

MISSION
AUSTRALIA | together
we stand

IMPACT
MEASUREMENT 

 **Outcomes Practice
Evidence Network
Child and Family
Services**

OPEN Forum: **Embedding evidence into everyday practice**

25th March 2021

What is Impact Measurement?

Impact Measurement is the name given to Mission Australia's organisational approach of implementing a *continuous improvement cycle* based on measuring outcomes, using data to build understanding, then applying the insights to improve our service delivery and maximise the social impact for the people that we work with.

Why do we do Impact Measurement?

Internal benefits For clients and services

Maximises client outcomes

Improves services' effectiveness

Enhances staff motivation

Supports resource allocation, growth and innovation

Assists problem solving and risk mitigation

External benefits For our "voice" advocacy

Enables meaningful reports to funders

Drives improvements in policy, program design and funding settings

Reinforces MA's leadership in the sector

Future benefits For changing environment

Positions MA for outcomes reporting, payment-by-outcomes contracts and social impact investment

Strong evidence of service effectiveness shows funders that money is well spent and increases likelihood of ongoing/increased funding.

Where are we now?



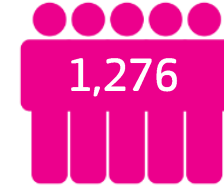
active sites
(incl. satellites)



responses
received

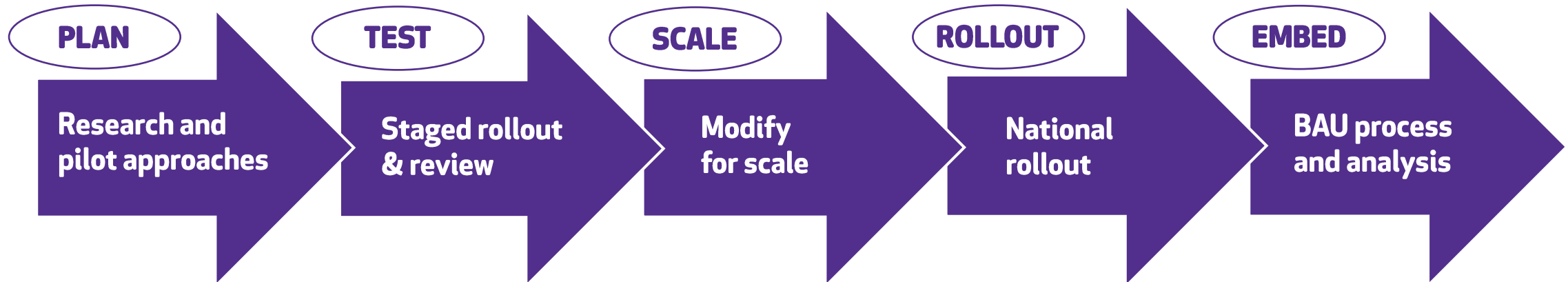


clients
engaged



staff
involved

What was the journey to get here?

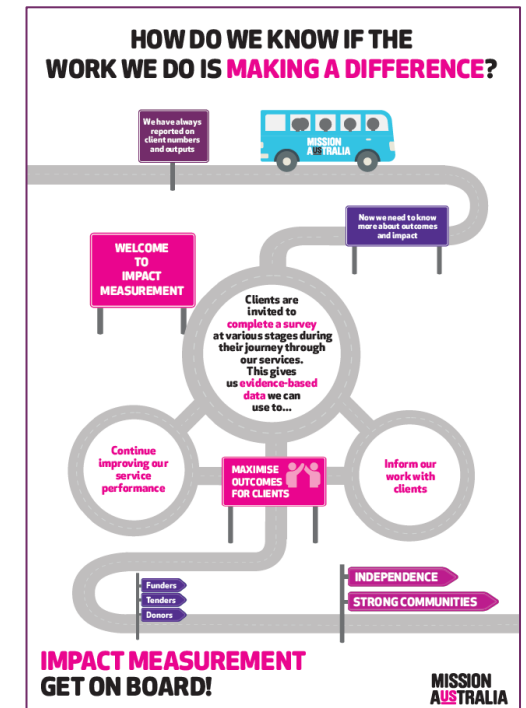


Increasing organisational capability & capacity

How do we do it?

