

Lining up the ducks – Monitoring Evaluation and Reporting

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Definition

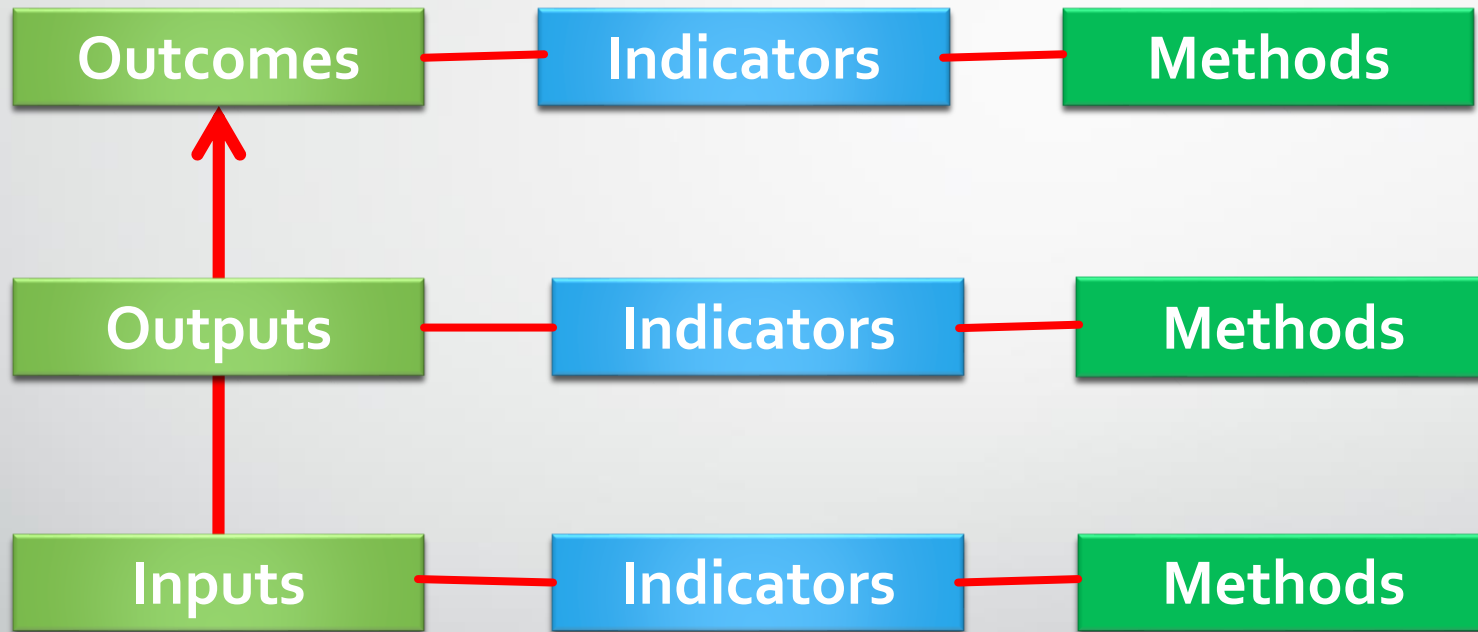
Monitoring Evaluation and Reporting is:

