CLAIM FOR RESEARCH POINTS FOR A PAPER IN A JOURNAL OUTSIDE THE *BUSINESS AND LAW QUALITY JOURNALS LIST*

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Department: Management

Academic Level: B

- Full paper citation:

Macneill, K.M., Coles, A., Vincent, J.B., with Ana Kokkinos and Mira Robertston (2018). *Promoting gender equality through the arts and creative industries: a review of case studies and evidence*. Prepared for VicHealth. Publicly available online through VicHealth website: https://www.vichealth.vic.gov.au/media-and-resources/publications/gender-equality-through-the-arts-and-creative-industries

Journal publisher: n/a

What ranking equivalent from the *Business and Law Quality Journals List* do you propose for this paper? A

Nominate the best comparator journal(s), in terms of research quality, from the *Business and Law Quality Journals List*: N/A

Case for inclusion: In no more than 500 words, outline your case for ranking equivalency. Your case might contain supporting evidence such as the scope of the journal, current impact factors, documented rejection rate, demonstrated eminence of editorial board members, recommendation(s) from eminent scholar(s) in the field, coverage in review articles in A, A* or A** journals, ratings on other disciplinary ranking lists (note that all supporting information must be current – eg., recourse solely to lists no longer in use in their original form, such as the ERA Journal Ranking List, will be not be considered persuasive).

REPORT PROFILE:
This report was commissioned by VicHealth in 2018 as a key research investment activity to support The Victorian Government's Gender Equality Strategy, Safe and Strong (2016). The Gender Equality Strategy outlines how the arts and creative industries can influence gender norms, challenge the expectations placed upon girls and women, and address the disadvantage and discrimination they face.

Promoting gender equality through the arts and creative industries identifies and reviews international gender-focused arts and creative projects that could inform gender equality initiatives in Victoria to contribute to better health outcomes for Victorian women and girls and create a safer and more respectful community. The research team identified and critically analysed more than 100 gender-related art projects to develop a thematic project typology. The projects included local community-based activities, major art events and multi-site projects using digital technology. The report also includes an original conceptual analysis of the ways in which arts projects can be designed to maximize reach impact. This analysis forms the foundation of the recommendations contained in the report.

REPORT IMPACT:
The recommendations have been adopted by VicHealth and form the architecture for the Gender Equality Through the Arts Project Grants announced on December 11, 2018, supported by Minister for Women Gabrielle Williams and VicHealth CEO Jerril Rechter.

The eligibility and assessment criteria contain direct reference to the research, as follows (emphasis added):

Building on the broad range of initiatives outlined in the Promoting gender equality through the arts and creative industries summary, successful projects will be guided by (but not replicate) promising examples outlined in the case studies and may address VicHealth's current Action Agenda for Health Promotion and Mental Wellbeing priorities
including:
•healthier masculinities
•young people and technology
•health equity
•social connection
•gender equality in sport

Successful projects will be chosen for their capacity to meet the practice principles identified in the evidence review as being most effective in maximising impact, reach and opportunities for social change which may include:
•capacity to engender understanding and empathy regarding inequities and discrimination experienced by women
•capacity to disrupt gender stereotyping
•uncovering untold women's stories of our past, present and futures
•shining a light on potentially unhealthy and unsafe cultures or environments (e.g. heavily male dominated sporting clubs, workplaces)
•validating self and collective expressions by creating visibility of women in public spaces
•potential for scalability
•potential for added value through opportunity, publicity, prominence and partnership
•capacity to evaluate and contribute to an emerging evidence base

.A total of $300,000 in project-based funding is available to LGAs across Victoria in partnership with arts organisations in Victoria and internationally. Additional information about the grant program and links to the report publicly are available on the following VicHealth websites:

- Health promotion foundation VicHealth is hoping to use art to combat gender inequality with up to $300,000 in new funding announced today as part of its Gender Equality Through the Arts initiative.
- Gender equality through the arts
- Gender Equality Through the Arts Project Grant

The report thus demonstrates immediate research value and policy impact for a major health promotion foundation in relation to a pressing social issue for Victorian communities. In so doing, it is an embodiment of DBS's commitment to research being, "relevant to critical policy issues faced by governments, businesses and society at large."

Head of Department recommendation:

Associate Dean (Research) decision: