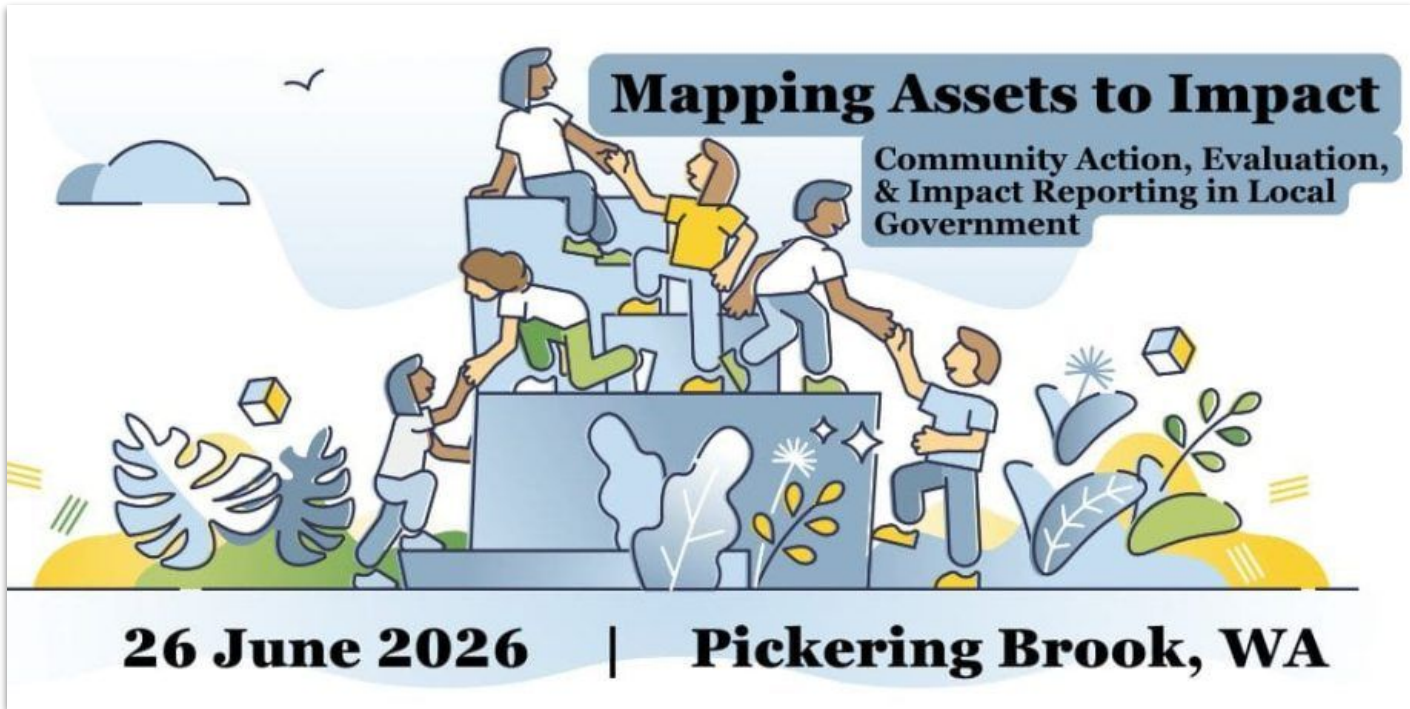




Acknowledgement of Country

We are privileged to be presenting this workshop in Boorloo, on Whadjuk Noongar boodjar.

We pay our respects to leaders past and present.



The Canning River is the border between the two Whadjuk clans, the Bilya (Beeliar) and Beeloo (Beelu) people.

The Youran (bobtail lizard) is the totem animal for the Bilya people; the Nyingarn (echidna) is the totem animal for the Beeloo people. The Beeloo people hunted tortoises in the wetlands (Mundy Swamp), carrying them to higher ground in the east for cooking and eating.

During the early days of settlement, Mundy was one of the most important and successful negotiators for the Whadjuk community. The name can be recognised in Mundy Regional Park and Mundy Swamp, a wetland located against the north-eastern perimeter fence of Perth airport, south-west of King road and west of the Forrestfield and Kewdale railway yards.

(City of Kalamunda, 2026)

Who are we?

Peter Kenyon

Paul Gravett

Rosalie Foss

Who are you?



Outline of Today

9:00 Welcome

9:10 *Community Leadership in Action...Utilising ABCD Principles and Practice* - Peter

10:30 Morning tea

11:00 *Make your map & Packing your Toolkit* - Paul & Rosalie

12:30 Lunch

1:15 *The Big Picture & Outcomes evaluation in practice* - Paul & Rosalie

2:45 Afternoon tea

3:00 *Embedding a Social Impact Culture* - Paul

3:30 End

Peter Kenyon



Morning tea

Find someone and chat about the topic on their name badge.



Please be ready to start again at 11am.

ROADMAP



CURRENT LOCATION

What do you know already about evaluation?

TOOLKIT

What resources do you have?
What are you currently using?
What could you start using?
What else would help and how can you get it?

CONTROLS

Where do you want to be in one year? In 5 years?
What are your strategic priorities?

COMPASS BEARINGS

What are you currently doing to achieve your strategic priorities?