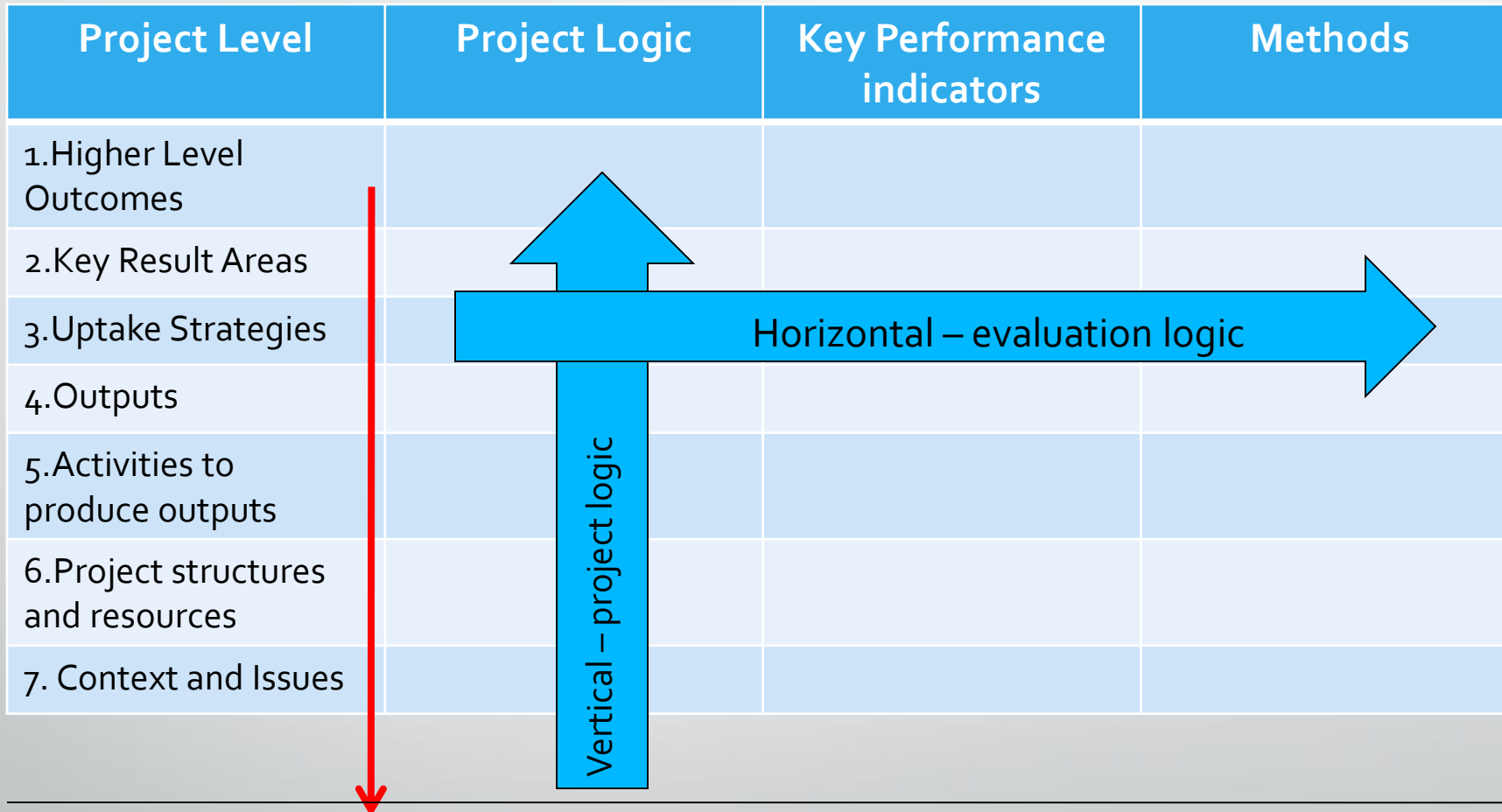
the systematic collection and analysis of processes, outputs and outcomes

*to allow us to make **statements, judgments, claims and conclusions***

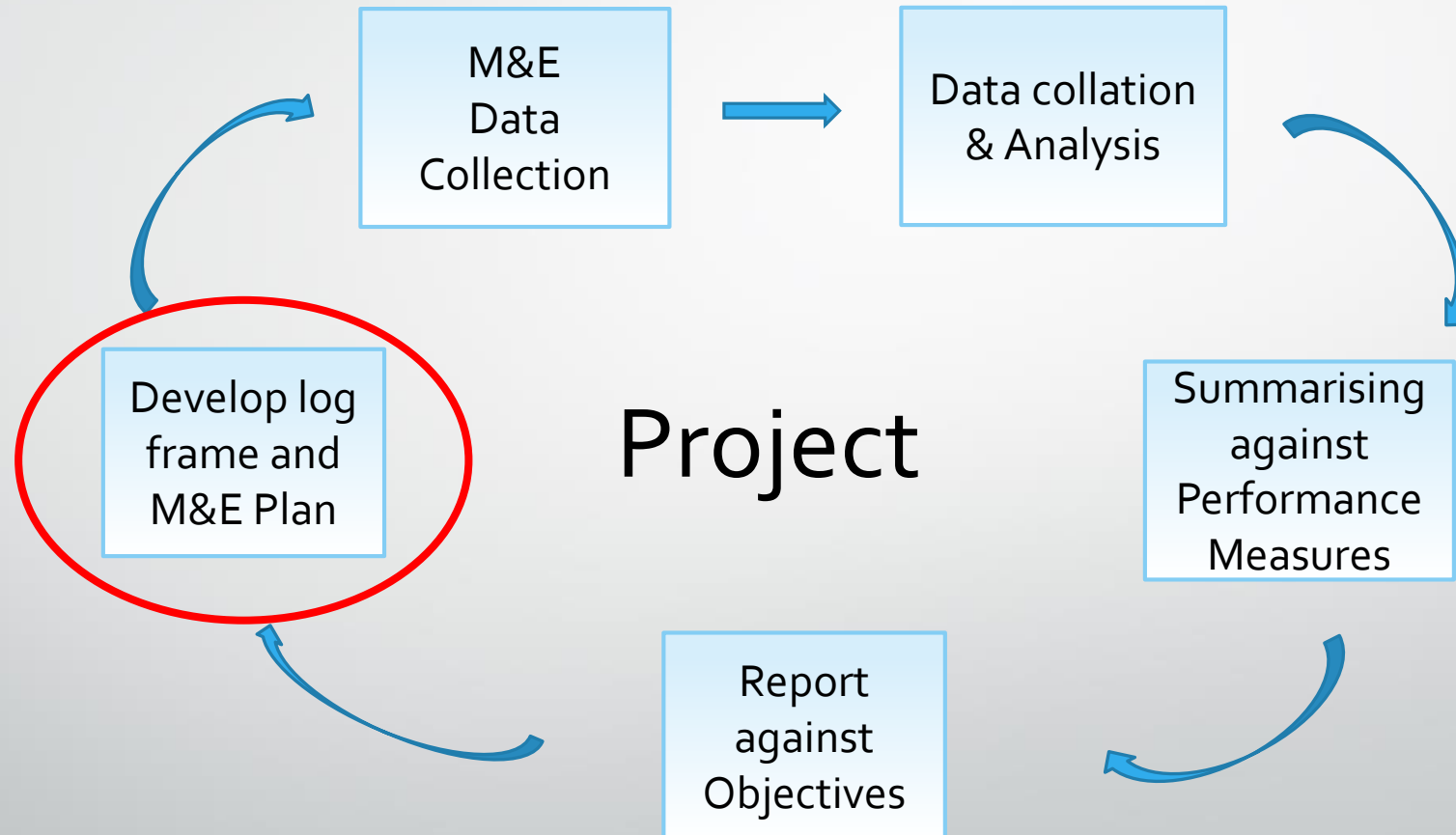
*which have the potential to impact on **current and future decision-making.** (Patton)*

