



Establishing an
Australian
National
Development
Index

What kind of
Australia do
we want?

A business prospectus prepared by
The Allen Consulting Group

What's ANDI all about?

How do we know if we're making progress?



We all want a better life, for ourselves and our children. We also care about the progress of our communities and our country. We like to think that we will leave a positive legacy for the generations that come after us. But how do we know if we, as a nation, are on the right track?

What does progress really mean? How do we decide what counts as progress? How can we measure how well we are succeeding?

By definition, the progress of a nation or a community is measured by how well it moves towards set goals and values. Until recently, most of the national conversations about our progress have been focused on economic growth as the key goal for Australia.

Now, human progress is increasingly being understood as much more complex than this, including the values

that underpin our life together, goals that relate to our wellbeing as individuals and as communities, and the effective and sustainable use of our resources for the wellbeing of future generations.

Deciding what progress means for Australia and how to measure it isn't simply a matter of policy for lawmakers or a technical question for experts. It's a democratic question for all Australians. This is what the ANDI project is about. It is a community initiative to revitalise our democracy and engage all Australians in a national debate about our shared vision for Australia. Based on the idea of an ongoing national conversation about what kind of society we want to be, it will develop clear, ongoing measures of our progress towards that vision: an Australian National Development Index.

Establishing an **Australian National Development Index**

Progress is more than economic growth

How do we think about 'progress' today, and how do we measure it?

For the best part of the 20th century, it has been widely assumed that progress was synonymous with economic growth; and Gross Domestic Product (GDP) became the dominant way in which the world measured and understood progress.

As the OECD said recently, 'the world today recognises that it isn't quite as simple as that. This approach has failed to explain many of the factors that impact most on people's lives'.

In recent years, financial instability, increasing inequality, the erosion of supportive community structures and the declining state of our natural environment have given rise to a growing sense of unease about our future as individuals, and as a nation. We are beginning to understand that real progress is much more than

economic growth and that beyond a reasonable level of material comfort, wellbeing improvements are negligible.

GDP was never designed to measure the overall progress and wellbeing of the nation. It is the sum total of the goods and services bought and sold in our economy, but doesn't distinguish between those things that add to our wellbeing, and those that diminish it. It doesn't account for the depletion of our natural resources and treats spending on crime, divorce, and massive oil spills as economic gains. It fails to take into account many of the activities that we value - like volunteer, leisure and family time.

In sum, GDP measures the quantity of our national economic production and not the quality of our society, our lives or our environment. It fails to

capture the full story of what is happening in our society and diverts the focus of governments and communities away from other important aspects of wellbeing and from the social and environmental costs that economic activity brings with it.

It is clear we need a new model of progress for Australia, a new way to measure it and a new way to engage citizens in this process.

What's in a name?

ANDI has been the working name for the index through its formative stages. However, the validity and marketability of the name will be further tested in 2011. The final name will reflect the aim to engage Australians in an ongoing debate about progress in Australia.

The global movement to 'redefine progress'



Over the past ten years or so, a new global movement has emerged to produce measures of societal progress that go beyond GDP. This movement is being driven by citizens, policymakers, academics and statisticians working together globally and locally and championed by international organisations like the OECD and the United Nations.

OECD

Through the Global Project on Measuring the Progress of Societies, the OECD is seeking to support societies to effectively collect data and measure indicators that go beyond Gross Domestic Product (GDP). This work is being run with the cooperation of numerous international partners, such as the United Nations, the European Commission and the World Bank, with key directions being approved and embedded through international agreements for more holistic measurement of progress.

State of the USA

Initiated in 2007, State of the USA has developed a Key National Indicator system (KNIS) mandated by US law (2009). It has evolved with the support

of government at all levels, business, media, not-for-profit and academic sectors.

The KNIS was developed through an open and inclusive approach via a broad consultation process. The value of the tool will be to provide data from a single source portal that is free and usable. It will present the highest quality measures and data on the nation's progress. The aim is to broaden the factual knowledge and understanding about the nation's most pressing issues. The users are expected to be individuals, institutions, partners and other stakeholders. The data collected will also be used to aid international benchmarking.

