

*Just* *also*  
***It ain't what you do, it's the way that you do it:***  
**Evaluation that delivers maximum impact and influence**

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**Ministry for Primary Industries**  
Manatū Ahu Matua



*Growing and Protecting New Zealand*



**Kinnect**  
group

# SFF Evaluation



**WORTH IT  
(\$100  
mill)?**

**COMPARED  
TO OTHER  
FUNDS ?**

**FUTURE FIT  
FOR  
PURPOSE?**

# Context: Sustainable Farming Fund (SFF)



Findings: SFF delivers as intended and more



# How we approach evaluation can determine how useful and influential it is





*“The central challenge  
to professional practice remains  
doing evaluations that  
are useful and actually used”*

- Michael Quinn Patton (2008)

# Seven tips to make evaluation useful and influential



# Tip One: Think 'use' from beginning of journey



Findings

Assurance

Improvements

Process

Influence MPI capability

Improve relationships



# Tip Two: Embed use & influence into planning



- Project objectives
- Deliverables
- Tender criteria - 'value-add'
- Methodology
- Communications

## Tip Three: Engage with client throughout



Tip Four: Get buy in to the evaluation at all parts of the journey



## Tip Five: Collect a wide range of credible evidence




# Tip Six: Engage with the 'right' people



# Tip Seven: Plan communications from the outset for multiple audiences





“I’m thrilled with the evaluation ...  
I **thought** the Sustainable Farming Fund  
was **good value for money** but I **needed  
the validation and evidence**. The  
evaluation **confirms** the good stories of the  
SFF, and also provides **useful learnings**  
through its **brave conclusions**. We can now  
**build on these results** to make the SFF  
even better. **I wish we’d done this sooner.**

*Sustainable Farming Fund Director Kathy Mansell*

# Summary of seven tips

1. Think 'use' from beginning of journey
2. Embed use and influence into planning
3. Engage with client throughout
4. Get buy in all along the evaluation journey
5. Collect a wide range of credible evidence
6. Engage with the 'right' people
7. Plan communications from the outset for multiple audiences



# The journey is about process...

Process can help  
maximise evaluation  
use and influence



Think of the process  
as an evaluation tool,  
not just as a means of  
delivery

# Discussion

- What will you take away from today?
- Anything that surprises you? Either something that is here or not here?
- What else have you found effective in maximising the use and influence of evaluation?
- Is there anything missing? Something you might be doing that we haven't mentioned?

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# Contacts & Resources

## SFF Evaluation Reports

Ministry for Primary Industries website – SFF

<http://www.mpi.govt.nz/agriculture/funding-programmes/sustainable-farming-fund.aspx>

## Contacts

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