MERI Log Frame

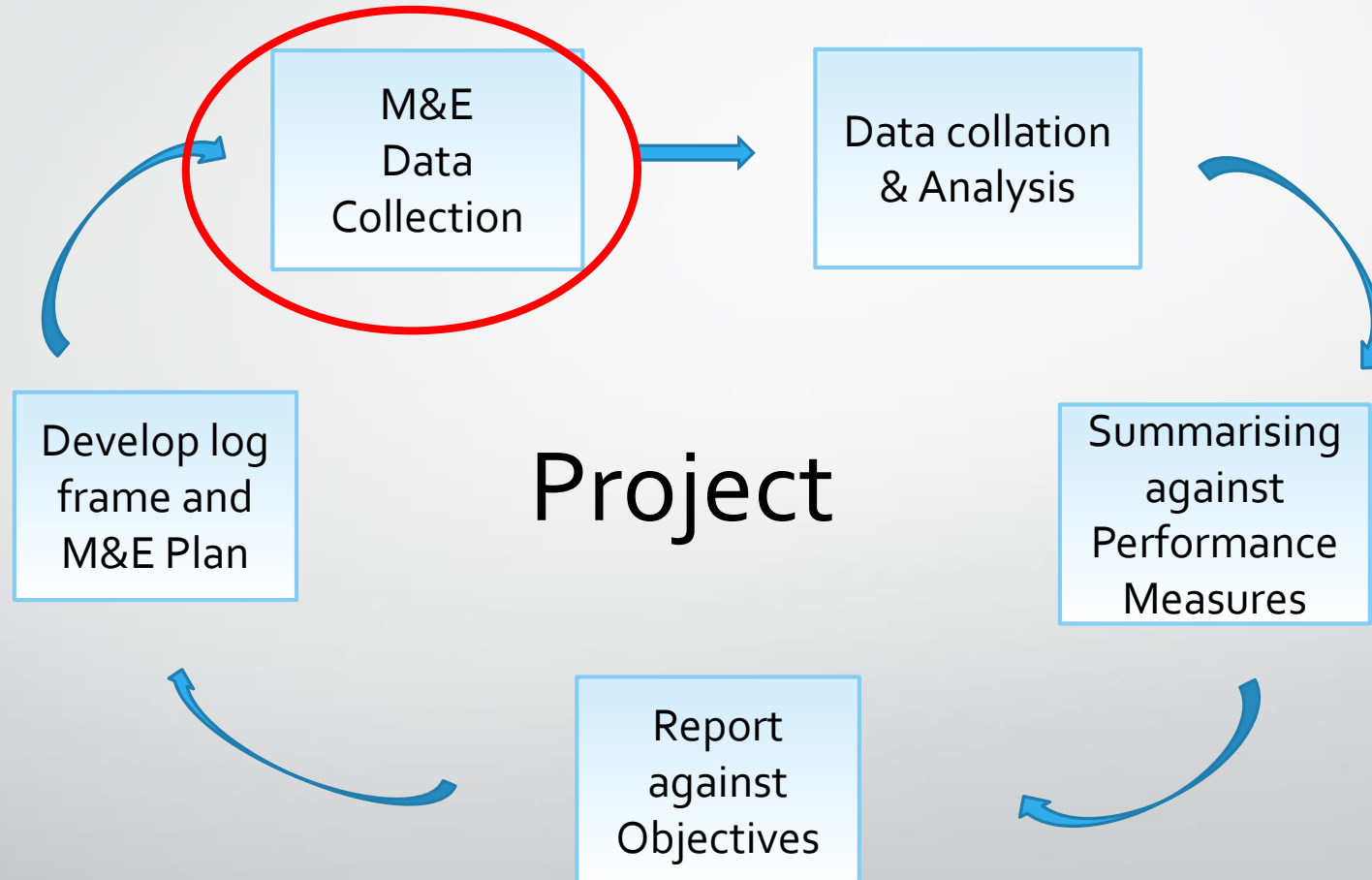




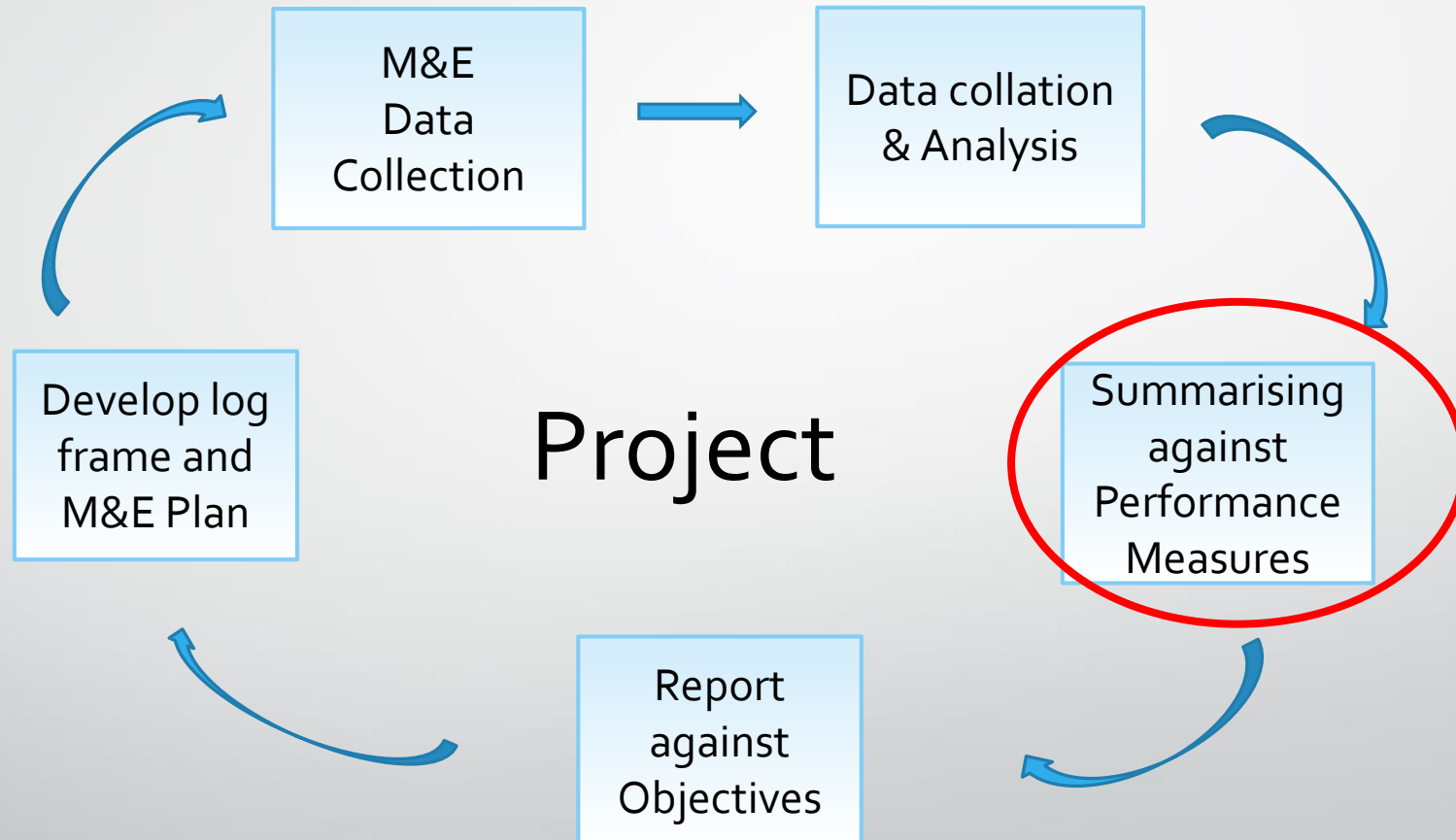
Monitoring and Evaluation Cycle



Monitoring and Evaluation Cycle



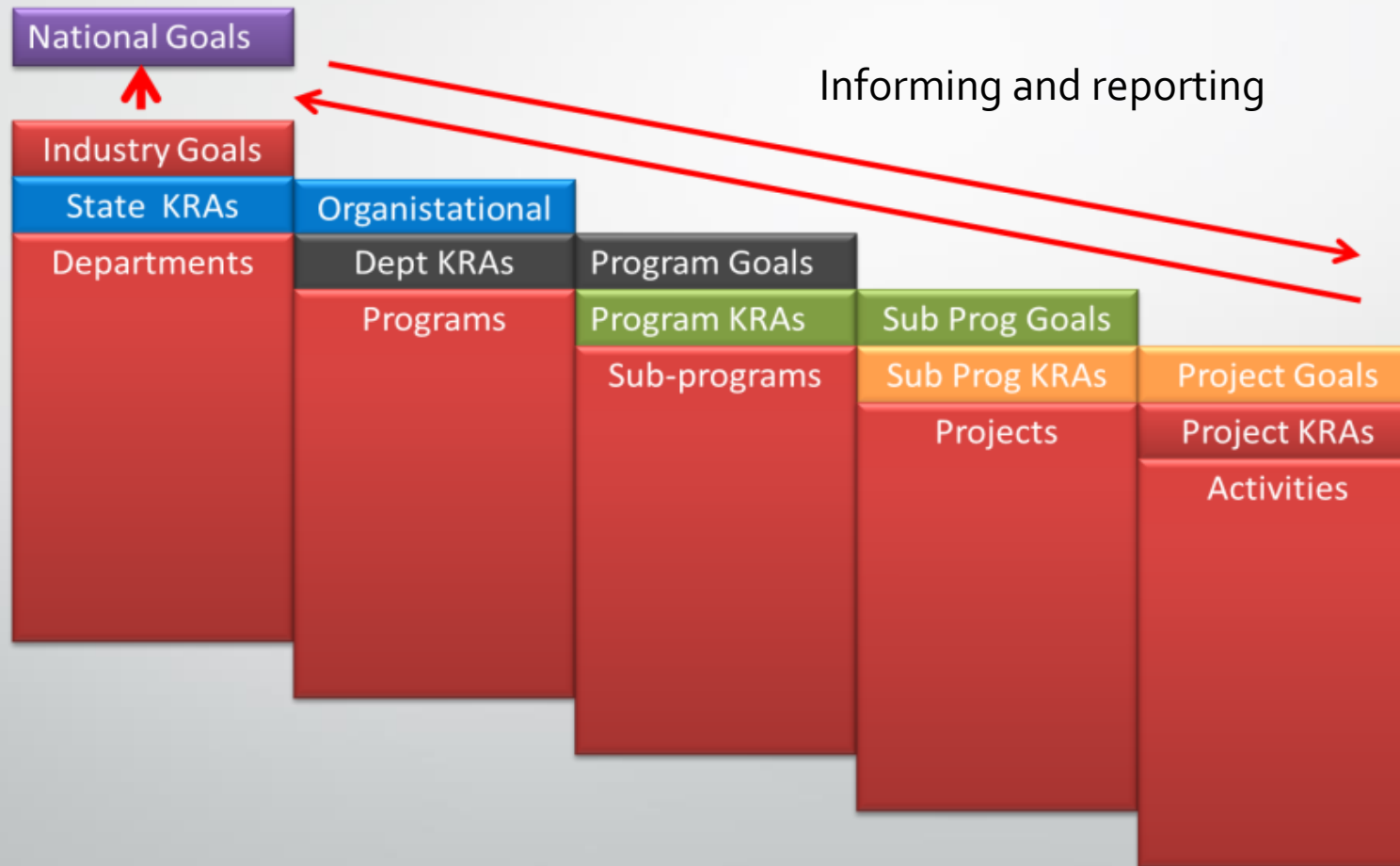
Monitoring and Evaluation Cycle



Problem

- Lack of collatable data to tell the full story!
 - Project