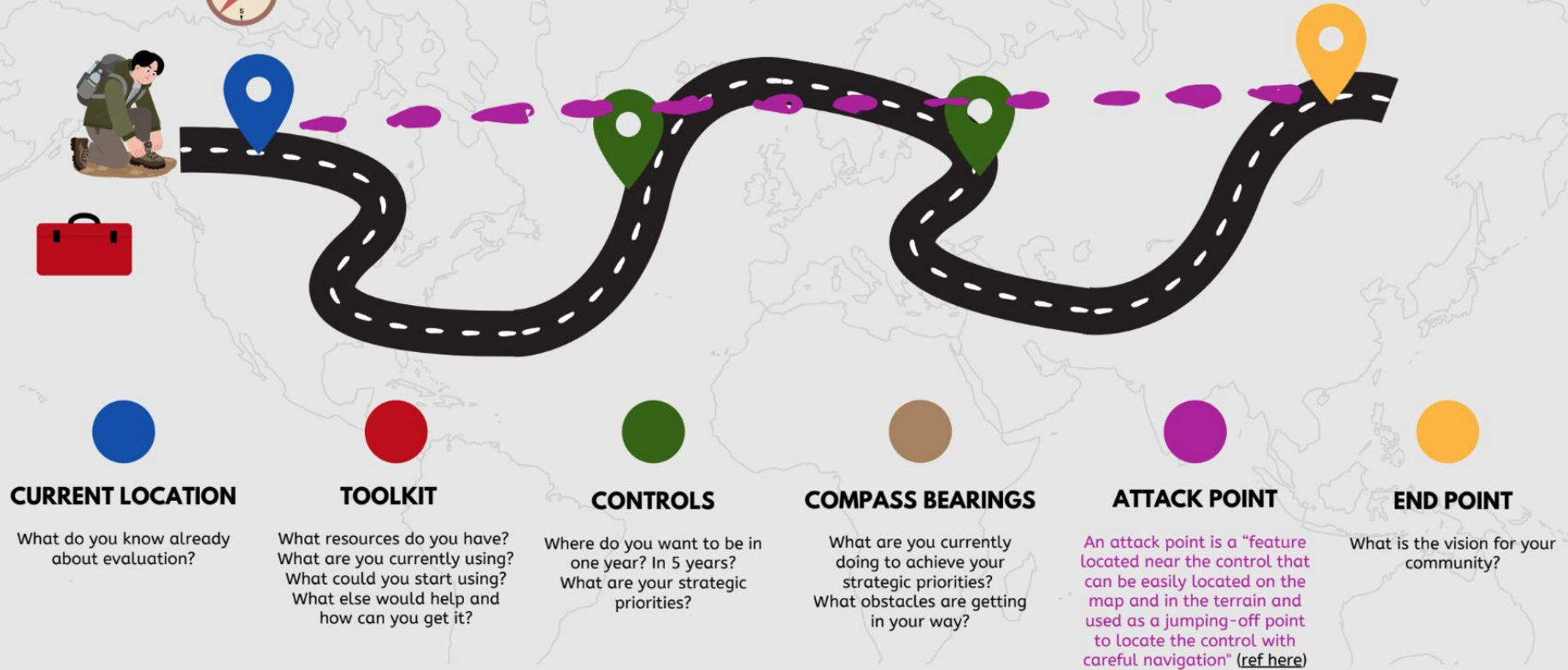
OBSTACLES

What obstacles are getting in your way?

END POINT

What is the vision for your community?

ROADMAP



ROADMAP



CURRENT LOCATION

What do you know already about evaluation?

TOOLKIT

What resources do you have?
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What is the vision for your community?



[Un]packing the toolkit

for Impact Orientation

Social Impact

Definition

Large scale change at the population level.



Why use social impact evaluation?

- Improved decision-making
- Address social issues / opportunities
- Determine the change people experience

Social Impact tools

Theory of Change

Program Logic Model

Evaluation Plan

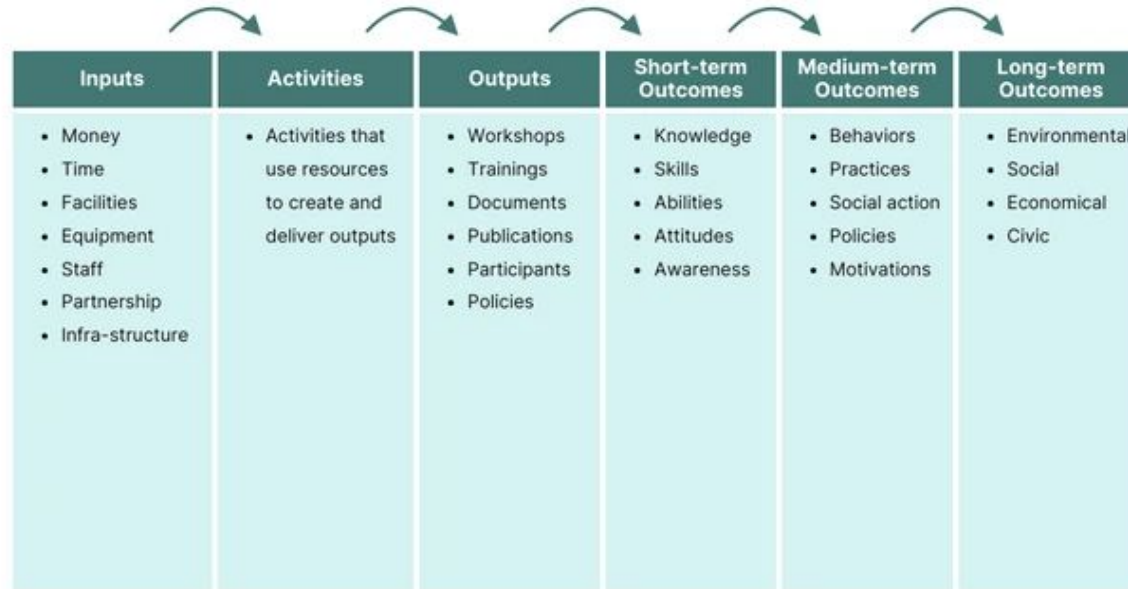


Theory of Change

Your hypothesis that by doing [something],
you address [an issue or opportunity] and, over time,
contribute to large scale change at the population level.
(Think high school science reports.)



