

# 2006-2008 Heritage Incentives Program

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## Program 3 – Kick Start Program

### **Program Objective**

*This program provides seed funding to assist groups in raising funds through a tax deductible appeal to support heritage projects for state and local items.*

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### **Overall program summary**

100% of applications received were funded, of these 80% were successfully completed and 20% are yet to be completed. Overall \$1,668,573 was raised for heritage works through this program made up of \$50,000 grant funding and \$1,618,573 contributed by applicants.

The multiplier effect for the program was \$1:\$33

### **Evaluation**

*What do the KPIs tell you about these outcomes?*

Although 100% of projects funded through this program were successfully completed, the overall program has not attracted funding applications and therefore not achieved the stated program purpose.

*What were the key results or achievements for the year?*

- 100% of projects reported significant improvement in the heritage item condition
- 100% of projects were very successful or successful in achieving their project aims. The fund raising appeals attracted large donations and for every \$1 grant funding, \$33 was donated.
- 100% of projects created paid employment and used volunteers.
- 100% of completed projects reported that their project contributes to heritage tourism.

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

While a worthy program for community and public assets it continues to be undersubscribed.

*What will you do next year?*

The amount needed to be raised through a fund raising appeal has been reviewed and reduced. The program will continue in the 2008-9 NSW Heritage Grants program but has been discontinued in the 2009-11 NSW Heritage Grants program due to poor take up.

### **Outcome 1 - Improvement in the condition of heritage items**

100% of projects reported significant improvement in the condition of the heritage item due to the project funding

### **Outcome 2 - Kick Start funding raising projects are successfully completed**

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

Stated reasons why projects were successfully completion:

- “ Impetus gained by the public launch of the Appeal, preparation for the launch and subsequent follow through with attendees and media”.

### **Outcome 3 - Kick Start fund raising 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:

- “When the restoration of the John Oxley is completed it will attract tourists from around the world”.
- “The bells were returned back into the cathedral in a public ceremony. They are on display each day and attract around 5 to 10 visitors per day”.

### **Outcome 4 - Kick Start fund raising projects created paid employment**

100% of projects created paid employment, employing an average of 1 tradesperson and less than 1 heritage consultant per project.

### **Outcome 5 - Kick Start fund raising projects are actively supported by the community**

100% of funded projects utilised volunteers to complete the project. One project reported more than 2000 hours contributed by volunteers.

Other forms of community involvement were:

- In-kind donations from businesses and financial support from Council.
- Community project management
- Community awareness raising through newsletters

### **Outcome 6 - Satisfied HIP fund raising project applicants**

Overall, more than 67% applicants 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:

- Increased funding

## Program 3 - Kick Start Program Evaluation Outcomes and Key Performance Indicators

### Overall Kick Start program results

100% of applications funded		5 applications received / 5 projects funded
HIP funding multiplier effect \$1:\$33	\$1,618,573 Applicant raised in this project \$50,000 HIP contribution to project	HIP funding as a average 3% of project cost

#### Evaluation

100% of applications received were funded, of these 80% were successfully completed and 20% are yet to be completed.

Overall \$1,668,573 was raised for heritage works through this program made up of \$50,000 grant funding and \$1,618,573 contributed by applicants.

The multiplier effect for the program was \$1:\$33

## Outcome 1

### Improvement in the condition of heritage items

*This outcome measures the **improvement in the physical conservation** of State Heritage Register and state heritage items through HIP funded works projects.*

#### Key Performance Indicator 1 – Improved condition of heritage item with Kick Start fund raising

Kick Start funding will help to <u>improve the condition</u> of my heritage item	1 (none)	0% of responses
	2 (a little)	0%
	3 (some)	0%
	4 (mostly)	66.6%
	5 (exceeded my expectations)	33.3%

#### Evaluation

100% of projects reported significant improvement in the condition of the heritage item due to the project funding.