 - Program
 - Organisational strategic priorities....
- Examples RDCs; Reef Programs.....

The cascade effect



Systematic and consistent

Research &
Development

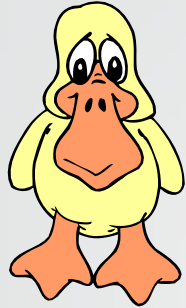
Extension/Education/campaigns



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

Need logical common categories for consistency and collation

Lining up the ducks



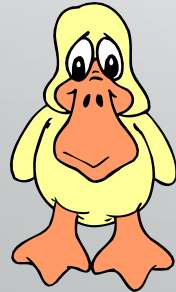
Demographics – *for engagement and practice change*

- 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

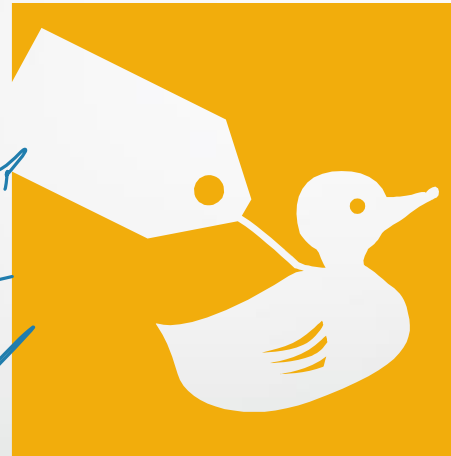
Increased percentage of farms with feed consumption greater than 1 tonne/100mm

