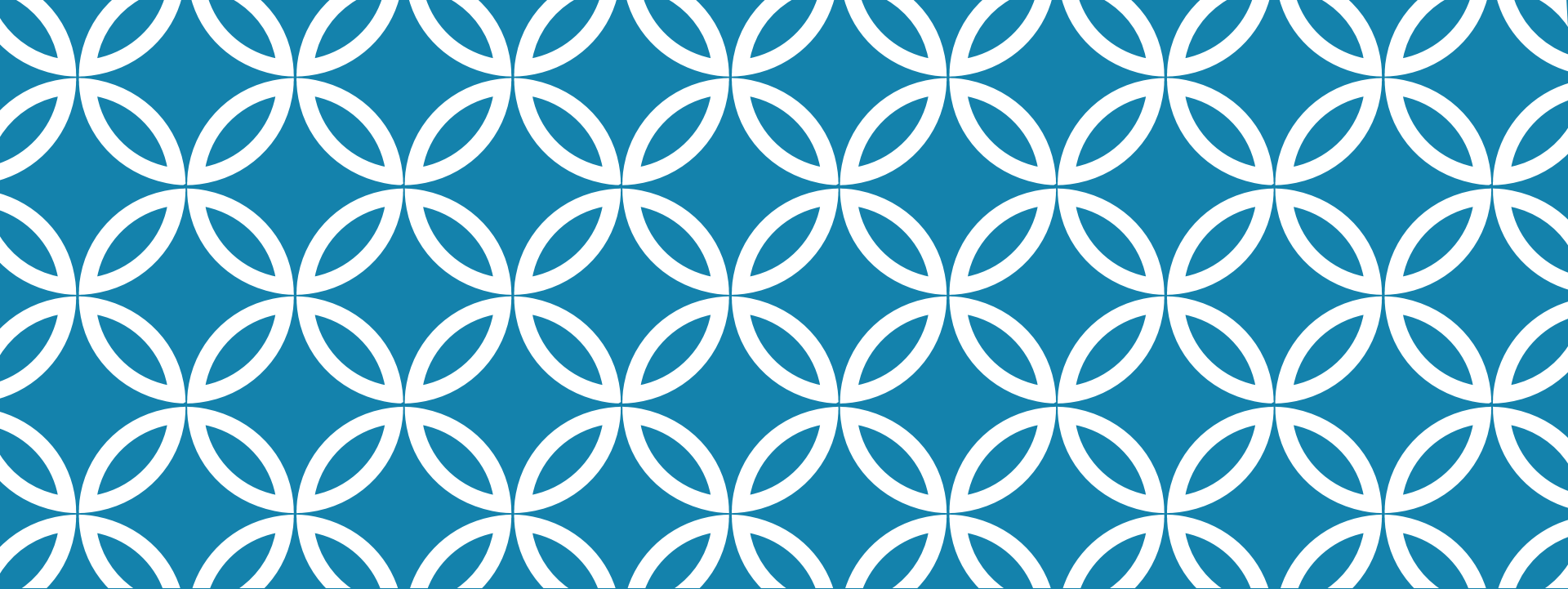




STARTING WHERE YOU ARE ON OUTCOME MEASUREMENT



WHAT IS OUTCOME MEASUREMENT?

Outcome measurement is a systematic way to assess the extent to which a program has achieved its intended results.

The main questions addressed in outcome measurement are*:

- What has changed as a result of this program?
- Has this program made a difference?
- How are the lives of (people, communities) better?

National Resource Centre, 2010, *Measuring Outcomes*, Avail.

<http://www.hfoc.org/uploads/3/8/0/7/38072897/measuringoutcomes.pdf>

Evidence-informed practice: weaving together research, practice-wisdom and lived experience





SOCIAL IMPACT MEASUREMENT
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WHAT IS OUTCOME MEASUREMENT?

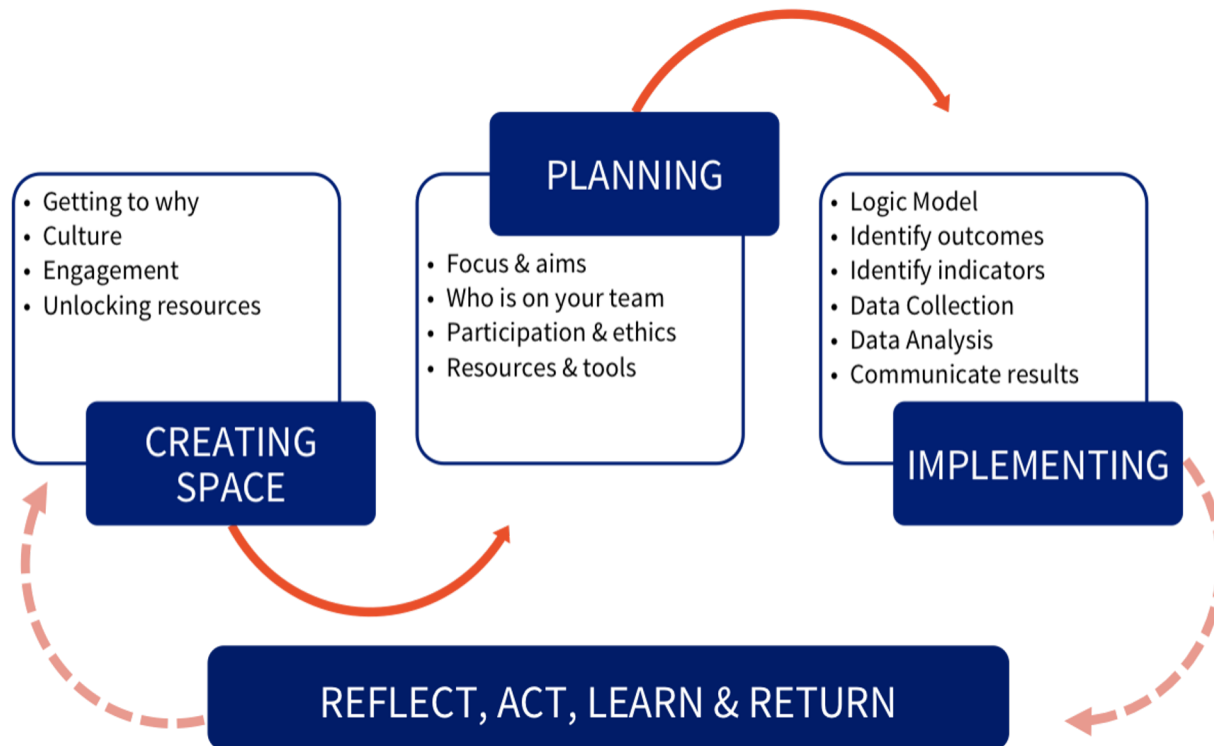
A large, solid blue speech bubble with a tail pointing towards the bottom left, containing the text 'So what?!'.

‘So what?!’



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OUTCOME MEASUREMENT PATHWAY





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ACTIVITY - GETTING STARTED

You walk into an organisation with a thriving outcome measurement culture and practice:

- What does it *look* like?
- What does it *feel* like?
- What does it *sound* like?
- What can you *touch*?
- Who is there?

What does it look like?



What does it feel like?



What does it sound like?



What can you touch?



Who is there?





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SUGGESTED RESOURCES

Australian Institute of Family Studies – some great resources on culture, getting started, strategy, tools, ethics (not just for work with families)

<https://aifs.gov.au/search/site/evaluation>

Centre for Social Impact UWA Outcome Measurement Course (online in Nov 2021)

<https://www.csi.edu.au/news/outcomes-measurement-workshops-details/>

Centre for Social Impact ‘The Compass: Your Guide to Social Impact Measurement’

<https://www.csi.edu.au/research/project/compass-your-guide-social-impact-measurement/>

Centre for Social Impact ‘Roadmap to Impact’

<https://www.csi.edu.au/research/project/roadmap-social-impact/>

RESOURCES

Social Ventures Australia Managing to Outcomes – what, why and how?