PROGRAM LOGIC MODEL



Outputs VS Outcomes



Evaluation Plan

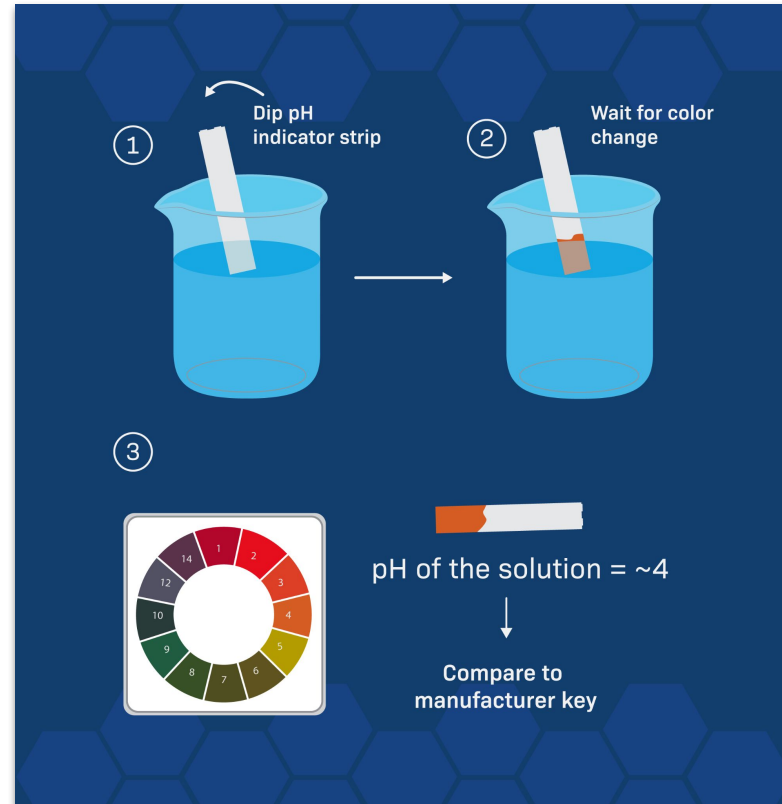
Outcome	Indicator	Data source	Timing

Evaluation Plan

Outcome	Indicator	Data source	Timing
<i>E.g. Increased physical activity</i>	<i># physical activity sessions attended weekly</i>	<i>Attendance records</i>	<i>Weekly</i>
	<i>Increase in average daily step count from pre-program to end of program</i>	<i>Tracking app</i>	<i>Beginning and end of program</i>
<i>E.g. Improved sense of wellbeing</i>	<i>% respondents who agree that the sessions improved their wellbeing</i>	<i>Survey</i>	<i>End of program</i>

What is an indicator?

Again, think back to high school science classes...



Data sources

Demographics

Your target community

Sense check



Tools for (outcomes) data collection

Traditionally:

- Surveys
(pre-intervention / post-intervention)
- Focus Groups
- Interviews



Tools for (outcomes) data collection

What about:

- Email feedback
- Vox pops
- Capturing verbal feedback

What can a photo tell us?



Assumptions and evidence

Tools:

- SWOT analysis
- PESTLE analysis



Are you able to test whether the planned outcomes have been achieved?

Contribution vs attribution

Can you ask people these questions? Is it ethical, achievable, meaningful?

Evaluation

Results Based Accountability
(RBA)

Was your theory justified?

Performance Measurement Categories

	Quantity	Quality
Effort	<u>How much did we do?</u> # of Customers Served # Activities How productive?	<u>How well did we do it?</u> Customer Satisfaction Retention Rates Following Protocols Are we doing things right?
Effect	<u>Is Anyone Better off?</u> # Skills / Knowledge # Attitude / Opinion # Behavior # Circumstance Are we doing the right things?	

Mark Friedman (2005). *Trying Hard is Not Good Enough: How to Produce Measurable Improvements for Customers and Communities*. USA Trafford Publishing

Operationalising Your Evaluation Plan

Strategic alignment

Actions and deliverables

Materiality

Templates, timing, budget allocation



Data to...Ta-Da!

How will you share your evaluation?

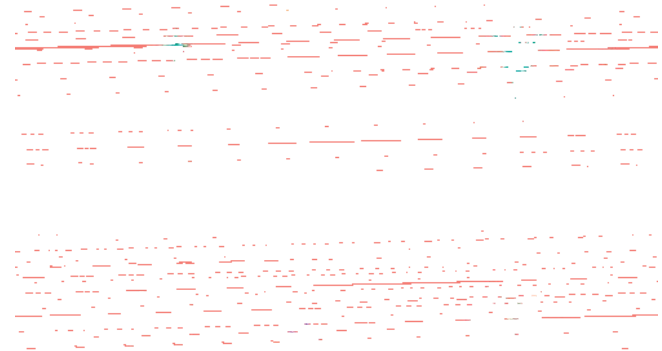
Who is your audience?

What will make it sparkle?

- Stories
- Visuals

Tools:

- Powerpoint
- Canva
- ?



