

## Standard Performance Measures: Festivals and events (Village and Community)

The City's **Festival and Events (Village and Community) Sponsorship** program contains the below 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 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 all performance measures, only those most relevant to their project.

### Program wide performance measures

All applications should use these performance measures.

Performance measures	Types of evidence
Number of sessions/events/programs.  Number of audience, participants, attendees (receptive participants).  Number of paid staff, volunteers (active participants).  Percentage of intended community beneficiaries and/or contributors reached.  Percentage of accessible sessions/events/programs.  Number of partnering or collaborating organisations.  Number and/or amount of money contributed by partners or sponsors.	<ul style="list-style-type: none"> <li>• Activity summary</li> <li>• Participation register</li> <li>• Participant surveys (basic for the size of the grant)</li> <li>• Program literature and outlines</li> <li>• Case studies and testimonials</li> <li>• Media and publicity</li> <li>• Social media post reach and engagement</li> <li>• Photos and video</li> <li>• Inclusion and access plan and accessible communications</li> <li>• Evidence of other sponsorships or partners, such as confirmation letters</li> </ul>

## Outcome specific performance measures

### Increased community awareness of environmental issues and solutions

Project outcomes	Performance measures	Types of evidence
Increased awareness of environmental issues and solutions.	<p>Number and percentage of participants who report they would change their behaviour based on the information, resources, tools shared during and/or beyond the event.</p> <p>Number and percentage of participants who report an increased awareness of environment issues and solution.</p>	<ul style="list-style-type: none"> <li>• Activity summary</li> <li>• Participation register</li> <li>• Participant surveys</li> <li>• Case studies and testimonials</li> <li>• Social media post reach and engagement</li> <li>• Program literature and outlines</li> <li>• Photos and video</li> </ul>

### Increased sense of identity, sense of belonging and connection to place

Project outcomes	Performance measures	Types of evidence
People increase their sense of inclusion and belonging.	Number and percentage of participants who report that they feel welcome and accepted in their community as a result of this project.	<ul style="list-style-type: none"> <li>• Activity summary</li> <li>• Participation register</li> <li>• Participant surveys</li> <li>• Case studies and testimonials</li> <li>• Social media post reach and engagement</li> <li>• Program literature and outlines</li> <li>• Photos and video</li> </ul>

<b>Project outcomes</b>	<b>Performance measures</b>	<b>Types of evidence</b>
		<ul style="list-style-type: none"> <li>• Access plan and accessible communications</li> <li>• Evidence of other sponsorships or partners, such as confirmation letters</li> </ul>
People increase their connection to the place.	<p>Number and percentage of participants who reported that their connection to the relevant 'local area' has increased as a result of this project.</p> <p>Number and percentage of participants who reported that they are more likely to connect locally in the future.</p>	<ul style="list-style-type: none"> <li>• Activity summary</li> <li>• Participation register</li> <li>• Participant surveys</li> <li>• Case studies and testimonials</li> <li>• Social media post reach and engagement</li> <li>• Program literature and outlines</li> <li>• Photos and video</li> <li>• Access plan and accessible communications</li> <li>• Evidence of other sponsorships or partners, such as confirmation letters</li> </ul>

### Strengthened social cohesion and diverse communities

<b>Project outcomes</b>	<b>Performance measures</b>	<b>Types of evidence</b>
People increase their understanding and acceptance of diversity and difference.	Number and Percentage of participants who reported that their understanding and acceptance of diversity and	<ul style="list-style-type: none"> <li>• Activity summary</li> <li>• Participation register</li> <li>• Participant surveys</li> </ul>

Project outcomes	Performance measures	Types of evidence
	<p>difference has increased as a result of this project.</p>	<ul style="list-style-type: none"> <li>• Case studies and testimonials</li> <li>• Program literature and outlines</li> <li>• Social media post reach and engagement</li> <li>• Photos and video</li> <li>• Access plan and accessible communications</li> <li>• Evidence of other sponsorships or partners, such as confirmation letters</li> </ul>
<p>People increase their connectedness to the community.</p>	<p>Number and percentage of participants who reported that they feel more a part of their community as a result of this project.</p>	<ul style="list-style-type: none"> <li>• Activity summary</li> <li>• Participation register</li> <li>• Participant surveys</li> <li>• Case studies and testimonials</li> <li>• Program literature and outlines</li> <li>• Social media post reach and engagement</li> <li>• Photos and video</li> <li>• Access plan and accessible communications</li> <li>• Evidence of other sponsorships or partners, such as confirmation letters</li> </ul>

