# Standard Performance Measures: Festivals and Events (Artform)

The City's Festivals and Events (Artform) 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 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 use these performance measures.

| Performance measures | Type of evidence |
|---|---|
| Number of episodes of activity or work.<br><br>Number of new works made.<br><br>Number of audience, participants and other attendees (receptive participants).<br><br>Number of paid, volunteer and other staff (active participants).<br><br>Number of artists, creative and cultural workers (creative participants).<br><br>Percentage of intended community beneficiaries and/or contributors reached.<br><br>Percentage of accessible sessions/events/programs.<br><br>Number and/or value of partners or sponsors. | • Activity summary<br><br>• Participation register<br><br>• Participant survey<br><br>• Photos and video<br><br>• Media and publicity<br><br>• Social media post reach and engagement<br><br>• Access plan and accessible communications<br><br>• Evidence of other sponsorship or partners, such as confirmation letters<br><br>• Profit and Loss Statements |

Outcome specific performance measures

Outcome 1: 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 |
|---|---|---|
| Residents, workers and visitors have an increased understanding of Sydney's history, diverse heritage and urban landscape. | Number of historical resources identified and shared.<br><br>Number of events, stories, publications, case studies that bring to light the history of the city and its villages.<br><br>Number of people accessing the project's historical content. | • Culture Counts as optional tool, pending applicant preference<br><br>• Programs, publications and links<br><br>• Archival and access plan<br><br>• Social media post reach and engagement (Google, Facebook, Twitter analytics , reach, media interest and coverage) |

Outcome 2: Improved sustainability for Sydney's cultural sector through the creation of opportunities, such as employment or professional development, for local creative practitioners and cultural organisations

| Project outcomes | Performance measures | Types of evidence |
|---|---|---|
| Economic benefit to creative participants through financial reimbursement.<br><br>Professional development opportunities for creative participants (artists, creative practitioners). | Number and percentage of creative participants who received payment for their contribution to the project.<br><br>Number and percentage of creative participants who have reported beneficial opportunities for professional development as a result of the project. | • Activity summary<br><br>• Participation register<br><br>• Participant survey<br><br>• Culture Counts Survey to creative participants (if appropriate) |

| Project outcomes | Performance measures | Types of evidence |
|---|---|---|
| | Qualitative data on professional development. | |
| Economic impact on local cultural organizations. | Number and percentage of local cultural organisations involved and details of type of engagement.<br><br>Number and percentage of local cultural organisations that received payment for their contribution to the project.<br><br>Number and percentage of local cultural organisations that have reported beneficial opportunities for professional development as a result of the project.<br><br>Qualitative data on professional development. | • Evidence of other sponsorship or partners, such as confirmation letters<br><br>• Activity summary - details of cultural organisations involved and type of engagement |

Outcome 3: Increased participation and accessibility for audiences through free or low cost opportunities

| Project outcomes | Performance measures | Types of evidence |
|---|---|---|
| Audiences can access free or low cost episodes activity or work. | Number and percentage of episodes offered for free or at reduced costs.<br><br>Number of attendees for free or low cost events.<br><br>Number of audiences accessing discounted tickets. | • Ticketing data<br><br>• Audience data<br><br>• Evidence of free or reduced cost events (i.e in event programs, advertising and marketing) |

Outcome 4: Increased visibility and recognition of Aboriginal and Torres Strait Islander cultures

| Project outcomes | Performance measures | Types of evidence |
| --- | --- | --- |
| Increased opportunities for Aboriginal and Torres Strait Islander creative practitioners.<br><br>Increased opportunities for Aboriginal and Torres Strait Islander audiences. | Number of Aboriginal and Torres Strait Islander creative practitioners.<br><br>Number of Aboriginal and Torres Strait Islander creative practitioners paid for their work.<br><br>Percentage of content overall created by Aboriginal and Torres Strait Islander creatives.<br><br>Number of new works created by Aboriginal and Torres Strait Islander creatives. | • Activity summary<br><br>• Ticketing records<br><br>• Programs<br><br>• Photos and video<br><br>• Media and publicity<br><br>• Written short report summarising performance measures and outlining other relevant activity |

Outcome 5: **Increased opportunities for international collaborations and knowledge sharing between visiting and local creative practitioners.**

| Project outcomes | Performance measures | Types of evidence |
| --- | --- | --- |
| Collaborations between local and international creative practitioners.<br><br>Knowledge sharing between local and international creative practitioners. | Number and percentage of international collaborations.<br><br>Number and percentage of knowledge sharing opportunities. | • Activity summary<br><br>• Participation register<br><br>• Participant survey |

Outcome 6: Development of new and diverse audiences, and opportunities for participation and attendance by the City's residents, workers and visitors

| Project outcomes | Performance measures | Types of evidence |
|---|---|---|
| Increased opportunities for audiences. | Number and percentage of new audience members attending works.<br><br>Number and percentage of episodes of activity or work held in a public space.<br><br>Number of total ticketed audience.<br><br>Number of total of unticketed (free) audience.<br><br>Percentage of audience capacity achieved.<br><br>Number and percentage of event or activities that are financially accessible.<br><br>Number of audiences accessing discounted tickets.<br><br>Number and percentage of events or activities that are disability inclusive.<br><br>Percentage of attendees that came from:<br><ul><li>the City of Sydney local government area</li><li>the Greater Sydney Metropolitan Area</li><li>the rest of NSW</li><li>interstate</li><li>overseas.</li></ul> | <ul><li>Culture Counts (as applicable using the standard)</li><li>Participation register</li><li>Written analysis of audience data</li><li>Ticketing records</li><li>Other assessments of attendance, accompanied by descriptions on measurement methodology (i.e how was data captured or gathered to show attendance, and assess audience demographics?)</li><li>Access and inclusion plan (Accessible communications, delivery model, promotions, percent of audiences reached).</li></ul> |