

'Games of Firsts'

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

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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

Embracing 2018

XXI COMMONWEALTH GAMES
THE LEGACY PROGRAM

All three levels of
government



**Queensland
Government**

CITY OF
GOLDCOAST.™



Australian Government

Commonwealth Games
bodies

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



'Games of Firsts'

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TRADE 2018

AUSTRALIA • QUEENSLAND • GOLD COAST

1.21 million tickets sold, 98% of all available

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



Benefits
x 31

Indicators

Legacy
Projects &
Actions

Legacy
Stories

Benefits Management

Benefit measures



Visitor Study



Program evaluation



Reconciliation Action Plan Program Evaluation



Economic Modelling

TRADE 2018
AUSTRALIA • QUEENSLAND • GOLD COAST

Program evaluation

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OCG PROJECT COMPLETION REPORT

• [Click to Enlarge/Download Images](#)

The purpose of this document is to provide a template and guidance for project completion reports. It is intended to be used by all project teams to provide a report on the completion of their project.

SUMMARY

Project Name	
Project ID/Ref No	
Project Manager	
Project Start Date	
Project End Date	
Total Duration (d)	

PROJECT OVERVIEW

Project Overview: The purpose of this document is to provide a template and guidance for project completion reports. It is intended to be used by all project teams to provide a report on the completion of their project.

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LEGACY PROJECT EVALUATION REPORT

will your legacy values your knowledge

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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

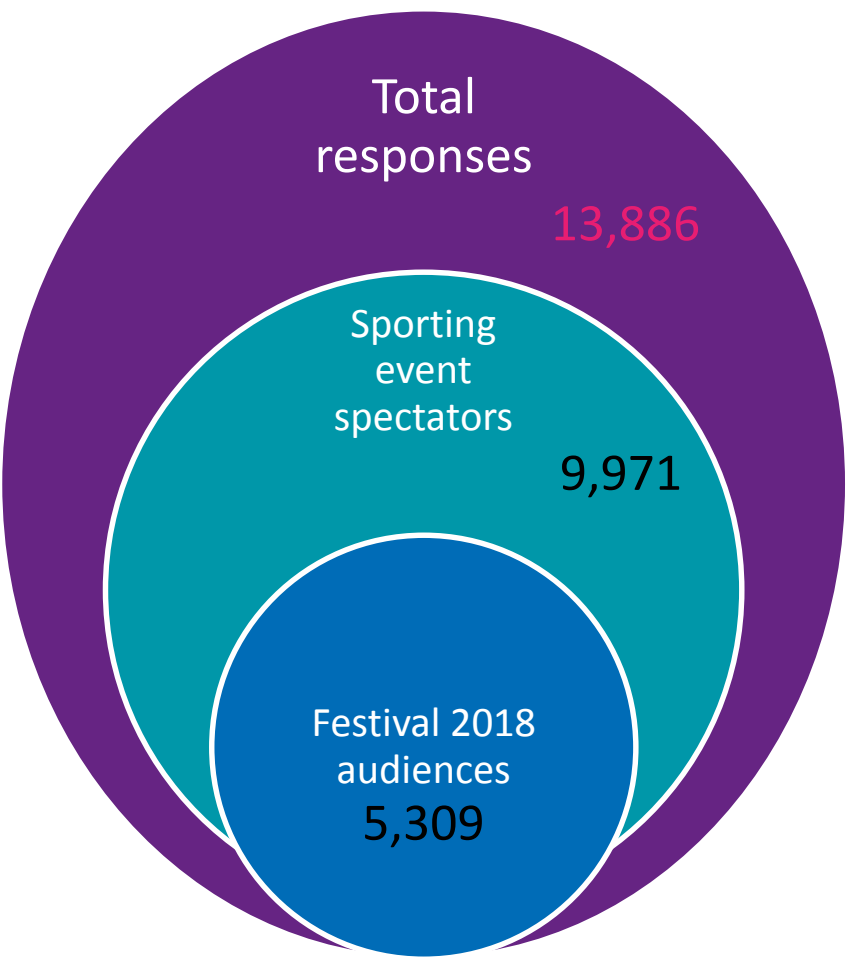
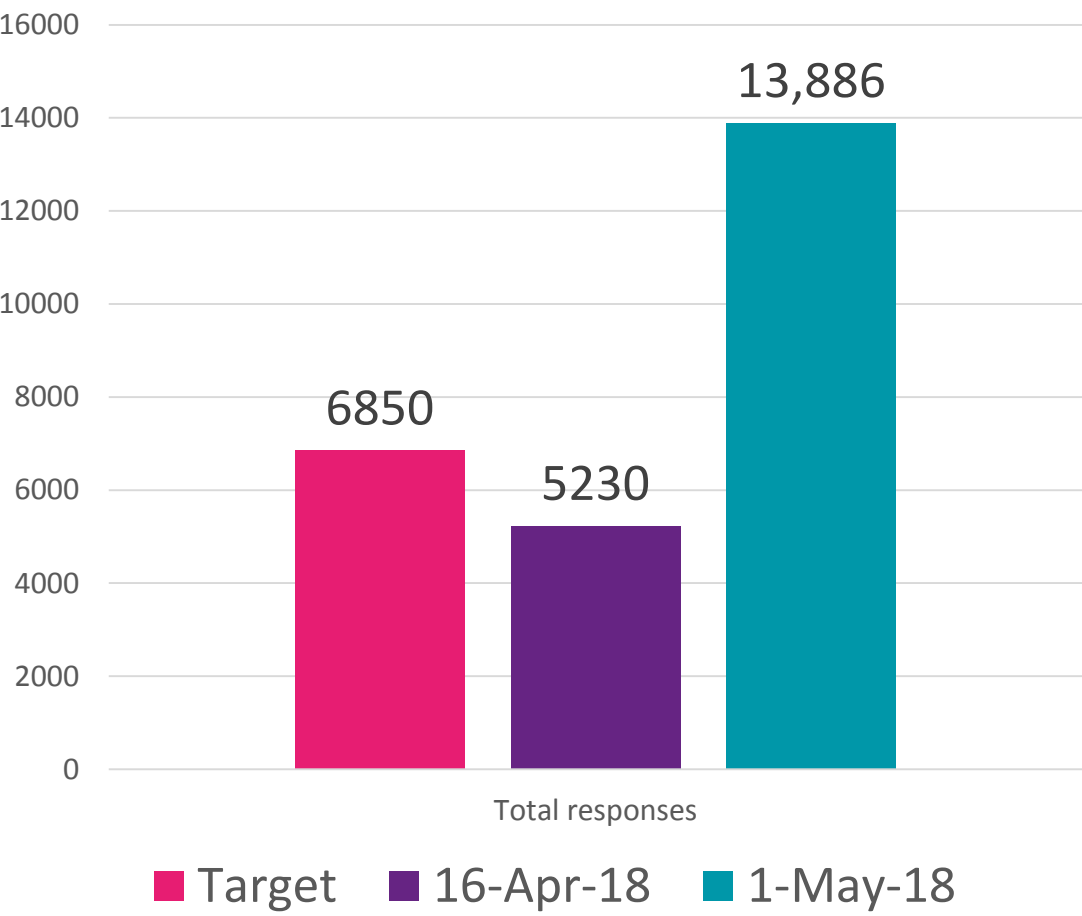
Sport & Festival 2018 visitors

