

## Outcome Measurements Guide: Regional Artist Fellowships

The intended outcomes of the Regional Artist Fellowship program will be measured and evaluated to understand the program's impact on the regional arts sector.

The evaluation of outcomes (rather than outputs) is based on the premise that value is experienced by the people working in the sector and/or the communities they work with.

Therefore the purpose of measuring or evaluating proposed activities is not to assess the 'quality' or 'excellence' of the activity, but the impact on the person who engages with it.

For more information visit: [www.culturaldevelopment.net.au/outcomes/](http://www.culturaldevelopment.net.au/outcomes/)

### Cultural Outcomes

Regional Arts WA has nominated the following as the primary cultural outcome which will be achieved through the Fellowship Program;

- **Knowledge, ideas, and insight is gained;** intellectual stimulation, critical reflection, creative thinking and deeper understanding.

In your application you will need to identify how your proposed activity will contribute to achieving this particular outcome. You will also need to select one additional measurable outcome from the list of measurable outcomes below which Regional Arts WA have identified as a priority outcome for the Artist Fellowship Program.

### Measurable Outcomes

- **Professional and/or practice capability is enhanced;** an individual's capability to achieve better practice outcomes (such as management, creative or production), leading to more efficient use of resources, increased productivity, and the potential for increased economic well-being.
- **Employment enhancing skill development is facilitated;** experience and knowledge necessary to obtain employment or to carry out tasks and responsibilities effectively and efficiently within your current employment.
- **Access to beneficial networks and other resources is increased;** the linkages between individuals and groups within the local community that has the potential for benefit, such as links between community members and council services, businesses, artists and the cultural sector.
- **Feeling valued experienced;** a sense of self esteem or worth that comes when an individual or their achievements are recognised or admired by someone who is important to them and whose opinion matters to them.

After selecting your intended outcome you will need to write a pitch where you need to identify first what it is that you already know (the evidence) and then what you know about how to achieve that outcome, which will help to structure the case for your proposed activity in a logical way.

### **For Example:**

**Outcome measure selection:** Professional and/or practice capability is increased

#### **“Knowing . . .**

*‘that COVID-19 has changed the landscape of performance and restrictions will continue to impact live performance for the foreseeable future and that artists are pivoting to presenting online but lack the resources and knowledge needed to create innovative and professional online content, and also knowing that our staff have sound and visual production knowledge and that we have staging facilities.....’*

#### **“... I/we will ...”**

*‘.....transition our business to working with artists to develop and film their work to a high degree of quality. We will train our staff to transfer their live production skills to video production and refit our in-house venue to enable production of online content.’*

Regional Arts WA Project Officers are available to help with any questions you have as you work through the application. For application assistance you can contact a Regional Arts WA Project Officer:

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**Regional Freecall** 1800 811 883

**Email** [info@regionalartswa.org.au](mailto:info@regionalartswa.org.au)

For more information visit: [www.regionalartswa.org.au](http://www.regionalartswa.org.au)