

Management report to Council

Agenda item 6.3

World Cities Culture Forum

Council

Presenter: Vicky Guglielmo, Acting Manager Arts Melbourne

25 August 2015

Purpose and background

1. On Tuesday 7 July 2015 the Future Melbourne Committee requested management to provide a report to Council by August 2015 which assesses the benefits of joining the World Cities Culture Forum (Forum) and, if the assessment is favourable, recommends the approval of up to €15,000 (AUD\$22,100) drawn from surplus in order to join the Forum.
2. The Forum is a global network of twenty seven cities that recognise the political and economic influence of major cities and aims to achieve a 'sustainable urban future through culture.' See Attachment 2 for the full list of member cities.
3. The Mayor of London, Boris Johnson, sent an invitation to the City of Melbourne to join the Forum in February 2015.
4. Recommendation of the founding members is that membership be capped at thirty five cities. The Forum project managers confirm that fifteen cities have been invited and currently thirty one cities are expected to engage in the 2015 program.

Key issues

5. Currently there are limited opportunities to profile the City of Melbourne's Creative City Goal ambitions, arts initiatives and investment at an international level.
6. There has been international interest in the development and implementation of the City of Melbourne Arts Strategy 2014-2017, confirmed by recent invitations and cultural exchanges with Singapore and Taiwan.
7. It is expected that participation in the Forum and associated networks will enable the City of Melbourne to profile the City of Melbourne's Arts and Culture portfolio internationally and to increase our knowledge and expertise in the arts and cultural policy and research arena.
8. Therefore the objectives of the City of Melbourne participating in the Forum are to:
 - 8.1. Provide an international platform to profile and position Melbourne as a city of global arts, design and creative significance.
 - 8.2. Have a voice in international arts and cultural policy and planning conversations, and influence an actionable agenda on culture.
 - 8.3. Engage in global research, contribute benchmarking data and share information regarding effective practice and policy.
9. Should the City of Melbourne participate in the Forum in London in November 2015, an evaluation report will be provided upon completion of the first year of membership to assess the value of the Forum against the stated objectives.
10. There is no existing budget from which membership costs could be drawn.

Recommendation from management

11. That Council:
 - 11.1. Approves an amount of \$22,100 to join the World Cities Culture Forum.
 - 11.2. Requests management provide a report evaluating the value of World Cities Culture Forum membership at the end of the first year.

Attachments:

1. Supporting Attachment
2. About World Cities Culture Forum
3. World Cities Culture Forum – 2015 Programme

Supporting Attachment

Legal

1. There are no legal implications arising from the recommendation from management. The City of Melbourne will confirm membership through invoicing with the organising committee of the Forum.

Finance

2. The \$22,100 membership fee is a one-off joining fee.
3. The joining membership fee covers inclusion in the Forum's annual publications and attendance for two officers at the annual summit held from 18-20 November 2015 in London.
4. There is no existing budget from which membership costs could be drawn.
5. Travel costs for an officer to attend the annual Forum would need to be considered within annual budgets.
6. Participation in future Forums attracts an annual fee for existing member cities of between €5,000 and €7,000 per year (AUD\$7400-\$10,300). The exact annual fee depends on the strength of the euro currency and on the level at which we access research. The renewed membership fee covers attendance at the annual summit and inclusion in annual publications.
7. Council will be required to allocate funds in future years budgets for attendance at annual Forums.

Conflict of interest

8. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.']]

Stakeholder consultation

9. Consultation was made with City of Sydney Manager Culture and Creativity, Alex Bowen, as the City of Sydney is a member of the Forum. Discussions have covered the benefits of participating in the Forum.
10. Consultation was made with the Matthieu Prin, Project Manager World Cities Culture Forum in the UK.