After being established as a non-profit tax-exempt organisation, its early funding sources were philanthropic. It has now received a commitment of government funding as results of the index will be provided as a public good. After being enacted by law in 2010, it is receiving US\$10 million in startup funding, with US\$7.5 million per annum thereafter. It is now part of the US National Audit Office.

Europe

In 2008, French President Nicolas Sarkozy sought a detailed investigation into the measurement of quality of life from the Commission on the Measurement of Economic Performance and Social Progress. This study, led by eminent global economists, concluded that the time was right to go beyond simply measuring economic production to measuring people's wellbeing, with the focus on achieving sustainable wellbeing. The report pushed for measurement of wellbeing across multiple domains. The report suggested considering living standards, health, personal activities including work, political voice and governance, social connections and relationships, environment (present and future), levels of economic insecurity and personal safety.

This report has led to further development at the national level across Europe, has lent weight to the global wellbeing measurement movement and promoted discussion about wellbeing between governments and citizens across Europe.

The Canadian Index of Wellbeing (CIW)

Canada has worked over the past decade to develop a wellbeing index for the nation following several nationwide rounds of consultation. The signature product of CIW to be released in 2011 is a single number index (composite index) to represent the nation's wellbeing status — a combination of the results of eight CIW dimensions to demonstrate at a glance whether the overall quality of life of Canadians is getting better or worse. CIW periodically releases research reports for various dimensions of wellbeing and prepares special reports into particular findings related to the data collected.

The independent and bi-partisan Institute of Wellbeing now manages six funding partners who support the CIW. These partners are from philanthropic and government sectors.

While the CIW monitors and defines the quality of life of Canadians through data measures, it also seeks to promote dialogue with the community on the direction of the country's progress. The index is rooted in national values and has evolved from the grassroots level. It has drawn together eminent people to contribute to its evolution.

The Canadian Index of Wellbeing has developed domains which measure progress in the areas of: arts, culture and recreation, civic engagement, community vitality, education, environment, healthy population, living standards, and time use.

Measures of Australia's Progress (MAP)

The ABS was the first national statistics office in the world to develop an integrated set of national progress measures and this project itself became one of the main inspirations for the OECD's global project.

Produced regularly since 2002 by the Australian Bureau of Statistics, MAP presents a range of measures capturing the health of individuals, society and the environment, as well as the economy. MAP presents 17 headline indicators across these domains with extensive supplementary indicators and contextual information provided at lower levels of the online product.

ANDI will work closely with the ABS drawing on some of MAP's key data and measurement frameworks. By exploring the use of an Index, ANDI will complement the MAP dashboard approach (below) as well as promoting community conversation that will feed into the 2011 ABS public consultation on future directions for MAP.

Society	Economy	Environment
<input checked="" type="checkbox"/> Health	<input checked="" type="checkbox"/> National income	<input checked="" type="checkbox"/> Biodiversity
<input checked="" type="checkbox"/> Education and training	<input checked="" type="checkbox"/> National wealth	<input type="checkbox"/> Land
<input checked="" type="checkbox"/> Work	<input checked="" type="checkbox"/> Household economic wellbeing	<input type="checkbox"/> Inland waters
<input type="checkbox"/> Crime	<input type="checkbox"/> Housing	<input type="checkbox"/> Oceans and estuaries
<input type="checkbox"/> Family, community and social cohesion	<input type="checkbox"/> Productivity	<input checked="" type="checkbox"/> Atmosphere
<input type="checkbox"/> Democracy, governance and citizenship		<input type="checkbox"/> Waste



ANDI's Principles and Goals

guided by the following principles:

Participatory and inclusive

Everybody has a right to have a say about what progress and wellbeing

mean for them, their family, their community and their nation.

Independent

The index will remain free of undue stakeholder or political influence.

Accessible

Everybody should have access to easily understood information about different dimensions of progress for our nation and our communities.

Transparent, robust and trustworthy

The technology of measurement and analysis must conform to best scientific practice.

Balanced

ANDI will promote a broad and integrated definition of progress.

Goals to end-2013

The aim is to:

- Capture at least 500,000 Australians' views about progress.
- Engage with at least a third of Australia's local government areas.
- Launch an accessible and interactive website for wide public engagement.
- Establish up to twelve research domains, sub-measures and data sources relating to Australians' views of progress.
- Release the first ANDI index, along with several research reports into various dimensions of wellbeing.

