Standard Performance Measures: Business Support (Place and Industry)

The City's Business Support Grants (Place and Industry) 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 economic 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.

Project Type: Promote

Objective: Promote local economies for the benefit of businesses.

Project outcomes	Performance Measures	Types of evidence

Increased awareness of unique local precinct offerings and experiences.
 	
Increased footfall and measurable patronage and spend in local retail precincts.
	Marketing and communications reach:
	
	• number of reach of hashtags,
	
	• number of website visits,
	
	• number of page views,
	
	• number of circulation of partner printed materials,
	
	• number of distribution of printed materials.
		• Media and publicity reports.
		
		• Social media post reach and engagement:
		
		  - Google Analytics
		
		  - Facebook Analytics
		
		  - Tweet Reach

As above.	Marketing and communications engagement (reaction or response):
	
	• number of clicks,
		• Attendance figures:
		
		  - pedestrian counts
		
		  - ticket sales
		
		  - registrations

Project outcomes	Performance Measures	Types of evidence
	• number of likes, comments, shares, • number of hashtag contributions	

As above.	Total number of attendance at program/s event/s.
	
	Number of visitor/delegate nights.
		• Attendance figures:
		  - pedestrian counts
		  - ticket sales
		  - registrations

As above.	Money Spent at programs/events. Number and Percentage of targeted retailers engaged in consumer events. Number and percentage of local business that report increased footfall and/or turnover as a result of the project.	• Retailer surveys

Project Type: Connect

Objective: Connect business to opportunities.

Performance Measures	Performance Measures	Types of evidence
Improved access to industry/sector specific information.	Number of businesses engaged with the data/information. Percentage of businesses that report data/information provided was useful in their business planning.	• Annual reports • Membership figures • Members feedback report

Performance Measures	Performance Measures	Types of evidence

As above.	Percentage of subscribers satisfied with newsletter content.
	
	Percent increase in subscribers.
	
	Number of website visits.
	
	Number of page views.
	
	Percent open rate.
	
	Number of click-throughs.
		• Email software reports e.g.
		
		  - Campaign monitor reports
		
		  - Mailchimp

As above.	Number of participants at events, workshops, seminars. Percentage of participants satisfied with events, workshops, seminars. Percentage of participants who report they have strengthened networks as a result of events, workshops, seminars.	• Post event surveys

Project type: Grow

Objective: grow business skills and capacity

Project Outcome	Performance Measures	Types of evidence
Upskilling and networking opportunities for local businesses.	Number of programs, seminars, workshops. Number of participants at events, workshops, seminars. Percentage of participants satisfied with events, workshops, seminars.	• Post event surveys

Project Outcome	Performance Measures	Types of evidence
As above.	Percentage of participants who report they have strengthened networks as a result of events, workshops, seminars.	• Post event surveys
As above.	Percentage of participants intending to implement program learnings. Percentage of participants reporting increase in skills from the events, workshops, seminars. Percentage of participants intending to implement program learnings and do so at 6 month mark.	• Post event surveys

Project type: Advocate

Objective: Advocate on key issues on behalf of local business

Performance Measures	Performance Measures	Types of evidence
Strengthened advocacy by local Chambers of Commerce and precinct associations on the behalf of their members.	Number of meetings/submissions made on behalf of the business owners/members.	• Agenda and minutes from meetings • Evidence of submissions
As above.	Percentage of business owners/members who felt their view were effectively represented.	• Post campaign/event surveys • Evidence of partners, such as letters of support

Performance Measures	Performance Measures	Types of evidence
As above.	Number and percentage of businesses represented report that the advocacy by local chamber provided was useful for their business.	- Case study or testimonials - Social media post reach and engagement - Google Analytics - Facebook Analytics - Tweet Reach
As above.	Number and percentage increase in chamber and associations memberships. Percentage of potential businesses who are chambers/association members.	Membership registrations