

How to value arts and culture

Why we should be proactive in Queensland

You are invited to be one of 20 participants in a masterclass with Professor David Throsby

Most practitioners agree that the value of culture cannot be adequately expressed in terms of statistics. Audience numbers and gallery visitor profiles give a very impoverished picture of how culture enriches our communities.

What is needed is a new way of reflecting, recognising and capturing the full range of values expressed through arts and culture and then using a new rhetoric to secure greater support for the sector.

Recent overseas models have shown that specific valuation studies have been able to raise the profile of the cultural institutions and their services with key decision-makers by demonstrating the value of the sector to the state and national economy.

Masterclass aim: To develop a process for evaluating arts and cultural institutions in Queensland as a model for the Australian and Asia Pacific region.

Where: State Library of Queensland
When: Thursday 3 April 2008
Time: 9am – 4pm

Professor David Throsby

David Throsby is internationally known for his work in the economics of the arts and culture. His seminal work *Economics and Culture* was published in 2001. Professor Throsby is based at Macquarie University and his research and writing has covered the economic role of the visual and performing arts as well as cultural heritage, cultural development and policy and sustainability of cultural processes. More recently he co-edited *The Handbook of the Economics of Art and Culture* published in 2006. Professor Throsby works extensively in the UK and North America especially with the Getty Institute and with ICOM and UNESCO.



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