality, Arts In Urban Regeneration, Arts In Rural Areas*  
<http://www.sam-arts.demon.co.uk/ksam/kbank/value.html>

This report has been prepared by Christopher Madden of the IFACCA Secretariat. Errors, omissions and opinions are the Secretariat's and cannot be attributed to the Board or members of IFACCA. The report may be used freely with acknowledgement. Suggested reference: International Federation of Arts Councils and Culture Agencies, 2003, *Arts Advocacy Arguments*, Sydney, [http://www.ifacca.org/ifacca2/en/organisation/page09\\_BrowseDart.asp](http://www.ifacca.org/ifacca2/en/organisation/page09_BrowseDart.asp)

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