Measuring the future we want: The global movement, the ANDI project and the SDG’s

Mike Salvaris

Chairman, Australian National Development Index (ANDI) Ltd
National SDG’s Workshop, Docklands, 6 May, 2015
Projects

- Community and local government: Surf Coast, Moreland, Vic; Onkaparinga, SA, Waverley NSW; Community Indicators Victoria
- Senate Inquiry on National Citizenship Indicators
- Tasmania Together
- ABS Measures of Australia’s Progress
- A Fairer Victoria
- The South Australian Strategic Plan
- The Canadian Index of Wellbeing
- Bhutan GNH
- Newfoundland-Labrador Community Accounts
- Bertelsmann Foundation Germany (international best practice review)
- THE OECD Global Project/Better Life Indicators
- The ANDI Project (Australian National Development Index)
What are the issues and why are they important?

1. How we define and measure national progress and our key national goals is crucially important for our present and future wellbeing.

2. GDP, the most influential current measure of national progress, is a poor and misleading measure of national wellbeing and societal progress.

3. We need new measures of progress that reflect true progress – equitable and sustainable wellbeing - in all areas of life important to Australians: not just economic, but social, cultural, environmental and democratic.

4. Defining new progress measures for Australia is a democratic issue and must engage citizens as well as experts and policymakers in a debate about what progress should be.

5. There is at present a worldwide movement to ‘redefine progress’ and Australia is well-placed to benefit from best practice models like the Canadian Index of Wellbeing and the OECD-UN’s Measuring the Progress of Societies.

6. The university and research community has an essential role, and a direct responsibility to be engaged, in debating and defining new progress measures for Australia, working with citizens and policymakers, across key disciplines and with international colleagues.
As we move forward into the 21st century, how are we doing?

1. Are we better off or worse off than our parents?
2. Are our communities safer and stronger?
3. Are we healthier and wiser?
4. Are our jobs and livelihoods more secure?
5. Are our air and water cleaner?
6. Are our natural resources healthier?
7. Are we a fairer society?
8. Are we leaving a better Australia for our children?

Source: Based on GPI Atlantic, 2003, ‘Economics as if people mattered’.
What things matter for national well-being? (UK, 2011)

Of the things that matter to you, which should be reflected in measures of national well-being?

Percent who agree this should be included.

<table>
<thead>
<tr>
<th>Health</th>
<th>86</th>
<th>Crime</th>
<th>54</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic security</td>
<td>72</td>
<td>Ability to have say on local, national issues</td>
<td>53</td>
</tr>
<tr>
<td>Good connections with friends and relatives</td>
<td>71</td>
<td>Personal activities, including volunteering</td>
<td>51</td>
</tr>
<tr>
<td>Job satisfaction</td>
<td>68</td>
<td>Cultural activities</td>
<td>47</td>
</tr>
<tr>
<td>Present &amp; future conditions of environment</td>
<td>67</td>
<td>Income and wealth</td>
<td>44</td>
</tr>
<tr>
<td>Education and training</td>
<td>65</td>
<td>Unpaid caring, i.e. for children, family etc</td>
<td>35</td>
</tr>
<tr>
<td>Good relationship with spouse or partner</td>
<td>56</td>
<td>Spirituality or religion</td>
<td>32</td>
</tr>
</tbody>
</table>

Why indicators are powerful (1)

Statistical indicators are the structural DNA codes of nations. They reflect a society’s values and goals and become the key drivers of economic and technological choices.

(Hazel Henderson)
Why indicators are powerful (2)

Indicators are powerful. They frame debates, steer planning, affect budgets and motivate action. In an increasingly complex world, the search for indicators must be a continuous one. More and more, the process of choosing our measures of progress must be a collaborative process, drawing on the creativity of the whole community ...

By convening citizens to consider how to measure their overall well-being, the community as a whole is spurred to create new visions of the future, develop new working relationships across all boundaries, and define its assets, problems and opportunities in new ways.