Next up

??? Questions

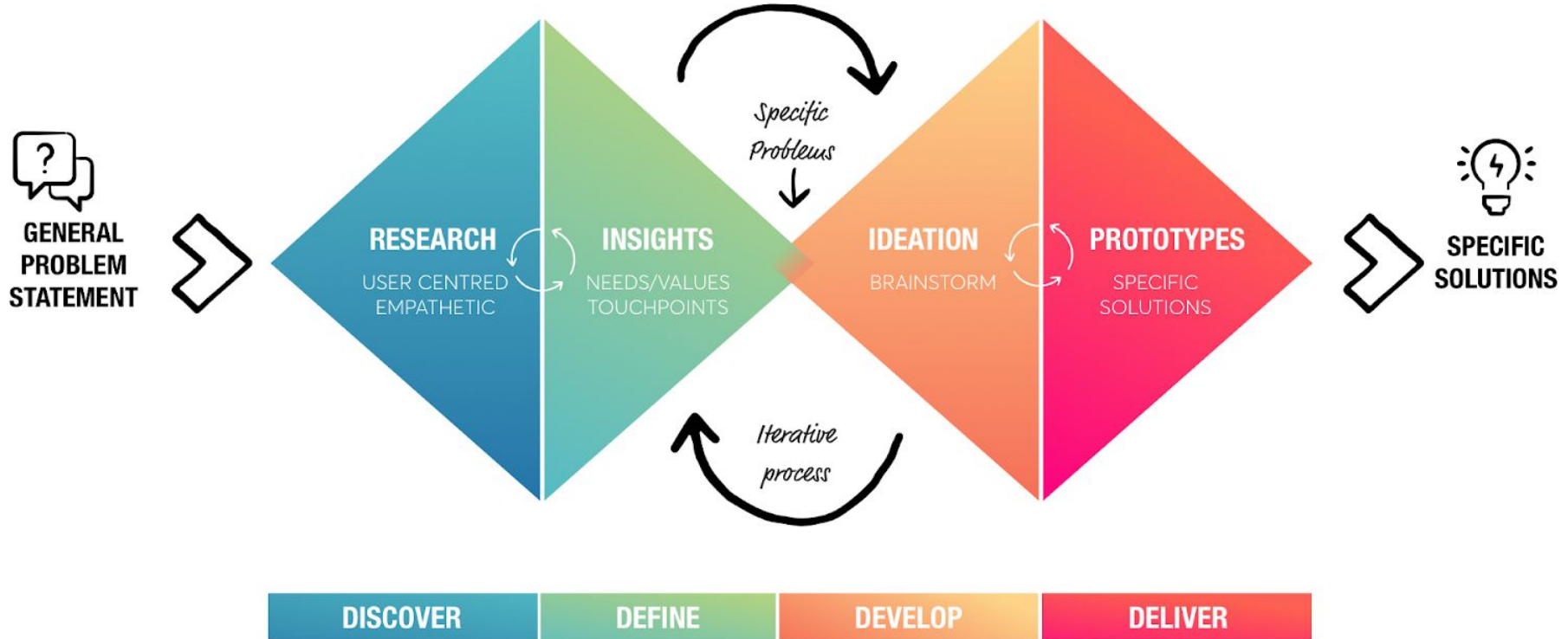


Lunch

Session - The Big Picture

Session - The Shire of Whoop Whoop (putting theory into practice).

Double Diamond Design Process





Social Impact Measurement

The Big Picture

The background features abstract geometric shapes in blue and yellow in the corners. There are also several hand-drawn style swirls: a blue one at the top left, an orange one on the middle left, and a blue one at the bottom center.

**For a community vision
that can be evaluated...**



...first, listen...

Build relationships within the community

Leverage your Working Groups

Seek a variety of perspectives



...then talk.

Theory

Application

Learning

Knowledge



Theory

Articulate your Theory of Change

Ensure there is evidence to support it (the logic in the Program Logic Model)

Determine measurable outcomes in your Evaluation Plan

Connect the outcomes to strategic objectives



Application

Create surveys or equivalent

Implement the project

Collect the feedback



Learnings

Analyse the feedback

Share your learnings

Communicate to suit the audience

Be honest



Knowledge

Use the evaluation to drive better decisions



Communicating to your decision makers



Storyboards and Scorecards

- Numbers
- Pictures
- Stories
- Visuals



KNOWLEDGE WISDOM PYRAMID

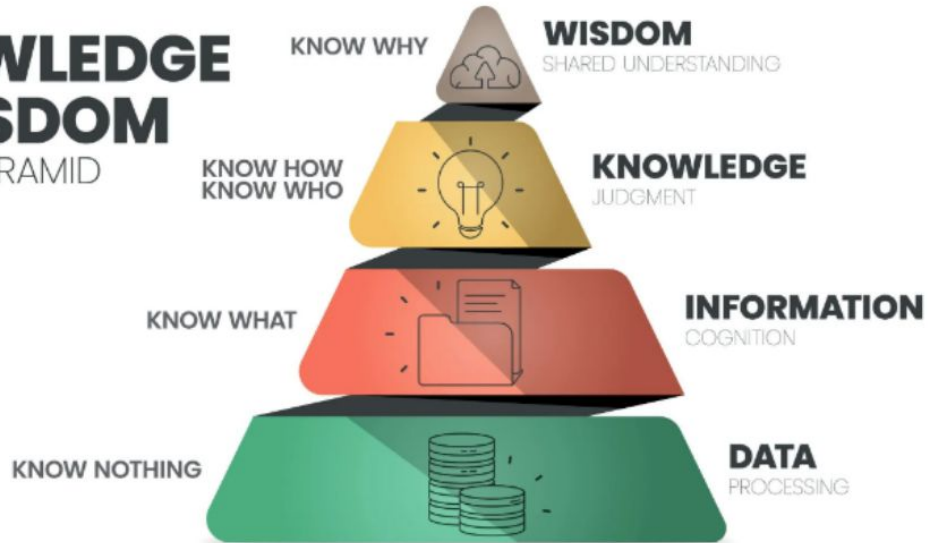


Image from Mesa Associates, Inc.



Knowledge is knowing that
tomato is a fruit.

Wisdom is knowing not to
put it in a fruit salad.

Philosophy is wondering
whether that makes
ketchup a smoothie.

Common sense is knowing
that ketchup isn't a
smoothie.



@the.language.nerds

Principles of Social Value Measurement

(Social Value International)





Questions?