- 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

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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

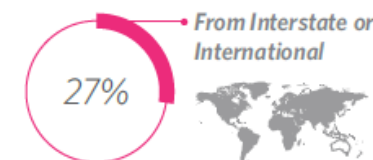
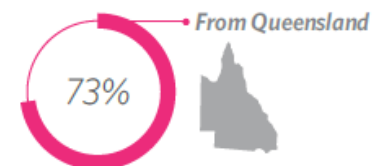
274,000

UNIQUE VISITORS

Artists

4,505

ARTISTS/PERFORMERS



The Program

553

EVENTS

68%
Created
in Queensland

22%
Created
Interstate

10%
Created
Overseas

1,662

PERFORMANCES, ACTIVITIES,
WORKSHOPS



24+

LOCATIONS/VENUES

4

CITIES



Program logic model to link

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

Standard metrics

Custom metrics

Festival 2018 program evaluation

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- 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**.



GC2018 RAP evaluation

- 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
 - Yugambah Elders Advisory Group & Indigenous Working Group
 - Indigenous business owners
 - Indigenous and non-Indigenous Games staff
 - Community members



Communication

Snapshot Report

- Late 2016



Pre-Games Report

- Late 2017



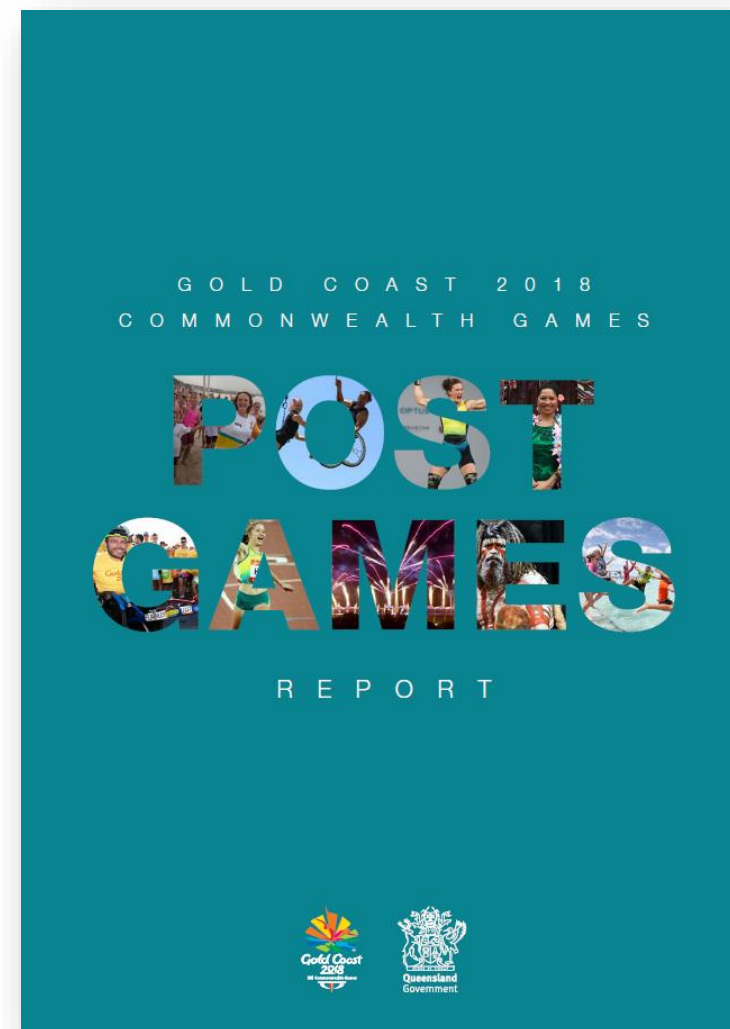
Post-Games Report

- Early 2019



Final Report

- 2023



Thank you!

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