



## The ANDI Project: Measuring the future we want

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### *What is ANDI and what will it do?*

#### **Who is ANDI**

ANDI is a civil society and research collaboration, incorporated as a not-for-profit company. It has over 60 partners, many of them national peak organisations, representing a broad range of interest groups: welfare, environmental, trade union, business, academic, ethnic, religious, indigenous, youth and children's, local government and human rights organisations. Together, these organisations have combined members and congregations of over two million Australians. As a corporation, ANDI's ambassadors and supporters include eminent Australians such as Rev Tim Costello, Prof Fiona Stanley, Sir Gus Nossal and Simon McKeon. In the academic and statistical fields, ANDI partners and advisers include the Australian Council of Learned Academies (ACOLA), the Australian Bureau of Statistics (ABS) and several universities, with the Melbourne Graduate School of Education as the principal host.

#### **Aim**

ANDI's broad aim is to establish a set of goals and measures for Australia's progress 'beyond GDP', which represent a clearer, more considered and more holistic vision of the future we want, and are based on an inclusive national community engagement process and extensive national research.

#### **What it will do**

Each year ANDI will produce an index of overall national wellbeing, and twelve separate indexes and status reports in key component 'domains' of progress. These domains are: Children and youth wellbeing; Communities and regions; Culture, recreation and leisure; Democracy and governance; Economic life and prosperity; Education and creativity; Environment and sustainability; Health; Indigenous wellbeing; Justice and fairness; Subjective wellbeing; Work and work life. These domain indexes will be released in different months, in order to maximise publicity, discussion and policy relevance, and aggregated into the national wellbeing index.

#### **Best practice model**

In its design and operation, ANDI is based closely on the Canadian Index of Wellbeing (CIW) and 'best practice' projects in other countries. The CIW began in 1995 and is now widely regarded (including by the OECD) as one of the world's leading models of a holistic, community-engaged national progress and wellbeing index. Both the CIW and the OECD have agreed to be partners or advisers in ANDI. Like the CIW, ANDI will be majority owned, funded and governed by the community.

### *The need for ANDI: the key issues and the global movement*

In the past thirty years, a global movement has developed to 'redefine progress beyond GDP'. How national progress is defined in any society and who defines it, has a very direct influence on the policies and wellbeing outcomes of that society. Since World War II, the key de facto measure of national progress around the world has been GDP, or Gross Domestic Product.

### **Why GDP inadequate as societal progress measure**

GDP's inadequacies as a measure of national progress and wellbeing are now well recognised; and indeed it was never intended to be such a measure. GDP essentially measures the total market value of economic production and it counts everything produced as a positive, whatever its social or environmental cost. At the same time, GDP takes no account of the positive qualities of a society, the wellbeing of its people or the state of its environment. As one recent example, the catastrophic Victorian bushfires of 2009 which killed 176 people and destroyed 11 towns actually made a 'positive' net contribution to national progress (by this measure) by adding around \$5 billion to GDP in reconstruction and compensation costs.

### **How a global movement developed**

The global movement to redefine progress and reform progress measurement has built gradually from the convergence of many separate streams: environmentalism, the women's movement, the World Health Organisation's work on the socio-economic determinants of health, local community renewal programs, the United Nations Development Program. It is embodied in world leading projects such as the UN's Human Development Index, Millennium Development Goals and (more recently) Sustainable Development Goals programs; the OECD's Better Life Index and the EU's Beyond GDP Program; and at a national level, Bhutan's Gross National Happiness Index and the Canadian Index of Wellbeing. Australia has played an important role too (*see below*).

### **Role of OECD**

In 2004, the OECD set out to become the convenor of the world movement for better social progress measurement through its global program, 'Measuring the Progress of Societies', sponsoring a series of international forums and projects. The OECD program prompted the European Union's 'Beyond GDP' program in 2007, the Stiglitz International Commission (on the measurement of economic and social progress) in 2009; and a key UN workshop in 2011; and its broad directions have been agreed by the World Economic Forum and the G20. The OECD has described this 'new global movement' as 'an explosion of interest', noting some seventy current projects developing new progress measures in countries as diverse as Japan, Thailand, Brazil, Germany, France, Italy, Korea, the UK and the US.

### **International learning**

Over this time, a consensus has gradually developed around five key conclusions, embodied in the Istanbul Declaration 2009 and the Delhi OECD World Forum Communiqué in 2012:

- a. The GDP may be a good measure of economic output but it is a poor measure of the quality and wellbeing of society as whole and using it this way can distort policy outcomes in practice.
- b. A new model of societal progress is needed, not just new measures. True progress is an increase in equitable and sustainable wellbeing, not just in economic production.
- c. Measures of true societal progress must integrate the economic, social, cultural, environmental and governance dimensions of progress; and they must take account of the subjective wellbeing of people and the qualities of the society, such as justice and sustainability, not just the material and quantitative outcomes.
- d. Developing new progress measures is a collaborative task that must engage citizens, scientists and policymakers. The process can be an important new tool to strengthen democracy and reverse citizen alienation (common in many democratic states), and to create new shared visions of national progress.
- e. It is now time to apply these new measures and processes in practice, to planning, policy-making and government, in the media and the community.

