



# aes 17

## International **Evaluation** Conference

Pre-conference workshops 3 September

Conference 4–6 September

Post-conference workshops 7 September 2017

**Canberra** | **Australia**

*'Evaluation Capital'*

## CONFERENCE WORKSHOPS Program and registration details

**Pre-conference: Sunday 3 September 2017**

**Post-conference: Thursday 7 September 2017**

**Novotel Canberra, 65 Northbourne Avenue, Canberra** [\[see location\]](#)

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NOTE: The AES cannot guarantee that each workshop will go ahead as scheduled. If a workshop is cancelled, you will be offered a place in another workshop, or a refund.

This document is to be read with terms and conditions outlined on the [conference website](#).

**as of 9 May 2017**

Sunday 3 September 2017 (pre-conference)

8 – 9 am REGISTRATION								
9 am – 12:30 pm		<p><b>Increasing organisational knowledge capital: a contribution from policy evaluation</b></p> <p>Rick Cummings, John Owen</p> <p><b>HALF DAY BEGINNER</b></p>	<p><b>Communicating evaluation effectively</b></p> <p>Kathryn Newcomer</p> <p><b>FULL DAY BEGINNER/ INTERMEDIATE</b></p>	<p><b>Developing monitoring and evaluation frameworks</b></p> <p>Anne Markiewicz</p> <p><b>FULL DAY BEGINNER / INTERMEDIATE</b></p>	<p><b>Planning an evaluation that works</b></p> <p>Nea Harrison, Carol Watson</p> <p><b>FULL DAY BEGINNER</b></p>	<p><b>How to be a successful evaluation consultant</b></p> <p>Glenn O'Neil</p> <p><b>FULL DAY BEGINNER / INTERMEDIATE</b></p>	<p><b>Realist methods for evaluation of large scale and complex programs</b></p> <p>Gill Westhorp</p> <p><b>FULL DAY ADVANCED</b></p>	<p><b>Human centred design for evaluators</b></p> <p>Jess Dart, Chris Vanstone</p> <p><b>FULL DAY BEGINNER TO ADVANCED</b></p>
12:30 – 1:30 pm LUNCH								
1:30 – 5 pm	<p><b>Social network analysis for evaluators</b></p> <p>Dan Healy, Matt Healey</p> <p><b>HALF DAY BEGINNER</b></p>	<p><b>Applying trauma theory in evaluation—from theory to practice</b></p> <p>Richard Weston, Lisa Hillan</p> <p><b>HALF DAY INTERMEDIATE/ COMMISSIONERS OF EVALUATION</b></p>	<p><i>Kathryn Newcomer continued</i></p>	<p><i>Anne Markiewicz continued</i></p>	<p><i>Nea Harrison, Carol Watson continued</i></p>	<p><i>Glenn O'Neil continued</i></p>	<p><i>Gill Westhorp continued</i></p>	<p><i>Jess Dart, Chris Vanstone continued</i></p>
5 pm WORKSHOPS END								

Tea breaks: Morning tea 10.30 – 11 am | Afternoon tea 3 – 3:30 pm

Thursday 7 September 2017 (post-conference)

8 – 9 am REGISTRATION							
9 am – 12:30 pm	<b>Engaging children and youth in evaluation</b>  Sandra Mathison  <b>HALF DAY BEGINNER/ INTERMEDIATE</b>	<b>Commissioning better evaluations</b>  Vanessa Hood, Duncan Rintoul  <b>HALF DAY EVALUATION COMMISSIONERS</b>	<b>Rapid Impact Evaluation</b>  Andy Rowe  <b>FULL DAY INTERMEDIATE/ ADVANCED</b>	<b>How to build big scale evaluation systems</b>  Dugan Fraser  <b>FULL DAY MASTER CLASS</b>	<b>Introduction to evaluation</b>  Ian Patrick  <b>FULL DAY BEGINNER</b>	<b>Foundations of survey design</b>  Sarah Mason  <b>FULL DAY BEGINNER</b>	<b>Using logic models to develop evaluation criteria and make value judgements</b>  Pauline Dickinson  <b>FULL DAY BEGINNER/ INTERMEDIATE</b>
12:30 – 1:30 pm LUNCH							
1:30 – 5 pm	<b>Evaluation ethics for evaluation practitioners, evaluation commissioners and evaluation reviewers</b>  Emma Williams, David Turner  <b>HALF DAY BEGINNER TO ADVANCED</b>	<b>Designing improved performance measures</b>  Graham Smith  <b>HALF DAY INTERMEDIATE</b>	<i>Andy Rowe continued</i>	<i>Dugan Fraser continued</i>	<i>Ian Patrick continued</i>	<i>Sarah Mason continued</i>	<i>Pauline Dickinson continued</i>
5 pm WORKSHOPS END							

Tea breaks: Morning tea 10.30 – 11 am | Afternoon tea 3 – 3:30 pm

## SUNDAY 3 SEPTEMBER (PRE-CONFERENCE): WORKSHOP DESCRIPTIONS

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### Increasing organisational knowledge capital: a contribution from policy evaluation

Presented by **Rick Cummings**, Murdoch University, Perth; **John Owen**, The University of Melbourne, Melbourne

#### HALF DAY (AM) – BEGINNER

Government stakeholders are increasingly requiring public sector agencies to evaluate their policies and related implementation strategies. This presents new challenges because much of the theory and practice of evaluation is program-based. This workshop explores a framework within which to build in evaluation at the start of the policy development cycle, so as to plan a high-quality evaluation study.

The workshop has been developed to cater for individuals involved in policy development and/or implementation, as well as for those who need to commission or plan an evaluation of a policy or strategy. Participants do not need prior experience in evaluation. By the end of this course participants will be able to:

- identify the key steps in formulating an evaluation of a public policy or strategy
- understand elements of an evaluation plan of an actual policy.

In addition, they will have practised the skills required to respond to an evaluation brief for an actual government policy.

The teaching strategy in this workshop rests on an assumption that the expertise and experience of participants is built upon discussion of key issues for policy evaluation. This developmental process is continued through small group work focused on a particular public policy.