## Outcome 2

### Kick Start funding raising projects are successfully completed

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

#### Key Performance Indicator 2 – Successfully completed Kick Start fund raising projects

<b>Yes</b> , the fund raising project was <u>very successful</u> - we achieved everything we set out to	100% of projects completed
<b>Yes</b> , the fund raising project was <u>mostly successful</u> - we	0% of projects completed

achieved most of what we set out to do	
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<b>No</b> , the fund raising project was <u>not successful</u> - we did not achieve what we set out to do	0% of projects completed
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**Evaluation**

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

Stated reasons why projects were successfully completion:

- “ Impetus gained by the public launch of the Appeal, preparation for the launch and subsequent follow through with attendees and media”.

**Outcome 3**

**Kick Start fund raising 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 fund raising projects contributed to heritage tourism**

<b>Yes</b> , my project <u>contributed</u> to heritage tourism	100% of projects completed
<b>No</b> , my project <u>didn't contribute</u> to heritage tourism	0% of projects completed

If yes, it contributed in the following ways:

<b>Yes</b> , my heritage property/item, was <u>open for public inspection</u> (eg Open Days for Heritage Festival, etc)	100% of project completed
<b>Yes</b> , my heritage property/item is part of a <u>local heritage trail</u> or interpretation walk around your area.	33.3% of projects completed
<b>Yes</b> , my heritage property/item is part of a <u>main street or town centre heritage precinct</u> .	66.6% of projects completed
<b>Yes</b> , 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)	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:

- “When the restoration of the John Oxley is completed it will attract tourists from around the world”.
- “The bells were returned back into the cathedral in a public ceremony. They are on display each day and attract around 5 to 10 visitors per day”.

## Outcome 4

### Kick Start fund raising 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 Office priority outcome.)

#### Key Performance Indicator 4 – Paid employment created by Kick Start fund raising projects

<b>Yes</b> , my fund raising project <u>created paid employment</u>	100% of projects completed
<u>Number and type of paid tradespeople</u> employed on my project (eg roofer, plumber, carpenter and joiner, etc)	9 tradespeople, 1 per project
<u>Number and type of paid professionals</u> employed on my project (eg engineers, architects, etc)	2 professionals, less than 1 per project
<b>No</b> , my fund raising project <u>did not create any employment</u>	0% of projects completed

#### Evaluation

100% of projects created paid employment, employing an average of 1 tradesperson and less than 1 heritage consultant per project.

## Outcome 5

### Kick Start fund raising projects are actively supported by the community

*This outcome measures active community support for Kick Start fund raising projects through volunteer hours and media coverage.*

#### Key Performance Indicator 5 - Volunteer hours contributed to Kick Start fund raising projects

<b>Yes</b> , my fund raising project <u>created an opportunity for volunteers</u>	100% of projects completed
Number of <u>volunteer hours</u> contributed to my fund raising project	2350+ volunteer hours
<b>No</b> , my fund raising 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. One project reported more than 2000 hours contributed by volunteers.

Other forms of community involvement were:

- In-kind donations from businesses and financial support from Council.
- Community project management
- Community awareness raising through newsletters
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**Key Performance Indicator 6 – Media coverage for Kick Start fund raising projects**

<b>Yes</b> , my fund raising 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 fund raising project (includes newspaper, radio, TV)	36 of items of media interest or media coverage, 12 per project
<b>No</b> , there was no <u>media interest or coverage</u> of my fund raising project	0% of projects completed

**Evaluation**

100% of funded projects created media interest, with an average of 12 media items per project.

**Outcome 6**

**Satisfied HIP fund raising project applicants**

Measures HIP fund raising 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 fund raising project	1 (none) 2 (a little) 3 (some) 4 (mostly) 5 (exceeded my expectations)	0% of responses 0% 0% 0% 100%
The <u>Application Form</u> was easy to understand and complete	1 (not easy) 2 (a little) 3 (some) 4 (mostly) 5 (very easy to complete)	0% of responses 0% 0% 100% 0%
The project <u>payment claims</u> were easy to understand and complete	1 (not easy) 2 (a little) 3 (some) 4 (mostly) 5 (very easy to complete)	0% of responses 0% 0% 100% 0%
The project <u>final report</u> was easy to understand and complete	1 (not easy) 2 (a little) 3 (some) 4 (mostly) 5 (very easy to complete)	0% of responses 0% 33% 67% 0%

**Evaluation**

Overall, more than 67% applicants 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:

- Increasing funding
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