

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

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# 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 21<sup>st</sup> 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.*

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

Source: UK Office of National Statistics, 'Findings from the National Wellbeing Debate', July 2011. Table 4, p 13.

## **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.

(UNDP, 1996, Human Development Report)

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

<i>Country</i>	<i>GDP</i>	<i>Overall wellbeing</i>	<i>Human Rights</i>
Sweden	12	1	4
USA	1	14	14

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.

(Stiglitz, J., A. Sen and FJ-P Fitoussi. 2009. Commission on the Measurement of Economic Performance and Social Progress, Final Report, Paris p. 12)

**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**

# New progress projects around the world

- Canada**
- National**
- Well-being Measurement Act 2001
  - Canadian Index of Wellbeing
  - Environment and Sustainable Development Indicators
- Regional**
- Community Accounts
  - Genuine Progress Index for Atlantic Canada
  - British Columbia Atlas of Wellness
  - Alberta Measuring Up

- European Union**
- Beyond GDP
  - Common Indicators - Employment, Social Affairs and Equal Opportunity, European Commission
  - Europe 2020 - Eurostat

- Norway**
- Municipal Fact Sheet

- Denmark**
- Sustainable Development Indicators based on National Accounts

- United Kingdom**
- Measuring National Wellbeing
  - Young Foundation
  - National Accounts of Well-being - nef (the new economics foundation)
  - Productivity and Competitiveness Indicators
  - Well-being Institute - Cambridge University
  - Oxford Poverty and Human Development Initiative
  - Progress on sustainable development

- Ireland**
- Measuring Ireland's Progress

- Germany**
- Happiness Index – German government
  - Social Indicators Monitor

- USA**
- National**
- State of the USA
  - Glaser Progress Foundation
  - American Human Development Project
- Regional**
- Jacksonville Community Council Inc. - Community indicators project
  - Boston Indicators Project
  - King County AIMs High
  - Baltimore Neighborhood Indicators Alliance
  - Community Assessment Project of Santa Cruz County
  - Central Texas Sustainability Indicators Project
  - Indicators Northwest
  - Virginia Performs
  - Truckee Meadows Tomorrow Quality of Life Indicators
  - Orange County Community Indicators
  - Long Island Index
  - Silicon Valley Index
  - Arizona Indicators
  - Maine Measures of Growth in Focus
  - Oregon Benchmarks
  - Sustainable Seattle
  - Livable Tucson Vision Program

- France**
- Stiglitz Commission
  - FAIR

- Turkey**
- Turkey by Numbers

- China**
- Hong Kong Quality of Life Index

- Spain**
- Social Barometer of Spain

- Switzerland**
- MONET indicator system
  - Cercle indicateurs

- Israel**
- Israel's Progress Index

- Bhutan**
- Gross National Happiness

- South Korea**
- The Social Survey

- Mexico**
- Midiendo el Progreso de la Sociedades - Una Perspectiva desde Mexico

- Italy**
- Measuring the Progress of Italian Society
  - Territorial Indicators
  - Cnel/Istat measuring progress

- India**
- India Development Indicators

- Vietnam**
- Vietnam Development Goals

- Philippines**
- Social Weather Stations

- Brazil**
- Portal ODM

- South Africa**
- South African Development Index

- Thailand**
- Societal Progress Indicators
  - Happy Societies

- New Zealand**
- Measuring Progress using a sustainable development approach
  - Quality of Life
  - The Social Report

- Worldwide**
- World Development Indicators - World Bank
  - Human Development Report - United Nations
  - The Global Project on Measuring the Progress of Societies – Wikiprogress , OECD
  - Gallup World Poll
  - DevInfo
  - Community Indicators Consortium
  - The Global Peace Index

# 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.

*(Angelo Gurría, Secretary General, OECD, 3<sup>rd</sup> OECD World Forum on Statistics, Knowledge and Policy 'Charting Progress, Building Visions, Improving Life', Busan, South Korea, 27-30 October 2009).*

