

Standard Performance Measures: Cultural and Creative Grants and Sponsorship

The City's Cultural and Creative Grants and Sponsorship program contains the following sets of standard performance measures which align with the program's outcomes. This data demonstrates the impact the City's investments are having towards achieving its social goals.

The most appropriate measures for supported projects will be included in the funding agreement and applicants will be required to report on these when acquitting.

Applicants will not be required to report on the all performance measures, only those most relevant to their project.

Program wide performance measures

All applications should address these measures.

Performance measures	Types of evidence
Number of episodes of activity or work. Number of new works made. Number of audiences, workshop participants, and other attendees (Receptive Participants). Number of paid, volunteer and other staff (Active Participants). Number of artists, creative and cultural workers (Creative Participants). Percentage of intended community beneficiaries and/or contributors reached. Percentage of accessible sessions/events/programs. Number and/or value of partners or sponsors.	<ul style="list-style-type: none"> • Activity summary • Participation register • Participant survey • Photos and video • Media and publicity • Social media post reach and engagement • Inclusion and access plan and accessible communications • Evidence of other sponsorship or partners, such as confirmation letters • Profit and Loss Statements

Outcome specific performance measures

Outcome 1: Public spaces activated with cultural and creative initiatives

Project outcomes	Performance measures	Types of evidence
Increased activation of public spaces through events, installations or the like.	<p>Number of public spaces activated.</p> <p>Number and percentage of episodes of activity or work held in a public space.</p> <p>Number and percentage of new visitors to village.</p>	<ul style="list-style-type: none"> • Photos and video • Activity summary • Other proof of the use of space • Audience survey

Outcome 2: Economic benefit or professional development for creative practitioners

Project outcomes	Performance measures	Types of evidence
<p>Economic benefit to creative participants through financial reimbursement.</p> <p>Professional development opportunities for creative participants (artists, creative practitioners)</p>	<p>Number and percentage of creative participants who received payment for their contribution to the project.</p> <p>Number and percentage of creative participants have reported beneficial opportunities for professional development as a result of the project.</p> <p>Qualitative data on professional development.</p>	<ul style="list-style-type: none"> • Activity summary • Participation register • Participant survey • Case study • Culture Counts Survey to creative participants (if appropriate)

Outcome 3: Opportunities for creative practitioners to gain economic benefit or professional development (CCGS18)

Project outcomes	Performance measures	Types of evidence
<p>Increased opportunities for Aboriginal and Torres Strait Islander creative practitioners.</p> <p>Increased opportunities for Aboriginal and Torres Strait Islander audiences.</p>	<p>Number of Aboriginal and Torres Strait Islander creative practitioners.</p> <p>Number of Aboriginal and Torres Strait Islander creative practitioners paid for their work.</p> <p>Percentage of content overall created by Aboriginal and Torres Strait Islander creatives.</p> <p>Number of new works created by Aboriginal and Torres Strait Islander creatives.</p>	<ul style="list-style-type: none"> • Activity summary • Ticketing records • Programs • Photos and video • Media and publicity • Written short report summarising performance measures and outlining other relevant activity.

Outcome 4: Increased opportunities for access to live music and performance activity

Project outcomes	Performance measures	Types of evidence
<p>Increased live music and performance opportunities for creatives.</p> <p>Increased access to live music and performance.</p>	<p>Description of activities taken to increase opportunities.</p> <p>Number of activities involving live music.</p> <p>Number and type of venues.</p> <p>Number of programming that is accessible to all ages.</p>	<ul style="list-style-type: none"> • Ticketing records • Programs • Lists of venues • Written summaries of musicians and bands engaged • Access and inclusion plan

Project outcomes	Performance measures	Types of evidence
	<p>Number of locally based (Sydney metro) musicians and performers.</p> <p>Details on performers, musicians or bands.</p> <p>Number and percentage of events or activities that are financially accessible.</p> <p>Number and percentage of event or activities that are disability inclusive.</p>	

Outcome 5: Increased visibility and understanding of the history, stories and character of the city and its villages through creative projects

Project outcomes	Performance measures	Types of evidence
<p>Residents, workers and visitors have an increased understanding of Sydney's history, diverse heritage and urban landscape.</p>	<p>Number of historical resources identified and shared.</p> <p>Number of events, stories, publications and / or case studies that bring to light the history of the city and its villages.</p> <p>Number of people accessing the Project's historical content.</p>	<ul style="list-style-type: none"> • Culture Counts as optional tool, depending on applicant preference • Programs, publications and links • Archival and access plan • Social media post reach and engagement (Google, Facebook, Twitter analytics , reach, media interest and coverage)

Outcome 6: Opportunities for audiences, including the City’s residents, workers and visitors, to engage with creativity, self-expression, learning and cultural participation

Project outcomes	Performance measures	Types of evidence
Increased opportunities for audiences	<ul style="list-style-type: none"> • Number and percentage of episodes of activity or work held in a public space • total of ticketed audience • total of unticketed (free) audience • Percentage of audience capacity achieved • Number and percentage of event or activities that are financially accessible • Number of audience members accessing discounted tickets • Number and percentage of events or activities that are disability inclusive • Percentage of attendees from: <ul style="list-style-type: none"> - the City of Sydney local government area - the Greater Sydney Metropolitan Area - the rest of NSW - interstate - overseas 	<ul style="list-style-type: none"> • Culture Counts (as applicable using the standard) • Participation register • Written analysis of audience data • Ticketing records • Other assessments of attendance, accompanied by descriptions on measurement methodology (how was data captured or gathered to show attendance, and assess audience demographics) • Access and inclusion plan (Accessible communications, delivery model, promotions, percentage of audiences reached)