#### About the presenters

**Rick Cummings** is a Senior Research Fellow at Murdoch University in Perth. His interests are in the areas of evaluation utilisation and policy evaluation. He has over 30 years' experience in evaluation particularly in education, health and crime prevention. Rick currently teaches policy research and evaluation in the Sir Walter Murdoch Graduate School of Public Policy and International Affairs. He is a Fellow of the Australasian Evaluation Society.

**John Owen** is Principal Fellow at the Centre for Program Evaluation at the University of Melbourne. He is interested in providing useful evaluation based knowledge to policy and program decision makers. His book *Program Evaluation: Forms and Approaches* provides an integrated framework to evaluation theory and practice that has had favourable reviews worldwide. In addition to traditional evaluation approaches designed to determine impact, this framework includes approaches that locate evaluative action more towards the front end of policy and program interventions. He is a Fellow of the Australasian Evaluation Society.

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### Social network analysis for evaluators

Presented by **Dan Healy** and **Matt Healey**, First Person Consulting, Melbourne

#### HALF DAY (PM) – BEGINNER

Social network analysis (SNA) is a particularly useful approach for capturing the structure and interactions of networks between individuals, groups and organisations. SNA provides a framework for collecting and analysing data and displaying it through network maps. While networks can be incredibly complex and dynamic, well designed network analysis can reveal features of networks that are otherwise difficult to see.

The purpose of this workshop is to introduce SNA to attendees as an evaluative technique, the theory that underpins it and the ways it is implemented. This is an introductory level workshop with no prior knowledge needed. By the end of the workshop, participants will be able to:

- understand the role and value SNA can play as part of the evaluator's toolkit
- critically assess whether SNA is appropriate in different contexts
- design and implement data collection
- understand different types of analysis
- interpret results and network maps
- explore the ways in which SNA results can be used and communicated to stakeholders.

The workshop will be divided into five topics that will guide the session:

- 1) understanding the theory and scoping the SNA
- 2) designing and implementing data collection
- 3) data setup
- 4) data analysis and visualisation
- 5) communicating the results.

This workshop is designed to be highly practical, with participants walked through each stage of the SNA process. They will be provided with data sets to use during the session and will learn the skills to conduct an SNA. The presenters will also facilitate engaging (and entertaining) peer-to-peer activities designed to encourage discussion on how SNA is relevant to participants own work.

### About the presenters

**Dan Healy** is a Senior Consultant and co-founder of First Person Consulting. His work includes a range of evaluation and social research projects in the areas of community engagement, public health, sustainability and natural resource management. This has included work with local, state and Commonwealth government, industry and research bodies, and non-government organisations. Professionally, Dan has led teams in all stages of evaluation including: planning, design, qualitative and quantitative data collection and analysis, reporting and presentation of findings. Dan has implemented SNA over the last six years across a variety of content areas, such as public health, emergency management and natural resource management. SNA has been used as a key tool in many of these evaluation and research projects, with network maps and analysis used for planning, engagement, reporting and sharing results. Dan has training in SNA and is continually engaged in extending his knowledge via participating in conferences and special interest groups. Dan has a keen interest in systems-based approaches to complex issues and making the best use of data to produce insights that are useful and presented in an understandable way.

**Matt Healey** is a Consultant and Co-Founder at First Person Consulting (FPC). He has worked on social research and evaluation projects across a variety of areas including public health and health promotion, sustainability and climate change, natural resource management and waste management and litter. His clients span all levels of government, not-for-profits and private enterprises. Matt has a reputation as an energetic and adaptable consultant and presenter, known for consistently producing and providing products and services that are both engaging and useful. His current interests include (among other things) human centred design and other design processes, innovation and the role of evaluation in supporting these. Matt is Secretary of the Australasian Evaluation Society (AES) Special Interest Group (SIG) on Design and Evaluation, which recognises the links between design and evaluation and the importance and possibilities of these fields complementing each other.

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## Applying trauma theory in evaluation—from theory to practice

Presented by **Richard Weston** and **Lisa Hillan**, Healing Foundation, Barton (ACT)

### HALF DAY (PM) – INTERMEDIATE/COMMISSIONERS OF EVALUATION

The purpose of this workshop is to introduce participants to

- applying trauma theory in evaluation processes
- designing evaluation methodologies that preference Indigenous knowledge.

In Aboriginal and Torres Strait Islander organisations there is an increasing recognition that many individuals, families and communities have extensive histories of trauma that left unaddressed will get in the way of achieving health and wellbeing. Since 2009, the Healing Foundation has been working nationally to establish an evidence base for trauma and healing from an Aboriginal and Torres Strait Islander perspective.

Culturally informed modes of evaluation practice and theories of change are important elements of policy design and monitoring and evaluation. This workshop will assist participants to:

- understand the impact of trauma in Aboriginal and Torres Strait Islander communities
- describe how trauma and healing informed practice is used to frame and design evaluation strategies including co-design processes
- interact with the Healing Foundation theory of change and the key domains required for sustaining trauma informed healing.

Participants will learn how to:

- apply trauma theory in evaluation processes including safe practice
- the purpose of empowerment in evaluation as a trauma recovery tool for Aboriginal and Torres Strait Islander people
- outline the benefits of participatory evaluation strategies in elevating Indigenous knowledge systems.

Since 2009, the Healing Foundation has been building a theory of change for healing, drawing on over 30 internal and external evaluations. Raising evaluation standards is a significant undertaking in most settings due to the combined challenge of building both evidence for a theory of change and strong evaluation frameworks that tie in culturally appropriate data collection methods. The Healing Foundation has partnered with over eight external organisations in evaluating and creating knowledge about healing and trauma.

### About the presenters

One of the conference keynote speakers, **Richard Weston** is Chief Executive Officer of the Healing Foundation. **Lisa Hillan** is Director, Knowledge Creation at the Healing Foundation. Richard and Lisa have been at the forefront of developing the evidence base for healing complex trauma, working with Aboriginal and Torres Strait Islander communities across Australia.

