

'Games of Firsts'

The evaluation and monitoring framework for Gold Coast 2018 Commonwealth Games Legacy program

Robert Grimshaw, Manager – Evaluation, Queensland Department of Innovation, Tourism Industry Development and the Commonwealth Games

aes19 International Conference - 16 September 2019





Welcoming innovation, embracing disruption

- Overview of the Gold Coast 2018 Commonwealth Games (GC2018)
- Design of the Evaluation and Monitoring Framework
- Implementation of the Framework



Games Partners



All three levels of government



GOLDCOAST.



Australian Government

Commonwealth Games bodies

- Gold Coast 2018 Commonwealth Games Corporation (GOLDOC)
- Commonwealth Games Australia (CGAus)
- Commonwealth Games Federation (CGF)







'Games of Firsts'









1.21 million tickets sold, 98% of all available

TRADE 2018

AUSTRALIA • QUEENSLAND • GOLD COAST

Embracing 2018 Legacy Program



Enduring jobs and economic growth

Accelerating the Gold Coast to a world-class boutique city

Delivering GC2018: the inspiring Games

Building active, engaged and inclusive communities



Design of the Evaluation Monitoring Framework

Evolution, not a revolution





Evaluation and Monitoring Framework

Evaluation and Monitoring Framework

Embracing 2018 Legacy Program



Benefits Assessment Framework

Embracing 2018 Legacy Program





Aspirations x 4



Success **Factors** x 18



Indicators Legacy Benefits Projects & x 31 **Actions** Legacy **Stories Benefits Management**





Benefit measures



Visitor Study



Economic Modelling



Program evaluation



Reconciliation
Action Plan
Program
Evaluation

TRADE 2018

AUSTRALIA . QUEENSLAND . GOLD COAST

Program evaluation



OCG PROJECT COMPLETION REPORT

Minch Fook ago/Project Harry

The companion of the description is a secretary accordance and approximate companion of the companion of the

STREET, STREET

Property frames	
regard to the second	
Property Control	
400 less	
MARINE MARINE M.	

A construction of the control project for a force of the process of the plan applies on a position of a state of the college of the colleg

The Article Control	Secretary and the second	Address of the Control of the Contro	Comment on

PRINCIPLE DESCRIPTIONS

According to a production of the sales to the property of the court of

F	man-series	Second leading	Marian Mariantan	Secondary.

has a more and the foreign of the printers are provided by the first of the contract of the co

Sept. Control



LEGACY PROJECT EVALUATION REPORT

and processors, whose proceduration,

Table is become description between

the expense is expet to the layer handle or treat enforces were doing to tide and you believe a \$1.5 have project.

the problems is home to be it executes the constraint order to be a secure of the description of the contract of the contract

they will the education be small

After the product of the manifold despite the perpetuation rings of the being of the street of the s

intermediate that you goes to the home the order to consider advancement particular, as well advanced to include a long of the form that the control of the first order to be project. The control of the control of the project of the first of the control of the

from will develop a matrix of the Gallerian Conservation (the enterprise for the Atlanta

Contractor beauty between the color

This against a body to complete they be present acquaint to the destroyed the beganpaged, to consider the self-than outsigned and obtained to

these eyes a year marginis the data report to page over synthesis and consent contents.

The Office of the Commonwealth Common will review the record exclusive terms or according to the Common order or according to

the control of the same place.

This word should be conditioned as an excited hill only delice of the posted force such a part of the force of the force of the part of the part of the part of the first order of regarding poster transformer A and at

alamanan aras balan

Fig. 2 and believes to consider the project projects of some explicit to 2 from their statemental transcription and transcription for one the state provided to a conception of the confederation of the state of t

Photograph (SOC) 4 (SOC) 601-6 Project Statusters - Sandate

Property of 100





Implementation of the Framework

- Data visualisation
- 'Games time' evaluation data collection
- Social and cultural impacts
 - Festival 2018 program evaluation
 - GC2018 Reconciliation Action Plan program evaluation





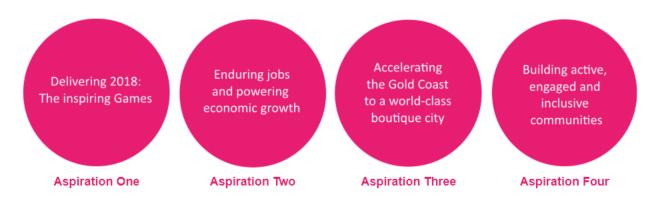
Evaluation and monitoring framework dashboard Main menu

View by Aspirations View by Chapters View by Indicators

View by Projects

Measure tracker

Navigate through the analysis via the aspirations:



VERSION: 0.0



Games time evaluation

Sport & Festival 2018 visitors

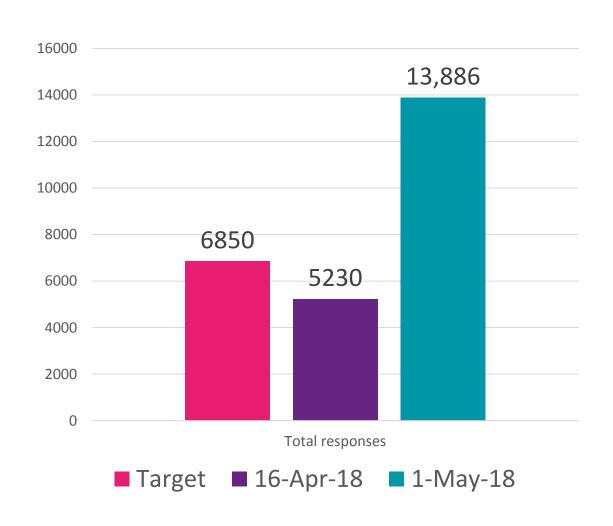
- Intercept interviews
 - 12 days, 4 event cities,
 24+ locations
- Online surveys
 - Immediately after Games, 25 000+ ticketholders, social media promotion

