

**Organisation Transformation Grant (OTG)**

**Post-Project Report**

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| **Date of Submission** | |
| **Applicant Name** | **Project Title** |
|  | **Project Dates Start**  **End** |
| **Weblink to completed project (if relevant)** | |

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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| **Reflections**  Please share with us your experiences in putting together this project:   * Did your transformation project go as planned and did you achieve the transformation goals that you set out at the start of the project? * Who did you work with? Who were your collaborators? * Highlight key changes to your project (if any). * What changes did you see taking place as a result of the transformation project? * What challenges did you meet along the way, and how did you overcome them? |
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| **Organisations supported through the OTG funding** |
| How many organisations (arts and non-arts) were supported through the OTG funding?   |  |  | | --- | --- | | **No. of organisations** | **Names of the organisations** | | *Please list the number of other arts and non-arts organisations that received part of the OTG funding i.e. you paid them salary, fee, honorarium etc with the OTG funding*  Arts organisations: *[please insert a number]*  Non-arts organisations: *[please insert a number]* | *Please list the names of these organisations.*  *Please do not list the names of:*   * *self-employed artists or freelancers* * *beneficiaries who did not receive any part of the OTG funding e.g. audiences or adopters of your solution.*   Arts organisations: *[please list the name of the organisations]*  Non-arts organisations: *[please list the name of the organisations]* | |
| **Key Outcomes and Deliverables of the Project**  Please share with us the key output i.e. deliverables, and some of the outcomes and transformation that have taken place for this project. How has the grant helped your organisation transform/ helped to transform the scene? |
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| **Measurement of effort**  Please share with us the measures of effort and change that you saw after the completion of your project.  If you had suggested other measures of effort at point of application, please report on them here as well:  *Please populate the relevant fields only.* |
| |  |  | | --- | --- | | **Quantitative** | **Qualitative** | | * \_\_\_\_\_ cost/time savings within project period   Remarks: | Summary of feedback towards transformation project and change implemented: | | * \_\_\_\_\_ increase in revenue within project period   Remarks: | | * \_\_\_\_\_ increase in digital reach within project period   Remarks: | Other measures of effort: | | * \_\_\_\_\_% user/audience/stakeholder take up of programme or changed process after transformation   Remarks: | | * \_\_\_\_\_% of audience/stakeholders indicating positive feedback towards transformation   Remarks: | |
| **Plans to sustain impact of transformation**   * Please share with us your future plans with regards to the next phase of this transformation project or how the project would be sustained after this grant. |
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| **Feedback on the OTG Ideation/Pre-Application Phase Consultancy (where applicable)**   * Which consultant were you matched with? * Please share with us your experience of the consultancy sessions and whether they had met your expectations. Were there areas in which the consultancy phase could have been done better to support your project? |
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| **Feedback on the Grant**   * Were there areas in which NAC could have done better to support your project? |
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**Digital Indicators (if relevant to your project)**

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** | **Before OTG** | **After OTG** |
| 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)** |  |  |

Declaration

I certify that the information given, additional attachments and the financial report are accurate and complete.

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of applicant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

NRIC number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*If you are submitting your application form in soft copy, please type your name in the Signature field. It shall be taken as a signature*

Please **email** your **Post-Project Report** and **Financial Report** (i.e. the budget form submitted as part of the grant application, with actual income and expenditure reflected, and certified/independently audited Statement of Accounts) and any other supporting documents to the Manager in charge of your application (please refer to your Letter of Award) or to [otg@nac.gov.sg](mailto:otg@nac.gov.sg) and **indicate “EVAL: Your Project Name”** in your email subject title.

**Annex A**

**Digital Indicators (if relevant)**

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