Focus on staff engagement

- Empowering IM champions
- Engaging all staff
- Pursuing organisational learning



Who are Impact Measurement Champions?



Over 200
IM Champions

Responsible for supporting the implementation of IM and ensuring engagement is embedded as business as usual within services. Having staff who understand our approach to IM is critical to embedding it in practice.

Learning areas covered in Impact Measurement Champion training:

- Overview of Impact Measurement
- Results Based Accountability™
- Personal Wellbeing Index
- Use of IM reports
- Person-centred program logic
- Supporting staff to engage with IM

How do we do it?

Structured approach

- Using a proven methodology
- Staging the implementation for scale
- Automating IT systems

Participant with severely low scores on Wellbeing Survey

MA Impact and Analytics Team <notifications@sgizm>
To impactandanalytics; Victoria Baird
29/05/2020

Hello

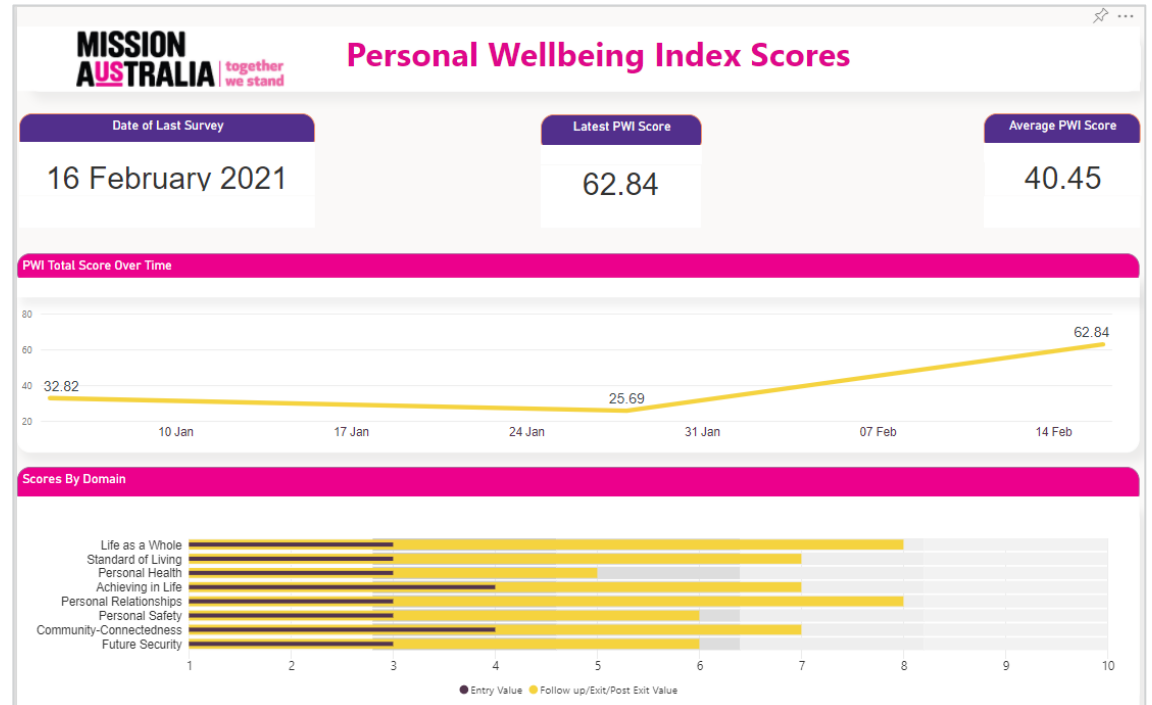
This email is to inform you that Mission Australia's Wellbeing Survey has collected a very low score from a participant from Roma House Outreach Service about their wellbeing and/or safety.