(Redefining Progress, 1998)
Einstein on what counts

Not everything that counts can be counted, and not everything that can be counted, counts.

(Albert Einstein)
We are ‘mismeasuring’ progress

Human advance is conditioned by our conception of progress... It is time to end the mismeasure of human progress by economic growth alone.

The paradigm shift in favour of sustainable human development is still in the making.

But more and more policy makers in many countries are reaching the unavoidable conclusion that, to be valuable and legitimate, development progress—both nationally and internationally—must be people centred, equitably distributed, and environmentally and socially sustainable.

Higher GDP does not necessarily mean higher wellbeing: but stronger human rights are more likely to.

<table>
<thead>
<tr>
<th>Country</th>
<th>GDP</th>
<th>Overall wellbeing</th>
<th>Human Rights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sweden</td>
<td>12</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>USA</td>
<td>1</td>
<td>14</td>
<td>14</td>
</tr>
</tbody>
</table>

Selected OECD countries, ranked by performance, c. 2000-2007
Source: OECD, Tiffen and Gittins 2004, Salvaris
The Victorian bushfires 2009: a $4 billion boost to ‘progress’?
Black Saturday, 7 February 2009

The costs:
• 173 people died
• 7500 people homeless
• 2030 houses destroyed
• 78 towns damaged, 11 totally destroyed
• 1 million animals died

The overall verdict (on the ‘GDP index of progress’)
a $4 billion boost to Victoria’s progress from:
• emergency worker overtime
• health and funeral costs
• legal costs
• new homes and cars
• rebuilding whole townships
What is the underlying philosophy of GDP?

More = Better?

Life = Shopping?
Time to change our measures of progress: Stiglitz

The time is ripe for our measurement system to shift emphasis from measuring economic production to measuring people’s well-being. And measures of well-being should be put in a context of sustainability.

Why this is a democratic issue for all citizens, not just ‘experts’
Democracy and measuring progress are linked

1. Defining progress is the right of democratic citizens.
2. Good citizens need good information.
3. A healthy democracy is a key test of social progress.
4. Strong democracy improves wellbeing.
5. Progress indicators make government transparent.
6. Engaging citizens in defining and measuring progress strengthens their democratic capacity.
There is a growing global movement to redefine progress.
A multi-level global movement

Local community & regional initiatives:
- US: Community Indicators Consortium
- UK-Young Foundation
- France: FAIR, PEKEA
- Italy: Sbilanciamoci
- Latin America: Como Vamos, Porto Alegre Community Budget
- Australia: Tasmania Together, Community Indicators Victoria, CI Queensland, SA Strategic Plan
- New Zealand, Major Cities Indicators Project

National initiatives:
- Canada (‘Canadian Index of Wellbeing’)
- Australia (‘Measures of Australia’s Progress’)
- Bhutan (‘Gross National Happiness’),
- France, Sarkozy (‘Stiglitz-Sen Commission on Measuring Progress’)
- US (‘Key National Indicators Act 2010’),
- Ireland, South Africa, Thailand, Finland, Hungary, Italy, Netherlands, New Zealand etc.

International initiatives:
- UN Millennium Development Goals, SDG’s
- OECD Global Project ‘Measuring the Progress of Societies’;
- EU: Council of Europe ‘Beyond GDP’;
- WEF Global Council “Benchmarking the progress of societies”;
Our duty to rethink progress and build new visions for society

We are facing both an opportunity and a duty to rethink what progress really means and to build stronger and more inclusive visions for the future of our societies.

Citizens are looking for new ways to improve their lives. We need committed citizens, scientists and well-informed leaders ready to engage the whole of society in an assessment of the challenges ahead. Adequate measurements are essential in helping our societies to define their goals; ensure that we design the right policies to achieve them; and tell us whether those policies are working.

