

**Production Grant Self-Evaluation Report**

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| **Date of Submission** Click or tap to enter a date. |
| **Applicant Name**  | **Project Title**  |
| **Venue(s)** (if applicable) | **Project Dates**  | **Start** Click or tap to enter a date. |
| **End** Click or tap to enter a date. |

When your project is completed, we would like you to share your evaluation and reflections on your project with us.

Please attach any:

* Photos/recordings
* Publicity material used
* Media clippings/press reviews, if available

Please fill in all fields that may be applicable. Otherwise, please indicate as ‘N.A’.

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| **For Performances / Exhibitions** | **Actual** |
| Number of Performances / Exhibition Days |  |
| Total attendance |  |
| Number of tickets sold (if applicable)  |  |
| Percentage House (if applicable)  |  |
| Number of new works created (if applicable) |  |
| **For Block Publishing Projects**  |  |
| Number of copies produced  |  |
| Number of copies sold |  |
| Number of new works created (if applicable)  |  |
| **For Other Activities (e.g. Conferences)**  |  |
| Number of Activities |  |
| Total Attendance |  |
| Number of Tickets Sold (if applicable)  |  |
| Number of new works created (if applicable) |  |
| **For International Activities** |  |
| Number of cities visited |  |
| Number of tickets sold (if applicable)  |  |
| Percentage House (if applicable)  |  |

**Digital indicators for projects involving digital elements (if applicable)**

Please see (i) to (ii) below for guidance on the following digital indicators. Please report the figures that are relevant for your project.

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| **Key Digital Indicators**  | **Actual** |
| 1. Reach on Websites/Mobile Application
 |  |
| B. Reach on Social Media & Audio-Video Platforms |
| 1. Social Media (including video conferencing platforms e.g. Zoom attendees)
 |       |
| 1. Video Platforms
 |       |
| 1. Audio Platform
 |       |
| C. Engagement on Social Media Platforms |
| 1. Total sum of reactions (including likes), shares, comments
 |       |
| 1. Engagement Rate *(Ci divide by A+Bi)*
 |       |
| D. Total no. of pieces of content published/posted |
| 1. Unique number of content
 |       |
| 1. E-publications (Published)
 |       |
| 1. E-publications (Sold/loan/downloaded)
 |       |
| 1. Number of pieces of content by language (if applicable)
 | [ ]  English (     ) [ ]  Mandarin (     )[ ]  Malay (     ) [ ]  Tamil (     ) [ ]  Multi-lingual (     )[ ]  N.A.  |
| **Total Digital Reach (A + Bi)** |       |
| **Total Digital Consumption (A+ Bii + Biii + Diii)** |       |

You may wish to use the following questions as a guide.

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| **Artistic Aspirations** |
| * How well have you achieved the artistic goals set out in your plan?
* Is the work/result as you have envisioned?
* What is your assessment of the quality of the work produced?
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| **Public engagement**  |
| * What was the audience feedback to your work?
* What worked and what didn’t when it came to your public engagement strategies? Were your marketing channels effective? What could have been done better?

[Please include press reviews and/or audience feedback] |
| **Production process** |
| **Artistic development:*** How has the work contributed to your development as an artist/organisation?
* What are some discoveries and new methodologies that have emerged as a result of this process?
* What challenges did you meet along the way, and how did you overcome them?
* Did you make use of external consultation in the course of your project, and was it useful?

**Project execution:*** Was the project well-executed: on time; within budget?
* What were some key learning points that you can apply to your next project?
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| **Feedback on the Grant** |
| * Are there any areas in which NAC can do better to support your production process?
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**Annex A1**

**Digital Indicators**

Please track and report the following digital indicators for the relevant platforms and based on what is available to you. Apart from **Reach**, **Engagement** provides further insights into the programme’s resonance with your viewers or audiences. The number of **Content Pieces** is important for us to understand how many people have been reached and engaged across the quantity of unique content available online. NAC also hopes to find out the **language** (for verbal/ textually-conveyed programmes) used across content pieces, as this informs us that there is a pool of arts content across different languages available to multi-lingual viewers.

For the following digital indicators, please refer to Annex A2 for the guiding principles that should support your counting and tracking.