Outputs vs Outcomes



Your turn!

Draft a Theory of Change, Program Logic Model and Evaluation Plan
...for a project of your own.

Use a Strategic Priority for Long term outcome / impact

Alternatively, create a **communication piece** for a completed evaluation

We will work through an example for those who are interested.



Scan to explore the
Town of Victoria Park Social Impact Statements



Shire of Whoop Whoop



Public Health and Wellbeing Planning

Public health data told us that:

1 in 3 residents do not meet recommended physical activity levels, females > 25 yrs most likely affected.

20% females diagnosed by a doctor with stress, depression or anxiety (8% higher than the State average)

Community engagement told us that:

Our community wants more free physical activity programs

Our community is highly satisfied with our local parks

Research told us that:

People with strong social bonds have a 50% increased likelihood of recovery from a mental health diagnosis than those who have few or weak social connections

Public Health & Wellbeing Strategy

Outcome 1: Increased opportunities for people to participate in physical activities

Outcome 2: Increased support for people at risk of mental health concerns

Outcome 3: Increased awareness of healthy lifestyle choices

Outcome 4: Increased opportunities for people to engage with community activities

PHWS Action

Deliver a free community physical activity program for a priority population.

Plan

- Which priority population to target?
- How can community be involved (done **by** & **with**, not **to** & **for** community)?
- What does success look like?

Planning

- Which priority population to target? Public health stats suggest women aged 25+ are a priority
- How can community be involved (done **by & with**, not **to & for** community)? Engage community champions (active on local social media platforms, passionate about physical activity, friendly...) to suggest ideas, support and promote the program
- What does success look like? Participants keep coming back, over time the program is self-supporting (LG no longer administrates / provides staffing).

Project: Mums Walking Group

2 women who regularly use the local gym and creche reached out to drive the project – **local assets / community champions**.

One is active on the Shire of Whoop Whoop Locals FaceBook group and is extending the reach of LG promotion through her network.

The other attends a local church and will promote there.

A shire staff member will initially coordinate attendance, organise walking route, ensure water & sunscreen available, and has agreement with several **local cafes** to secure a table and a special “frequent flyer” program for participants after their walk. An introductory pack of **local services** for new parents is also put together.

Project: Mums Walking Group

Sessions are run weekly for 10 weeks (during the school term).

We track:

- Attendance, including repeat attendance, for the walks
- Attendance, including repeat attendance, at the cafe afterwards

We invite participants to use an exercise tracking app

At the end of ten weeks we share a survey including the following questions:

- Did the program encourage you to exercise more than you did before joining?
- Did the program help you to meet people in the community?
- Are you interested in continuing with the program?
- Would you recommend the program to other mums in the area?
- Are you more aware of local services and businesses as a result of the program?

Mums Walking Group evaluation

10 sessions Total of **21** participants **16** regular participants

78% said they exercised more as a result of the program

83% said it helped them meet new people

69% said they are more aware of local services and businesses as a result of joining the program

89% said they would continue the program

95% said they would recommend to other mums



Mums Walking Group evaluation

Thank you!

— ↗ ✕

rosalie@whoppwhoop.wa.gov.au

Thank you!

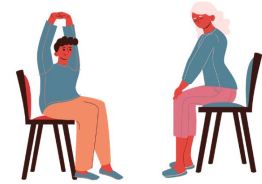
Thank you so much for running the Mums Walking Group. I have recently moved to Whoop Whoop and my family and friends are overseas. Through the group I have made some good friends, learnt about parenting services in the area and discovered my favourite coffee shop. It was hard for me to get motivated to exercise when I first moved here with my new bub, but this group has got me moving again. Some of us are meeting an extra couple of times a week to get in some additional exercise. Please keep it up - you are making a difference!



Other projects

Other new physical activity programs delivered this year:

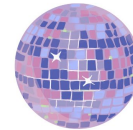
Chair Yoga @ the Library



Weekly 45 min free sessions for Seniors, organised in collaboration with the Library, promoted via Seniors Centre (who also organise car pooling for members who need it).

Silent Disco Saturday Sesh

Monthly 2.5 hour free disco in partnership with the Whoop Leisure Centre and organised by the Youth



held at the Whoop

Annual evaluation / tracking of PHWS

Outcome 1: Increased opportunities for people to participate in physical activities

We delivered the **Mums Walking Group**, **Chair Yoga @ the Library** and a monthly **Silent Disco Saturday Sesh**

Outcome 2: Increased support for people at risk of mental health concerns

We targeted programs to **women at risk of post natal depression**, **seniors at risk of social isolation** and **young people**.

Outcome 3: Increased awareness of healthy lifestyle choices

We distributed resource packs promoting local health and wellbeing services and healthy lifestyle campaigns

Outcome 4: Increased opportunities for people to engage with community activities

We partnered with community and local businesses to co-develop and co-promote all our programs

Annual evaluation / tracking of PHWS

Outcome 1: Increased opportunities for people to participate in physical activities

Total of **213** unique participants across **3** new programs, **102** sessions and **113.5** hours of physical activity

88% of survey respondents* across all programs told us they exercised more as a result of attending

*Total of 137 survey responses collected

Annual evaluation / tracking of PHWS

Outcome 2: Increased support for people at risk of mental health concerns

We targeted programs to **women at risk of postnatal depression**, **seniors at risk of social isolation** and **young people**.

Across all programs,

- **83%** survey respondents* said it helped them meet new people
- **69%** said they are more aware of local services and businesses as a result of joining the program.