We are seeking to:

- Empower and educate Australians with information in order to strengthen their local communities and our democracy as a whole.
- Stimulate the political will for policy changes that are equitable and sustainable.
- Help establish good policy through accurate information measurement and use.
- Help identify research and statistical gaps, leading to better data collection.

Principles

In developing ANDI, we will be

What's different about ANDI?

Australians have not had this opportunity before. Only through the collection of the many and varied aspirations for progress can we start to build a true national vision for progress in Australia.

In its development phase and once established, ANDI will facilitate local forums, state and national surveys, and information sharing through its broad community network and partner membership, and a dynamic interactive website. It will foster a more informed debate about what we value as a nation, whether we are achieving our goals, and what policies and programs will help or hinder our goals.

ANDI provides an opportunity for people to come together in an ongoing national debate to

respond to the question, "What is your vision of progress towards greater wellbeing for Australia?"

Evolving from the ground up

ANDI's uniqueness comes in part from its existing partnerships with a diverse collection of Australia's leading community organisations and institutions whose networks span the nation. These networks provide opportunities for ANDI to seek views from across the community.

Towards a more holistic index of progress

ANDI will produce an annual index of progress, with linked sub-measures based around particular dimensions of wellbeing. The index will be based on new and existing expert research and data, and shaped by the priorities of Australians identified through consultation. In much the same way as economic indicators are regularly reported and discussed at a national level, a progress index is a tool to improve public discourse on the direction our nation is headed.

A national conversation

Building a national measure of wellbeing that reflects the priorities of citizens involves an obligation to begin a new national conversation about what people want for Australia's future.



Ok, so what will ANDI actually do?

Gather Australians' views

An extraordinarily diverse range of Australia's largest non-government organisations, church and community groups have come together to kickstart ANDI. Consultation and information gathering will occur through consultation with our members' networks, a series of local government workshops and state and national surveys. An interactive website will be a further platform for promoting community participation.

Develop new progress measures

In exploring the use of an index approach to measuring progress, we seek to provide an extension to purely economic measures, such as the GDP, Consumer Price Index and others which tend to dominate national discussion. ANDI will be based on national data and research and influenced by the preferences of Australians, and the expert advice and knowledge of Australian and international statisticians.

Provide an interactive website and national resource

The ANDI website will be more than just a clearing house for research reports and statistical data — it will provide an opportunity for people to find wellbeing and progress-related information relevant to their interests. It will allow for comparison of wellbeing by population group and locality.

The website's interactivity will serve two purposes. First, it will allow people to view the full data sets and to mould their own versions of progress based on their views.

Secondly, it will provide a valuable source of feedback from people who use the ANDI website about what they consider to be important in relation to wellbeing. This may be done through direct written feedback, but will also be implied through the preferences of users as they shape their own ANDI based on their own prioritisations of wellbeing. This may lead to more localised breakdowns of information — potentially valuable for local government.

Over time, information collected will be used as an input into considerations about ongoing research and data collection and even the index itself.

There is also the potential for the ANDI website to provide the space to connect like-minded individuals.

It will also inform a more balanced debate about social progress.

Wanted: Media partner

ANDI seeks to partner with a major media outlet or outlets to promote national dialogue about progress and to capture media attention through the findings of ANDI. The aim is that over time ANDI will be reported in the media similarly to GDP, but providing a more balanced picture of progress.

ANDI will be developed in close collaboration with the Australian community and driven by community views about national progress, wellbeing and sustainability. During the development phase, and once established, ANDI will be a key platform to promote dialogue about wellbeing and progress — to define these terms and to capture their full meanings.

Broad involvement by the community in the establishment phase will build momentum and understanding of the tool prior to its launch. People will have the opportunity to highlight what wellbeing means to them and the type of future directions that Australia should pursue to boost wellbeing. The wellbeing measures identified will be used to define and shape the ANDI index, which in turn will shape data collection across Australia.

Once launched, ANDI will be a flexible tool, able to be shaped by people's preferences in combination with the available datasets.

ANDI will be a platform for regional forums to be held across Australia to establish measures of wellbeing at regional and sub-regional levels. These will be held with

Kickstarting a national conversation

community groups, not-for-profit organisations, business leaders, academics and other members of the community.

