Community Grants - Tip Sheet #5

Evaluation & Reporting

Evaluation & Acquitting

The City requires an acquittal within four weeks of completing your project. This should include a report of your project outlining the who, what, when, why, where and how. It is important to provide thorough evaluation by defining how you met your objectives. Provide data of the outputs and outcomes of your project. What was the overall community impact? Include both quantitative data (attendance numbers, dates, percentage of changed behaviour by survey responses) and qualitative data (observations, testimonials).

Check out the following blog posts by Anna Dixon Consulting for evaluation ideas:

Evaluation Series - Post #1 - Project Evaluation Basics
Evaluation Series - Post #2 - Evaluation Process Planning
Evaluation Series - Post #3 - Method Selection

Think about what is required in your acquittal when you are writing your application. That way, you know what you are committing to and can better outline what you plan to do in evaluating your project.

Photos, quotes and stories are always welcome, but please make sure you have permission to share them and include sign-off with your acquittal. The City likes to share good news stories and it helps us inform ratepayers how their funds are being spent in the community.

Measurement

It is important to continually measure impact throughout your project to effectively report your outcomes.

Recent community training with Linkwest suggests you breakdown measures into output measures (how many workshops, how many attendees etc.); satisfaction measures (did the participants enjoy the session, would they recommend it to others?); and outcome measures (did the attendees learn new skills, was there a behaviour change, was there a positive impact in attitude and/or circumstance?).

Measurement tools can be surveys, observations, testimonials/interviews, focus groups and self-assessment. When seeking feedback, make sure you ask one question at a time, be specific and don't ask unnecessary questions.

Objectives, outputs and outcomes

Project objectives outline what you are aiming to achieve from your grant application. Objectives are clear statements that describe what you want to achieve. A good objective should be clear, exact and measurable.

Outputs and outcomes are how you measure whether your project met your objectives. An output is the 'doing' of your project objective. What did your group undertake or deliver to achieve your objective? How many people attended? This data can be collected by referring back to RSVP's, sign-in sheets or attendance records.

An outcome is the 'result' or 'impact' of your project objective. This is usually measured by pre and/or post surveys for your project. Did you objective have the desired outcome for attendees? What did you change in people's lives? How did your project benefit the community?

Examples of objectives, outputs and outcomes:

Example of a poor objective	Example of a good objective	Example of an output	Example of an outcome
Run a workshop	Educate 100 residents in the Armadale area on how to prepare for bush fires. Increase awareness of the dangers of bush fires.	Host a 2 hour information session facilitated by Department of Fire and Emergency Services to 100 residents in City of Armadale on how to prepare for bush fires. Provide promotional material and information to attendees to refresh memory and provide to those that could not attend.	95% of attendees feel that their knowledge of bush fire readiness has improved. 95% of attendees feel empowered to 'know what to do' in improving their safety (and that of their property) during a bush fire. 95% of attendees feel confident to pass on this information to their neighbours, friends and wider community.
Install a sign	Increase the understanding of the environmental and cultural significance of the Armadale National Park for 500 annual visitors.	Install a 1.5m x 3m information sign at the entrance of the Armadale National Park to impart knowledge on the environmental and cultural significance of the park. Provide scan QR codes for visitors to gain further information via our website. Run a social media survey asking visitors if they recall viewing the sign. Also have a written survey available for visitors.	95% of visitors recall viewing the sign (either via the social media survey or exit survey) 95% of visitors feel more informed of the environmental and cultural significance of the park. 85% of visitors engage with the QR codes and gained further insight.

Hold a community event	Hold an inclusive event on 3rd December to engage the local community in community activities, and increase the community's awareness of issues facing disabled persons.	Hold an inclusive event on 3rd December 2018 for 500 attendees to celebrate International Day of People with a Disability. Invite 10 local service providers to host a stall providing attendees with information on their services. Provide information on Disability Awareness Training for attendees.	85% of attendees engage with the 10 service providers available. 65% arrange assessments/appointments with the service providers available. 95% of attendees feel more knowledgeable of the issues facing disabled persons by attending the event. 85% of attendees booked Disability Awareness Training for themselves and/or their organisation.
Replace old equipment	Purchase 15 new netballs, 10 goal post protectors, and 2 travel first aid kits to enable our club to continue to provide quality and safe training sessions and games for its members.	10 existing teams are able to utilise new equipment and increase their skill level. The club is able to enlist 5 new teams that are able to utilise new equipment and increase their skill level.	95% of members will increase their perception of the club and sport by having access to new equipment. 95% of new members feel happy by engaging with the club as their 'club of choice' due to the availability of new equipment.