Client ID: 156454875

- 1) Personal Wellbeing Index (PWI): 19.95 out of 100
- 2) Satisfaction with life: 2 out of 10
- 3) Safety: 2 out of 10

Demonstrate the value in practice

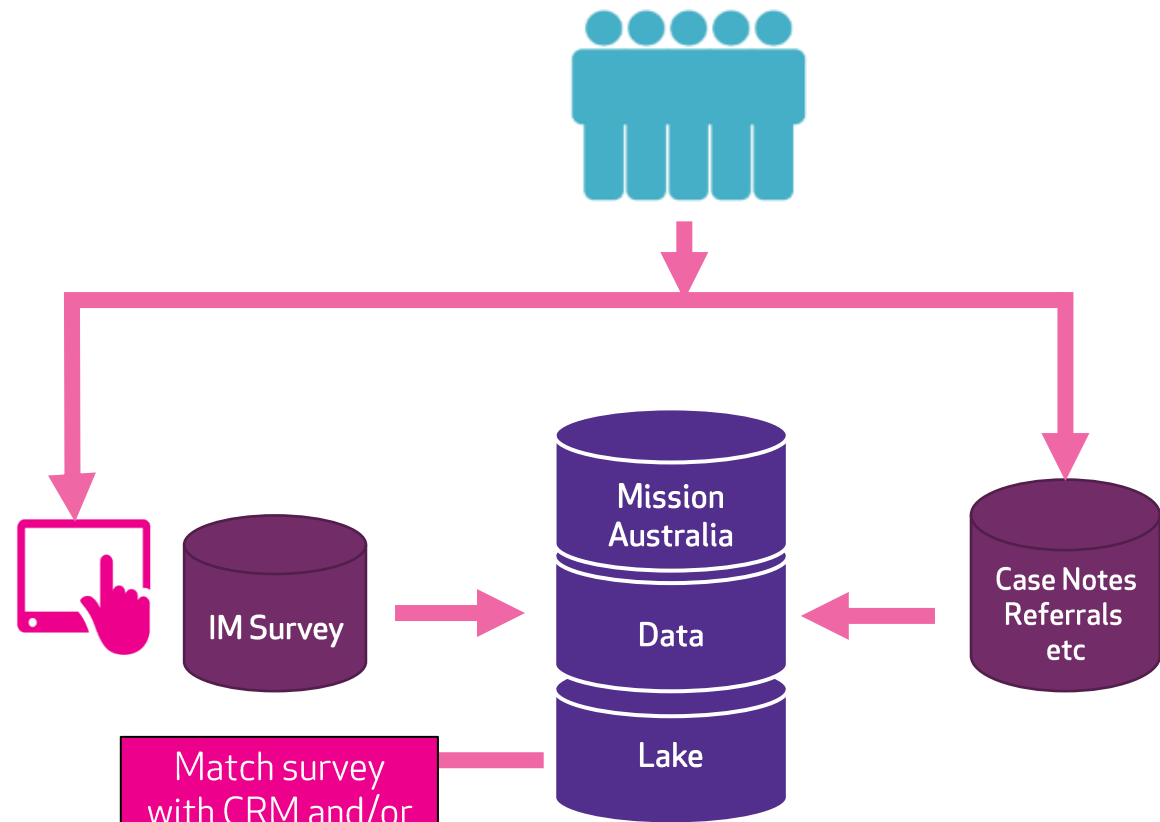
- Deploying interactive IM reporting
- Reflecting and acting on IM results
- Sharing learnings with the sector



