

2006-2008 Heritage Incentives Program

Program 6 – Interpretation Program

Program Objective

This program provides support for heritage education and promotional projects that are designed to impact positively on the public appreciation of our heritage.

Overall program summary

40% of applications received were funded, of these 83% were successfully completed. Overall \$310,175 was spent on heritage interpretation works through this program made up of \$75,250 grant funding and \$210,425 contributed by applicants.

The multiplier effect for the program was \$1:\$2

Evaluation

What do the KPIs tell you about these outcomes?

Overall, the program was a great success and achieved the stated program purpose.

What were the key results or achievements for the year?

- 100% of project were very successful or successful in achieving their project aims
- 100% of projects contributed to heritage tourism.
- 66% of projects created paid employment and 100% used volunteers
- 100% applicant expectations were met or exceeded in terms of customer service satisfaction

Were there any challenges or disappointments that had a major effect on your results?

No.

What will you do next year?

Continue to work with closely with customers and projects, set up more on-line information and forms.

Outcome 1 - Increased community understanding about heritage items

66% of applicants said that their project increased community understanding about heritage as per completed project surveys

Outcome 2 - HIP funded projects are successfully completed

100% of funded projects reported that the project was very successful or successful in achieving the project aims

Stated reasons why projects were successfully completion:

- Community interest and participation in completing the survey

Outcome 3 - HIP funded projects positively contribute to heritage tourism

100% of completed projects reported that their project contributes to heritage tourism. This result exceeds the NSW Government result indicator of at least 70% of projects.

Feedback on contributions to heritage tourism include:

- Guided tours provide an educational and recreational excursions for a variety of groups

Outcome 4 - HIP funded projects created paid employment

66% of projects created paid employment, employing an average of 2 tradespeople and less than 1 heritage consultant per project.

Outcome 5 - HIP funded projects are actively supported by the community

100% of funded projects utilised volunteers to complete the project, with an average 123 hours contributed by volunteers for each completed project.

Other forms of community involvement were:

- Opening of the walk generated community and media interest
- Discovery of murals generated media interest
- Community involvement in community consultations

Outcome 6 - Satisfied HIP funded project applicants

Overall, 100% applicant expectations were met or exceeded in terms of customer service satisfaction with the funding program.

The Heritage Branch funding program could positively contribute to projects by:

- Providing funding for future projects

Improvements to the Heritage Branch funding program include:

- Greater flexibility in terms of project timeframes
- Clearer instructions for reporting

Program 6 – Interpretation Program

Outcomes and Key Performance Indicators

Outcomes for overall program

40% of applications funded		15 applications received 6 projects funded
HIP funding multiplier effect \$1:\$2	\$210,425 Applicant contribution to project \$75,250 HIP contribution to project	HIP funding as a average 25% of project cost

Evaluation

40% of applications received were funded, of these 83% were successfully completed.

Overall \$310,175 was spent on heritage interpretation works through this program made up of \$75,250 grant funding and \$210,425 contributed by applicants.

The multiplier effect for the program was \$1:\$2

Outcome 1

Increased community understanding about heritage items

*This outcome measures the **increase in the community understanding about heritage items through site interpretation** through HIP funded projects.*

Key Performance Indicator 1 – Interpretation has increased community understanding about heritage items for HIP funded projects

Applicants are required to summarise a survey 10 people using the supplied survey form, to respond to this question.

HIP funding helped to <u>increase community understanding about my heritage item/s</u>	(1) no (2) yes	33% of responses 66%
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Evaluation

66% of applicants said that their project increased community understanding about heritage as per completed project surveys

Outcome 2

HIP funded projects are successfully completed

*This outcome measures the **successfully completed projects and their contribution to the conservation and management of State Heritage Register and state heritage items through HIP funded projects, as assessed by the applicant.***

Key Performance Indicator 2 – Successfully completed HIP funded projects

Yes , the project was <u>very successful</u> - we achieved everything we set out to	66% of projects completed
Yes , the project was <u>mostly successful</u> - we achieved most of what we set out to do	33% of projects completed
No , the project was <u>not successful</u> - we did not achieve what we set out to do	0% of projects completed

Evaluation

100% of funded projects reported that the project was very successful or successful in achieving the project aims

Stated reasons why projects were successfully completion:

- Community interest and participation in completing the survey

Outcome 3

HIP funded projects positively contribute to heritage tourism

This outcome measures the contribution to heritage tourism. Contribution to heritage tourism is defined as (open days, part of a heritage trail, part of a main street or heritage precinct or commercial heritage tourism venture).