## **Australia's role**

Australia has played an important role in this global movement over many years and is well placed to develop a world-leading national progress measurement model that embodies the best features of international work, both in social progress and sustainable development. We have developed a wide range of local and state 'progress measurement' projects, and a strong national research capacity in this field. The ABS's pioneering 'Measures of Australia's Progress' (MAP) project, begun in 1999, was an acknowledged model for the OECD's global project. Unfortunately, MAP has been recently discontinued due to budget cuts – making the work of the ANDI project all the more important.

## ***How far has ANDI's work advanced?***

### **ANDI's origins and development**

ANDI was launched in 2010 and incorporated in 2012, but it has been nearly two decades in development. Members of its current board and partner organisations helped initiate a Senate inquiry into new national well-being measures in 1994, co-hosted Australia's first national interdisciplinary conference on measuring progress in Canberra in 1998, wrote a key report on the strategic development of progress and well-being measures in 2004, set up a national progress research network in 2005 and submitted a proposal for a national development index to the National Ideas Summit in 2008 – a proposal strongly endorsed by the summit.

### **Business planning and piloting**

In 2012 ANDI received a grant from the Lord Mayor's Charitable Foundation to develop a long-term Business Plan, which was completed with support from ACIL Allen Consulting. In 2013, a pilot project was undertaken for a national research program to underpin the development of a national progress index; the pilot project and report (*Australia's Progress in the 21<sup>st</sup> Century: Measuring the Future We Want*) were co-sponsored by the Australian Council of Learned Academies (ACOLA), VicHealth and ACOSS (see details of the report below). Essentially, the development model proposed is similar to the Canadian Index and is built on three strategically connected stages: community engagement, research and 'knowledge mobilisation' (the practical application and dissemination of new progress measures), but with some significant improvements (such as separate indexes for each domain). ANDI is currently finalising a strategic business plan developed for the organisation by Ernst & Young.

### **Community engagement program**

ANDI's community program will engage the Australian community as widely as possible in order to develop a shared vision of national progress, obtain direct input on goals and priorities, build legitimacy and trust for the index and in the process, strengthen Australian democracy. This national program will be built around the central question 'What kind of Australia do we want?'. It will be carried out over three years and will aim to directly involve 500,000 Australians through a wide array of platforms and programs: surveys, focus groups, town hall and kitchen table meetings, social media and blogs, school curricula, film and video. To support the program, ANDI will seek to enlist a major national media partner and will fully utilise the widespread networks of ANDI partners and their two million members. The UNDP has given favourable consideration to ANDI adapting its successful global survey 'MyWorld2015' as a major interactive platform for ANDI. There will also be citizen and stakeholder engagement in each of the twelve 'domain' groups'.

### **Research program**

An extensive national research program is in development, to support the community program and carry out a range of research tasks in each of the twelve progress domains within a centrally agreed framework. These tasks will include design and analysis of the community engagement program in each domain and review of current 'best practice' models in progress measurement. The creation of an index of progress in each domain has begun and will lead to the production of an annual 'status' report in that field which includes international comparisons and policy recommendations.

Together with the University of Melbourne, ANDI has recently completed pilot studies in the domains of Education and Health.

### ***How will ANDI be funded?***

#### **Broad sources**

ANDI's Business Plan proposes that the project will be funded from three broad sources: philanthropic and corporate funders; research funds; and the in-kind resources and networks of ANDI partners.

#### **Community engagement**

The community engagement program will be funded through a 'Community Funder Alliance', similar to that developed by the Canadian Index of Wellbeing. This will include a number of major philanthropic trusts, some key corporations and selected high net wealth individuals. Plans for this Alliance are well in hand:

- An initial development grant of \$100,000 has been committed by the Lord Mayor's Charitable Foundation, and an additional \$100,000 contribution was made by the Australian Communities Foundation (ACF). These two foundations have agreed to act as key sponsors and convenors of other major foundations and to organise a 'roundtable' of a dozen potential funders. It is expected that this initiative will generate 'start-up' funds of around \$500,000 for ANDI's core research and community program for the years 2017-2018. In 2019, ANDI was awarded a grant of a further \$150,000 by the ACF Impact Fund.
- A panel of eminent Australians (including Sir Gus Nossal, Prof Fiona Stanley and Rev Tim Costello and a number of other Australians of the Year) will act as 'champions' to lead ANDI's fundraising program.
- ANDI 'Funder Alliance' members will also be asked (where appropriate to their special interest, and on an 'arms-length' basis to ensure integrity of the process) to contribute to, and perhaps co-sponsor, the annual index in a particular domain relevant to their interests. This would mean that part of their contributions could be directly applied to research, for example as 'Industry partners' in an ARC application.
- ANDI also plans to commission a major national fundraising organisation to develop a proposal for corporate sponsorship of domain indexes by appropriate companies (and subject to strong independence and probity requirements).