Increased participation in community and civic life

Project outcomes	Performance measures	Types of evidence
<p>People increase their participation in the community.</p>	<p>Number and percentage of participants who reported they have increased their participation in the community as a result of this project.</p> <p>Number and percentage of participants who reported they have joined other community activities as a result of this project.</p>	<ul style="list-style-type: none"> <li>• Activity summary</li> <li>• Participation register</li> <li>• Participant surveys (commensurate to the size of the grant)</li> <li>• Case studies and testimonials</li> <li>• Social media post reach and engagement</li> <li>• Program literature and outlines</li> <li>• Photos and video</li> <li>• Access plan and accessible communications</li> <li>• Evidence of other sponsorships or partners, such as confirmation letters</li> </ul>
<p>People increase their capacity to participate in local / government decision making.</p>	<p>Number and percentage participants who report they have increased their understanding of how local / government decision making works as a result of this project.</p> <p>Number and percentage participants who increased their knowledge, skill and capacity to advocate for the needs of their community as a result of this project.</p>	<ul style="list-style-type: none"> <li>• Activity summary</li> <li>• Participation register</li> <li>• Participant surveys</li> <li>• Case studies and testimonials</li> <li>• Program literature and outlines</li> <li>• Social media post reach and engagement</li> </ul>

<b>Project outcomes</b>	<b>Performance measures</b>	<b>Types of evidence</b>
	<p>Number and percentage of people who report they have or are more likely to be active in decision making in the future.</p>	<ul style="list-style-type: none"> <li>• Photos and video</li> <li>• Access plan and accessible communications</li> <li>• Evidence of other sponsorships or partners, such as confirmation letters</li> </ul>
<p>People increase their likelihood to attend other community activities.</p>	<p>Number and Percentage participants will attend the festival or similar event in the future.</p> <p>Number and Percentage participants report that the festival or event provided the opportunity and reason for visiting the area or joining the community related to the project.</p>	<ul style="list-style-type: none"> <li>• Activity summary</li> <li>• Participation register</li> <li>• Participant surveys</li> <li>• Case studies and testimonials</li> <li>• Program literature and outlines</li> <li>• Social media post reach and engagement</li> <li>• Photos and video</li> <li>• Access plan and accessible communications</li> <li>• Evidence of other sponsorships or partners, such as confirmation letters</li> </ul>

Increased business patronage and economic benefit to the village or precinct

Project outcomes	Performance measures	Types of evidence
<p>Increased patronage and spend related to the event, activity or campaign.</p>	<p>Number and percentage of local businesses that report increased turnover for businesses as a result of the project.</p> <p>Funds spend at event, activity or campaign.</p>	<ul style="list-style-type: none"> <li>• Attendance figures                             <ul style="list-style-type: none"> <li>- pedestrian counts</li> <li>- ticket sales</li> <li>- registrations</li> </ul> </li> <li>• Local business surveys</li> <li>• Customer surveys</li> </ul>
<p>Increased business participation and engagement in local village or precincts related to the event, activity or campaign.</p>	<p>Number of surrounding business choosing to be open during the event, activity or campaign.</p> <p>Number and Percentage of targeted retailers engaged in consumer events.</p> <p>Number of businesses showcasing local initiatives during the event, activity or campaign.</p> <p>Number of businesses reporting that the event was beneficial and welcome in their area.</p>	<ul style="list-style-type: none"> <li>• Local business surveys</li> </ul>
<p>Increased coverage in media and social media of the village or precinct related to the event, activity or campaign.</p>	<p>Marketing and communications reach.</p> <p>Reach of hashtags.</p> <p>Number of website visits.</p> <p>Number of page views.</p> <p>Circulation numbers of partner printed materials.</p>	<ul style="list-style-type: none"> <li>• Media and publicity reports</li> <li>• Social media post reach and engagement                             <ul style="list-style-type: none"> <li>- Google Analytics</li> <li>- Facebook Analytics</li> <li>- Tweet Reach</li> </ul> </li> </ul>

<b>Project outcomes</b>	<b>Performance measures</b>	<b>Types of evidence</b>
	<p>Marketing and communications engagement (reaction or response).</p> <p>Number of clicks.</p> <p>Number of likes, comments, shares.</p> <p>Number of hashtag contributions.</p>	

### Strengthened local business and community connection

<b>Project outcomes</b>	<b>Performance measures</b>	<b>Types of evidence</b>
<p>Local businesses support local community.</p> <p>The community supports local businesses.</p>	<p>Number of surrounding business choosing to be open during event, activity or campaign.</p> <p>Number of businesses showcasing local initiatives event, activity or campaign.</p> <p>Number and type (financial and/or VIK) of local business partners for the event, activity or campaign.</p> <p>Number and percentage of local businesses that report increased turnover for businesses as a result of the project.</p> <p>Number of businesses reporting that the event, activity or campaign was beneficial and welcome in their area.</p> <p>Number of local business stall holders at the event, activity or campaign.</p>	<ul style="list-style-type: none"> <li>• Activity summary</li> <li>• Participation register</li> <li>• Participant surveys</li> <li>• Case studies and testimonials</li> <li>• Social media post reach and engagement</li> <li>• Program literature and outlines</li> <li>• Photos and video</li> <li>• Evidence of other sponsorships or partners, such as confirmation letters</li> </ul>