

Projects

Blue Plaques NSW Mid-Term Evaluation

Economic evaluation of the Blue Plaques NSW program to assess the social, cultural and economic value generated through increased heritage engagement, community participation and visitation outcomes.



LOCATION

New South Wales

CLIENT

NSW Department of Climate Change,
Energy, the Environment and Water

Economics

Background

Blue Plaques NSW is a heritage recognition program that commemorates significant people, events and places through publicly accessible plaques located across New South Wales. The program seeks to increase public awareness and understanding of NSW history, encourage engagement with local heritage, support cultural tourism, and promote more inclusive storytelling.

As part of the program's mid-term evaluation, an assessment was undertaken to understand the economic value generated by the program and the extent to which benefits were being delivered to participants, communities and the broader public. The evaluation considered both the direct outcomes experienced by plaque visitors and the wider social and cultural value arising from increased heritage engagement and community connection.

Our role

NineSquared was engaged to undertake the economic analysis component of the Blue Plaques NSW Mid-Term Evaluation. The analysis provided decision-makers with an understanding of the economic value generated by the program to date and identified the key drivers influencing program performance and future value creation.

Our work included developing the economic evaluation framework, reviewing available evidence, estimating program benefits and assessing economic outcomes relative to program costs. Given the program's cultural heritage focus, the methodology required a tailored approach that combined quantitative evidence with qualitative findings to assess outcomes such as heritage awareness, cultural participation, community connection, education benefits and tourism-related impacts.

The assessment brought together program expenditure data, visitor survey results, stakeholder consultation findings, engagement metrics and evaluation evidence into a structured economic framework. This enabled the project team to understand both the quantified economic outcomes and the broader social and cultural benefits generated through increased engagement with NSW's heritage and history.

FOR FURTHER INFORMATION

For more information, find one of our experts at ninesquared.com.au/people