#### **Research funding**

Research funding will be sought from several sources:

- A major Centre of Excellence proposal for up to 10 years will be developed (see below).
- The participation of European and Canadian partners in this venture will enable access to EU and Canadian research funds available for international collaborations.
- A number of two- and three-year ARC-NHMRC collaborative research grants will be sought to carry out research in key domain areas, with appropriate corporate and philanthropic partners contributing the partner cash component, as suggested above.
- In partnership with ACOLA or specific Learned Academies, strategic research funding will be sought through projects such as the current 'Securing Australia's Future' program. The Academy of Social Sciences has agreed in principle to host and fund a national inter-disciplinary research workshop following the AP21C report (see para 24 below).
- Start-up funding and in-kind support for the first three years' development will be sought from a 'Host University' and other possible partner universities as indicated below.

### **Centre of Excellence**

The proposed Centre of Excellence will be designed as an international and national research centre on societal progress and its measurement. It will bring together high-level partners and sponsors including, internationally, the OECD, the UN Development Program, the Canadian Index of Wellbeing, and nationally, the ABS, ACOLA and a range of business and university partners, and national community peak groups such as ACOSS, the ACF and the ACTU. Given recent and likely developments in the global movement and Australia indicated earlier, the establishment of a global and national research centre in this field will be a timely and important initiative. Initial plans for such a centre are already underway via a draft MoU with the OECD and the ABS, agreement from the CIW and favourable responses from a number of distinguished international academics and university partners. These include Professor Enrico Giovannini of the University of Rome Tor Vergata, former head of the OECD global project 'Measuring the Progress of Societies' and one of the most globally eminent academics in this field, who has agreed in principle to an adjunct or research fellow role, and several other distinguished colleagues from universities in Europe and Canada. The OECD has supported the Global Progress Research Network, convened by Australian researchers, and the development of a 'Progress Universities' group, which would facilitate partnership with a number of major global universities.

### **Ongoing and sustainable funding**

In terms of its general and continuing funding, ANDI is designed to be an ongoing program, and a key funding goal in its first few years will be to set up an expert group to advise on various options for long term sustainability. These will include consultancies; 'franchising' to state or local government (as the CIW does); partner subscriptions; and the donation of a major 'legacy' grant.

## ***Research, universities and the ACOLA pilot project***

### **Key role of research in global work**

The university and research community has played a critical role at every stage of the global movement to develop new societal progress measures. The Canadian Index from its earliest days established a national research group drawn from eight universities and appointed a university as research coordinator; the Stiglitz Commission was anchored by five Nobel prize-winning scholars; the OECD project draws on a global research and university network, as indicated above, and its Secretary General has continually stressed the crucial need for citizens, policymakers and scientists to work together.

### **Why universities should be involved**

The contribution of universities is important for two main reasons. First, the issues themselves are complex and challenging, and call for innovative and cross disciplinary research. Relevant research fields range from philosophy and politics to health and environmental science, law and justice, and the research work focuses on questions as diverse as the meaning of progress itself, the effect of future economic growth on sustainability, new ways to engage citizens, new methodologies for statistical indexes, and the likely impact of new progress measures on public policy. Second, universities ought as a matter of principle to be engaged with the community in solving common problems and on major social and public issues; and the development of new national progress measures for Australia and internationally – and perhaps a new model of progress - is very much such an issue.

### **AP21C Pilot report 2013**

A detailed blueprint for a national research programme to support the development of an Australian progress and well-being index was published in 2013, in the report *Australia's progress in the 21st-century: measuring the future we want*. This report examined the key research issues and analysed international best practice. It identified the major progress research domains, outlined community engagement issues, piloted a method for community engagement, and proposed a process for

national and international research collaboration and potential partners in this process. The report also examined potential funding sources and the necessary role of a 'Host' or coordinating university'.

Overall, the ACOLA-VicHealth-ACOSS report established that such a national research project is both desirable and feasible. It concluded that:

*Re-defining Australia's progress ... offers an important opportunity – and a duty – for the academic and scientific community to work with policymakers, stakeholders and the broader citizenry, to shape (our national) strategies and shared visions ... The creation of a national progress index for Australia could become one of the most significant collaborative undertakings of Australia's science and research sector in the second decade of the 21<sup>st</sup> Century.*

## **How will ANDI benefit Australia and Australians?**

ANDI will benefit Australia in three main ways:

**Better information:** ANDI will provide clear, regular, reliable and independent information and reporting about the condition and progress of people, communities, society, government, the environment and the economy, in all areas of life that are important to Australians.

**Stronger democracy and citizen engagement:** By engaging citizens in all walks of life across Australia in the meaningful task of identifying what matters for our future, and what should be measured, ANDI will help create a shared vision for Australia's future and a means to re-connect with citizens who are often alienated by political processes.

**Better government and greater transparency:** By measuring 'true progress' in key fields against our enduring national goals and values, ANDI will provide an important tool for governments and other organisations for long term planning and policy evaluation and to improve scrutiny and transparency of government itself and the quality of public debate.