Program D Project 6.1
Developing an evaluation and learning framework

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Why should the CRCWSC undertake evaluation?

- Learning and improvement – opportunities for change
- Ensuring the research is getting out to the right audience
- Supports engagement activities
- Accountability
- Evidence for attribution
"We'd like to publish it, do nothing to promote it, and watch it disappear from the shelves in less than a month."
Reaching impact: Researcher & Industry roles

- **Research Influence**
  - High
  - Low

- **Industry Influence**
  - High
  - Low

- **Synthesis**

Graph showing the relationship between research activity, output target, output, outcome, and impact.
Going beyond linear impact pathways...

Activities → Outputs → Outcomes → Impacts

Activities → Outputs → Utilisation → Outcomes → Impacts
Supporting Adoption – Maximising Impact

- The CRCWSC has a clear strategic plan and focus on collaboration to ensure impact is achieved.
  - Industry partners engaged in research activities (i.e. testing, validating)
  - Advisory panels/committees
  - Synthesis activities (i.e. Ideas of Tonsley)
  - Demonstration projects
  - Industry Partner workshops
The framework aims to provide...

- An instrument/approach for change
  - A mechanism for monitoring and benchmarking progress towards impact
  - Which enhances communication and engagement

- For example:
  - Identify emerging issues *(limited uptake...why?)*
  - Highlight areas of success *(rapid/broad uptake...why?)*
  - Areas that could be strengthened...
Evaluation at different Program stages

**PROGRAM LIFE**

- **Formative Evaluation (IMPROVE)**: Process-based ... how and why, by whom...
- **Summative Evaluation (PROVE)**: Effectiveness ... Evidence of achieving outcomes/impacts
• For further information on D6.1 contact

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