Relation to Council policy

11. This initiative is informed by the Council Plan Creative City Goal and Arts Strategy 2014-17.

Environmental sustainability

12. Sustainability has been considered and is core to the development of this proposal. Participation in the Forum and the information accessed through it will provide opportunities for further learning and development around planning for being a world cultural city that uses all its resources (environmental, physical, human and social) sustainably.
13. Carbon emissions resulting from international travel associated with attending the Forum will be offset with the purchase of credits.

Member Cities

The World Cities Culture Forum is a collaborative network of 27 cities that share a belief in the importance of culture for creating thriving cities. The global network of cities includes:

Amsterdam	Los Angeles	São Paulo
Berlin	Madrid	Seoul
Bogotá	Montréal	Shanghai
Buenos Aires	Moscow	Singapore
Hong Kong	Mumbai	Stockholm
Istanbul	New York	Sydney
Johannesburg-Gauteng	Paris	Tokyo
London	Rio de Janeiro	Toronto

The Forum aims to:

- Highlight the critical contribution of culture to the economic and social success of world cities
- Build an evidence base about the many and wide-ranging ways in which culture impacts on a world city and its inhabitants
- Foster learning from each other by examining common challenges and dilemmas and comparing approaches to cultural investment and development
- Define a future cultural research agenda for world cities.

The Forum program includes:

- An annual summit, hosted on a rotating basis by member cities
- A World Cities Culture Report – published every three years as a compendium of data and analysis
- An online platform for sharing and disseminating data, information and effective practice (www.worldcitiescultureforum.com)
- An ongoing series of collaborative research and policy events and publications.

World Cities Culture Report

The full World Cities Culture Report from 2014 can be downloaded as a PDF from the following link: <http://www.worldcitiescultureforum.com/world-cities-culture-report-2014-high-resolution>

The report is at the core of the Forum research program as a compendium of data and effective practice. It examines the cultural offer of each city and gathers evidence on 60 cultural indicators, assessing both the supply of and demand for culture, and reports on the thinking of cultural policymakers in those places. It aims to provide an initial comparable database of information for all city members. Future editions of the World Cities Culture Report will move forward with new complementary sets of indicators assessing the economic and social contribution of culture in world cities

WORLD CITIES CULTURE FORUM

Global Leadership on Culture in Cities

2015 Programme

MAYOR OF LONDON

Global Leadership on Culture in Cities

The World Cities Culture Forum is a collaborative network of global cities seeking to promote culture as a vital part of urban policy.

Our vision and values are:

- Culture at the heart of urban policy in world cities
- Culture making an essential contribution to prosperity and quality of life
- Cultural policy underpinned by evidence, inspiration, global cooperation and leadership
- Collaboration between cities to advance the arguments for culture

We aim to:

- Advocate for the critical contribution of culture to the economic and social success of world cities
- Build an evidence base about the wide-ranging ways in which culture impacts on a world city and its inhabitants
- Learn from each other by examining common challenges and dilemmas and comparing approaches to cultural investment and development
- Develop and pursue a future research agenda and jointly develop strategic initiatives for world cities and culture.

Amsterdam | Barcelona | Beijing | Berlin | Bogota | Buenos Aires | Hong Kong | Istanbul | Johannesburg | Los Angeles | London | Madrid | Montreal
Moscow | Mumbai | New York | Paris | Rio de Janeiro | Sao Paulo | Seoul | Shanghai | Shenzhen | Singapore | Stockholm | Sydney | Tokyo | Toronto