Web forums will be established to promote the sharing of stories and reflections on wellbeing and to provide feedback about the index. These forums will include web pages to help those in service delivery fields to share their views and establish networks.

In 2011, the ABS Measures of Australia's Progress is embarking on a consultation project to ask Australians about their perspectives on progress and wellbeing. With its extensive links to community groups, ANDI will be an important contributor to this consultation.



Multidimensional measurement

ANDI Domains

An understanding of genuine progress requires multi-dimensional measurement. Each of these dimensions is a 'domain'. Within a domain, there are numerous specific indicators of progress.

Within a domain there will be many specific indicators of progress: in health, for example, we would probably want to measure both actual health and sickness outcomes for people, but also the quality or availability of health services.

Consultations will help to test and refine the key progress domains and will steer the information that should be captured within each domain. The domains will reflect what Australians believe are the key elements of wellbeing and progress.

Results of indicators in each domain will be publicly released. The intention is to provide complete data to the public to enable further research of key areas of progress.

In time, indicators within each domain may be reviewed in aggregate or as 'disaggregated' datasets. This will allow a national view as well as some local, regional and state level breakdowns. It may even be possible to review indicators based on different social groupings, such as age, gender, health and socio-economic status.

In this way, our national progress can take account of the differences in impacts and experiences in different regions and social groupings.

A composite index

ANDI will also draw domain results together into a 'composite index'. A composite index combines progress measures across many dimensions of wellbeing into one single number to show progress over time. This will not be easy.

The single number will not stand alone. It will be accompanied by domain results to provide context, and a technical reference guide to detail weightings and processes used to reach the result.

There are a number of benefits from such an index. It will distil the multiple dimensions of progress measures. It will also attract high levels of public, political and media attention. The single number result will be the doorway through which people will start thinking about which elements of progress matter most to them. It will also challenge the specificity of economic measures that are currently used.

ANDI and its single index will be based on robust data and a rigorous and transparent methodology. We will work in close partnership with technical experts who have experience developing similar tools. It will be thoroughly tested prior to its release.

By the end of 2013, ANDI will release its first single number index of Australia's progress. Think about it — for the first time, we will be able to measure whether Australia is progressing or declining against a carefully-crafted composite of the many dimensions of progress.

The index will need to maintain flexibility over time in order to incorporate additional data sets. During the index's establishment phase, technical consideration will be given to incorporating additional data or for changing weightings.

Suggested Domains

For consultation with the community and ANDI partners:

- Children and young people
- 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 life

Why we need ANDI

"We are in the middle of a paradigm shift occurring around the world. We understand now, better than ever, that our wellbeing as peoples, and our progress as a nation, depends on much more than what economic measurements alone can tell us. By asking Australians their views on the direction the nation is headed, and developing a more holistic measure of progress, ANDI will be at the forefront of this international movement."

Tim Costello, CEO, World Vision Australia



"We know that Australians value a healthy, thriving environment. ANDI provides the tool for Australians to express their aspirations on a national stage, so that we might turn that desire into a policy change for a sustainable future."

Don Henry, CEO, Australian Conservation Foundation

"The problems facing children and young people in our country are complex and unprecedented. Such problems require innovative, community driven solutions. A national index of progress will be an invaluable instrument to show us how we are progressing as a nation, to inform better policy outcomes towards a better future for our children."

Fiona Stanley, Director of the Telethon Institute for Child Health Research in Perth and Chair of the Australian Research Alliance for Children and Youth (ARACY)



ANDI's partners

Interim National Organising Committee

Reverend Tim Costello
(World Vision)

Professor Fiona Stanley (ARACY)

Adjunct Professor Mike Salvaris
(RMIT University)

Associate Professor Geoff
Woolcock (Griffith University)

Professor John Wiseman
(University of Melbourne)

Professor Robert Cummins
(Deakin University)

Mr Charles Berger (Australian
Conservation Foundation)

Rev Elenie Poulos
(Uniting Church in Australia)

Mr Dennis Trewin
(former head of ABS and President,
International Statistics Institute)

Ms Kellie Horton (VicHealth)

International Partners

Organisation for Economic
Co-operation and Development
(OECD)