Tagging

Demographic category

Practice category

Performance category



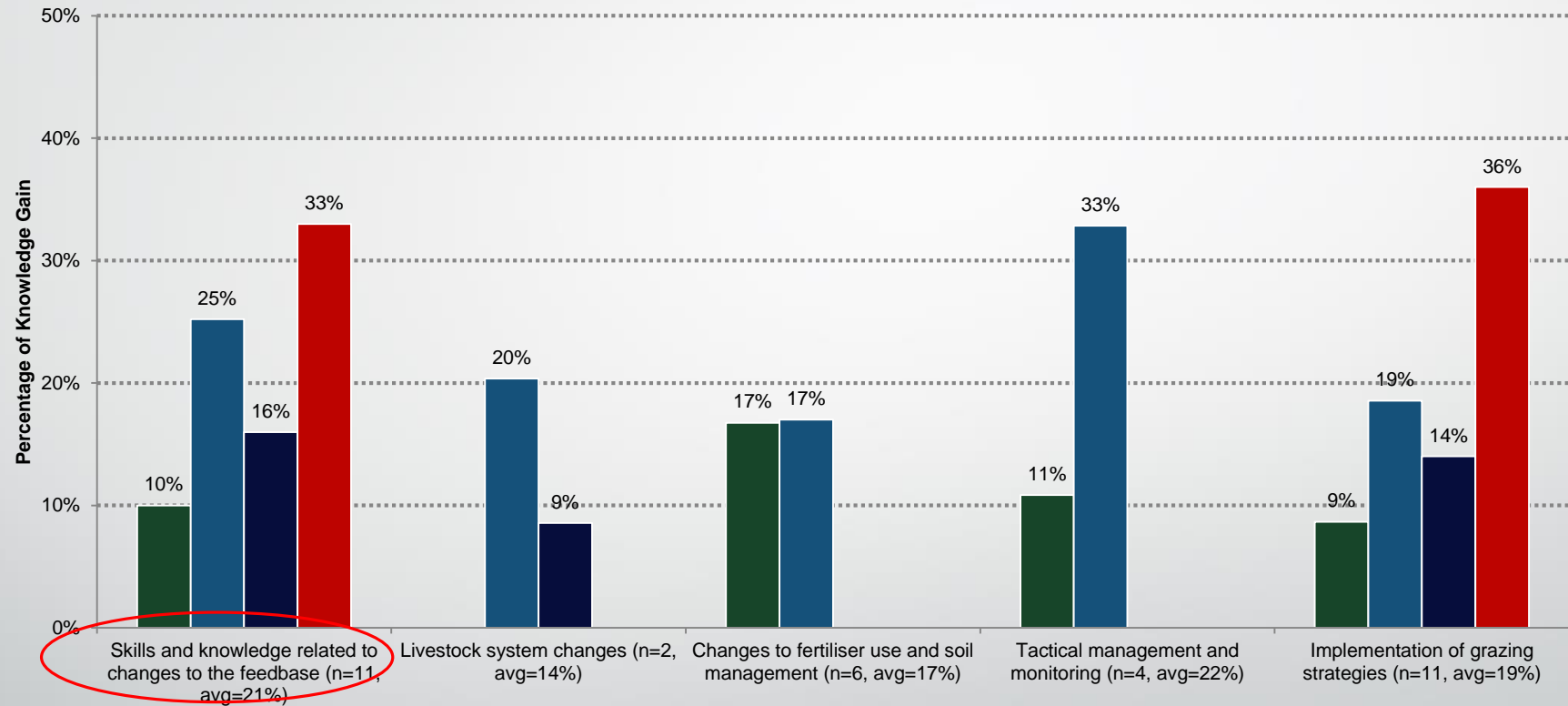
Tagging Practice Example - EverGraze

- ***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.