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## Communicating evaluation effectively

Presented by **Kathryn Newcomer**, Professor and Director, The Trachtenberg School of Public Policy and Public Administration, The George Washington University, Washington, DC, USA; President American Evaluation Association

### FULL DAY – BEGINNER/INTERMEDIATE

The use and usefulness of evaluation work in the governmental setting is highly affected by the effectiveness of reporting strategies and tools. Care in crafting both the style and content of findings and recommendations is critical to ensure that stakeholders understand and value the information provided to them. Skill in presenting sufficient information—yet not overwhelming the audience—is essential to raise the likelihood that potential users of the information will be convinced with both the relevance and the credibility of the evidence provided to them. This workshop will provide guidance and practical tips on communicating about evaluation findings in governmental settings that are affected by political considerations. Attention will be given to the selection of appropriate reporting strategies/formats for different audiences and to the preparation of: effective executive summaries; clear analytical summaries of quantitative and qualitative data; user-friendly tables and figures; discussion of limitations to measurement validity, generalizability; causal inferences, statistical conclusion validity, and data reliability; and useful recommendations. The class will include some group exercises and cases.

Participants will develop skills in:

- planning during evaluation processes to communicate effectively with stakeholders
- considering how ‘evidence’ may be transmitted to inform decision-making
- conveying the methodological integrity of evaluation work
- formulating feasible and actionable recommendations
- communicating effectively about evaluation work in the:
  - summaries
  - scope and methods
  - major findings
  - quantitative and qualitative data analyses

### About the presenter

Kathryn Newcomer is the Director of the Trachtenberg School of Public Policy and Public Administration at the George Washington University where she teaches graduate level courses on public and non-profit program evaluation, and research design. She is a Fellow of the National Academy of Public Administration, and currently serves on the Comptroller General’s Educators’ Advisory Panel. She served as an elected member of the Board of Directors of the American Evaluation Association (AEA) (2012–2015), and currently serves as AEA president (2017). Kathryn served as President of the National Association of Schools of Public Affairs and Administration (NASPAA) for 2006–2007.

Kathryn has published five books, including *The Handbook of Practical Program Evaluation* (4th edition 2015) and *Transformational Leadership: Leading Change in Public and Nonprofit Agencies* (June 2008), a volume of *New Directions for Public Program Evaluation, Using Performance Measurement to Improve Public and Nonprofit Programs* (1997), and over 60 articles in journals including the *Public Administration Review* and the *American Journal of Evaluation*. She routinely conducts program evaluations for U.S. federal government agencies and non-profit organisations, and conducts training on program evaluation in the U.S. and internationally. She has received several awards for teaching, most recently the Duncombe Excellence in Doctoral Education Award from NASPAA (2016). Kathryn earned a B.S. in secondary education and an M.A. in Political Science from the University of Kansas, and her Ph.D. in political science from the University of Iowa.

## Developing monitoring and evaluation frameworks

Presented by **Anne Markiewicz**, Anne Markiewicz and Associates, Alphington (VIC)

### FULL DAY – BEGINNER/INTERMEDIATE

The development and implementation of Monitoring and Evaluation Frameworks at strategy, program and project levels are important processes to adopt in order to provide an indication of results achieved and to resource organisational learning. The Monitoring and Evaluation Framework defines the parameters of routine monitoring and periodic evaluation that will take place over the life of a program or an initiative. The workshop provides participants with useful, step by step practical guidance for developing a Monitoring and Evaluation Framework, supported by relevant background and theory. It presents a clear and staged conceptual model, discusses design and implementation issues and considers any barriers or impediments, with strategies for addressing these. Participants will learn the format and approach for developing a Monitoring and Evaluation Framework, the range of techniques and skills involved in its design and implementation and develop an appreciation of the parameters of the tasks involved and how to approach them.

Participants will learn:

- the value and purpose of investing in and developing Monitoring and Evaluation Frameworks
- the participatory approach and processes involved in developing such frameworks
- the steps and stages involved and the suggested 'Table of Contents' for constructing a Monitoring and Evaluation Framework.

The trainer will alternate between use of a Powerpoint presentation and small group interactive work. The workshop follows a case-study approach and involves participants in the development a Monitoring and Evaluation Framework for the case-study. In this way, the approach to training is participatory and hands-on while still conveying sufficient theory and context.

#### About the presenter

**Anne Markiewicz** is the Director of Anne Markiewicz and Associates, a consultancy that specialises in developing Monitoring and Evaluation Frameworks, and the delivering of training, mentoring and capacity building in monitoring and evaluation. Anne is the co-author of the text book *Developing Monitoring and Evaluation Frameworks* (Sage 2016). She has extensive experience in the design and implementation of monitoring and evaluation frameworks for a wide range of different initiatives, building the capacity of organisations to plan for monitoring and evaluation. Anne has been an evaluator for over 20 years and has been recognised by the Australasian Evaluation Society through receipt of a number of awards for excellence in evaluation and she is a Fellow of the Society. Anne has delivered this training program extensively in Australia, the Pacific and in the USA and the UK.

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## Planning an evaluation that works

Presented by **Nea Harrison**, Pandanus Evaluation, Darwin; **Carol Watson**, Carol D Watson, Planning and Evaluation Services, Hobart

### FULL DAY – BEGINNER

This practical one-day workshop provides an introduction to key evaluation concepts, methods and planning processes. It will enable participants to get started in evaluating their own programs and projects in collaboration with key stakeholders and beneficiaries.

By the end of the workshop participants will have:

- considered the critical issues in planning and conducting an evaluation and reporting results, including the importance of context, values and ethics
- considered key stakeholders and their information needs
- developed a program logic model
- developed evaluation questions
- identified indicators of success
- considered appropriate data collection and reporting methods
- explored ways to ensure evaluation findings are useful and used.

The workshop draws on utilisation-focused, participatory and empowerment evaluation theories and methods. It introduces participants to evaluation concepts and steps participants through the participatory planning processes involved in developing an evaluation plan.