Canadian Index of Wellbeing

Existing sponsors, partners and advisers

Allen Consulting Group

Anglican National Public Affairs
Commission

Australian Collaboration

Australian Conservation Foundation

Australian Bureau of Statistics (ABS)

Australian Human Rights Commission

Australian Red Cross (ARC)

Australian Council of Social Service
(ACOSS)

Australian Council of Trade Unions

Australian Research Alliance for
Children and Youth (ARACY)

Australian Unity

Australia 21

Bendigo Bank

Choice

Christ Church, St Kilda

Cultural Development Network

Deakin University

Desert Knowledge Australia

Ecotrust Australia

Eidos Institute

Future Leaders

Foundation for Young Australians

Griffith University, Queensland

Institute for Economics and Peace

Institute for Sustainable Futures,
Sydney (UTS)

Melbourne City Council

PJ Governance

Queensland Council of Social Service
(QCOSS)

RMIT University, Victoria

The Smith Family

Social Inclusion Unit, Tasmanian
Government

Sustainable Business Communications

University of Melbourne, Victoria

Uniting Church in Australia

Victorian Health Promotion Foundation
(VicHealth)

Victorian Council of Social Service
(VCOSS)

World Vision

YMCA Australia

In addition, we are currently seeking
Indigenous partner groups and
committees.

Through existing partner networks, ANDI has access to millions of Australians through databases, service provision, events, forums, mail-outs, campaigns, staff and volunteers.

ANDI will build on the supports and networks provided by partners to make sure that information about ANDI is disseminated and that as many people as possible contribute to discussions about holistic progress.

Each week, our partners are talking to over a million Australians in total.

Some examples include:

- the Uniting Church in Australia is the third largest Christian denomination with over 2,000 congregations and more than one million people claiming affiliation. It delivers services to over two million Australians across 1,300 sites and relies on the contributions of over 35,000 staff and 20,000 volunteers;
- the YMCA has over 500 centres, visited by in excess of two million people annually;

ANDI's reach across Australia

the Australian Conservation Foundation has over 41,000 members and supporters in total.

Many local governments have provided support to ANDI and are interested in progressing its evolution. Their links to large numbers of people on a local community basis will form part of ANDI's network strategy.

ANDI's interactive website will also be used as a key tool to network with interested parties. A mailing list will be established of interested website users and the domains of most interest.

Through these means, ANDI has the ability to gauge the views of millions of Australians, both in the formative phases and into the future.

Wanted: IT and website partners

ANDI seeks to form a partnership with an information technology company to support the technical development of ANDI and its website interface.



“What we measure shapes what we collectively strive to pursue – and what we pursue determines what we measure”

Report by the Commission on the Measurement of Economic Performance and Social Progress, Stiglitz, Sen, Fitoussi, 2009

Why you should get involved

Why you need ANDI

ANDI provides your organisation with the opportunity to be at the forefront of a global movement towards measuring wellbeing and progress in its many dimensions.

Through ANDI, you will have access to:

- A shared audience of millions of people across Australia.
- A forum that contributes to a better understanding of wellbeing for improved public policy for a more equitable and sustainable future.
- An opportunity to apply to sit on a Domain Group comprising eminent people from key fields essential to Australia's sustainable wellbeing.
- Links to like-minded organisations and individuals through networking events and other ANDI launches.
- Opportunities to support particular research papers or studies of interest based on ANDI data.

- Website marketing opportunities.
- Opportunities for engaging ANDI users interested in a domain relevant to your organisation.
- Invitations to briefings by national and international experts.
- Access to data about people's views of progress, based on information provided through the ANDI website.

ANDI provides your organisation with a chance to share the ANDI journey with a coalition of like-minded organisations that value the development of a fair, equitable and sustainable future for Australia.

Why ANDI needs you

Wherever possible, ANDI will draw on the expertise, networks and links of partners. It will do this for two reasons — first, to provide opportunities for partners to be actively involved in a project they are passionate about. And secondly, to reduce the level of financial support required from partners to support ANDI.

ANDI seeks partners from the private, not-for-profit, academic, government and philanthropic sectors. The level of funding or in-kind support is negotiable depending on your organisation's capacity to support the index and depending on your organisational goals. We are happy to work with you further to discuss ways that you can help.