2015 Programme

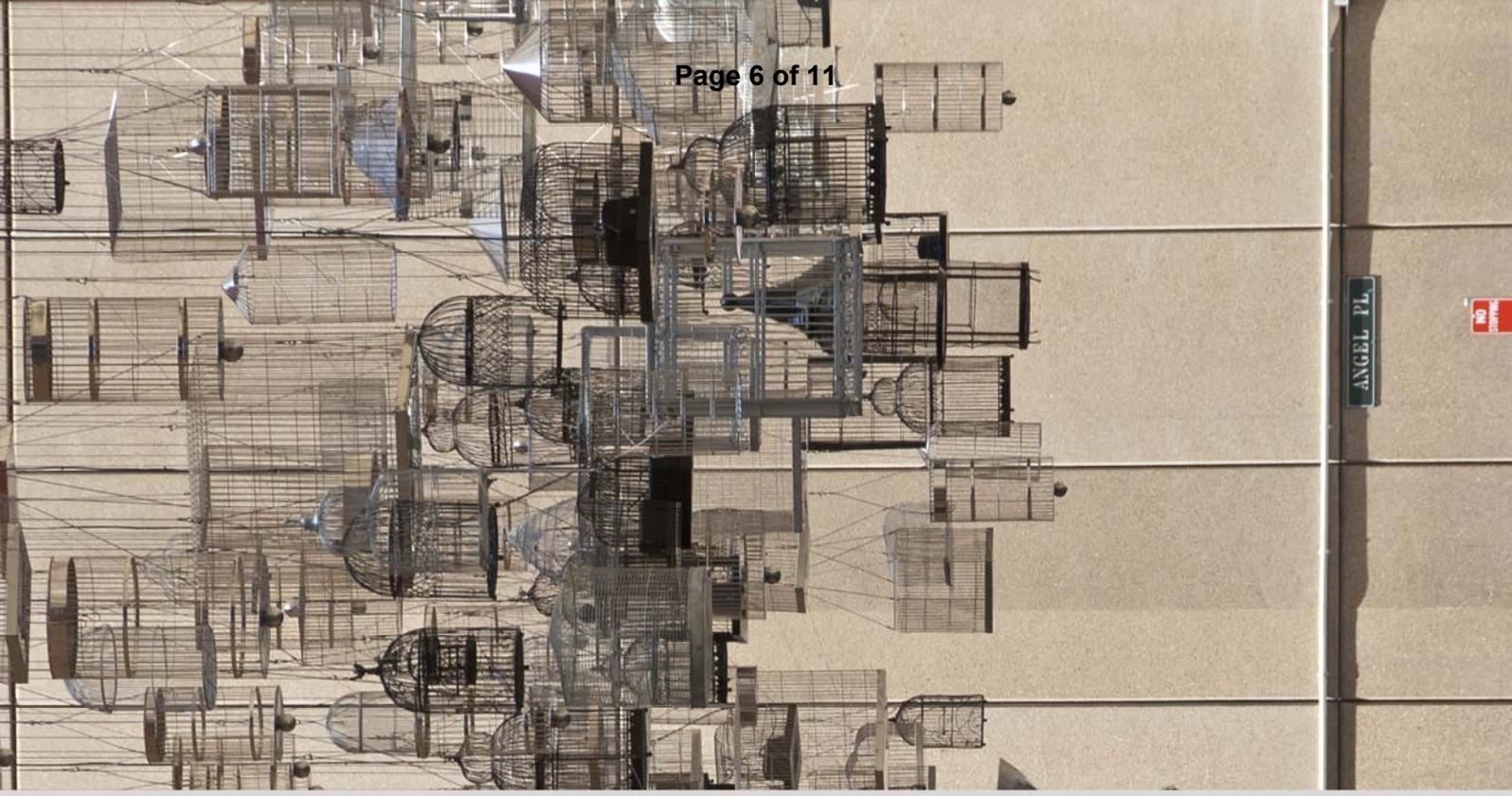
The World Cities Culture Forum (WCCF) has now become a powerful voice for culture in sustainable urban development. Since its launch in 2012, the Forum has tripled in size and now boasts 27 members from leading cities around the world.

The Mayor of London's Office has already invited 15 new cities to join the network, keeping in mind the founding members' recommendation that the Forum should not have more than 35 member cities at its core in order to keep the group small enough to allow for a high level of contact.

This documents sets out the Forum's programme of activities for members in 2015. It also contains information about our ambitious research plan for 2016-2018 and the expected financial contribution from new city members this year.