The workshop will be conducted in a participatory manner using adult learning principles. Workshop facilitators will use a range of workshop techniques such as short presentations, including illustrative examples from practice, and large and small group discussions

that draw on the knowledge and experiences of the group. Participants will work through a case study in small groups to develop a program logic and plan. Participants will be provided with supporting handouts, planning worksheets and links to online evaluation websites and resources. They will take away the necessary tools to get them started on an evaluation plan for their own program/project.

The workshop is aimed at people new to evaluation who want to learn about the process of planning a rigorous and useful program evaluation. It is suitable for people who are new to evaluation or people with some evaluation experience who wish to increase their knowledge of the participatory process of planning a systematic program evaluation. Evaluation feedback has indicated that the workshop is engaging, clear, logical, and makes the process of developing and implementing a sound evaluation plan meaningful and achievable.

### About the presenters

**Nea Harrison** conducts high quality evaluation, participatory planning and evaluation capacity development work for a wide range of government, non-government and community based agencies throughout Australia and internationally. She has a background in research, management and program and policy development in the education, health, and social service sectors. Nea is Director of Pandanus Evaluation and is the M&E Adviser to the Papua New Guinea Pacific Women Shaping Pacific Development Program. Nea was awarded the 2012 Australasian Evaluation Society (AES) Community Development Evaluation Award for Excellence for the Participatory Evaluation in partnership with The Australian Red Cross (NT) Communities for Children Program and the Palmerston and Tiwi Islands Communities for Children Local Committees.

**Carol Watson** is an experienced researcher, service and program planner and evaluator. She has a 30-year history working in the areas of Aboriginal health, alcohol and other drugs, public health and mental health through her various roles in the NT Department of Health, as a senior researcher for the Cooperative Research Centre for Aboriginal Health and as a consultant (Carol D Watson Planning and Evaluation Services). She has also been involved in developing and writing resources for health and community services practitioners covering alcohol issues and solutions, public health topics and workplace development and support.

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## How to be a successful evaluation consultant

Presented by **Glenn O'Neil**, Owl RE, Geneva, Switzerland

### FULL DAY – BEGINNER/INTERMEDIATE

Being a successful evaluation consultant is more of an art than a science. But as you can learn how to paint, sculptor or draw, you can also learn how to be a successful evaluation consultant! What are the qualities of a successful evaluation consultant? How do you kick-start your career? How can you find, maintain and expand your evaluation consultancy? Glenn O'Neil, will provide key insights and know-how based on his 15 years as a successful international evaluation consultant. As founder of evaluation consultancy, Owl RE, Glenn has carried out over 100 evaluations in 50 countries for some 40 international organisations, NGOs and governments.

The workshop will provide a solid understanding of strategies, skills and tactics for participants to become successful evaluation consultants. Key learning outcomes are:

- Understand if you are suited or not to be an evaluation consultant
- Learn skills needed to market and maintain an evaluation consultancy
- Practice using strategies and tactics to build an evaluation consultancy.

This workshop is aimed at persons interested in becoming an evaluation consultant or those who have recently started their consultancy career. It could also be of interest for evaluation commissioners/managers who manage evaluation consultants. There are no prerequisites required.

The one day workshop will be organised around six modules:

- 1) The basic qualities of an evaluation consultant
- 2) Setting up as an evaluation consultant
- 3) Finding work—'Push'/'Pull' strategies
- 4) Delivering evaluation services effectively
- 5) Retaining business—customer management and beyond
- 6) Diversifying and growing evaluation consultancy.

A mix of presentations, case studies and practical exercises will be used. Participants will be provided with the trainer's own 20-page guide.



**About the presenter**

Glenn O'Neil is founder of evaluation consultancy, Owl RE based in Geneva, Switzerland. For 15 years, Glenn has built up his boutique consultancy to carry out over 100 evaluations in over 50 countries for some 40 international organisations, NGOs, governments and foundations with a specialization in the communications, advocacy and humanitarian areas. Recent clients have included Doctors without Borders, CERN, the Scout Movement, the Global Environmental Facility, UNAIDS, WIPO, Oxfam, EU agencies and the International Red Cross. Glenn is also an experienced teacher, facilitator and trainer in media, communications and evaluation management and methods. Glenn has a PhD in research and evaluation methodology from the London School of Economics and Political Science and an Executive Masters in Communications Management from the University of Lugano, Switzerland. Glenn is Swiss–Australian.

**Realist methods for evaluation of large scale and complex programs**

Presented by **Gill Westthorp**, Charles Darwin University, Darwin

**FULL DAY – ADVANCED (AN UNDERSTANDING OF REALIST APPROACH DESIRABLE)**

This workshop will support evaluators and researchers to use realist methods in large scale and complex evaluations. Because realist evaluation (RE) was initially developed using smaller-scale programs, methods need to be modified for large scale programs, while remaining consistent with underlying methodological principles. The workshop will discuss the value of and the dilemmas involved in using realist methods for large and complex programs, and demonstrate strategies to address the dilemmas. Knowledge, techniques and practices to be addressed include:

- the rationale for using realist evaluation in large scale and complex programs
- different options and constructs of 'program' theory for use in large scale programs
- different ways of conceptualising 'program mechanisms' and why they are necessary for large scale or complex programs
- use of formal theory in evaluations of large scale and complex programs
- the nature of data required for realist evaluations of large scale and complex programs.

By the conclusion of the workshop, participants should be able to:

- determine whether original realist methods are appropriate in their own evaluations, and if not, what modifications may be needed
- distinguish between the types of theory that may be necessary for their own evaluations and describe how they might be developed to be consistent with realist principles
- discuss the implications for evaluation design, including data requirements, for realist evaluations of large scale and complex programs.

The workshop will include a combination of whole group discussions, presentation of examples from large scale and complex realist evaluations, and exercises focused on applying key ideas to the participants' own evaluation work. Learning resources will include the Rameses Standards, training materials for realist evaluation and references for further reading.