Seven key lessons of the global movement to redefine progress

- The GDP an inadequate measure of societal progress, even of economic well-being.
- Societies need to develop holistic measures of their progress: economy, society, culture, environment and governance.
- We need to include qualitative and not just quantitative dimensions of progress, including subjective well-being, community belonging, relationships, life satisfaction and happiness.
- Essentially the problem we are facing may not primarily be one of the wrong measures but of the wrong model of societal progress.
- A better formulation of true progress than ‘increases in economic production’ would be ‘increases in equitable and sustainable well-being’.
- The task of developing a new progress paradigm and new measures is a political and democratic issue, as much as a technical issue, and requires the engagement of citizens and communities, working with academics and policy-makers.
- We need to consider urgently what are the implications of these new progress measures, and how they can be best put into practical application, use and understanding.
Establishing an Australian National Development Index

What kind of Australia do we want?

A business prospectus prepared by The Allen Consulting Group
ANDI: a new national project

- A long-term community-research collaboration aimed to change our national model of progress from ‘increasing economic production’ to ‘increasing equitable and sustainable wellbeing’
- by promoting a community debate on progress and our shared vision for Australia
- and developing a new system of community-based national measures of wellbeing and sustainability to show our progress towards those goals.
# Who is ANDI?

## ANDI Board and partners (April 2015)

<table>
<thead>
<tr>
<th>Board of Directors, ANDI Limited</th>
<th>Supporting Partners</th>
<th>Supporting Partners (ctd)</th>
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<tbody>
<tr>
<td>Mr Kester Brown (Ernst and Young)</td>
<td>Anglican National Public Affairs Commission</td>
<td>Ipsos Australia</td>
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<tr>
<td>Rev Tim Costello</td>
<td>Anglicare Australia</td>
<td>Melbourne City Council</td>
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<tr>
<td>Ms Jan Owen (Foundation Young Australians)</td>
<td>Australia 21</td>
<td>PJ Governance</td>
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<td>Mr Dominic McGann (Queensland, solicitor)</td>
<td>Australian Collaboration</td>
<td>Partners for Livable Communities</td>
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<tr>
<td>Rev Elenie Poulos (Uniting Church, Sydney)</td>
<td>Australian Council of Social Service (ACOSS)</td>
<td>Previous Next</td>
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<tr>
<td>Mr Mike Salvatis</td>
<td>Australian Council of Trade Unions (ACTU)</td>
<td>Queensland Council of Social Service</td>
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<td>Prof Fiona Stanley</td>
<td>Australian Human Rights Commission</td>
<td>Social Inclusion Commissioner, Tasmania</td>
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<tr>
<td>Adj Prof Geoff Woolcock (Griffith University)</td>
<td>Australian institute of Architects (SA)</td>
<td>Sustainable Business Communications</td>
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<td>Australian Red Cross</td>
<td>NATSEM, University of Canberra</td>
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<td>Australian Unity</td>
<td>The Australia Institute</td>
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<td>Business Sustainability Roundtable (Tas)</td>
<td>The Smith Family</td>
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<td>Cbus (Building Industry Super Fund)</td>
<td>University of Melbourne</td>
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## Major Partners and Advisers