Our 2015 programme includes:

- **World Cities Culture Summit London 2015**
- **World Cities Culture Report 2015**—an entirely new edition of the report dedicated to the future of culture in world cities
- **World Cities Culture Finance Report**—the first comparative analysis of culture financing in world cities
- **New WCCF Website**—launched in June 2015 as an active platform of information for cities to showcase their initiatives linking culture to sustainable urban development



World Cities Culture Summit London 2015

More than 30 cities will meet at the fourth annual World Cities Culture Summit , which will be held in London from 18 to 20 November 2015.

The event is central to enabling city members to debate issues and share their approaches to using culture for a sustainable urban future. The event will be divided between plenary and break-out sessions. Many sessions will take place in different cultural venues linked to discussion topics

We will seek input from all members to provide suggestions for the programme beforehand. A draft programme will be sent to all cities in July 2015. The full detailed programme for the summit will be published mid-October 2015.

The summit is an invitation only event. A total of two delegates from each member city are invited to attend and take part in the discussions (delegates can be deputy mayors, senior policymakers or advisors in culture). We will liaise closely with our city partners up to four months before the event to discuss with them their participation at the summit.

The London summit will also be a platform to launch the new research publications of the Forum.



World Cities Culture Report 2015



The 2012 edition of the World Cities Culture Report (and its updated versions) is already the most comprehensive data on culture and world cities. It has been used by cities to benchmark themselves, to promote themselves internally and externally, and to inform policy making.

The 2015 edition of the **World Cities Culture Report (WCCR)** will be dedicated to the **future of culture in world cities**. It will build on the success of the existing document by keeping the same structure, which consists of an overall narrative followed by individual city portraits and updated datasets.

The report will have an entirely new qualitative content based on interviews with 5-7 major stakeholders for each city from distinct cultural sectors (e.g. museums, performing arts, community arts, design, digital culture etc.).

Member cities are invited to translate, re-use and distribute the report's contents.

Our Approach (2015)

- We will work with you to identify 5-7 key cultural leaders per city to interview for our new narrative on the future of culture in world cities.
- All members will be sent short questionnaires to identify key new cultural developments in each locality.
- Members will be surveyed on potential inclusion of additional indicators (e.g. numbers of artist studios).
- City data spreadsheets will be sent to members to collect.
- We will also provide ongoing support to members/local research partners on data collection

Research Outputs (November 2015)

Narrative

- ⇒ future of cultural production and consumption in world cities
- ⇒ digital culture's impact on our future cities
- ⇒ members' new cultural developments
- ⇒ individual city portraits focused on the future of their cultural environment

Data

- ⇒ updated data for all cities on the 60 cultural indicators currently assessing both the supply of and demand for culture in world cities
- ⇒ new datasets from new entering city members
- ⇒ additional indicators based on members survey

World Cities Culture Finance Report



The World Cities Culture Finance Report will be the first comparative analysis of culture financing in world cities, revealing the types of investments into culture that are made around the globe.

The main data collection will be on indicators of direct public funding at both national and city level. It will also attempt to collect indicators on public indirect budgets for culture (which can be more difficult to collect in greater details). Furthermore, it will collect available data on private funding for culture, which are likely to be significant for many members of the WCCF.

Participating cities are invited to translate, re-use and distribute the report's contents.

Our Approach (2015)

- Consultation with members on data availability
- Data collection spreadsheet and methodology sent to members
- Culture financing contextual questions sent to members
- Support member cities/local research partners on data collection
- Identification of three culture financing trends specific to world cities
- Identification of members' best practice case studies

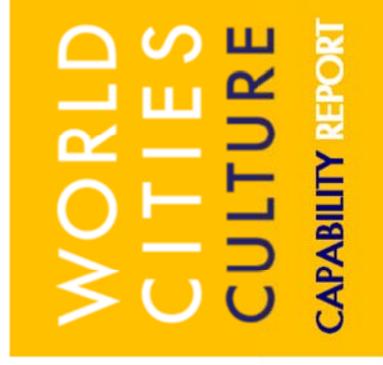
Research Outputs (November 2015)

