



IN THE SPOTLIGHT

AN ART INDUSTRY-LED
APPROACH TO EVALUATION

presented by Kirstin Clements

20 September 2024

Image: Meremere, Alter State 2022
Credit: Kate Disher Quill





IN THE SPOTLIGHT



Beat Magazine Gig Guide: Fri-Sun



A PARADOX: MEASURING THE 'IMMEASURABLE'

Image: Rainbow Chan, Asia TOPA 2023
Credit: Sarah Walker

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HEAD, HEART, HANDS: OUR APPROACH

“

Leadership often requires telling a new public story, or adapting an old one: a story of self, a story of us, and a story of now.”

— Prof. Marshall Ganz

”



Image: Blakdance, Asia TOPA 2023
Credit: Michael Pham

BEHIND THE SCENES





Image: Blakdance, Asia TOPA 2023
Credit: Michael Pham

BEHIND THE SCENES

Impact Model

CREATIVE FUTURE

More Imagination

Inspiration + curiosity

BETTER LIVES

More Wellbeing

Connection + belonging

STRONGER INDUSTRY

More Artistry

Capability + livelihoods

Above ceiling of accountability

Within indirect influence

Within direct influence

LESSONS FROM OUR JOURNEY

Key lessons

- Narrative-led
- Systems-thinking
- Artistic process
- Arts-based practice





CURTAIN CALL

What if we could better harness the creativity inherent in the arts to innovate within the field of evaluation?

How might that change the way we approach our work?

CONTACT US

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Images: [Left-side] RTO training 2023; [Right-side] Live at the Bowl 2023
Credit: [left-side] No credit; [Right-side] Mark Gambino



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THANK YOU