## 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)

<b>Board of Directors, ANDI Limited</b>	<b>Supporting Partners</b>	<b>Supporting Partners (ctd)</b>
Mr Kester Brown (Ernst and Young)	Anglican National Public Affairs Commission	Ipsos Australia
Rev Tim Costello	Anglicare Australia	Melbourne City Council
Ms Jan Owen (Foundation Young Australians)	Australia 21	PJ Governance
Mr Dominic McGann (Queensland, solicitor)	Australian Collaboration	Partners for Livable Communities
Rev Elenie Poulos (Uniting Church, Sydney)	Australian Council of Social Service (ACOSS)	Previous Next
Mr Mike Salvaris	Australian Council of Trade Unions (ACTU)	Queensland Council of Social Service
Prof Fiona Stanley	Australian Human Rights Commission	Social Inclusion Commissioner, Tasmania
Adj Prof Geoff Woolcock (Griffith University)	Australian institute of Architects (SA)	Sustainable Business Communications
	Australian Red Cross	NATSEM, University of Canberra
	Australian Unity	The Australia Institute
	Business Sustainability Roundtable (Tas)	The Smith Family
	Cbus (Building Industry Super Fund)	University of Melbourne
<b>Major Partners and Advisers</b>	Choice	Wind & Sky Productions
ACIL Allen Consulting Group	Christ Church St Kilda	Victorian Aboriginal Child Care Agency
Australian Bureau of Statistics (ABS) (Advisor)	Centre for Policy Development	Victorian Council of Social Service
Australian Community Foundation	Committee for Melbourne	Victorian Local Governance Association
Australian Conservation Foundation (ACF)	CRC Young People, Technology, Wellbeing	YMCA Australia
Aust. Council of Learned Academies (ACOLA)	Cultural Development Network	
Aust Research Alliance Children & Youth	Desert Knowledge Australia	
Bendigo Bank	Ecotrust Australia	<b>International Partners</b>
Foundation for Young Australians	Eidos Institute	OECD
Lord Mayor's Charitable Foundation	Future Leaders	Canadian Index of Wellbeing
McCullough Robertson Lawyers	GetUp!	NZ Foundation for Progress and Wellbeing
Uniting Church in Australia	Griffith University, Queensland	
Vic Health	Institute for Economics and Peace	
World Vision	Internat. Association for Public Participation	
	Institute for Sustainable Futures, UTS	

# 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':

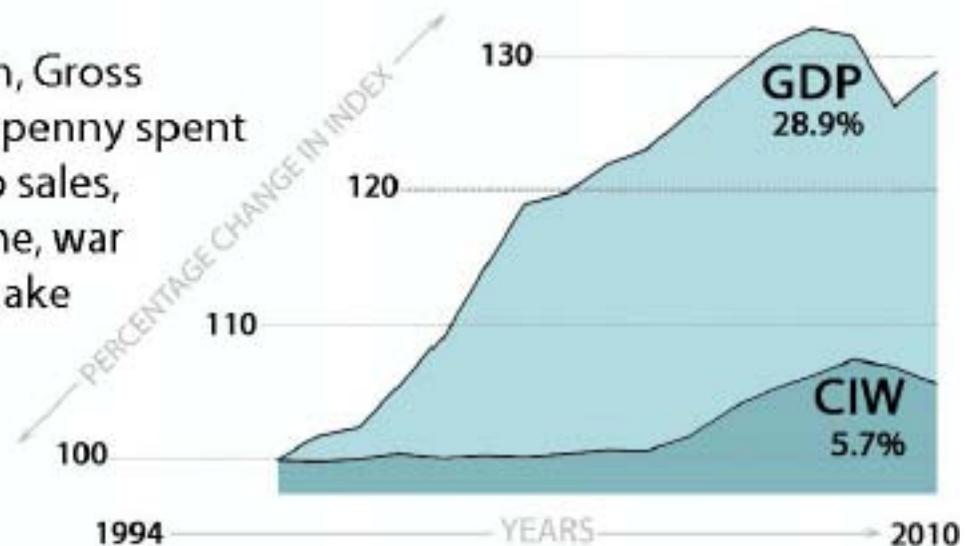
<b>Children and young people</b>	<b>Governance and democracy</b>
<b>Community and regional life</b>	<b>Health</b>
<b>Economy and prosperity</b>	<b>Indigenous wellbeing</b>
<b>Education and creativity</b>	<b>Justice and fairness</b>
<b>Employment and work-life</b>	<b>Subjective wellbeing</b>
<b>Environment and sustainability</b>	<b>Work-life</b>





# 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](http://www.andi.org.au)
- Canadian Index of Wellbeing: [www.ciw.ca](http://www.ciw.ca)