

Hello. WA

COMMUNITY IMPACT REPORTING TOOL

For cultural organisations

Developed by Annette Carmichael for CircuitWest as part of the Creative Regions initiative, delivered by State Government of Western Australia through the Department of Culture and the Arts funded by Royalties for Regions.

The purpose of this tool is to support managers of cultural organisations in the effective communication of the impact of their programs. The creation of this tool is in direct response to the challenges identified by Venue Managers in advocating the value of their programs to upper management and local government elected members. An Impact Report can help move the discussion from 'cost-focus' to 'impact-focus' and encourage an evaluation of theatre programs that is more expansive than simple financial performance.

An Impact Report is a brief, concise (1-2 pages), readable document that can be used to share information with local government, boards of management and other stakeholders.

This tool includes a self-complete form and a sample report.

This tool has been informed by the work of Richard L. Poling, Writing Extension Impact Statements, Agricultural and Extension Education, University of Tennessee, <http://web.utk.edu/~aee/impactstatements.htm>



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IMPACT REPORT TEMPLATE with explanations

TITLE	The impact report title is a short descriptive statement that identifies the main idea or theme of the report. The title should give the reader a good idea of what subject area will be addressed in the report. A title should not be too wordy.
ISSUE	In the Issue section, you should describe in one or two sentences the issue being addressed by the program. It is ideal if this issue is described in a way that relates to local government or organisational strategic planning. This section should identify who cares about this issue and why the issue is important enough to be addressed. The issue statement should identify information that demonstrates that the issue is a problem. Avoid making sweeping statements that are not supported by some evidence that the issue is a problem or a priority in the shire, district or state-wide.
ACTION TAKEN	In describing what has been done, write a few sentences about the activities that have occurred. Be specific about the type of activity, quantity of activity, dates and locations.
IMPACT	<p>The Impact section is where you describe what happened as a result of the efforts described in the "Action Taken" section. The impact described can reflect what has happened to the program participants as a result of their participation or describe social, economic and/or environmental changes that have occurred. It can be most effective to relate these statements directly to goals outlined in local government or organisational strategic planning.</p> <p>The changes that have occurred should be supported by evidence collected as part of the program evaluation process. The combination of quantitative and qualitative evidence can be powerful evidence of impact.</p> <p>QUANTATIVE IMPACT Eg: Numbers of participants / audience Number of social media hits Number of new partnerships Data collected via a survey (eg: Culture Counts survey snapshot)</p> <p>QUALITATIVE IMPACT A quote from a participant, audience member or partner that describes the impact of the program.</p>
INCOME SOURCES	Information that demonstrates the program is supported by external funders or sponsors and has the capacity to generate income.
CONTACT(S)	Identify the primary individuals responsible for the delivery of the program. Include contact information for any readers who wish to request further information. If you share this report with the CircuitWest network it means other presenters can make contact and learn from your experience.

SAMPLE IMPACT REPORT for Carnarvon Civic Centre

<p>TITLE</p>	<p>Impact of 2015/2016 Carnarvon Civic Centre programs on social outcomes for Shire of Carnarvon</p>
<p>ISSUE</p>	<p>The Shire of Carnarvon 10+Year Strategic Community Plan identifies that community engagement is rated 'Very Important' by surveyed residents. When the report was generated in 2011 surveyed residents recorded a high level of satisfaction with community engagement at that time. Since then a number of changes have occurred within the Shire including natural disasters and reduced employment opportunities that have tested the community. A strong sense of community needs to be maintained during these times to minimise potential social and health costs.</p> <p>The Community Plan outlines objectives across five areas Economic, Improvement, Social, Cultural and Civic Leadership. This report focuses on the actions of the Carnarvon Civic Centre to deliver against the Social Objective of 'A healthy and safe community enjoying high quality of life'. Social Outcomes identified in the Plan include: 'Carnarvon is a proud community and is a desirable place to live, invest and visit.' 'Improved passive and active leisure and recreation facilities.' 'Events and activities fostering community ownership.'</p>
<p>ACTION TAKEN</p>	<p>Carnarvon Civic Centre has adapted its programming of live performances to reflect the relaxed and informal character of Carnarvon. In 2015/2016 it delivered 14 live performances with a mix of music, comedy and children's shows. Presentation formats included standard theatre presentation and a more informal cabaret style.</p> <p>Improvements have been made to the programming of feature films to increase attendance. 49 cinema screenings of popular feature films were delivered in 2015/2016 year.</p> <p>Facilities were hired on 20 occasions to local community groups, businesses, conference presenters and local individuals.</p>
<p>IMPACT</p>	<p>The program delivered consistent opportunities for residents to socialise and connect, essential to the maintenance of a sense of community. Touring live shows provided additional opportunities for skills development for school children through workshops contributing to enhanced educational opportunities identified as important in the Community Plan.</p> <p>Carnarvon Civic Centre provided necessary services to local community groups and businesses that supported their sustainability and potential growth. Including Liz Newton Dance School, Carnarvon Community School and 'Future of the Gascoyne' conference.</p>

	<p>Carnarvon Civic Centre provided opportunities for volunteerism with a significant growth in volunteer numbers (6 people in 2014/15 to 21 people in 2015/16). Volunteerism has been identified as a key ingredient in enhancing a sense of community ownership and commitment to Shire facilities and programs.</p> <p>The Carnarvon Civic Centre 2015/16 program achieved:</p> <p>Delivery of Outcome 3.5.2 'Promote the development and conducting of community and cultural events.'</p> <p>Delivery of Outcome 4.1.1 'Promote a sense of place and encourage the development of artistic skills through cultural activities'</p> <p>Delivery of Outcome 4.4.1 'Promote and support the development of special events focussed on culture and the arts'</p> <p>Delivery of Outcome 4.4.2 'Support the celebration of varying cultures, their beliefs and values within community events'</p> <p>Delivery of Outcome 5.1.1 'Improve community awareness of Council's strategies, facilities and services'</p> <p>QUANTATIVE IMPACT against established Key Performance Indicators:</p> <p>Community participation rates: 4783 attendances (increase of 1984 attendances from previous year)* *attendances are only for Carnarvon Civic Centre programs and exclude external hires Community satisfaction levels: not available, survey tools to be implemented in 2016/17 No. of Cultural Events: 88 (14 live shows, 49 films, 25 external hires)</p> <p>QUALITATIVE IMPACT <i>Insert a quote from a participant, partner or audience member that describes the impact of the program.</i> <i>eg: a comment about enhanced diversity of audience for cabarets</i> <i>eg: quote from dance student about what it means to be able to perform in the theatre</i> <i>eg: a quote from a school teacher about impact of workshops from touring performances</i></p>
<p>INCOME SOURCES</p>	<p>Income generated by program: \$xxxxx Additional funding support for the program provided by Lotterywest: \$xxxx Partnerships with CircuitWest touring network and Ausdance WA provided cost efficiencies</p>
<p>CONTACT(S)</p>	<p>Michelle Goff, Manager, Carnarvon Civic Centre, (08) 9941 4200, manager@carnarvonciviccentre.com.au</p>

IMPACT REPORT TEMPLATE

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