

**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

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

We would like to hear your reflections on your overall project experience. You may 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? |

***For grants applied through the OurSG Grants Portal***

Please log onto the OurSG Grants Portal (OSG) to submit your **Self-Evaluation Report** and **Financial Report** (i.e. the budget form submitted as part of the grant application, with actual income and expenditure reflected). To help you navigate the portal, you may refer to the user guide uploaded at <https://www.nac.gov.sg/support/funding-and-schemes/production-grant/overview>

**Annex A**

**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 B 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 B for other examples) | | | | | | | | |
| **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)** | | | | | | | | | |
| D. 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-pubs (published) | Diii. E-pubs (sold/loaned/downloaded) | | | | | | | | |
| Div. # of pieces of content by language | * English \_\_\_\_\_ | * Chinese/ Dialects \_\_\_\_\_ | | * Malay \_\_\_\_\_ | | * Tamil/ Non-Indian Tamil Languages \_\_\_\_\_ | | * Multi-lingual \_\_\_\_\_ | * NA |
| **E. Total Reach (Unique)** | **A + Bi** | | | | | | | | |
| **F. Total Consumption (Non-unique)** | **A + Bii + Biii + Diii** | | | | | | | | |

**Annex B**

**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 1-10May, 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:

Sound Cloud

Zoom

Tik Tok

1. If you are organising a 5-day conference, it is considered 1 activity. If you are organising a Festival, please break it up into the different performances/exhibitions and report them under ‘For Performances/Exhibitions’ [↑](#footnote-ref-1)