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

Judy Oakden – member of the Kinnect Group Clare Bear – Ministry for Primary Industries ANZEA Conference, Wellington, July 2014

Ministry for Primary Industries Manatū Ahu Matua

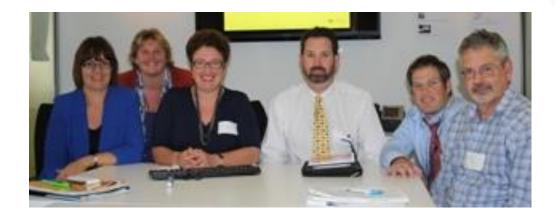


Growing and Protecting New Zealand





SFF Evaluation



WORTH IT (\$100 mill)?

COMPARED TO OTHER FUNDS ?

FUTURE FIT FOR PURPOSE?

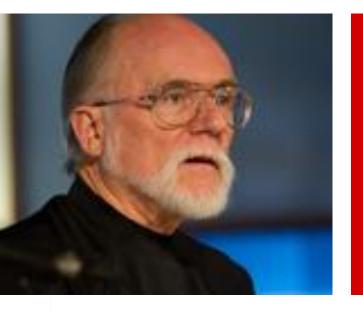
Context: Sustainable Farming Fund (SFF)

Findings: SFF delivers as intended and more



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

Source http://www.trendhunter.com/trends/julien-berthier



"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



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



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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?



Summary of seven tips

- 1. Think 'use' from beginning of journey
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- 6. Engage with the 'right' people
- 7. Plan communications from the outset for multiple audiences



Contacts & Resources

SFF Evaluation Reports

Ministry for Primary Industries website – SFF <u>http://www.mpi.govt.nz/ agriculture/funding-</u> <u>programmes/sustainable-farming-fund.aspx</u>

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