Arts Outcomes and Metrics

It is the aim of the Foundation that the projects it funds will have long-term impact beyond immediate KPIs and outputs. In your Arts application, you will be asked to select up to three long-term outcomes. If only one or two apply, that is fine.

Below is a list of the Arts outcomes as of December 2017. The right-hand column indicates some examples of ways to measure these outcomes. The list is by no means exhaustive.

Technical

Fostering development across a sector or art form

Long-term outcome	Example metrics
Improved skill base	# organisations/artists supported; positive critical reviews
Increased quality or creative/artistic work	Calibre of awards received; positive critical reviews
Preserved/enhanced culture	# of culturally specific associations or businesses offering or hosting cultural programs; increase in audience numbers/quality rating of culturally-related exhibitions; amount of information disseminated in traditional languages; consultation of/engagement with/development by traditional peoples

Professional development and/or leadership opportunities

Long-term outcome	Example metrics
Early career artist/researcher receives ongoing funding/position	# of early career artists mentees in sector-related employment post-fellowship/internship
Stimulated creativity[1]	Increased ability to express self creatively; # new works inspired; # of available sources of ideas; level of emotions[2]

Strategic

Long-term outcome	Example metrics
Improved financial sustainability/audience development	# new donors; $ sponsorship; % increase in ticket sales; Subscription # [repeat; new]; Audience # [total #; percentage (%) increase]
Improved international standing/recognition	Invitations to International Festivals, biennales, exhibitions, etc.
Creative collaboration/exchange	# collaborative opportunities supported [by funding activity or providing opportunity for participation]; # visiting artists scheduled for future years
Improved service system/sector collaboration	% service improvement across # organisations; # MOUs signed; # joint publications/projects/productions

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[1] As defined by Cultural Development Network. Can be measured by Culture Counts
[2] See https://mccim.nl/publications/how-to-measure-creativity.pdf for further explanation.

We understand that while some organisations have stellar evaluation systems, others may have limited capacity to evaluate. We also recognise that strong evaluations can often improve sustained service and/or build a case to leverage government and other philanthropic funding. Past grantees report finding it helpful to know their measures at the beginning of a project so that they can collect baseline data (to prove progress). Also, careful data collection can be time-consuming. This is why we are asking questions about outcomes at the application phase.

As part of our commitment to improving the sustainability of our projects, if your grant is successful, our Research and Evaluation Manager will contact you to provide support through the evaluation process (e.g. workshops, mentoring with past grantees, assistance in finding publicly available datasets, recommendations for external evaluators, etc.)