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**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? |
| **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? |
| **Feedback on the Grant** |
| * Are there any areas in which NAC can do better to support your production process? |

**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 pieces  E.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?** | | |
| 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** | | |
| 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