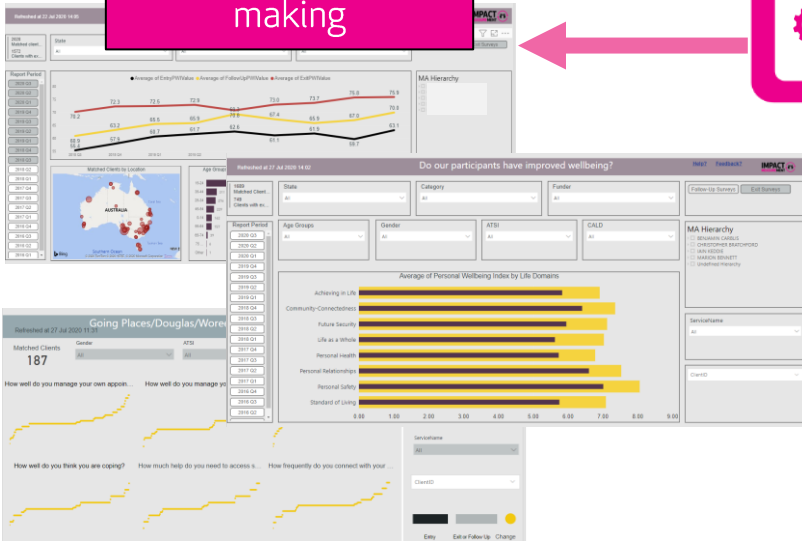
How do we do it?

Providing evidence for social change

- Using IM results to support decision making
- Adopting a client-centred approach
- Using IM results for strategic leadership and advocacy

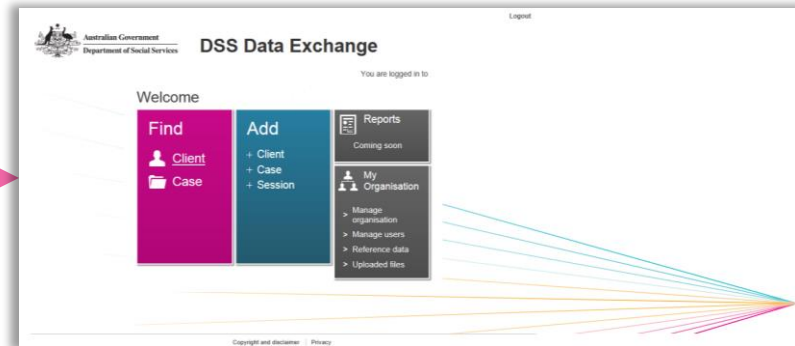


Internal reports to support MA decision making



Match survey with CRM and/or other data

Transform values (if required) for reporting and upload to funder portals



What do we do?

Practical application in different contexts

Case management:



Entry survey



Follow up surveys in line with case reviews



Exit survey

Mission Australia Housing:



Annual survey



Community Development team use responses to inform work plan



Housing Officers or Community Chaplains contact tenants with low wellbeing

Potential referral for Support Coordination

What do we do?