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<thead>
<tr>
<th>ACIL Allen Consulting Group</th>
<th>Choice</th>
<th>Wind &amp; Sky Productions</th>
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<tr>
<td>Australian Bureau of Statistics (ABS) (Advisor)</td>
<td>Christ Church St Kilda</td>
<td>Victorian Aboriginal Child Care Agency</td>
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<tr>
<td>Australian Community Foundation</td>
<td>Centre for Policy Development</td>
<td>Victorian Council of Social Service</td>
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<tr>
<td>Australian Conservation Foundation (ACF)</td>
<td>Committee for Melbourne</td>
<td>Victorian Local Governance Association</td>
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<td>Aust. Council of Learned Academies (ACOLA)</td>
<td>CRC Young People, Technology, Wellbeing</td>
<td>YMCA Australia</td>
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<tr>
<td>Aust Research Alliance Children &amp; Youth</td>
<td>Cultural Development Network</td>
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<td>Bendigo Bank</td>
<td>Desert Knowledge Australia</td>
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<td>Foundation for Young Australians</td>
<td>Ecotrust Australia</td>
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<tr>
<td>Lord Mayor’s Charitable Foundation</td>
<td>Eidos Institute</td>
<td>OECD</td>
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<tr>
<td>McCullough Robertson Lawyers</td>
<td>Future Leaders</td>
<td>Canadian Index of Wellbeing</td>
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<td>Uniting Church in Australia</td>
<td>GetUp!</td>
<td>NZ Foundation for Progress and Wellbeing</td>
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<td>Vic Health</td>
<td>Griffith University, Queensland</td>
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<td>World Vision</td>
<td>Institute for Economics and Peace</td>
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<td>Internat. Association for Public Participation</td>
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<td></td>
<td>Institute for Sustainable Futures, UTS</td>
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ANDI: key features

• Civil society collaborative initiative
• 5 year development phase
• Will produce annual national wellbeing index, indices of key domains, ‘state of progress’ reports
• Extensive community consultation, engagement and ownership
• Strong collaborative research base (ACOLA, 10+ universities)
• Close relationship with ABS
• International partners: Canadian Index of Wellbeing, OECD
• Network and clearing house role
• Emphasis on education and communications, state of art website
• Funding: majority non-government funding, ‘Funder alliance’
ANDI: Measuring the future we want

ANDI will be a measure of our progress towards the future we want, and a way of describing that future.

It will therefore be a measure of true progress, rather than a set of statistical snapshots over time.
ANDI: progress domains for sub-indexes

ANDI will produce an index and a progress report each year in twelve ‘progress domains’:

<table>
<thead>
<tr>
<th>Children and young people</th>
<th>Governance and democracy</th>
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<tbody>
<tr>
<td>Community and regional life</td>
<td>Health</td>
</tr>
<tr>
<td>Economy and prosperity</td>
<td>Indigenous wellbeing</td>
</tr>
<tr>
<td>Education and creativity</td>
<td>Justice and fairness</td>
</tr>
<tr>
<td>Employment and work-life</td>
<td>Subjective wellbeing</td>
</tr>
<tr>
<td>Environment and sustainability</td>
<td>Work-life</td>
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</tbody>
</table>
HOW ARE CANADIANS REALLY DOING?

As a measure of economic consumption, Gross Domestic Product (GDP) adds up every penny spent including on harmful activities. Tobacco sales, natural and human-made disasters, crime, war and depletion of natural resources all make GDP soar. Not surprisingly it provides a rather overly rosy view of how well Canadians are doing.

THE CANADIAN INDEX OF WELLBEING

5.7%
Kick-starting a major national conversation

- Carried out over two years
- Website and online surveys
- Local government networks
- Outreach of ANDI partners (total members over 5 million) across Australia
- Regional forums

- Social media
- Schools projects
- Media partners
- Twelve research groups and six plus universities nationally
- Eventual aim: release an index on one progress domain each month
ANDI: goals and benefits

1. **build shared vision** of equitable and sustainable wellbeing in Australia
2. provide clear, valid and **regular reporting on progress** toward that vision
3. understand and **promote awareness** of societal change
4. **stimulate discussion** on policies needed to achieve wellbeing
5. give Australians **tools to promote wellbeing** with policy & decision makers
6. **help policymakers understand consequences** for Australian wellbeing
7. **empower Australians** to compare their wellbeing locally and globally
8. **strengthen democracy**
9. **improve national wellbeing**
10. **contribute to global movement** for holistic measures of societal progress.
Want to know more?

- ANDI website: www.andi.org.au
- Canadian Index of Wellbeing: www.ciw.ca