Lining up the ducks – Monitoring Evaluation and Reporting

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Definition

Monitoring Evaluation and Reporting is:

the **systematic collection and analysis** of processes, outputs and outcomes
to allow us to make **statements, judgments, claims and conclusions**
which have the potential to impact on **current and future decision-making**. (Patton)
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<th>Project Level</th>
<th>Project Logic</th>
<th>Key Performance indicators</th>
<th>Methods</th>
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<td>2. Key Result Areas</td>
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<td>3. Uptake Strategies</td>
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<td>4. Outputs</td>
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<td>5. Activities to produce outputs</td>
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<td>6. Project structures and resources</td>
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<td>7. Context and Issues</td>
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**Horizontal – evaluation logic**

**Vertical – project logic**
Monitoring and Evaluation Cycle

- **Develop log frame and M&E Plan**
- **M&E Data Collection**
- **Data collation & Analysis**
- **Summarising against Performance Measures**
- **Report against Objectives**

Project
Monitoring and Evaluation Cycle

1. Develop log frame and M&E Plan
2. M&E Data Collection
3. Data collation & Analysis
4. Report against Objectives
5. Summarising against Performance Measures

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Project
Problem

• Lack of collatable data to tell the full story!
  • Project
  • Program
  • Organisational strategic priorities....

• Examples RDCs; Reef Programs......
The cascade effect

Informing and reporting
Systematic and consistent

Research & Development

Extension/Education/campaigns

What is being done to influence change?

With Whom – where? representing what?

What practices are changing over what area/ herd%?

What impact is this having on performance?

What benefits are being achieved for the industry?

Type of change x area/ herd affected = performance impact -> industry benefit

Need logical common categories for consistency and collation
Lining up the ducks

Demographics – *for engagement and practice change*
  • Describing the *scale* of impact – geographical location; property type; property size; herd size

Practice change categories – *to be able to report change*
  • Reporting the *type* of practice change – and hence what potential benefits could result

Performance metrics – *to be able calculate gains*
  • Calculating the gains in performance that should result from practice changes reported
Example – Dairy Industry

Demographic
- Number of dairy farms
- Number of milking cows (av/yr)
- Number of ha farmed/grazed
- Location – regions (DA regions)

Practice Change
- Measurement/ of HGF consumption
- Grazing rotation management
- Post-grazing residual management
- Planned approach to HGF supply
- Pasture Selection – species and varieties

Performance Metric
- Feed/hectare: Tonnes feed consumed/100mm water
- Over % regional herd/pasture
- In defined regions

Strategic Priority
- Increased percentage of farms with feed consumption greater than 1 tonne/100mm
Tagging

Demographic category

Practice category

Performance category
Tagging Practice Example - EverGraze

- By 2014, 2,400 producers (1,100 in Victoria) in the high rainfall zone of Southern Australia consciously integrating practices developed and/or promoted by EverGraze into their whole of farm management to achieve profitability, natural resource management, risk management and lifestyle objectives.

  - Changes to the feedbase – selection and establishment of the right combination of perennials in the right place for the right purpose
  - Implementation of grazing strategies – for manipulation of pasture composition, persistence, feed supply/demand and ease of management
  - Changes to fertiliser use and soil management
  - Livestock system changes – including enterprise selection, lambing/calving times, stocking rates
  - Tactical management of pastures and livestock – to improve productivity and profitability.
Increase in understanding and/or skills as a result of EverGraze event participation

Overall - Events that used pre & post feedback sheets

- Skills and knowledge related to changes to the feedbase (n=11, avg=21%)
- Livestock system changes (n=2, avg=14%)
- Changes to fertiliser use and soil management (n=6, avg=17%)
- Tactical management and monitoring (n=4, avg=22%)
- Implementation of grazing strategies (n=11, avg=19%)

Percentage of Knowledge Gain Increase in understanding and/or skills as a result of EverGraze event participation

Overall - Events that used pre & post feedback sheets

- Northeast Vic (n=8)
- Southwest Vic (n=4)
- Other/statewide Vic (n=2)
- Tasmania (n=1)
Changes already made as a result of previous EverGraze activities
By overall categories

Skills and knowledge related to changes to the feedbase
Changes to fertiliser use and soil management
Tactical management and monitoring
Implementation of grazing strategies

No of Mentions

Gippsland Vic • Northeast Vic • Southwest Vic • Other/statewide Vic • South Coast WA • Tasmania
Tagging Demographics

DAFF Reefocus - Activity Record (version 2)

Activity Details

Officer entering the activity: Derek Sparkes

Officer Details / Activity Location

Automatically filled out based on Officer.