ANDI primarily needs you to ensure that it maintains its independence and high levels of grassroots support across society.

ANDI's budget and plan for financial sustainability is outlined further in the Business Plan section of this report.

The ANDI organisation

ANDI will be established in 2011 as an organisation that is majority owned, governed and funded by the community. Final administrative and governance arrangements will be decided after consultation with community groups and partners. The model below is proposed on this basis.

For the first six months of the year, as it continues to evolve, ANDI will be housed in an existing partner organisation. This will provide ANDI with the administrative and other business supports to help its evolution. This recognises that fundraising and partnership-generation activities will provide

The business plan

support to launch and sustain ANDI, but provides an incubation period for ANDI in its formative stages.

The evolved ANDI organisation will have the structure and skills as shown below.

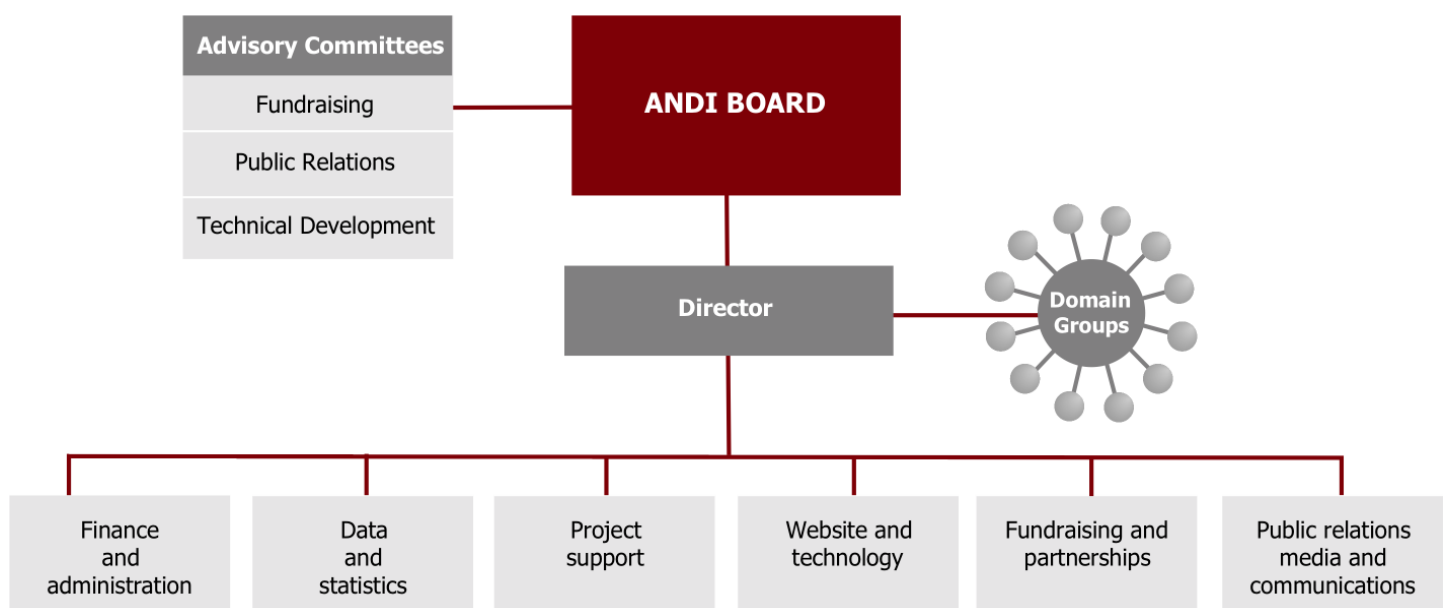
Under this structure, ANDI will be led by a Board, with advisory support from fundraising, public relations and technical development experts.

The key role of ANDI Director will report through the Board and will be

the key conduit and liaison to the Domain Groups. These Domain Groups will play a key role in supporting the establishment of their domains and for driving research reports in areas of interest.

The specific capabilities outlined that support the Director may be provided through in-kind support, through contracting arrangements (as required), or through ANDI staff.

ANDI's proposed governance and operational structure



Organisationally speaking

The Board and Director

The ANDI Board and ANDI Director will establish and drive ANDI's strategic direction.