<https://www.socialventures.com.au/sva-quarterly/managing-to-outcomes-what-why-and-how/>

Spark Strategy 'How to Demonstrate Your Impact Part 1 – Theory of Change'

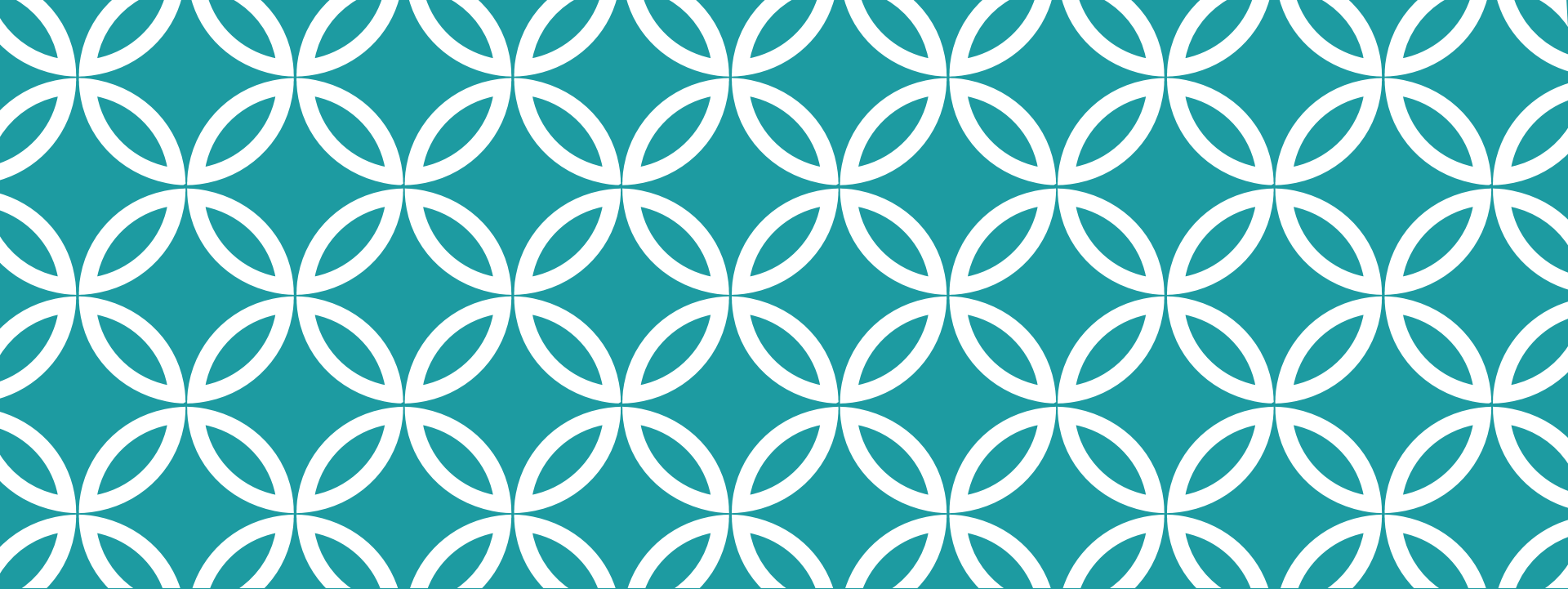
<http://info.sparkstrategy.com.au/theory-of-change>

Spark Strategy 'How to Demonstrate Your Impact Part 2 – Measure your impact'

<http://info.sparkstrategy.com.au/measure-your-impact>

National Resource Centre, 2010, Measuring Outcomes

<http://www.hfoc.org/uploads/3/8/0/7/38072897/measuringoutcomes.pdf>



CLOSE AND THANKYOU