*Total of 176 and 113 responses respectively

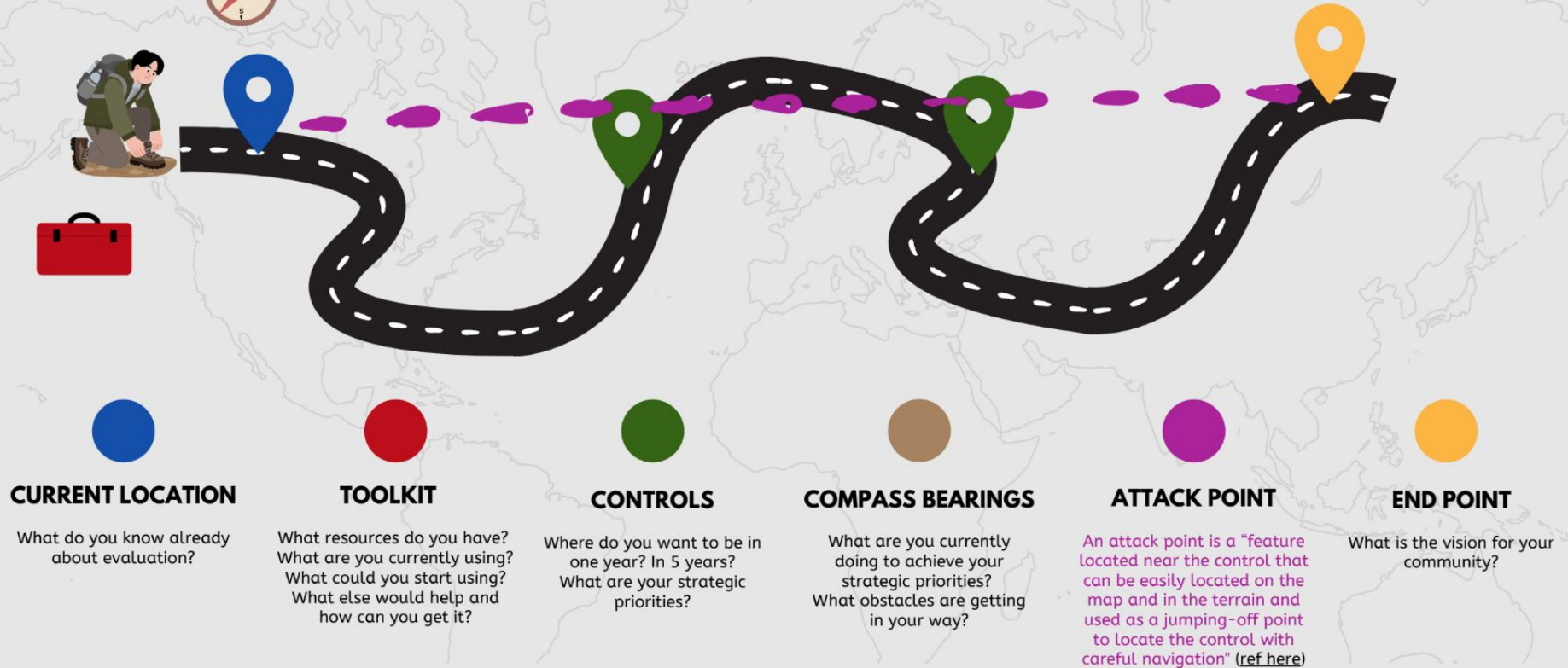
Community Engagement Survey

- ★ Mid Term Outcomes
- ★ 2-4 Yearly Check In
- ★ Level of satisfaction from a cross section of the community
 - Activities and programming
 - Level of physical activity
 - Mental wellbeing
 - [Governance]

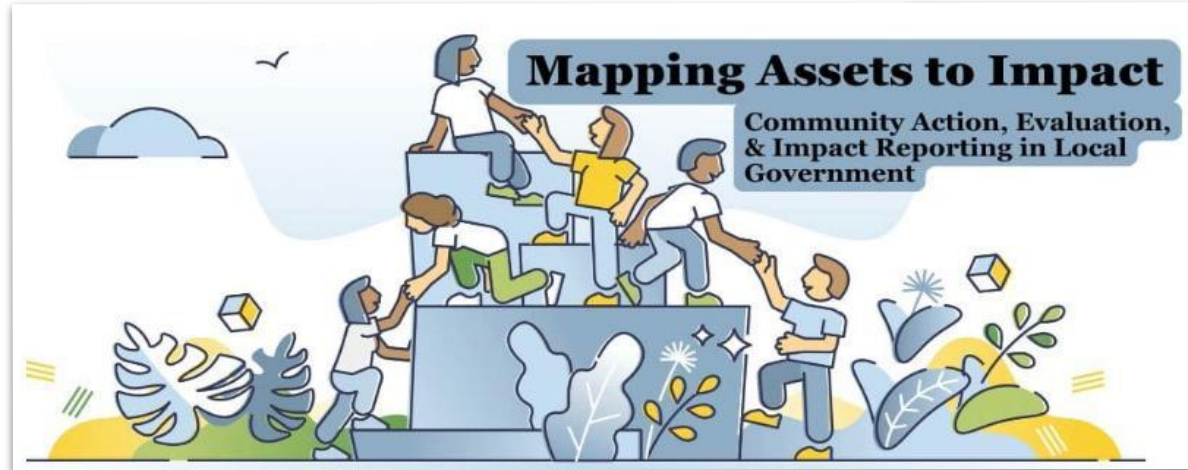
Afternoon Tea



ROADMAP



Embedding an Impact Culture



Our Iceberg is Melting

Changing and
Succeeding Under
Any Conditions

John Kotter and
Holger Rathgeber



C³



CULTURE

The way we think,
connect and behave
every day.



SHARED
PURPOSE



VALUES IN
ACTION



BELONGING &
INCLUSION



WE ARE UNITED BY PURPOSE

We understand why our work matters
and who we serve.



WE LIVE OUR VALUES

We respect, support and empower
each other and our community.



