

Michael Wimmer/ EDUCULT/Vienna: Lecture on cultural policy at the Janáček Academy for Music and Performing Arts in Brno

The intention of the meeting is to develop with the participants a concrete idea of what cultural policy is about and in which way cultural policy influences cultural management (and vice versa).

After an introduction on the main trends in cultural policy on the different political, administrative and institutional levels in Europe the participants are invited to discuss their projects, project ideas and perspectives against the background of their cultural policy relevant experiences. The participants will learn to differentiate the term *cultural policy* alongside different intentions, addressees, actors, instruments and outcomes which influence their practical efforts.

For the participants there will be the chance to discuss their projects also in one-on-one interviews with the lecturer.

The participants are warmly invited to contribute actively with the own experiences, assessments and perspectives and questions.

1. Date: 14./15. April

1. Unit: Introduction

- introduction of the lecturer – What we are going to talk about and what we are not going to talk about
- expectations of the participants
- development of a common work-plan

2. Unit: Information

- input on what cultural policy is about
- input on how cultural management and cultural policy influence each other
- discussion on cultural policy relevant experiences of the participants

3. Unit: Quality

- To be good in cultural management: The need of clear objectives that can be evaluated
- How to make use of the evaluation results?
- To change for a moment: Me as a cultural policy maker or as an administrator?
- development of a “homework” to identify possible/necessary cultural policy measures for arts/music production, arts/music mediation and arts/music reception

4. Unit: One-on-one interviews on current projects with the participants

2. Date: 20./21. May

1. Unit: Discovering the field of cultural policy

- presentation of the homework results
- the construction of different cultural policy dimensions: intentions, addressees, actors, instruments, outcomes

2. Unit: Intentions and Addressees

- who are our audiences and what do we know from them (should we know)?
- What can/could/should we do facing considerable demographic changes of the audiences?
- What can/could/should we do facing considerable technological/medial changes causing new cultural attitudes?
- Caught in the triangle between arts /music production, arts/music education, mediation and arts/music reception. Can cultural policy offer a way out?

3. Unit: Actors and instruments

- Who does what why and under which circumstances in the field of cultural policy?
- What are most important cultural policy instruments and how to make use of them?
- Lets try: Some practical examples of the participants as cultural policy actors

4. Unit: Outcomes

- What makes us proud of the results?
- What can we learn for the next round

End of the meeting

- what we forgot to discuss
- feedback and outcomes