

6	<p><u>CEO's Address – Catalysing Research, Connecting Communities</u> Mrs Rosa Daniel, Chief Executive Officer, NAC</p>
6.1	<p>Professor Chan Heng Chee, Chairman of the National Arts Council; Distinguished speakers and guests; Colleagues in the arts and culture, and research communities,</p>
6.2	<p>Good morning. I hope you are finding the symposium stimulating so far. When we launched the inaugural event in 2017, there was a modest number of 80 participants. Today at NAC's second Arts & Culture Research Symposium, we have nearly 200 coming from the academic and arts communities, and public sector. Such interest bodes well indeed for the future of arts and culture research in Singapore.</p>
6.3	<p>Reflections on Earlier Proceedings I would like to extend NAC's deep appreciation to the four speakers we have just heard from - Dr Andy Ho, Dr Zdravko Trivic, Dr Charlene Rajendran, and Professor Kwok Kian Woon. The studies done by Andy, Zdravko and Charlene highlight the spectrum of lenses that can be used to understand the impact of the arts in and on our lives.</p>
6.4	<p>NAC has supported these projects through our different funding channels - commissions, research and the major company grant. There are many valuable findings from their work. Their studies capture important evidence of the intrinsic and societal value of arts. Their work is a springboard for further scholarly work, as well as useful inputs to help us refine our policies and programmes. I am also very grateful for Kian Woon's thoughtful reflection and further insights on how these research projects contribute to the larger landscape of arts and culture research in Singapore.</p>
6.5	<p>Catalysing Research In our interactions with some of the most advanced Arts Councils in the world, we know there is a strong focus on research to support evidence-based policy and programme development. Our SG Arts Plan, released in September 2018, articulates NAC's aspirations for the arts and culture research sector in the next 5 years. These fall into three broad areas. First, having robust quantitative and qualitative evidence on the impacts and new modalities of arts making and arts engagement. Second, supporting the documentation of arts practice to inform practitioners in their craft and pursuit of excellence. Third, enhancing capabilities to use technology for more effective research. Technology has opened up new ways of gathering and analyzing data on human behaviour. At the click of a mouse, and swipe of the finger, we can have information that will allow arts organisations to seize new opportunities and policymakers to better serve citizens.</p>
6.6	<p>In furthering our efforts on research, we are not starting from zero base. Research already informs our strategies for the arts today. For example, trend data from the</p>

	<p>Population Survey on the Arts showed us that although attendance at arts events had risen from 27% in 2002 to 54% in 2017, only a third of the population said they were interested in the arts. Such a gap between attendance and interest drove us to think of deeper engagement programmes for our five-year arts plan. Data also showed us that arts goers tend to be better-educated and have higher household incomes than the average citizen. The respective Sector strategies in OurSg Arts Plan articulate a strong emphasis on reaching new audiences beyond these existing audiences. Yet another example is our research into digital engagement in the arts. Survey findings on new online modalities that people are using to consume arts, NAC was able to develop ideas for the Hear65 movement to promote Singapore music.</p>
6.7	<p>Besides these regular surveys, commissioned studies such as those done on precinct development and place-making, and those on different segments such as youth, elderly, patients with dementia have informed our arts housing and community arts outreach strategies. Since the implementation of Our SG Arts Plan, NAC has started a monthly research newsletter to keep the research and arts communities apprised of new research insights. We shall be profiling findings from some of these commissioned studies in our monthly newsletters.</p>
6.8	<p>Globalisation, rapid changes in technology and communications, and the maturing demographic profile of our population, continually change the way we live, work and play. Ongoing research is needed if we are to keep up with the evolving needs and preferences of arts audiences. In addition, the potential of the arts to enhance human life must be considered from different angles. Beyond artistic excellence, there are other aspects such as social cohesion, psychological well-being, identity and sense of belonging which may be shaped or influenced by engagement in arts and culture.</p>
6.9	<p>Going forward, NAC will actively promote arts research in two ways – by providing access to data and knowledge, and by connecting researchers and practitioners.</p>
6.10	<p>Growing Research Communities <u>I. Providing Access to Knowledge</u> Firstly, NAC hopes to spark new ideas, more research projects and more international collaborations by connecting people to knowledge. Besides the monthly newsletters, NAC’s research team will populate NAC’s research page with information on past research projects supported and links to other research resources. We also invite the arts community and arts researchers to send us regular updates of your initiatives which can be profiled on our platforms. We plan to actively work with our counterparts in countries with strong cultural research traditions to identify relevant overseas cultural research projects or studies that we can learn from.</p>
6.11	<p><u>II. Connecting Researchers and Practitioners</u> Secondly, NAC will step up its efforts to bring together researchers in the public and academic sectors, and practitioners in the arts and culture sector, for networking,</p>

	<p>sharing and discussion. From this year, the Arts & Culture Research Symposium will be an annual event. For academics, we hope that conversations with our arts practitioners will provide you with new avenues to apply your methodologies. For practitioners, we hope you will use this opportunity to share your experiences, challenges faced and your vision for arts space activation, arts for specific target groups of people such as seniors, children and youth and community arts, and see how the academic community can design studies to capture the impact of what you are doing or what you want to do.</p>
6.12	<p>Encouraging Discourse on the Impact of the Arts</p> <p>In the next segment, to kick start vibrant discourse among all with an interest in arts and cultural research, we have curated a panel with a variety of backgrounds in academia and practice. We hope that their different perspectives of looking at “The Impact of the Arts on Spaces, People and Communities” will set each other and all of us thinking in new ways about the social value of the arts, about what makes for meaningful interactions between people and arts spaces, and about the transformative effect of the arts on audiences. Their ideas and views will provide inputs to the focus areas of research that we will embark on in the coming months.</p>
6.13	<p>Conclusion</p> <p>Over the next five years, NAC plans to invest at least \$1million annually in research. These will be in the forms of commissions, Research Grant support and initiatives to provide data and knowledge access. Dr Sharon Chang, NAC’s Chief Research Officer, will later provide a quick overview later on the key research questions that top our priority list for commissioning and research grant support.</p>
6.14	<p>I hope that many friends in both academia and the arts community will work with us at NAC on this exciting journey of gathering, analysing and disseminating knowledge. Through research, we can enhance arts-making and sustained engagement of audiences, and advocate more powerfully for the arts and culture we love. On this note, I hope you will find the rest of the symposium interesting and insightful. Thank you.</p>