

Creating Out Loud: Communicating value (Easy Read)



Overview – Communicating Value

Purpose – What are we doing today?



Today you will learn how to tell other people about the **value** of your work.

- You will think about what value means.
- You will think about why you do your creative activities.
- You will learn with other people here today.

Agenda – Our meeting program

Activity	Timing (60 minute meeting)
1. Being here	
1.1 Acknowledgement of Country	5 minutes
1.2 Say hello	10 minutes
2. Personal reflection – Knowing your “why”	
2.1 Personal reflection	5 minutes
2.2 Sharing reflection	15 minutes
3. Group discussion – Communicating value	20 minutes
4. What next?	5 minutes

1. Being here

1.1 Acknowledgment of Country



The facilitator can say:

“I acknowledge the Traditional owners of the lands where we work and live.”

“I pay my respects to Elders.”

“I acknowledge any Aboriginal or Torres Strait Islander people meeting here today.”

1.2 Check in – Say hello to the group

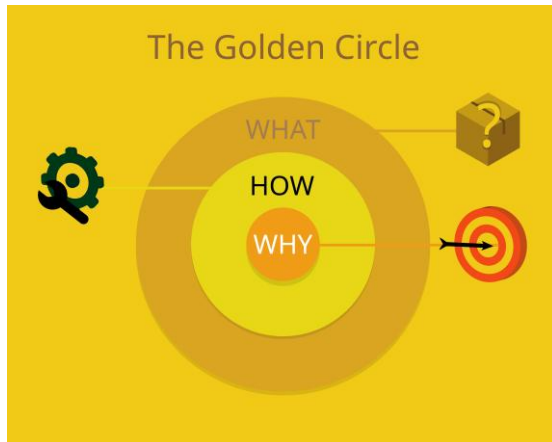


Everyone sits in a circle.

Take turns to:

- Say your name.
- What do you do in the arts?
- If you have been before, tell your group about what you have done since the last session.

2. Personal reflection – Knowing your “why”



The facilitator can say:

“Simon Sinek is an author.”

“He says it is important to tell others **why** you do things.”

“You can listen to him talk about this idea.”^[1]

- “Everyone knows **what** they do.
- “Most people know **how** they do things. They also know how their work is different from others.”
- “Most people can’t say **why** they do it.”

2.1 Think about what you do now

Think about one of these questions.

Why do you do what you do in the arts?



- What do you want to get out of your work?
- What is most important for you?
- What makes it hard to do your work?

Do you normally talk about why you do what you do?



Use the space below to record your answers.

- You can write or draw your answers.
- Your support person can help.

2.2 Share your reflections with the group.



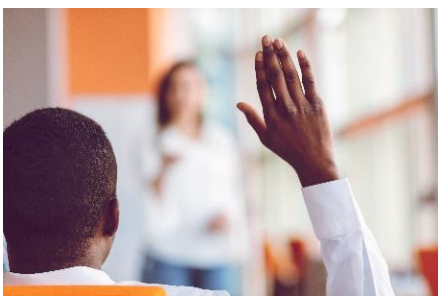
Tell others what you have been thinking about



You don't have to say anything you don't want to.



Listen carefully to the others in your group.



Ask questions to help you understand what they are saying.



Listen for things that are the same.

3. Group discussion – Communicating value

Pick one question to talk about.



1. **Why** do artists need to tell others about the value of their work?
 - Are you applying for a job?
 - Are you looking for people to work with?
 - Are you looking for funding?



2. **What** value would others get from your work?
3. **Who** would you tell about the value of your work?



4. **How** can you tell others?
For example:
 - Will you produce a document?
 - Who will be your audience?
 - What topics will you put in?

Listen deeply to others.

This means:

- Concentrating
- Focus on the speaker
- Pay attention
- Don't interrupt
- Listen to learn about others in the group.
- Ask questions to find out more. People don't have to answer.
- Be kind to people who share tough or difficult things.



Listen for things that are the same.

- Common interests and ideas
- Concerns shared.



4. What next?

Do something after the meeting.



Things you might like to do:

- Watch [Simon Sinek's TED talk](#)
- Watch this [video](#) in which Djiribul woman Shelley Reys explains what she does and why.
- Tell someone about the value of your work.
- Think more about your personal goals.

Next meeting you can tell the group about what you have done.

What one step will you take before the next meeting?