- ⇒ First database on the financing of culture in 30+ world cities (a key component of any substantial cultural mapping exercise, complementing the existing WCCF database)
- ⇒ Insights and conclusions when associated with existing World Cities Culture Report indicators on supply and demand
- ⇒ First ever narrative on current trends for culture financing in world cities
- ⇒ Additional case studies on alternative funding methods and innovative cultural funding models
- ⇒ Opportunities to include insightful indicators into 2015 edition of World Cities Culture Report

Future Research Programme: The Power of Evidence

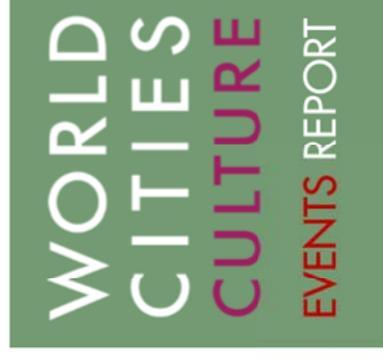
Culture Impact Series (2016-2018)

We need evidence to put culture at the heart of our cities strategies. In 2015, we will introduce members to our future three year research programme dedicated to the economic and social contribution of culture in world cities: the 'Culture Impact Series'.



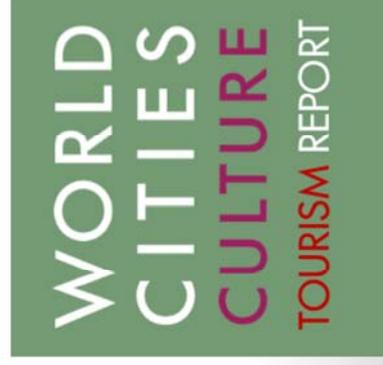
This report will be the first social impact assessment of culture in world cities ever undertaken.

It will show that by investing in culture, world cities are responding to a series of wider urban agendas contributing to the overall wellbeing, security, quality of life and individual self-esteem of their communities.



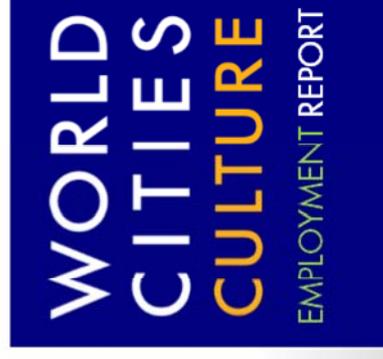
This report will look at the economic benefits of the three top international cultural events of each member.

It will have standardised indicators on the economic impact of events to allow global comparability, as well as case studies on innovative cultural events.



This report will highlight the major economic significance of culture in today's global cities via tourism.

It will have indicators on the proportion of tourism that is motivated by culture and its associated economic impact, as well as case studies on successful cultural tourism strategies.



This report will benchmark various creative industry sectors in world cities by applying a common methodology. It will have standardised indicators on employment and economic output generated by local creative industries (e.g. gross value added of design sector).

How to join the Forum in 2015

New cities joining the Forum in 2015 are expected to support its research programme and participate in its annual summit.

The following table describes costs and contents to support reflection. Note that these costs are one-off fees for entering member cities in 2015 only and are intended to support the Forum in its initial years of formation. Existing city partners contribute lower annual fees to participate in Forum activities.

Core membership

This service covers:

- Basic WCCF administration and programme management
- Participation in the three day London summit for 2 delegates
- Inclusion in new edition of World Cities Culture Report
- Inclusion on new WCCF website
- Contribution to the design production of publications, each city member will be provided with the InDesign file format of the document if they wish to translate, re-use and distribute its content

Entering core membership fee:

€15,000

Additional fee for inclusion in World Cities Culture Finance Report:

€5,000