The ANDI Board will be established through an open process, but will seek people with the knowledge, experience and skills that will help to drive the development of the index. Skills will reflect the needs of the ANDI organisation. Each Board member is expected to Chair at least one advisory committee.

The composition of the Board will be particularly important in creating the public profile of the index, generating partnerships, establishing an efficient and effective organisation and building the index itself.

The Board will include six to eight members and the ANDI Director. Members will be drawn from public, private and not-for-profit sectors and will be elected primarily for the skills, dedication and knowledge that they bring.

The ANDI Director will lead internal recruitment and will be the key liaison for Domain Groups. The Director will provide day-to-day leadership for staff and will be involved in all the organisation's activities.

Advisory Committees

ANDI will also constitute advisory committees to provide advice and support through the Board to ANDI. Advisory groups will include between five and ten people to help develop strategies and lead activities in areas of expertise. Initially, these groups will include:

Fundraising: To identify and advise on fundraising activities and potential funders.

Public relations: To lead the development of public relations and media strategies and to provide advice in these areas.

Technical development: To support the development of the index and domains in liaison with the Board, Director and domain groups. To lead the development of the composite index and advise on refinements over time.

Domain Groups

Once domains are settled, advisory groups will be established for each domain. These groups will comprise eminent people and leaders in each area.

In collaboration with the Board and the technical advisory committee, domain groups will have primary responsibility for deciding on the contents of sub-indices

and the weightings of measures collected. This will largely be based on community views about progress expressed through consultation in addition to data availability.

Domain groups will also have lead responsibility for research and development of special reports into issues in their domains.

These groups provide opportunities for partners to provide active support for ANDI.

Participation in these groups will be through open selection processes and selected on the basis of merit. Domain groups will report through the ANDI Director, but will also have relations with the Board, advisory committees and will be supported by ANDI staff, particularly in research tasks.

A specialised ABS officer in the area of statistics will be available to support domain groups.

ANDI capabilities

Further capabilities will be provided through in-kind support, contract arrangements and through ongoing staff. It is hoped that ANDI can largely be sustained through in-kind support of partners and that further assistance will be sought as required to drive the development of the tool and to co-ordinate partners. Some project management, financial and research capabilities will be required in-house.

Budget

ANDI is a large-scale project of national scope and importance. It has been supported to this point through the provision of seed funding, resources and advisory support from its existing partner base.

Its successful delivery relies on further assistance from a broader group of partners, in the form of in-kind support and funding. The project's success will largely rely on the willingness of partners to share their knowledge, networks and time.

The overall projected funding target for ANDI is \$3 million to end-2013. Provision of in-kind support will reduce the level of funding required.

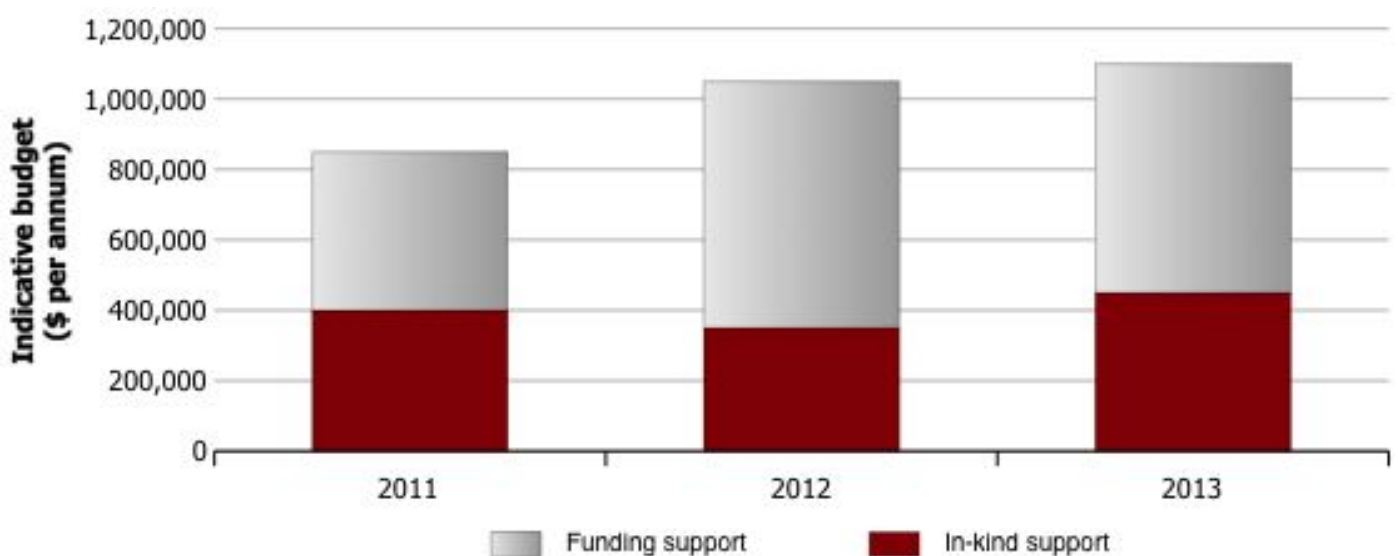
ANDI will become a stand-alone organisation in 2011 and

