

# creative KIDS

PROCESS EVALUATION  
INTERIM REPORT



Flamenco Solymar, 2019 concert. Image: Harriet Turnnidge

ARTD Consultants were engaged by Create NSW to complete a process evaluation of the delivery of the Creative Kids program across its lifecycle. This process evaluation includes a desktop review of 142 Creative Kids program documents, secondary data analysis utilising program statistics based on 1,186,155 vouchers issued between 2019-2021 and 12 semi-structured interviews with key stakeholders from Create NSW and Service NSW.

A final process evaluation will be delivered by ARTD in March 2023.

# results

## ● Objectives

The Creative Kids program had clear and consistent objectives and was appropriately planned.

## ● Program planning and roll out

The Creative Kids program was largely rolled out as planned. The Creative Kids program has developed a spread of providers to ensure equity. Providers are a diverse group including many sole traders or small businesses. It took time to identify and onboard a range of providers.

There is a diversity of clearly defined eligible activities in the Creative Kids program. The Creative Kids program has a broad reach across NSW. There are opportunities to enhance reach amongst children and young people who live in areas with low provider density, those who have disability or who are Aboriginal. The population of Western Sydney includes a high proportion of CaLD residents, suggesting an opportunity to also tailor reach to CaLD communities. Create NSW has also identified this opportunity and has commenced the development of a marketing campaign to address CaLD communities in Western Sydney.

COVID-19 created an impetus for the Creative Kids program to pivot to digital delivery. This has resulted in an increase in voucher applications and redemptions. Art pack programs have allowed providers to develop remote learning programs that support creative development for children and families affected by COVID-19 restrictions and have been described as particularly popular. This flexibility in program delivery format has been key in supporting creative businesses to survive the economic impacts of the pandemic.

## ● Communication and engagement

Communication with children and families is predominantly the work of Service NSW. Some small campaigns are being developed by Create NSW. Communication with providers has included an on-boarding pack with digital marketing tools. Engagement with and the development of partnerships with organisations and across government continues to increase the diversity of providers

## ● Monitoring and reporting

Effective monitoring and reporting mechanisms are in place. These would be enhanced by better access to program data.

## ● Resources and Governance

Co-ownership of the Creative Kids program is complex which creates a range of challenges for both agencies including a need for clarity around Agency roles and responsibilities.

The ability to improve the registration processes for both provider and parents and carers would create opportunities for further program improvements.

# creative KIDS 2019-2022

\$100 creative kids rebate announced in June 2018 with \$216 million of funding allocated over the next four years. The program was to take its lead from the Active Kids program. The Creative Kids program launched 1 January 2019 as a cost of living grants program, and included embedding two Create NSW staff into Service NSW.

## 2019

Policy transfer to Create NSW in November 2019 to further improve understanding of the arts and cultural provider sector through the data generated from the Creative Kids program.

This also includes understanding the benefits that accrue from increased participation and investment in the arts.



**1,250,000** school aged children in NSW eligible to register for the Creative Kids Program



Parents and carers applied for **275,000 vouchers**



**52%** redeemed



**3,053** registered providers with performing arts activities the most common (30 July 2019)

## 2020

Creative Kids re-launch **1 January 2020** including alignment with Create NSW priorities and a dedicated Creative Kids program team.



COVID-19 – March 2020



Expansion of Creative Kids to support the **school curriculum**.



**Creative Kids Digital** launched 6 May 2020.



The **Creative Kids Steering committee** was established in August 2020 to include a membership which reflected a cross – cluster collaboration.

### ● Creative Kids Digital Small Business Grant



Up to \$5,000 to assist Creative Kids providers transitioning to **online delivery**



**\$1 million** allocated between 4 May – 31 December 2020



**256 successful** applicants

## 2021

The total vouchers redeemed represent \$75 million in savings for families in NSW, including approximately \$15 million in vouchers for digital programs since COVID-19.

### ● As at February 2021



Creative Kids has 4,600 providers offering 13,888 separate **activities**



**758,580 vouchers** have been redeemed since the program commenced



42% of vouchers are redeemed for **music and dance**



Of vouchers redeemed online, 60% are for **craft**



1,187 providers are delivering an eligible activity to children in **remote/rural area**



1,466 providers are delivering an eligible activity to children with a **disability**