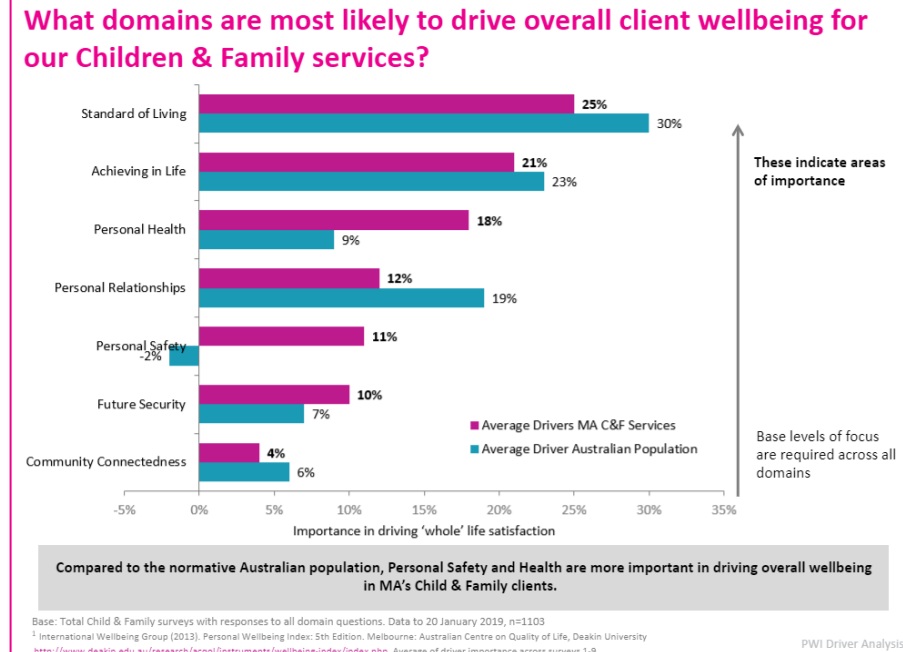
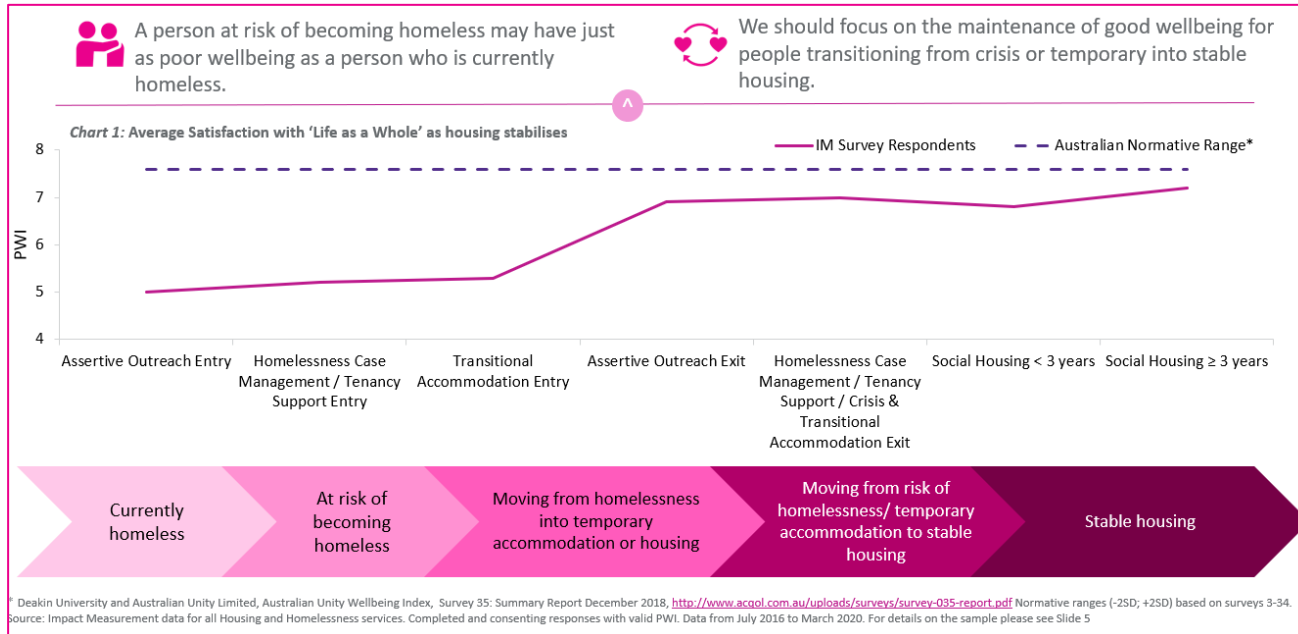
Operational Review Cycles