**About the presenter**

One of the conference keynote speakers, **Gill Westthorp** is Professorial Research Fellow at Charles Darwin University, leading the Realist Research Evaluation and Learning Initiative. Gill is an internationally recognised practitioner and innovator of realist evaluation methods. Much of her current work is in the international development, climate change, health and community services sectors.

**Human centred design for evaluators**

Presented by **Jess Dart**, Clear Horizon Consulting, Melbourne; **Chris Vanstone**, Chief Innovation Officer, The Australian Centre for Social Innovation, Adelaide

**FULL DAY – BEGINNER TO ADVANCED**

Design can be defined as a purposeful and systematic process to create positive change. human-centred design and derivations of it travel under lots of names including: user-centred design; co-design and 'design thinking'. The phrases 'co-design' and 'design thinking' are sweeping our institutions and offering the promise of more effective and user-oriented social services and policy. In September 2015, the *Harvard Business Review* ran an article called 'Design thinking comes of age'. It described how design thinking led to the creation of the apple mouse, right through to re-imagining Peru's economy. The 2016 American Evaluation Society conference embraced it as a

theme and was entitled 'Evaluation and Design'. Here in Australia many organisations are using design thinking: from social enterprises to Government departments, particularly in the social services.

Design thinking has much to offer evaluators. We can simply use it to design more user-oriented monitoring and evaluation systems—a modification which can greatly increase the usefulness of M&E. We can take a step further and partner with social innovators and support their service-design with evaluative thinking and evidence. Human-centred design shares a common mission with evaluation: both disciplines aim to help create effective policies and programs that truly make a difference to our society.

This workshop will introduce concepts and some tools of 'human-centred design'. We start by introducing the human-centred design process and share examples of how the Australian Centre for Social Innovation uses this process to design new service offerings for Australian families and disadvantaged people. We will then taste some of the tools through a hands-on case study about designing a measurement system for an organisation. We will gain an overview of the overall design-process and learn some 'discover' stage methods like card-sorting. The workshop will include a mix of presentation and small-group experiential process.

All evaluators are welcome, from beginners to more advanced evaluators. In terms of human centred design, we assume no prior knowledge.

### **About the presenters**

**Chris Vanstone** started his career designing biscuits and razors, for the last 17 years he has been working to bring the rigour of product development to tackling social issues—in the UK and in Australia— working with Government, NGOs, business and philanthropy. Chris was a founding member of the UK Design Council's RED team, Participle and The Australian Centre for Social Innovation. At TACSI he was design-lead on the teams that developed TACSI's solutions Family by Family and Weavers, both winners of Australian International Design Awards. Chris is currently leading work to develop an approach to measurement and evaluation across all TACSI's work developing new services and policy, building innovation capability and catalysing systems innovation.

Recipient of the National Evaluation Development Award, **Jess Dart** is a recognised leader with over 25 years of involvement in evaluating and designing large scale social change programs in Australia and overseas. Jess is passionate about developing and designing real-world methods and process for both program design and evaluation. After completing her PhD in evaluation, she co-authored the *Most Significant Change (MSC) Guide* with Dr Rick Davies – which is now translated into 12 different languages.

Chris will lead the sessions on the design process, and Jess will help translate this for an evaluation audience.

## THURSDAY 7 SEPTEMBER (POST-CONFERENCE): WORKSHOP DESCRIPTIONS

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### Engaging children and youth in evaluation

Presented by **Sandra Mathison**, Professor of Education, University of British Columbia, Vancouver, Canada

#### HALF DAY (AM) – BEGINNER/INTERMEDIATE

The workshop will focus on strategies for including children and youth in evaluations, especially in evaluations of programs presumed to be for their benefit. It will consider why, and how, the least powerful stakeholders should be enabled to make authentic and substantive contributions to evaluations and outline strategies to engage children and youth across a range of evaluation activities including planning, data collection and reporting. If evaluators and the commissioners of evaluations are to engage children and youth, they need to allow space for participation, and to craft age appropriate ways of communication.

Using case examples and mini role playing scenarios, the workshop will build evaluators'

- awareness of and strategies for engaging children and youth in the evaluation process (for example, working with youth to understand evaluation and capitalizing on their nascent evaluation skills) and
- collecting evaluation data with and from children and youth (for example, using modes of interaction and communication relevant for children and youth).

Participants will take away an awareness of principles for engaging children and youth, and a repertoire of strategies.

The workshop is grounded in the assumption that children and youth are authentic stakeholders who can engage productively with adults in evaluation practice. While stakeholder participation in evaluation is standard operating procedure, the details of that participation cannot be taken for granted. The workshop will challenge adultism that privileges adult knowledge, expertise, modes of interaction, and control. Including less powerful groups in evaluation contributes to democratic ideals and better decision making.

#### About the presenter

One of the conference keynote speakers **Sandra Mathison** is Professor of Education, University of British Columbia. She is an educational evaluator. Her research focuses on government mandated testing of teachers and students, and she is also an expert on researching children's experiences. She is editor of the *Encyclopedia of Evaluation* and Editor-in-Chief of *New Directions in Evaluation*.

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### Commissioning better evaluations

Presented by **Vanessa Hood**, Rooftop Social, Melbourne; **Duncan Rintoul**, Rooftop Social, NSW Department of Education, Sydney

#### HALF DAY (AM) – EVALUATION COMMISSIONERS

If you work in government, the community sector or business and have a role in planning, commissioning or managing external evaluations, this is the workshop for you.

This workshop focuses on:

- effective strategies for stakeholder engagement in the evaluation process
- elements that make up a good evaluation brief/approach to market
- techniques for developing and prioritising your evaluation questions
- factors that influence the scale, budget and timeframe of an evaluation
- what to look for in an external evaluation team
- assessment of evaluation proposals and the procurement process
- management of evaluation consultancies
- ethical conduct, governance and risk management in evaluation.

This half-day workshop assumes that participants are already familiar with the basics of evaluation, including:

- different types of evaluation (e.g. process, outcome, economic)
- typical steps in collecting and analysing data for an evaluation
- logic modelling, as a tool for getting clarity on the intended pathway of cause and effect in a project.