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| **Digital Platforms** | **Key digital indicators** (Platforms listed are commonly-used platforms, and are non-exhaustive examples, please refer to the Annex A2 for other examples. Should you have used other platforms to present and publish your projects, please report the equivalent indicators.) |
| **A. Reach on Websites / Mobile Applications** [extract from Google Analytics] |
| 1. Websites/Mobile Applications
 | **Unique metrics**[For Microsites] Website/Application Visitors i.e. Total Users (unique) | OR | [For sub-pages within main website] Unique Page Views on the page that the content is natively hosted |
| **B. Reach on Social Media & Audio-Video Platforms** [extract from analytics or insights of the respective platforms] |
| Bi. Social media (including video conferencing platforms, e.g. Zoom attendees) | **Unique metrics*** Facebook Reach (unique)
* Instagram Reach (unique)
 | * YouTube unique viewers, min. 30 sec duration (unique)
* Bigo Live livestream viewers, note: user must note down viewership at the end of each livestream (unique)
 |
| Bii. Video platforms  | N**on-unique metrics*** Facebook views (non-unique)
* Instagram views (non-unique)
 | * YouTube views (non-unique)
* Vimeo Views/Plays (non-unique)
 |
| Biii. Audio platforms | **Non-unique metrics**Spotify Plays/Streams – min. 30 sec (non-unique) | Apple Music Plays – min. 30 sec (non-unique) | Google Play Plays – min. 20 sec (non-unique) |
| **C. Engagement on Social Media Platforms** [extract from analytics or insights of the respective platforms] |
| Ci. Social Media Engagement  | **Total no. engagements is the sum of reactions (incl likes), shares, comments** (to measure resonance with content) |
| Cii. Social Media Engagement Rate | **Total Engagements divide by Total Reach** |
| **D. Total no. of pieces of content published / posted (D + Dii)** |
| Di. Unique content  | E.g. a series of 4 videos or 4 songs = 4 unique content piecesE.g. 1 video, 2 versions (Eng & Mandarin) = 2 unique content pieces |
| Dii. E-publications (published) |
| Diii. E-publications (sold/loaned/downloaded) |
| Div. # of pieces of content by language  | * English \_\_\_\_\_
 | * Chinese/ Dialects \_\_\_\_\_
 | * Malay \_\_\_\_\_
 | * Tamil / Non-Tamil Indian Languages \_\_\_\_\_
 | * Multi-lingual \_\_\_\_\_
 | * NA
 |
| **E. Total Reach (Unique)** | **A + Bi** |
| **F. Total Consumption (Non-unique)** | **A + Bii + Biii + Diii** |

**Annex A2**

**Guiding principles for reporting digital indicators**

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| 1. **At which point should you extract the digital indicators for reporting?**
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| 1. **Online content with an expiry date**

e.g. pre-recorded performance online from 1-10 May, taken down/deleted after 10 May | From publish date to programme’s end point or reporting deadline, whichever is earlier |
| 1. **All other online content that will be posted/published online for eternity**
 | From publish date to reporting point/reporting deadline |
| 1. **Other Important guidelines to note when counting digital indicators**
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| 1. **Report for applicable platforms**
 | **Reporting should be done for the applicable platforms** **only**, and as long as the digital indicators are available to the grant recipient / partner. NAC notes that free/personal vs business/premium accounts on various online platforms will offer varying access to digital indicators.  |
| 1. **Paid & Organic posts**
 | For all social media platforms, to track **both paid & organic posts. There is no need to differentiate between both types of posts for reporting purposes.** |
| 1. **Embedded content**
 | **For audio-video content embedded in websites**, **digital indicators to be tracked from the original source where the content is hosted**, and not double counted to include website visitor/unique page views e.g. if a YouTube video is embedded on website, track digital indicators from YouTube only. |
| 1. **Content on multiple platforms**
 | **If the same piece of content is hosted on multiple platforms (e.g. on FB, IG & YT), digital indicators should be counted across all platforms where content is hosted**, but note point 2d about embedded content. |

Other examples of digital platforms include:

* SoundCloud
* Zoom
* Tik Tok