

Standard Performance Measures: Business Support (LMP N-TD)

The City's **Business Support Grants (Live Music and Performance and Night-Time Diversification) program** contains the following sets of standard performance measures that align with the program's outcomes. This data demonstrates the impact the City's investments are having towards achieving its economic and cultural 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 all performance measures, only those most relevant to their project.

Program wide performance measures

All applications must use these performance measures.

Performance Measures	Verification Means (as appropriate)
<p>Number of activities, sessions, events or programs.</p> <p>Number of customers, audience, participants, attendees (receptive participants).</p> <p>Number of paid staff (active participants).</p> <p>Number of artists, creative practitioners, presenters, makers, creative producers (creative participants).</p> <p>Percentage increase of revenue or turn-over from activities.</p> <p>Percentage of intended community beneficiaries and/or contributors reached</p> <p>Percentage of accessible sessions, events, programs.</p> <p>Number of partnering or collaborating organisations.</p> <p>Number and/or value of partners or sponsors.</p>	<ul style="list-style-type: none"> • Activity summary • Participation register • Ticketing, door lists, head counts • Participant survey • Photos and video • Media and publicity • Marketing and programs • Social media post reach and engagement • eNews subscribers • Memberships • Sales transactions • Case study or testimonials

Performance Measures	Verification Means (as appropriate)
	<ul style="list-style-type: none"> • Inclusion and access plan and accessible communications • Evidence of other sponsorship or partners, such as confirmation letters

Outcome specific performance measures

Outcome 1: More diverse business offerings and programming at night

Project Outcomes	Performance Measures	Verification Means
Increased nights per week business extended trading hours later into the night.	<p>Number of additional nights per week trade to 10pm.</p> <p>Percentage of additional nights per month trading after 6pm.</p> <p>Average time between late trading days (expressed as number of days).</p>	<ul style="list-style-type: none"> • Activity summary • Participation register • Ticketing, door lists, head counts • Participant survey • Photos and video • Media and publicity • Marketing and programs • Social media post reach and engagement • eNews subscribers • Memberships
Increased financial sustainability of the business as a result of extending trading hours.	Percent change in turnover since extending trading hours.	<ul style="list-style-type: none"> • Activity summary • Participation register • Ticketing, door lists, head counts

Project Outcomes	Performance Measures	Verification Means
		<ul style="list-style-type: none"> • Participant survey • Photos and video • Media and publicity • Marketing and programs • Social media post reach and engagement • eNews subscribers • Memberships
<p>Increased customer base for businesses as a result of the new or expanded activities supported by the grant.</p>	<p>Percent increase in customer base as a result of the new or expanded activities supported by the grant.</p> <p>Number of attendees/customers/patrons per week/event/campaign.</p>	<ul style="list-style-type: none"> • Activity summary • Participation register • Ticketing, door lists, head counts • Participant survey • Photos and video • Media and publicity • Marketing and programs • Social media post reach and engagement • eNews subscribers • Memberships

Outcome 2: Increased quantity and quality of live music and performance programming

Project Outcomes	Performance Measures	Verification Means
<p>Increased live music and performance sessions/events/programs.</p>	<p>Percent increase in live music and performance programming.</p> <p>Number and percentage of programming that is accessible to all ages.</p> <p>Number and percentage of events or activities that are financially accessible.</p> <p>Number and percentage of events or activities that are disability inclusive.</p> <p>Number and percentage of events or activities that encourage diversity and inclusiveness.</p> <p>Number and percentage of locally based (Sydney metro) musicians and performers.</p> <p>Dollar value paid to creative professionals as a result of the project or activity.</p> <p>Percentage of dollar value paid to creative professionals that was paid to local (Sydney metro) creatives.</p>	<ul style="list-style-type: none"> • Activity summary • Participation register • Ticketing, door lists, head counts • Participant survey • Photos and video • Media and publicity • Marketing and programs • Social media post reach and engagement • Inclusion and access plan and accessible communications

Outcome 3: Improved acoustic performance and suitability of live music and performance venues

Project Outcomes	Performance Measures	Verification Means
Improved audience experience.	<p>Description of business’s stakeholders (artists, producers, promoters, customers) reporting improved acoustics.</p> <p>Description of reduced complaints about in-venue sound quality.</p> <p>Number and percentage increased attendance.</p> <p>Percent increase in live music and performance programming.</p>	<ul style="list-style-type: none"> • Activity summary • Ticketing, door lists, head counts • Participant survey • Media and publicity • Social media post reach and engagement • Case study or testimonials • Inclusion and access plan and accessible communications
Improved health and safety of audiences, performers and venue staff.	<p>Consultant report of improved health and safety.</p> <p>Percent increase in live music and performance programming.</p>	<ul style="list-style-type: none"> • Consultant/ Acoustic report • Activity summary • Ticketing, door lists, head counts • Participant survey • Case study or testimonials
Improved management of sound transfer from venues to surrounding properties	<p>Acoustic reports.</p> <p>Description of reduced noise complaints from surrounding properties.</p> <p>Percent increase in live music and performance programming.</p>	<ul style="list-style-type: none"> • Consultant/ Acoustic report • Activity summary • Ticketing, door lists, head counts • Participant survey • Case study or testimonials