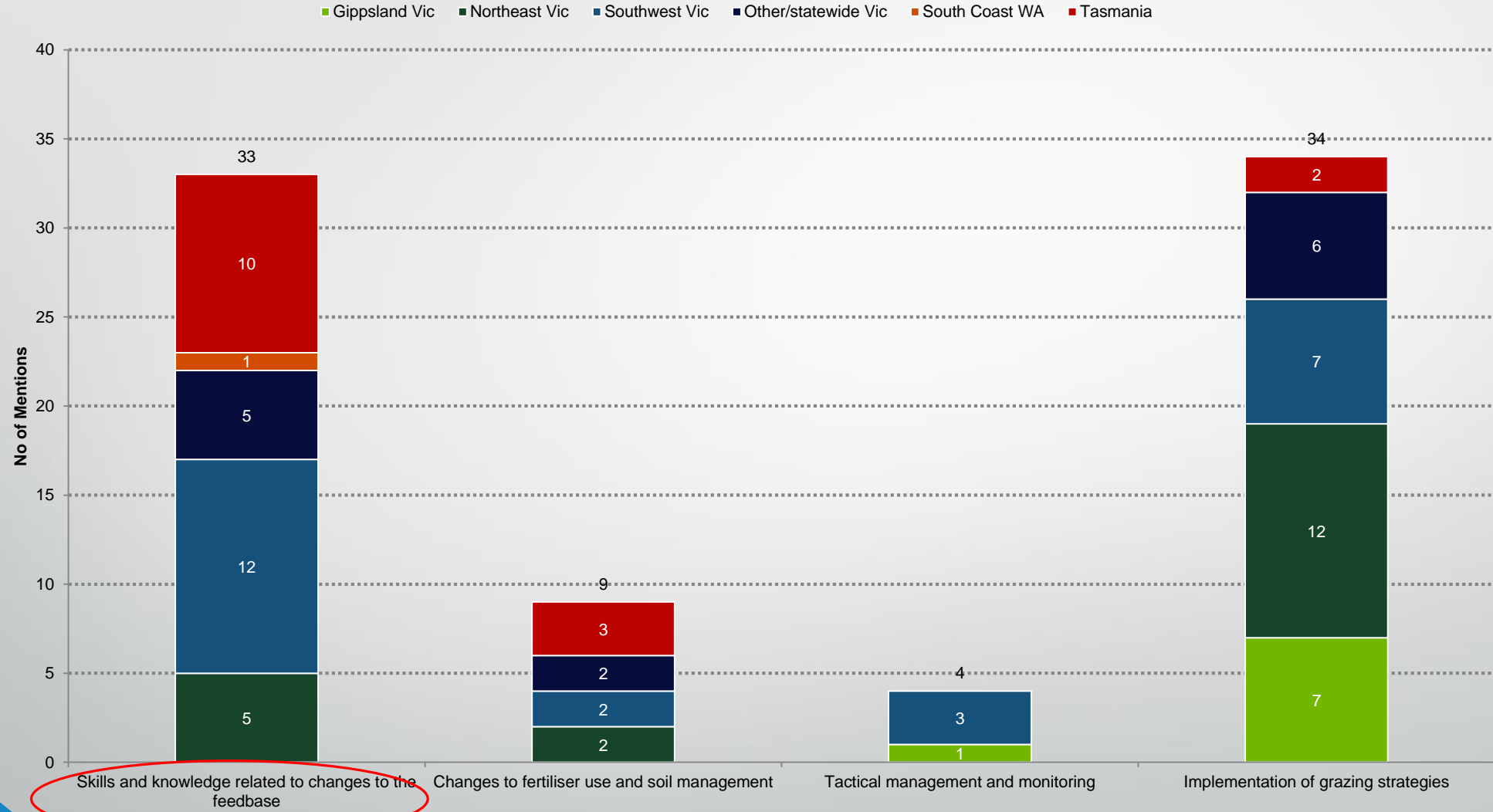
Increase in understanding and/or skills as a result of EverGraze event participation

Overall - Events that used pre & post feedback sheets

■ 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



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/Isis/Maryborough Fitzroy Mackay/Whitsundays Bowen Burdekin Herbert Tully/Murray

Johnstone Russel/Mulgrave/Barron Mossman/Daintree All

Funder *

DAFF DEHP QLD wetlands Program Regional NRM group Industry

Tagging practice



DAFF R

Input M&E D

Form

Individual A
+ Master Feed

Narrative Rec

Extension Foll

Note: Response

Tip: If you wou

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Select which Practice Type/Topic this Activity Relates to

KRA 1 Producers

- Herbicides/integrated weed management
- Nutrient management (inc. legumes)
- Economics and business management (inc. record keeping/IT)
- Soil (inc. soil health and preventing sediment loss/erosion)
- Whole of farming system
- Water (inc. sediment trap/constructed wetland, WQ monitoring and wetland management)
- Irrigation management

KRA 2 Stakeholders

- Supporting rollout of Industry BMP
- Coordination, collaboration and communication

KRA 3 Capacity building/continuous improvement

- Training, development and mentoring (for you, extension officers or agribusiness)
- Program planning and reporting

Next

Logout

erek Sparkes

(CSV)

w-up data

Positioning, Planning and Performing





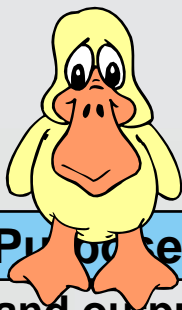
Positioning within the cascade

Investment headings	Example only
Name of Investment Project	"Better Mushrooms for the Table "
Undertaking organisation	Agricultural Products Ltd
Strategic Priority/ies	SP 1: Increasing product quality and profitability
Program(s)/Performance Area(s)	Niche Industries
Relevant KPI(s)	Decreasing percentage of mushroom rejection by retailers on quality grounds from 10% to 6%
Performance Metric(s)	Percentage of crop rejection; pre tax profitability of enterprise
Key practices/capacities targeted	<ol style="list-style-type: none">1. Mushroom spore hygiene2. Composting practice3. Grading practice