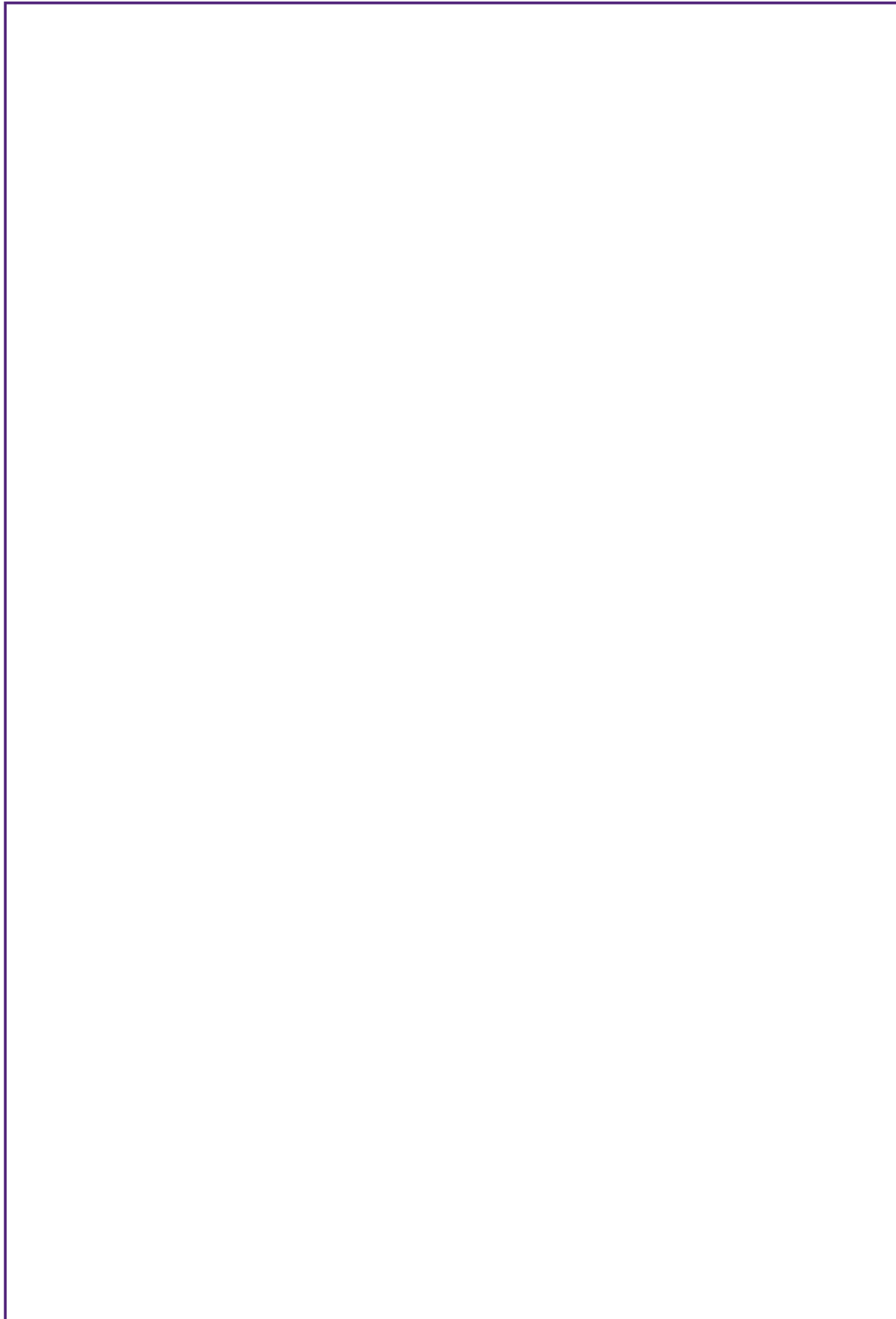


Tips:

How to achieve a goal:

- Choose one thing.
- Write it down. You can use the space on the next page.
- Tell the group.

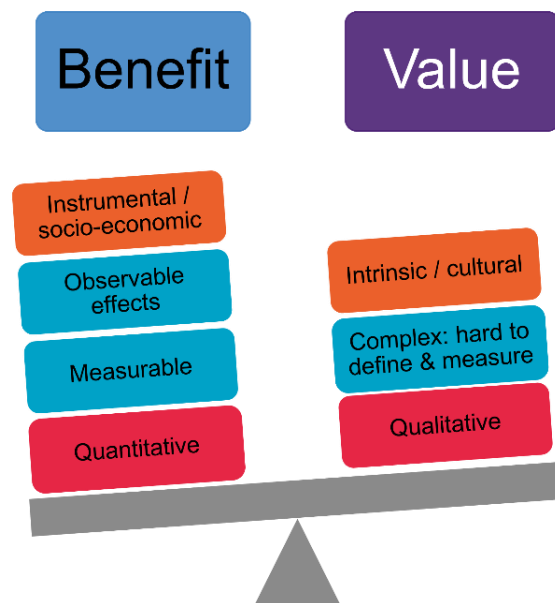
Even small steps help you work towards your goal.



Additional Resources

Defining “value”

The question of how best to value – and communicate the value of – art and culture is a difficult and longstanding one.^[2] One way of approaching this challenge is to distinguish between “value” and “benefit.”^[3]



Benefit refers to the observable effects of art and culture in other areas, such as the economy or public health.

- In recent decades, public arts funding bodies have increasingly adopted this “instrumental” approach by valuing art and culture largely as a means to an end.^[4]
- “Benefit” tends to be measured quantitatively, but numbers are always best understood in context, which stories and qualitative case studies can provide.

Value is a more complex idea, with many definitions – and it is difficult to measure.