Ongoing reflective practice driven by service teams

Quality Program scheduled activities every 6 months

Strategic Analysis & Insights Review Cycles

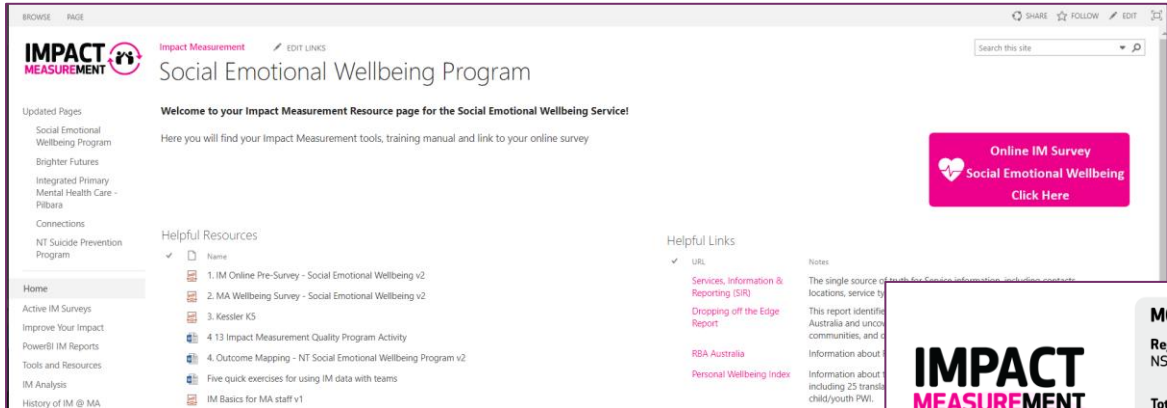
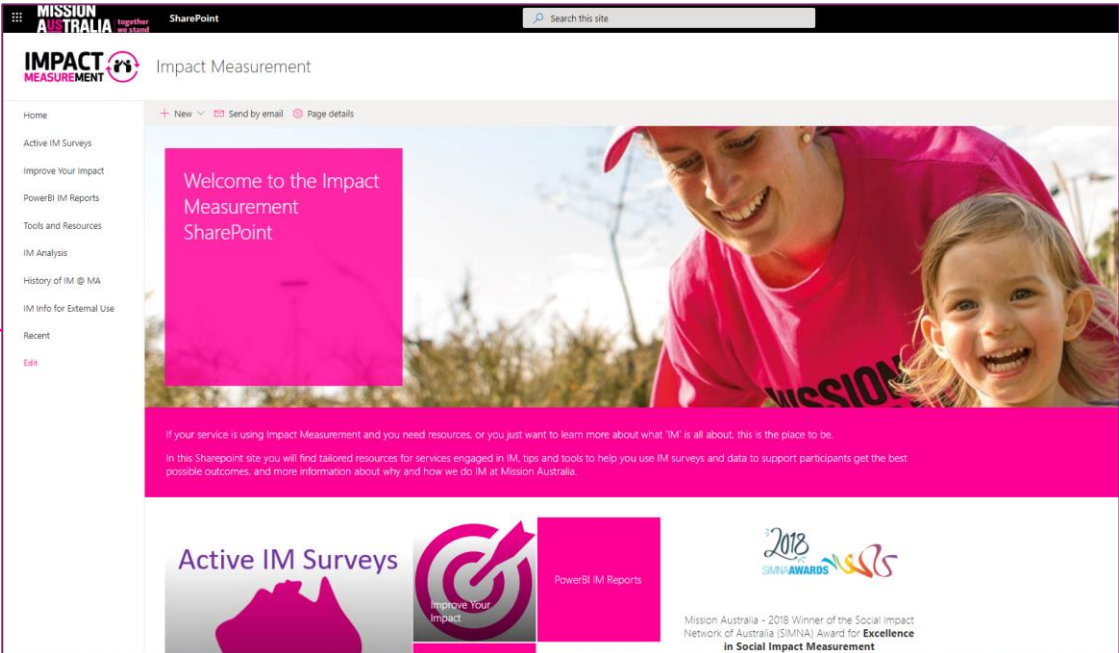
Investigate trends and develop insights through broader data analysis