(This is a NSW Government and Heritage Branch priority - Result indicator - At least 70% of funded projects assist heritage tourism)

Key Performance Indicator 3 – HIP funded projects contributed to heritage tourism

Yes , my project <u>contributed</u> to heritage tourism	100% of projects completed
Yes , my heritage property/item, was <u>open for public inspection</u> (eg Open Days for Heritage Festival, etc)	66% of projects completed
Yes , my heritage property/item is part of a <u>local heritage trail</u> or interpretation walk around your area.	100% of projects completed
Yes , my heritage property/item is part of a <u>main street or town centre heritage precinct</u> .	33% of projects completed
Yes , my heritage property/item is a <u>commercial heritage tourism venture</u> – (eg Bed and Breakfast accommodation, or heritage tourism venture such as a gold mining site, etc)	33% of projects completed
No , my project <u>didn't contribute</u> to heritage tourism	0% of projects completed

Evaluation

100% of completed projects reported that their project contributes to heritage tourism. This result exceeds the NSW Government result indicator of at least 70% of projects.

Feedback on contributions to heritage tourism include:

- Guided tours provide an educational and recreational excursions for a variety of groups

Outcome 4

HIP funded projects created paid employment

This outcome measures the contribution to employment creation and increased trade and professional skills in heritage conservation.

(A NSW Government and Heritage Branch priority outcome.)

Key Performance Indicator 4 – Paid employment created by HIP funded projects

Yes , my project <u>created paid employment</u>	66% of projects completed
<u>Number and type of paid tradespeople</u> employed on my project (eg roofer, plumber, carpenter and joiner, etc)	7 tradespeople Average of over 2 per project
<u>Number and type of paid professionals</u> employed on my project (eg engineers, architects, historians etc)	1 professionals Average of less than 1 per project
No , my project <u>did not create any employment</u>	33% of projects completed

Evaluation

66% of projects created paid employment, employing an average of 2 tradespeople and less than 1 heritage consultant per project.

Outcome 5

HIP funded projects are actively supported by the community

This outcome measures active community support for HIP funded projects through volunteer hours and media coverage.

Key Performance Indicator 5 - Volunteer hours contributed to HIP funded projects

Yes , my project <u>created an opportunity for volunteers</u>	100% of projects completed
Number of <u>volunteer hours</u> contributed to my project	370 volunteer hours Average of 123 hours per project
No , my project <u>did not create an opportunity for volunteers</u>	0% of projects completed

Evaluation

100% of funded projects utilised volunteers to complete the project, with an average 123 hours contributed by volunteers for each completed project.

Other forms of community involvement were:

- Opening of the walk generated community and media interest
- Discovery of murals generated media interest
- Community involvement in community consultations

Key Performance Indicator 6 – Media coverage for HIP funded projects

Yes , my project <u>created media interest and coverage</u> for my project (includes newspaper, radio, TV)	100% of projects completed
Number of <u>media inquiries and media releases</u> for my project (includes newspaper, radio, TV)	10 of items of media interest or media coverage Average of 3 media items per project
No , there was no <u>media interest or coverage</u> of my project	0% of projects completed

Evaluation

100% of funded projects created media interest, with an average of 3 media items per project.

Outcome 6

Satisfied HIP funded project applicants

This outcome measures HIP funded project customer service satisfaction levels

Key Performance Indicator 7 - Customer service satisfaction

<u>Helpful assistance and advice</u> was provided to me for my HIP funding and project	1 (none)	0% of responses
	2 (a little)	0%
	3 (some)	0%
	4 (mostly)	33%
	5 (exceeded my expectations)	66%
The <u>Application Form</u> was easy to understand and complete	1 (not easy)	0% of responses
	2 (a little)	0%
	3 (some)	0%
	4 (mostly)	100%
	5 (very easy to complete)	0%
The project <u>payment claims</u> were easy to understand and complete	1 (not easy)	0% of responses
	2 (a little)	0%
	3 (some)	0%
	4 (mostly)	100%
	5 (very easy to complete)	0%
The project <u>final report</u> was easy to understand and complete	1 (not easy)	0% of responses
	2 (a little)	0%
	3 (some)	0%
	4 (mostly)	100%
	5 (very easy to complete)	0%

Evaluation

Overall, 100% applicant expectations were met or exceeded in terms of customer service satisfaction with the funding program.

The Heritage Branch funding program could positively contribute to projects by:

- Providing funding for future projects

Improvements to the Heritage Branch funding program include:

- Greater flexibility in terms of project timeframes
- Clearer instructions for reporting