The training is interactive and hands-on, with lots of practical examples and group activities through the day to keep the blood pumping and the brain ticking. It will provide you with tools that you can start using immediately.

### About the presenters

**Vanessa Hood** blends the world of facilitation and evaluation and has over 15 years' experience in a range of settings, including behaviour change for sustainability. Vanessa is passionate about working with people and uses a range of creative facilitation techniques to help participants engage deeply with technical content and, importantly, with each other. In her current role as Associate Director with Rooftop Social she works with a range of NGOs and government organisations across Australia. She regularly delivers structured training, coaching and mentoring in facilitation and evaluative thinking. Prior to this, Vanessa was the Evaluation Lead at Sustainability Victoria, where she had responsibility for numerous internal evaluations at project and strategic organisational levels. She is an active member of the AES, including member of the newly formed Design and Evaluation Special Interest Group. Vanessa has presented at a lot of large forums in the past, with very positive feedback.

**Duncan Rintoul** is the Director of Rooftop Social. He also holds a role at the NSW Department of Education, as the Principal Project Officer – Evaluation Capacity Building at the Centre for Education Statistics and Evaluation.

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## Evaluation ethics for evaluation practitioners, evaluation commissioners and evaluation reviewers

Presented by **Emma Williams**, Northern Institute, Charles Darwin University, Darwin; **David Turner**, Evaluation practitioner, Wellington, NZ

### HALF DAY (PM) – BEGINNER TO ADVANCED

Evaluation practitioners are expected to conform to ethical and professional guidelines, which appear straightforward but may be complex in application. AES need to know the society's *Code of Ethics* (2013) and *Guidelines for the Ethical Conduct of Evaluations* (2013) as well as standards of good evaluation practice, and practitioner competencies.

This workshop will cover the different types of guidance on ethics, and then involve participants in considering a set of scenarios. The scenarios have been designed for four groups: practitioners who are relatively new to evaluation, experienced practitioners, evaluation commissioners, and members of Human Research Ethics Committees (or equivalent groups) who review evaluations. The session is designed to be interactive, and participants with any level of experience will be able to participate, with scenarios appropriate to their role and degree of experience. Small group discussion learnings will be shared with the larger group, in keeping with the 'Learn from Practice' category of the 2017 conference. By the end of the workshop, participants will be aware of the contents of the AES *Code of Ethics* and the AES *Guidelines for the Ethical Conduct of Evaluations*, and will also recognise any other codes that may be applicable to their particular evaluation (e.g. if it involves Indigenous participants, a random control group or if it is influencing a government policy decision). Participants will be aware of how ethics processes can be used to inform and improve evaluation designs, but also how field practices can impact on original ethical designs, and what to do when unforeseen issues arise during the course of an evaluation.

### About the presenters

**Emma Williams** is a Credentialed Evaluator who has conducted evaluations on four continents. Currently Principal Scientist of the Evaluation and Knowledge Impact unit at the Northern Institute, Charles Darwin University, Emma was one of the team who updated the AES *Guidelines for the Ethical Conduct of Evaluations* and AES *Code of Ethics*. She has published and presented on multiple aspects of evaluation ethics, and has recently been investigating a realist view of ethics, i.e. 'ethical to/for whom in what circumstances, and how?'

**David Turner** is an independent evaluation practitioner based in Wellington, New Zealand. He has worked in or for the NZ public sector for 20 years, in a variety of policy areas that included labour, immigration, employment relations, justice and housing. He worked in the U.S. public sector before coming to New Zealand, also in the field of research and evaluation. David has chaired the AES Ethics Committee, has lectured on evaluation at the graduate level and retains an interest in ethics and other issues of professional practice.

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## Designing improved performance measures

Presented by **Graham Smith**, Numerical Advantage, Farrer (ACT)

### HALF DAY (PM) – INTERMEDIATE

The purpose of the workshop is to enable participants to improve performance measures for their organisation or program. The need for effective performance measures is increasingly important for both public sector agencies, as shown by recent changes to Commonwealth legislation, and also non-government bodies. The need is also shown by findings of several Auditors-General that the state of performance measurement is less than adequate.

The workshop will touch on the background to performance measurement in the public sector before outlining briefly what makes a sound performance measure and then giving some practical examples of poor and good measures. It will address how to work with current measures and organisational constraints, such as resources and data limitations when seeking to improve performance measures.

At the end of the workshop, participants should be better equipped to understand the legislative and practical requirements for performance measures and to develop improved measures for their organisation. The workshop will include lecture-style imparting of information, question and answer sessions and some small group work on the development of performance measures, ideally based on case studies provided by group members. Materials will include examples of current organisational performance measures, extracts from formal guidance from government and academic references.

The workshop is targeted to those who have, or are expected to have, some responsibility for developing or managing performance measures. An intermediate level of knowledge will be assumed. Some knowledge of performance measures will be of assistance, and if participants bring specific performance measurement issues with them for discussion it will aid the relevance and focus of the workshop.

#### About the presenter

**Graham Smith** has more than 20 years' experience in evaluation and related fields including performance audit and development of performance measures. These reviews have covered many fields of government, including defence, indigenous affairs, education, health, environment, heritage and infrastructure. One major evaluation of the Natural Heritage Trust of which he was a team member, won an Australia Day public service award.

He has advised on performance measurement in organisations as diverse as Environment, the Australian Tax Office, the Australian Communications and Media Authority and the ACT Audit Office. A workshop proposal in this field was accepted for the Wellington AES conference in 2010, and following that the presenter was invited by the AES to develop that half-day workshop to a series of full day workshops that were delivered in Melbourne, Canberra, Wellington and Brisbane in 2011. A further iteration was delivered (with a co-presenter) to IPAA in Canberra in 2014, and a mini workshop was also presented at the Darwin AES conference that year. In 2012, the author commenced a part-time Ph.D. in performance measurement in government, now almost complete, and has had the opportunity to present the findings of his research to several international and Australasian conferences.