Industry *
- Sugar
- Bananas
- Other horticulture
- Grazing
- Dairy
- Multi-industry and NRM

Catchment *
- Bundaberg/iris/Maryborough
- Fitzroy
- Mackay/Whitsundays
- Bowen
- Burdekin
- Herbert
- Tully/Murray
- Johnstone
- Russell/Midgrave/Barron
- Mossman/Daintree
- All

Funder *
- DAFF
- DEHP
- QLD wetlands Program
- Regional NRM group
- Industry
Tagging practice
Positioning, Planning and Performing
**Positioning within the cascade**

<table>
<thead>
<tr>
<th>Investment headings</th>
<th>Example only</th>
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</thead>
<tbody>
<tr>
<td>Name of Investment Project</td>
<td>“Better Mushrooms for the Table”</td>
</tr>
<tr>
<td>Undertaking organisation</td>
<td>Agricultural Products Ltd</td>
</tr>
<tr>
<td>Strategic Priority/ies</td>
<td>SP 1: Increasing product quality and profitability</td>
</tr>
<tr>
<td>Program(s)/Performance Area(s)</td>
<td>Niche Industries</td>
</tr>
<tr>
<td>Relevant KPI(s)</td>
<td>Decreasing percentage of mushroom rejection by retailers on quality grounds from 10% to 6%</td>
</tr>
<tr>
<td>Performance Metric(s)</td>
<td>Percentage of crop rejection; pre tax profitability of enterprise</td>
</tr>
</tbody>
</table>
| Key practices/capacities targeted    | 1. Mushroom spore hygiene  
2. Composting practice  
3. Grading practice               |
# Planning to achieve

<table>
<thead>
<tr>
<th>Focus/contribution of project</th>
<th>Provide new skills, tools and mentoring to assist dairy farmers across Victoria to better plan feed needs. Example only</th>
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</table>
| **Time frame**              | 2 years  
July 2014 to June 2016 |
| **Planned engagement activities** | 6 Mushroom Quality Management workshops – for growers and retailers  
On line video on mushroom hygiene, composting and grading – promoted through Mushroom growers newsletter  
Individual visits to mushroom farms to follow up on workshops |
| **Engagement target**       | 75% of mushroom growers in SW WA and all the major retailers of mushrooms in the region (excluding small fruit and vegetable retailers) |
| **Capacity Target**         | 50% of participating mushroom growers in the region will have gained a much greater understanding about ensuring product quality and will have the confidence and interest in improving quality  
All retailers participating in SW region will have a greater understanding of the farming practices influencing quality and will be better able to interact with growers about quality requirements. |
| **Practice Change Target**  | By the end of the 2 years of the project, 25% of mushroom growers in SW WA will have made changes to their operations to improve hygiene, compost make up and/or grading practice to improve mushroom quality  
All of the major retailers will have established dialogue and quality guidelines with farmer suppliers. |
| **Potential Impact Target** | By the end of the project, those growers who made changes will already be seeing a decrease in their acceptance of product rate by 3-5% with an associated gain in profitability (better prices and less rejection) of 5-10%.  
Overall the whole region this will equate to a reduced rejection rate of 1-2% by the end of the project climbing to the target of an improvement of 4% across the region within 5 years. |
Performing – through evaluation

<table>
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<td>Activity and output reporting</td>
<td>This includes program/project records of what activities have been undertaken and outputs achieved. It also encompasses quality of activities and outputs – through peer assessment and review, and feedback from those involved.</td>
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</table>
| Event feedback | This includes methods to capture and record reactions and changes in Knowledge, Attitudes, Skills or Aspirations by event participants:  
  - Event participant feedback sheets  
  - Dart Boards  
  - ORID  
  - Focus Groups  
  - Organiser reflection sheets  
  - Observers |
| Direct impact assessment | This grouping captures examples and extent of practice change amongst those engaged in some way:  
  - Surveys  
  - Narratives  
  - Case Studies  
  - Stakeholder ‘debriefs’ |
| Consequences – social, economic and biophysical | These methods capture changes in context and higher level impacts:  
  - Regional or state statistics  
  - Satellite imagery/GIS  
  - Computer modeling (including Benefit/Cost)  
  - Broad program level surveys  
  - Secondary data – related reviews and reports |
Getting the ducks in place

- M&E Data Collection
- Data collation & Analysis
- Summarising against Performance Measures
- Report against Objectives
- Develop log frame and M&E Plan

Project
Thanks!