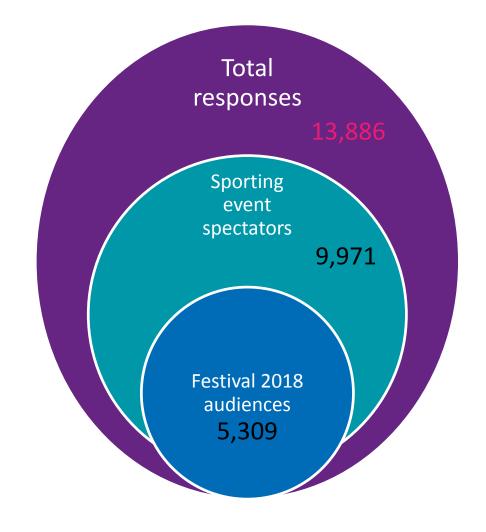
Other participants

- GC2018 volunteers (15,000)
- Media
 - Gold Coast Media Centre registrations (1,500)
- Trade 2018
 - Delegates (1,200)



Games time evaluation







Social and cultural impacts

How do you measure social and cultural impacts of a mega event?

- Shifting focus from purely economic
- Festival 2018 program evaluation
- GC2018 Reconciliation Action Plan Program evaluation



Festival 2018 program evaluation

Creative principles

- Arts & culture
- Quality
- Change
- Balance
- Diversity & inclusivity
- Celebration
- Engagement community
- Engagement image
- Indigenous & First Nations
- Transformation

Attendance

1,130,000

FREE AND TICKETED ATTENDANCES

274,000

UNIQUE VISITORS

Artists

4,505

ARTISTS/PERFORMERS





The Program

553

EVENTS

WORKSHOPS

68% Created in Queensland

22%

Created Interstate 10%

Created Overseas

I,662 🖺

PERFORMANCES, ACTIVITIES,

LOCATIONS/VENUES

4



CITIES



Program logic model to link

Creative Principle	Meaning	Core outcome metrics
and eng	Festival 2018 aspires to deliver exceptional and engaging content that has been	Presentation : It was well produced and presented
	achieved through high quality processes and an integrated approach	Rigour : It was well thought through and put together
	Custom metrics	Valuable: Festival 2018 was a valuable addition to the Games experience
		Accessible: Festival 2018 locations were suitable and accessible

Standard metrics



Festival 2018 program evaluation

- Large sample of patron and stakeholder feedback
- Key insights about artistic quality, reach of program and impact against creative principles

great excellent exciting fun good amazing awesome interesting fantastic

QUALITY - 90% agree

Exceptional and engaging content, high quality processes, integrated approach



Presentation:

It was well produced and presented



Rigour:

It was well thought through and put together



Valuable:

Festival 2018 was a valuable addition to the Games experience



Accessible:

Festival 2018 locations were suitable and accessible



Reconciliation Action Plan (RAP)

- Recognise, respect and celebrate
 Aboriginal and Torres Strait Islander peoples and cultures
 - procurement opportunities
 - employment and training opportunities
 - participation in healthy active lifestyle initiatives
 - awareness of Aboriginal and Torres
 Strait Islander languages, cultures and histories
 - connections with Aboriginal and Torres
 Strait Islander communities.

THE ARTWORK STORY

WITH SHARED VISION,
TOGETHER IN UNITY,
WE MOVE FORWARD WITH ENERGY,
AND LEAVE OUR LEGACY.







- Independent evaluation commissioned
- Provide a robust, comprehensive evaluation of the GC2018 RAP achievements, challenges and learnings
- Demonstrate cultural competency and capability
 - Cultural capability principles
 - Skilled Indigenous research consultants





GC2018 RAP evaluation

 Focus on qualitative data, supplemented by key results from program reporting



- Semi-structured in-depth interviews or focus group discussions
 - RAP Implementation Team
 - Yugambeh Elders Advisory Group & Indigenous Working Group
 - Indigenous business owners
 - Indigenous and non-Indigenous Games staff
 - Community members



Communication

Snapshot Report

• Late 2016



• Late 2017

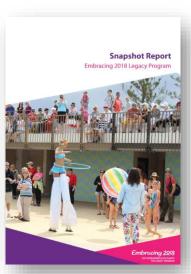


• Early 2019

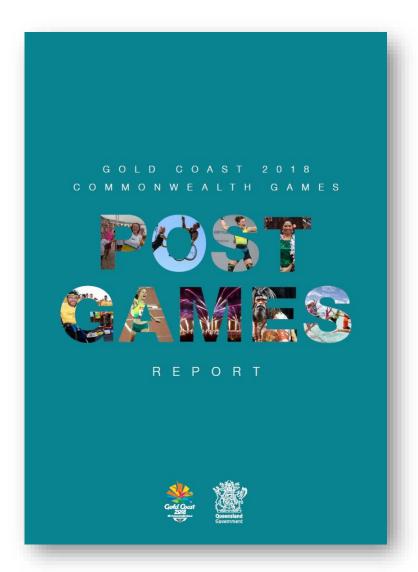


• 2023

www.publications.qld.gov.au













Robert.Grimshaw@ditid.qld.gov.au