## Rapid Impact Evaluation

Presented by **Andy Rowe**, Evaluation and economics consultant, British Columbia, Canada

### FULL DAY – INTERMEDIATE/ADVANCED

Rapid Impact Evaluation (RIE) is a new evaluation approach for use in settings where it is challenging to assess impacts. RIE can be used to forecast expected impact, as well as to evaluate impact after implementation. It is nimble and low cost. Using RIE as part of mixed methods evaluations enhances the ability of evaluators to quickly and cheaply assess the direction and magnitude of impacts, including of complex initiatives. Pilots in Canada, the US and SE Asia have shown RIE to be fit for purpose and provide valuable insights about how to tailor the method to different settings.

Built on a use-seeking framework RIE introduces three new methods: the scenario-based counterfactual; a simplified metric for scalar measurement of impacts; and an interest-based approach for using program stakeholders as experts. RIE triangulates judgments of three distinct groups of experts bringing knowledge of the intervention and of the science involved to the assessment of impacts. This workshop will introduce RIE and the new methods developed to enable rapid evaluation of impacts. All modules in the workshop include exercises to apply RIE concepts. In addition to introducing and building capacity to use these methods this workshop will demonstrate how use-seeking approaches can be infused into the DNA of an evaluation.

Learning outcomes of the workshop are for participants:

- to understand the RIE approach and options for adapting RIE to different settings
- to learn new methods developed for RIE and how they can each be used as part of a mixed methods evaluation approach (scenario-based counterfactuals, metrics to assess impacts and applying interest-based approaches to evaluation)
- to gain awareness of the features of a use-seeking evaluation approach learn lessons from applying a use-seeking approach and understand how to systematically build use-seeking approaches into all elements of an evaluation.

The workshop best suits intermediate and more advanced evaluators with some experience conducting and designing evaluations and the challenges of evaluating impacts.

### About the presenter

One of the conference keynote speakers, **Andy Rowe** is an evaluation and economics consultant. He is former President of the Canadian Evaluation Society. An innovator, he has developed new approaches to evaluation that are accepted in Canada, the United States and by the World Bank. His Rapid Impact Evaluation is a flexible low cost mixed methods approach to evaluating impacts. He has also developed systems to evaluate conflict resolution and sustainable development.

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## How to build big scale evaluation systems

Presented by **Dugan Fraser**, Program Director, RAITH Foundation, Johannesburg, South Africa

### FULL DAY – MASTERCLASS

This master class will explore different ways of designing and implementing big scale evaluation systems and frameworks. It will draw on the facilitator's experience of working on big whole-of-government and multi country evaluation systems. Special attention will be paid to conditions for success: developing evaluation capacity; building organisational cultures of evaluative thinking; and building supportive institutional coalitions. Culture, tone, approach and style will be addressed as major considerations in the design and implementation of big scale systems.

Learning outcomes are:

- Why governments should build big scale evaluation systems
- An introduction to principles that can be used to guide the development of large scale systems
- An understanding of the various kinds of big-scale systems and frameworks. Participants will consider which type of system best suits their needs and reflect on whether planning to graduate from one type of system to another is appropriate or necessary
- Options on working across a number of different entities, what these entities could be and how to go about building the necessary relationships and shared platforms
- Capacity building strategies to support the operations of big-scale systems and
- Insights into what pitfalls are likely to be encountered and how these can be avoided.

The session will provide many opportunities for participants to share knowledge and experiences, and to explore how lessons from international experiences can be adapted to suit participants' particular contexts. *It is not an introductory or beginner's workshop.*

This masterclass is for experienced evaluation practitioners and public servants. It is targeted at:

- experienced evaluation practitioners working with government, who are already actively involved in the evaluation community and who are contemplating developing a big evaluation system
- public servants who are considering implementing such a system and who will be responsible for commissioning, overseeing and using the prospective system.

### About the presenter

One of the conference keynote speaker, **Dugan Fraser** is Program Director of the RAITH Foundation. He leads a philanthropic organisation dedicated to empowering civil society to overcome injustice and unfairness in South Africa. He is also Chairperson of the South African Monitoring and Evaluation Association. A former government official, he helped develop South Africa's Government-Wide Monitoring and Evaluation system and developed evaluation systems to evaluate land reform, social development and public service governance.

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## Introduction to evaluation

Presented by **Ian Patrick**, Ian Patrick and Associates, Alphington (VIC)

### FULL DAY – BEGINNER

This workshop is designed for those who are reasonably new to evaluation, and is aimed at equipping them with a core set of knowledge and skills that inform its use. These will be valuable for those who need to manage or undertake evaluations, or participate in evaluation activities. Workshop participants will develop an understanding of why and how organisations and programs undertake evaluation, including the approaches and methods commonly used in its application. Using case studies and practical exercises, participants will have the opportunity to apply knowledge and skills to situations and tasks common to the evaluation process.

Core areas covered in the workshop include:

#### *Role of evaluation and approaches to its use*

- Understanding the purpose and use of evaluation
- Identifying who does evaluation, and how different stakeholders can participate
- Clarifying the complementary nature of the relationship between monitoring and evaluation
- Understanding the different stages of an evaluation
- Using common areas of focus for evaluation such as effectiveness and efficiency

#### *Planning an evaluation*

- How to plan an evaluation
- Role of program logic to identify expected outcomes and impacts
- Using evaluation questions
- Using indicators and targets

#### *Conducting an evaluation*

- Appreciating different approaches to evaluation including theory based, participatory developmental, and quantitative and qualitative
- Common methods to collect data
- Data analysis and synthesis
- Drawing evaluation conclusions and recommendations
- Reporting and dissemination

#### *Capacity for evaluation*

- Building capacity for evaluation and learning in organisations

### About the presenter

**Ian Patrick** is an independent consultant and Director of Ian Patrick & Associates. His career as an evaluator extends over 20 years and covers both Australia and the Asia Pacific region. He has broad experience in designing and implementing evaluations across different social sectors such as health, education, law and justice, community development, and human rights and Indigenous issues. Ian has worked with a range of government and non-government organisations and programs in developing monitoring and evaluation systems, and conducting evaluation-related training. He has previously delivered workshops for the Australasian Evaluation Society and the American Evaluation Association. He is joint author of *Developing Monitoring and Evaluation Frameworks* (SAGE, 2016). Ian is an Honorary Senior Fellow, School of Social and Political Sciences at the University of Melbourne where he contributes to evaluation-focused teaching programs.