Planning to achieve

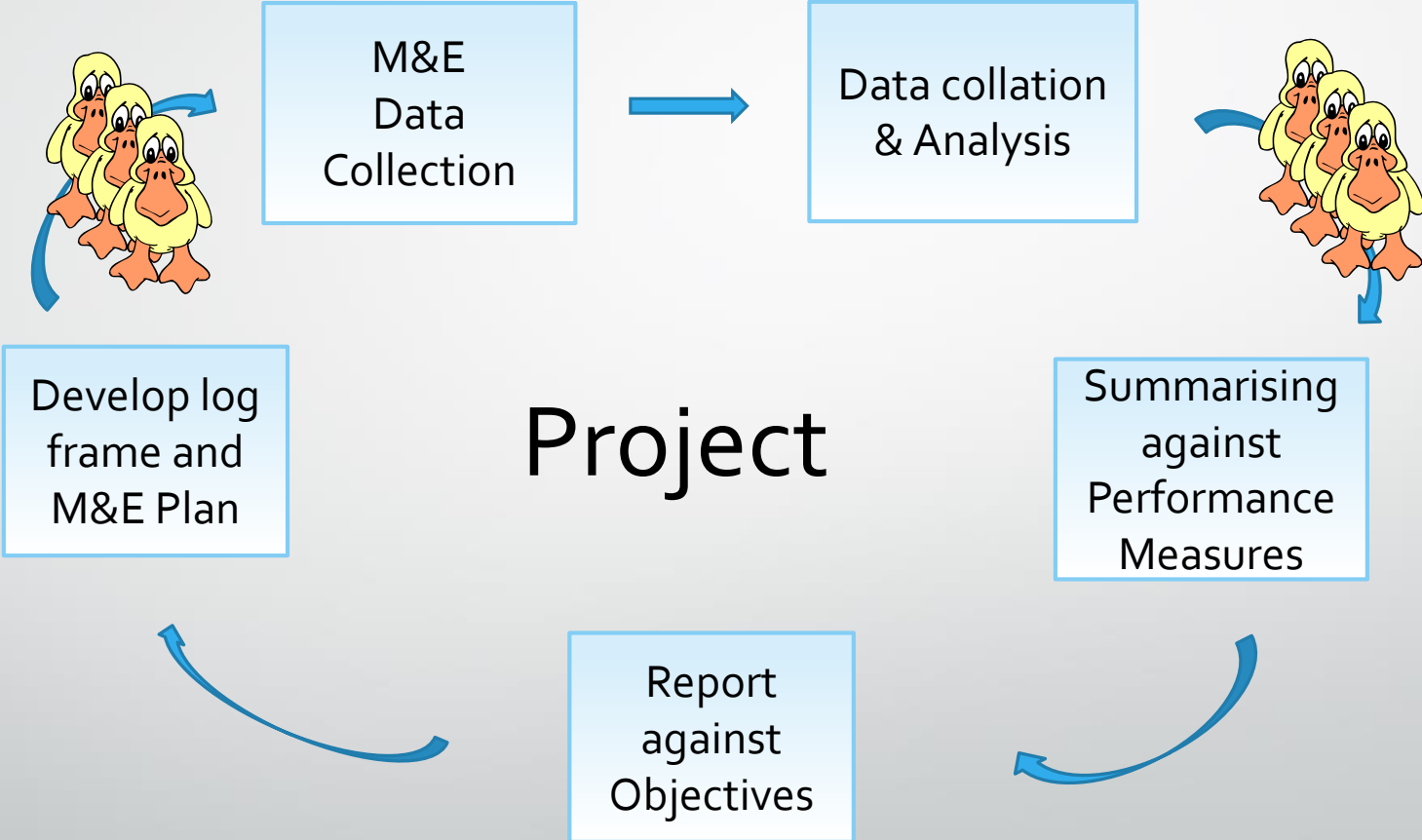
Focus/contribution of project	Provide new skills, tools and mentoring to assist dairy farmers across Victoria to better plan feed needs. Example only
Time frame	2 years July 2014 to June 2016
Planned engagement activities	<ul style="list-style-type: none"> • 6 Mushroom Quality Management workshops – 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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

Purpose	Methods
Activity and output reporting	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.
Event feedback	This includes methods to capture and record reactions and changes in Knowledge, Attitudes, Skills or Aspirations by event participants: <ul style="list-style-type: none">• 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: <ul style="list-style-type: none">• Surveys• Narratives• Case Studies• Stakeholder ‘debriefs’
Consequences – social, economic and biophysical	These methods capture changes in context and higher level impacts: <ul style="list-style-type: none">• 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



Thanks!