

## Outcome Measurements Guide

The intended outcomes of the Regional Arts WA grant programs will be measured by different evaluation methods depending on the activity.

These outcomes are based on the premise that value is experienced by the people working in the sector. Therefore, the outcomes of your proposed activity are not assessing the 'quality' or 'excellence' of the activity, but the impact on the person who engages with it, in this case drawn from yourself/your organisation, contractors, and/or volunteers.

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

### Cultural Outcomes

Regional Arts WA has nominated the following two innovation-focused outcomes, which enable you to consider the funded activity and the innovation that you (and your team if relevant) would engage in for the recovery from the pandemic:

- **Creativity is stimulated;** the sparking of imagination, creativity or curiosity that leads to a desire for creative expression.
- **Knowledge, ideas, and insight is gained;** intellectual stimulation, critical reflection, creative thinking and deeper understanding.

### Measurable Outcomes

Regional Arts WA has also prioritised the following set of measurable outcomes (dependant on grant program) we are seeking for the regional arts sector in WA:

- **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.
- **Local economy is supported;** people and businesses whose goods and services that are utilised and intended to directly or indirectly financially benefit because of the activity.
- **Social connectedness enhanced;** bonds between people who share common characteristics or interests. These could be family, friends, neighbours or like-minded people

These outcomes, as experienced by the people in the regional WA and the regional arts sector, will be combined with what is achieved by other Regional Arts WA initiatives to check the progress of the sector as we emerge from the pandemic.

## Case Study Pitches

Included in this document are a few case studies responding to the questions around the outcomes you may select that you would like to measure for your proposed activities.

**Please note, these responses are brief examples only. We encourage you to also consider what you know in relation to the impact of COVID-19 and expand further in your response.**

### Example 1

**Context:** Local arts producer with funding from local government

**Outcome measure selection:** Aesthetic enrichment

#### [The pitch]

Thinking of the **intended outcome selected**, we want to know your experience, knowledge or any other evidence that informs how you will achieve the outcome?

In the field below summarise your practice knowledge and the experience of you (and your team if relevant) and complete this sentence, “**Knowing . . .**”

‘that the number of local musicians, artists, performers participating in making and exhibiting has increased over 12 years from a base of 8 exhibiting in 2013 to 34 local artists in 2015, and 4% of the Shire residents attend the shows. The high recognition of the ‘aesthetic enrichment’ is counterbalanced by the low visitor rate from local residents and that exhibition cannot grow due to the restricted number of venues in winter.....’

Thinking about what you said you ‘know’, describe how it shapes your proposed activity and the approach you will use to achieve the intended outcome, and complete this sentence, “**... I/we will ...**”

‘initiate an annual “Out of the Valley” Festival with exhibitions and performances that expands the available venues to some of the Shires many halls that are suitable for late summer venues and to utilise the surrounding gardens and streets of the main towns for sculpture and temporary performance venues and exhibition spaces for access by local artists, farmers and residents. We will raise funds from local businesses and the council to offer a public prize to local artists and invited artists from outside the Shire.....’

### Example 2

**Context:** A local artist

**Outcome measure selection:** Creativity stimulated

#### [The pitch]

“**Knowing . . .**”

‘that for me and other artists in our community we know that maintaining contact and opportunities to connect and discuss our art and ideas is important for our creativity and motivation; and that coming together over food is a source of inspiration for story-telling, trust and bonding across diverse backgrounds.....’

“**... I/we will ...**”

‘develop a series of gatherings at the Community Hub using creativity in food making and artmaking to bring artists together and share stories. We will use opportunities as inspiration to make new art that grows out of these gatherings. We will facilitate a collaborative art-making opportunity, along with a curated shared meal to strengthen a sense of individual and group identity.’

### Example 3

**Context:** A community led group

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

[The pitch]

**“Knowing . . .**

‘the community is known for its unique artistry and skills for mask-making, comedy and music; and that while 70% of the community celebrate their heritage, young people in the region are keen to engage in the cultural heritage of the area but lack opportunity.....’

**“... I/we will ...”**

‘develop and run workshops with and for young people in the region to extend what has been private practice into a local celebration of the cultural heritage of the region.....’

### Example 4

**Context:** A small venue

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

[The pitch]

**“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, our staff have sound and visual production knowledge and 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.’

**These responses are brief examples only. We encourage you to expand on your responses and also consider what you know in relation to the impact of COVID-19.**

These outcomes are based on the premise that value is experienced by the people working in the sector. Therefore, the outcomes of your proposed activity are not assessing the ‘quality’ or ‘excellence’ of the activity, but the impact on the person who engages with it, in this case drawn from yourself/your organisation, contractors, and/or volunteers.

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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:

**Phone** 08 9200 6200

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

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