WE BELONG TOGETHER

We listen, value diverse voices and
celebrate our differences.



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WE GROW OUR KNOWLEDGE

We seek out information and insights to make better decisions.



WE BUILD OUR SKILLS

We learn, practise and apply what we know.



WE HAVE CONFIDENCE

We feel empowered to lead, innovate and make a difference.



WE KEEP IMPROVING

We reflect, learn and get better every day.



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WE PROVIDE WHAT'S NEEDED

We invest in our people, tools and partnerships.



WE HAVE STRONG SYSTEMS

Our processes help us work smarter and deliver better outcomes.



WE REMOVE BARRIERS

We simplify, support and create pathways for everyone to succeed.



WE ENABLE IMPACT

We empower others and build stronger communities together.



WE ARE UNITED BY PURPOSE

We understand why our work matters and who we serve.



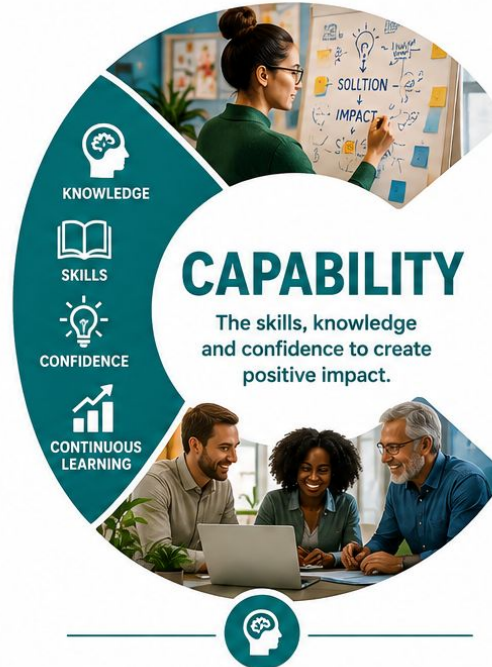
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ICE



PEOPLE
AT THE HEART



INCLUDE
DIVERSE VOICES



CO-CREATE
SOLUTIONS



SHARED OWNERSHIP
SHARED SUCCESS



INVOLVEMENT

Engage people early and meaningfully.
Stronger together.



INVOLVEMENT

Engage people early and meaningfully.
Stronger together.



COMMUNICATION

Share information. Listen well.
Build trust and understanding.



PEOPLE
AT THE HEART



INCLUDE
DIVERSE VOICES



CO-CREATE
SOLUTIONS



SHARED OWNERSHIP
SHARED SUCCESS



INVOLVEMENT

Engage people early and meaningfully.
Stronger together.



OPEN & HONEST
DIALOGUE



CLEAR, TIMELY
MESSAGES



LISTEN
ACTIVELY



TWO-WAY
CONVERSATIONS



COMMUNICATION

Share information. Listen well.
Build trust and understanding.



UNDERSTAND
PEOPLE



SHOW CARE
AND RESPECT



SUPPORT THROUGH
CHANGE



BUILD CONFIDENCE
AND HOPE



EMPATHY

See people. Value people. Support people.
Create positive change together.



INVOLVEMENT

Engage people early and meaningfully.
Stronger together.



INVOLVE
Bring the right
people together.



COMMUNICATE
Keep everyone informed
and engaged.



EMPATHISE
Understand and support
people through change.



ACHIEVE IMPACT
Stronger relationships.
Better outcomes. Lasting impact.



COMMUNICATION

Share information. Listen well.
Build trust and understanding.



EMPATHY

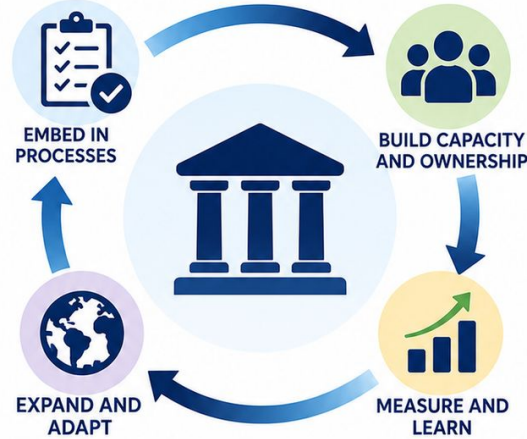
See people. Value people. Support people.
Create positive change together.

THE POWER OF ICE IN CHANGE

PEOPLE-CENTRED. PURPOSE-DRIVEN. IMPACT-FOCUSED.