will support an Australia-wide consultation program to test what should be in the domains and index. Finally, ANDI will support the development and release of detailed domain reports and Australia's first composite index of progress.

Donations will be an important component of support through generous donations of time, expertise and advice. Funding for the first three years of ANDI's operation are also important to establish the tool. The major cost component will be for national community engagement program.

We estimate the following levels of funding and in-kind support will be required to the end of 2013.

Indicative ANDI budget to end-2013



Financially sustainable

Beyond its initial three years, during which ANDI will be supported by its partners, a number of options will be pursued to ensure its long-term financial sustainability.

These include:

- Philanthropic, government and corporate support to sustain the index and the ANDI community engagement process.
- Government research funds to support specific innovative and collaborative research tasks.
- Corporate and organisational contributions to specific domain area indicators or indices.
- Sales of more detailed information collections.
- Sales of information about how users navigate the ANDI website and through this, how ANDI users define progress and wellbeing.
- Receipt of international funding, such as from the OECD, for the management of internationally comparable collections.
- Provision of consulting support by specialist staff about progress and wellbeing.



Milestones to ANDI's launch

Indicative ANDI timeline

2011 Establishment	<ul style="list-style-type: none">Establishment of ANDI as an independent organisationTesting ANDI nameEstablish Board, director and advisory committeesPreliminary research into domainsEstablish consultation scheduleFundraising and partnership buildingDevelop and launch interim websiteEstablish relationships with information technology and media partners
2012 National dialogue	<ul style="list-style-type: none">Continue domain research and agree domainsAustralia-wide consultation programEstablish domain groupsInitiate index technical development programPublic launch of domainsPreliminary work to establish data availability for domains
2013 Develop and launch ANDI	<ul style="list-style-type: none">Launch ANDI's full websiteRelease of several domain research reportsDevelop and release the ANDI composite index and linked datasetsPursue sustainable funding options
2014 onwards Refine	<ul style="list-style-type: none">Continue to refine the ANDI indexMonthly research reports from various domainsContribute to wellbeing and progress researchContinued dialogue and public engagement

The final words

There is a growing sense that traditional measures of economic performance such as GDP, employment and income data do not capture the full story of what is happening in society. This has provoked a desire to monitor the state of social and economic well-being of society.

(Canadian Policy Research Networks)

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, 3rd OECD World Forum on Statistics, Knowledge and Policy 'Charting Progress, Building Visions, Improving Life', Busan, South Korea, 27-30 October 2009

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 pp. 7, 12, 18)

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, 3rd OECD World Forum on Statistics, Knowledge and Policy 'Charting Progress, Building Visions, Improving Life', Busan, South Korea, 27-30 October 2009

Over the past 10 years or so there has been an explosion of interest in producing measures of societal progress ... that go beyond GDP to represent a broader view of the ways in which societies are progressing and regressing ... Initiatives to do just this are being run in many countries rich and poor ... by governments, by civil society, by academics and the private sector ... A world movement is emerging and the linkage between statistical indicators, policy design and democratic assessment of the performance of a country (a region, a city etc.) is at its core.

(OECD Statistics Directorate, 2008. 'Global Project on Measuring the Progress of Societies: Strategic Action Plan', Paris: OECD)

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)