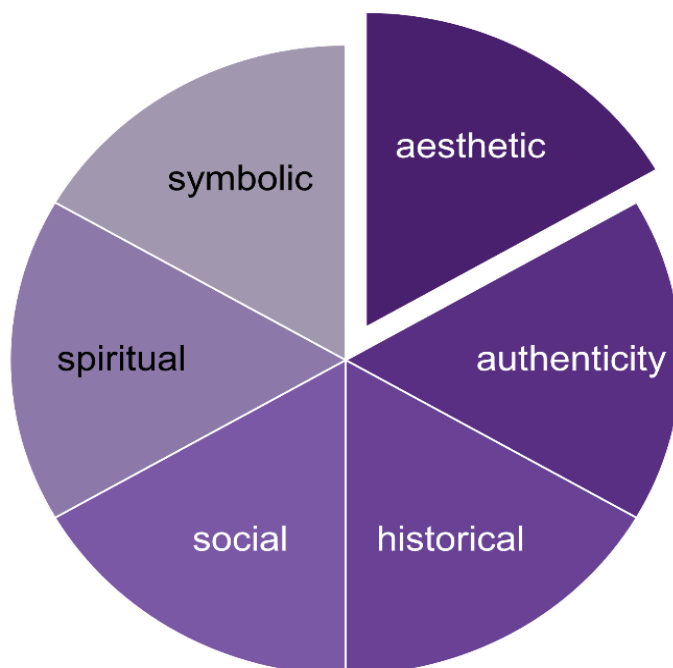
- Cultural goods may have value for people who experience and enjoy them, but they can also have a larger value to ‘society’ – although neither of these types of value can be captured by a dollar figure.⁵

“Cultural value”

The idea of “cultural value” is a helpful way to think about the value of art and culture.^[6]

It includes:

- **Aesthetic value** = the “beauty, harmony, form and other aesthetic characteristics of the work”
- **Authenticity value** = that “the work is the real, original and unique artwork which it is represented to be”
- **Historical value** = how the work “reflects the conditions of life at the time it was created” and provides “a sense of continuity with the past”
- **Social value** = how the work connects people and gives them “a sense of identity and place”
- **Spiritual value** = the work’s “particular cultural significance to members of a religious faith, tribe or other cultural grouping” and/or “qualities shared by all human beings”
- **Symbolic value** = how the work conveys meanings that are valued by those engaging with it.



More Discussion Guides

Discussion Guides on other topics related to arts and culture can be found at:

<https://creatingoutloud.business.uq.edu.au/>

Acknowledgements



The Easy Read versions of the Creating Out Loud materials were developed by Rhonda Faragher, Jan Lloyd, Michael Cox, Alana Pettigrew and Sarah Zahnleiter.

This Discussion Guide was prepared by Dr Kate Power, as part of the “Creating Out Loud” research project.

Dr Power acknowledges all First Nations peoples, particularly in the country in which this work was undertaken. On behalf of The University of Queensland, Dr Power pays respect to Elders past, present and emerging.

Dr Power thanks each of the participants in the Creating Out Loud project, whose feedback has contributed to the design of this Guide.

The opinions in this Discussion Guide do not necessarily represent the views of The University of Queensland, funding / industry partners, or the individual members involved in the reference groups.

About Creating Out Loud

“Creating Out Loud” is an 18-month Industry Research Fellowship funded by the Queensland Minister for State Development, Tourism and Innovation, under the Advance Queensland Industry Research Fellowship program.

Creating Out Loud was developed to support Queensland's artists and arts managers as they recover from and rebuild business, artistic, and cultural practices following the COVID-19 pandemic.

Industry Reference Group

Penelope Benton, Executive Director,
National Association for the Visual Arts

Nicole Beyer, Executive Director,
Theatre Network Australia

Kate Eltham, Co-CEO, BlakDance

Melissa Robertson, Program Manager,
Arts Nexus

Zohar Spatz, Executive Director, La
Boite Theatre

Dilshani Weerasinghe, Executive
Director, Queensland Ballet

Academic Reference Group

Professor Polly Parker, Associate
Dean (Academic), Faculty of Business,
Economics and Law, The University of
Queensland

Professor Kim Wilkins, Deputy
Associate Dean (Research) Faculty of
Humanities and Social Sciences, The
University of Queensland

Associate Professor Tim Kastle,
Director of Entrepreneurship &
Innovation, School of Business, The
University of Queensland

Associate Professor Nicole Hartley,
School of Business, The University of
Queensland

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Guide as little as possible, reference
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This guide includes links to various
web material. All links were working at
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Suggested citation:

Power, K. 2024. *Creating out Loud:
Communicating Value (Easy Read)*,
Brisbane, Australia: The University of
Queensland.

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6. Throsby, D., *Economics and culture*. 2001, Cambridge: Cambridge University Press.

Contact details

Kate Power

ORCID: <https://orcid.org/0000-0002-6886-699X>

T +61 7 334 69989

E kate.power@uq.edu.au

W uq.edu.au

CRICOS Provider Number 00025B