Make it Stick

8 INSTITUTIONALIZE AND SCALE IMPACT

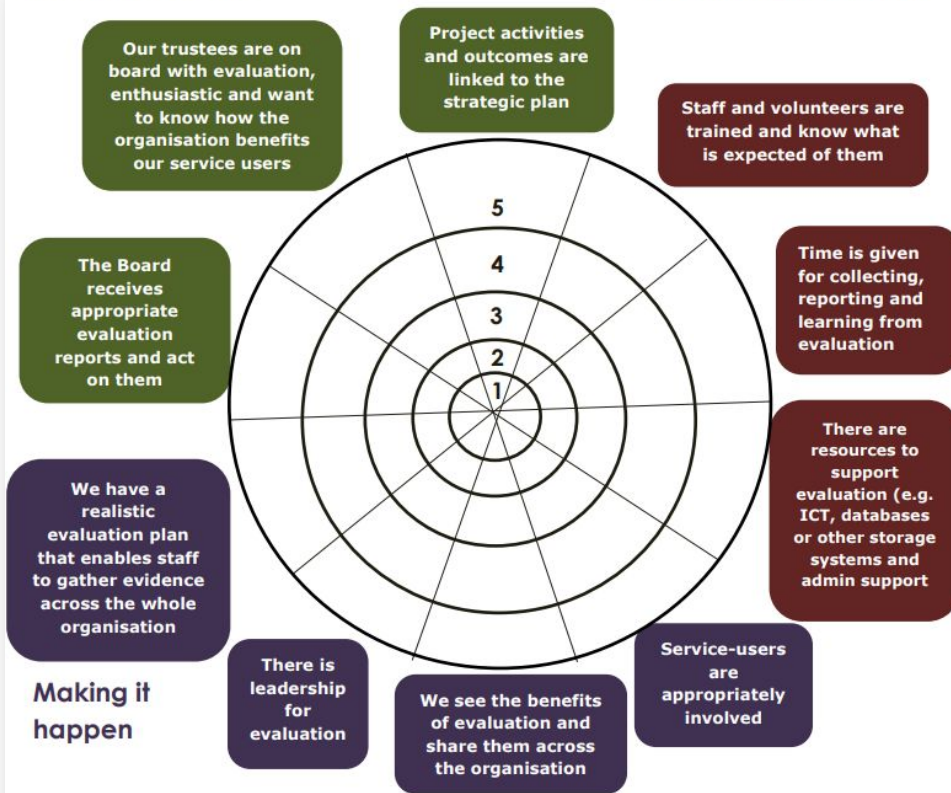


Make the change stick by embedding it in systems and culture, and scaling to create lasting impact.

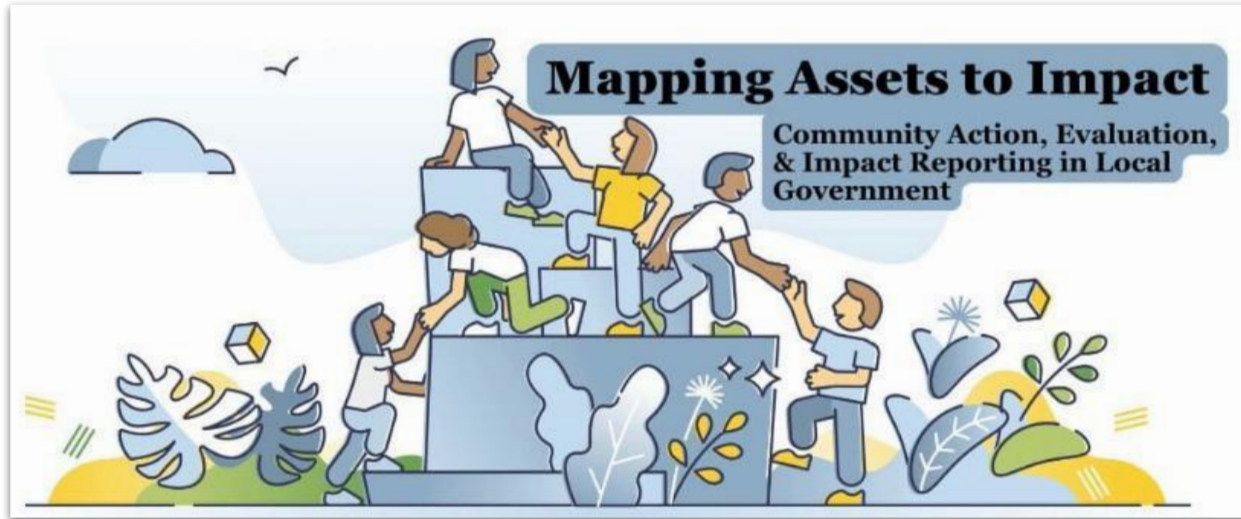
Make it Stick

Linking to strategy

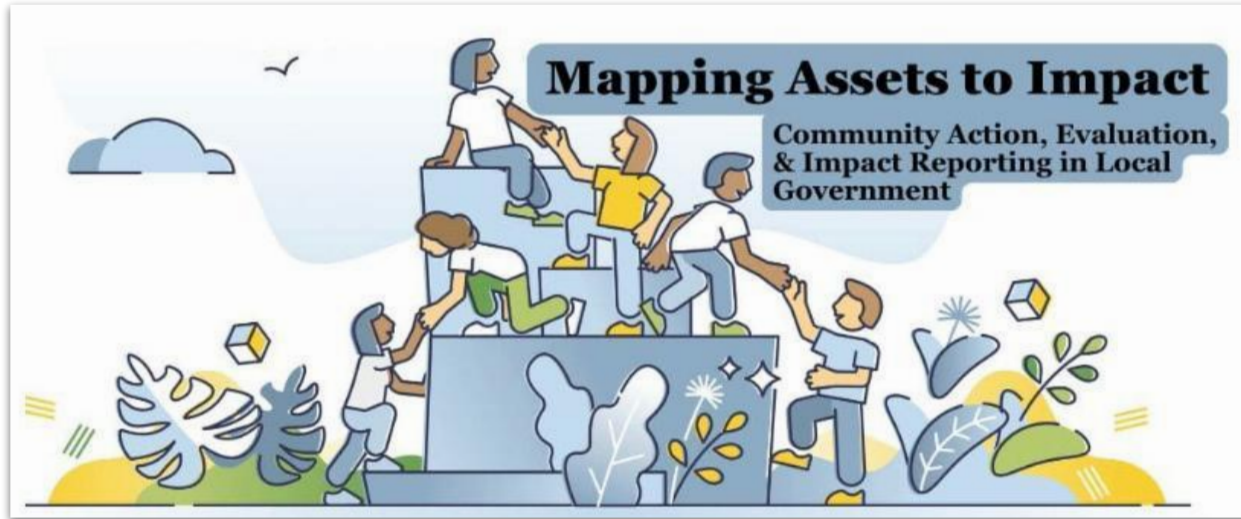
Resourcing evaluation



Any Questions?



Your Day in a Word



Thank You