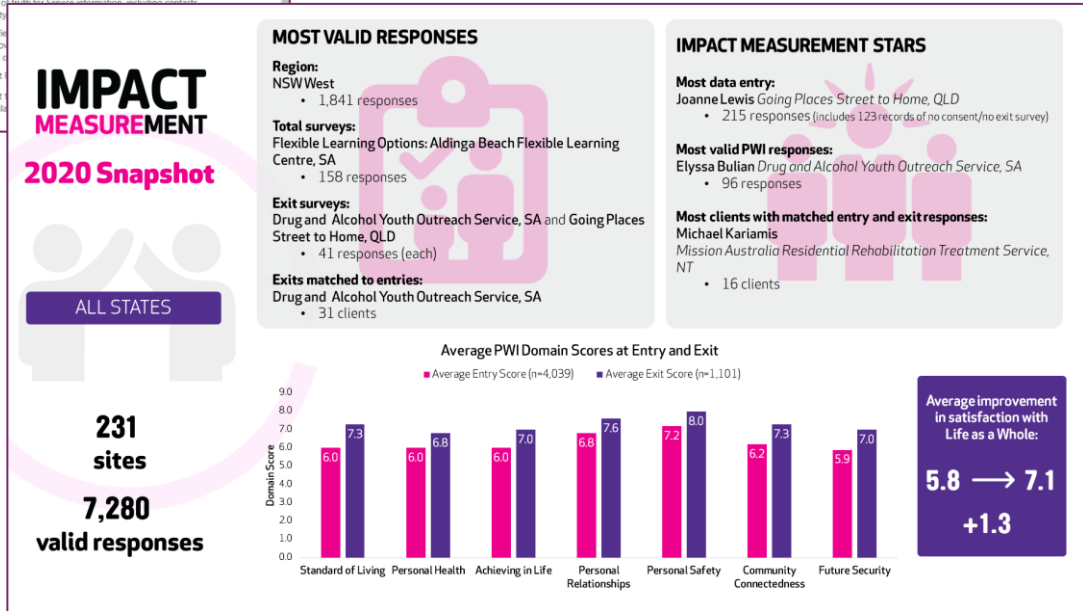
What do we do?

Maintaining staff engagement

IM SharePoint for all staff



Each program gets their own dedicated page



Celebrate effort

What do we do?

Maintaining staff engagement

eLearning module for all staff

What is Impact Measurement?
Impact Measurement is the process we use at Mission Australia to understand the contributions our services make towards improving the lives of our participants in the communities we work in.
At 15th July 2020, 396 MA services had been on-boarded to IM.

What is SCORE?
Standard Client/Community Outcomes Reporting (SCORE) was created by the Department of Social Services to measure the result of a client's interaction with a funded service.
It has also been adopted by the NSW Department of Communities and Justice for TEI services.

SCORE allows organisations to measure outcomes using their own tools and methods but to report these in a way that is consistent and comparable.
At Mission Australia Impact Measurement is used for Client SCORE.

Details
MA Connect for DSS (Topic 8: Quality Data Management via Impact Measurement Surveys)

Webinars

My Training Dashboard Course Catalogue Manager Reports MA Learning FAQ

Introduction to Impact Measurement

+ New Send by email Page details

IMPACT

Introduction to Impact Measurement

★★★★★ 0 ratings Course Management

Course Description

This course is designed to provide an overview of Impact Measurement (IM) framework we use at Mission Australia. Completing this e-learning course is a pre-requisite for attending IM champions or IM staff training delivered by the I&A team.

Course Information

Category:	Practice & Quality
Type:	e-Learning
Duration:	30m

Videos of IM use in services

IM in Action in Cairns

23 0

Barista, Café One Cairns
Former Mission Australia client