## Foundations of survey design

Presented by **Sarah Mason**, Centre for Program Evaluation, The University of Melbourne, Melbourne

### FULL DAY – BEGINNER

At a time when evaluators are pressed for time and limited in budget, survey data often forms a foundation for evaluation work. As the primary source of data in many evaluations, it is imperative that evaluations are grounded in valid, reliable data. Yet high quality surveys are hard to create. Designing a credible survey requires understanding not only question wording, but also the cognitive and motivational aspects of participant responses. For example, even with the 'right' question wording, inappropriate question ordering can fundamentally affect the nature of responses we receive.

This day-long workshop provides a hands-on experience in creating and evaluating reliable survey instruments. Working through a combination of brief lectures and practice exercises, participants will explore:

1. the motivational approach to survey design
2. principles for wording survey items
3. the cognitive approach to survey creation
4. foundational strategies for assessing and improving survey quality.

Across each domain, attendees will be given the opportunity to apply their newly gained knowledge by critiquing established surveys, and working in groups to create surveys of their own.

### **About the presenter**

**Sarah Mason** is a Research Fellow and Lecturer based at the Centre for Program Evaluation, The University of Melbourne. Sarah specialises in the design and implementation of high quality monitoring, reporting and evaluation products in complex and challenging environments. Over the past 10 years, she has conducted research and evaluation projects across a wide range of contexts, including Australia, the United States, Afghanistan, East Timor, Myanmar, Thailand and Cambodia. She recently led the design and implementation of an international survey of more than 1,000 schools across the globe.

She has post-graduate training in experimental, quasi-experimental and non-experimental research designs, qualitative and quantitative data analysis, program theory-driven evaluation and evaluation theory.

Sarah has an MA in Evaluation and Applied Research Methods from Claremont Graduate University (CGU) and is currently pursuing a Ph.D. in the same field. She also has an MA in Development Studies from the University of New South Wales, a Graduate Diploma in Early Years Education and a Bachelor of Arts in Political Science and International Relations from the University of Queensland. She regularly presents at international conferences and was recently awarded a Faster Forward Fund scholarship for innovative ideas in evaluation.

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## **Using logic models to develop evaluation criteria and make value judgements**

Presented by **Pauline Dickinson**, SHORE & Whariki Research Centre, Massey University, Auckland

### **FULL DAY – BEGINNER/INTERMEDIATE**

What makes evaluation unique is that the focus is on the systematic determination of the quality, value or importance of an evaluand in order to take action. Logic models can help focus the key interventions and outcomes the evaluand is seeking to achieve and the development of evaluation criteria and performance standards (rubrics) help determine merit.

This workshop is designed to suit beginning evaluators and others who want to conduct clearly defined and useful evaluations that move beyond just describing the evaluand. Participants will use logic models as a framework for an evaluation and develop a robust way of determining the quality, value and importance of an evaluand. The workshop is very practical, hands-on, interactive and uses adult learning strategies. The workshop addresses the domains of evaluation theory and evaluation activities.

In this workshop, participants will:

- gain an understanding of the use of logic models in evaluation
- develop a logic model for an evaluation project
- gain an understanding of how to develop evaluation criteria and performance standards (rubrics).

### **About the presenter**

**Pauline Dickinson** has over 20 years' evaluation experience. She manages and delivers a national evaluation capacity building contract to public health workers and conducts a wide range of evaluations using both mixed and qualitative methods that address health and social issues. Her approach to evaluation is programme theory driven, utilisation focused, and participatory and the evaluations conducted are developmental, formative, process and outcome focused. Pauline has presented many times at national and international conferences including AES, AEA and EES and has received very positive feedback and interesting discussion from attendees. During her time at Massey University Pauline has successfully bid over \$4million in contracts.



## Registration details

### Registration fees (inc GST)

Category	Half-day workshop	Full-day workshop
Member	A\$231	A\$440
Non Member	A\$396	A\$605
Student	A\$122	A\$220
Student Non Member	A\$198	A\$303

*It is important that you read the registration information below before completing the online form.*

### Registration process

Please register via the conference/conference workshop registration portal - see link below.

**Choose the number of workshop tickets you need in each category**, fill in the form and click 'Next'. You will be able to enter the workshop participant information for each ticket. On the next screen choose which workshop each participant wishes to attend.

**If you have already registered for the Conference**, follow the steps above and ignore the options for Conference tickets shown. You will be issued an additional invoice for the pre-conference workshops; your existing Conference registration details will not be affected.

**If you wish to register for the conference workshops only**, ignore the options for Conference tickets shown.

**If you wish to register for both the conference workshops and the Conference**, follow the instructions above for the conference workshop registration, and then, additionally, choose your Conference options.

### Important information regarding your conference workshop registration

- The AES cannot guarantee that each workshop will go ahead as scheduled. If a workshop is cancelled, you will be offered a place in another workshop, or a refund.
- Students must provide a copy of their full-time student identification card/number or a supporting note from their Head of Department upon registration which can be faxed to +61 3 8344 8490 or scanned and forwarded by email to [conference@aes.asn.au](mailto:conference@aes.asn.au). Without this information, the full registration fee will be charged.
- Your AES Membership number: If you do not remember your AES Membership number, please go to the AES website and log-in, your member number should appear in the right hand column, otherwise go to the instructions page.
- Organisational members: Staff of Organisational Members receive an additional 10% off the appropriate registration fee by using the correct code (either member or non-member). The code has been sent to the main contact for the Organisational Membership. If you are a staff member of an Organisational Member, please ask your organisation for the code so that you can use it when registering.

### Terms and conditions of registration

Please read the terms and conditions for conference workshop/conference registration available [here](#).



### Looking for accommodation?

A range of accommodation options are available [here](#).