

Measuring how change is created in place-based work



Two things make up impact



At PLACE Australia, we believe understanding and measuring impact means looking at both.

01

THE WHAT

What changes for people and communities over time

+

02

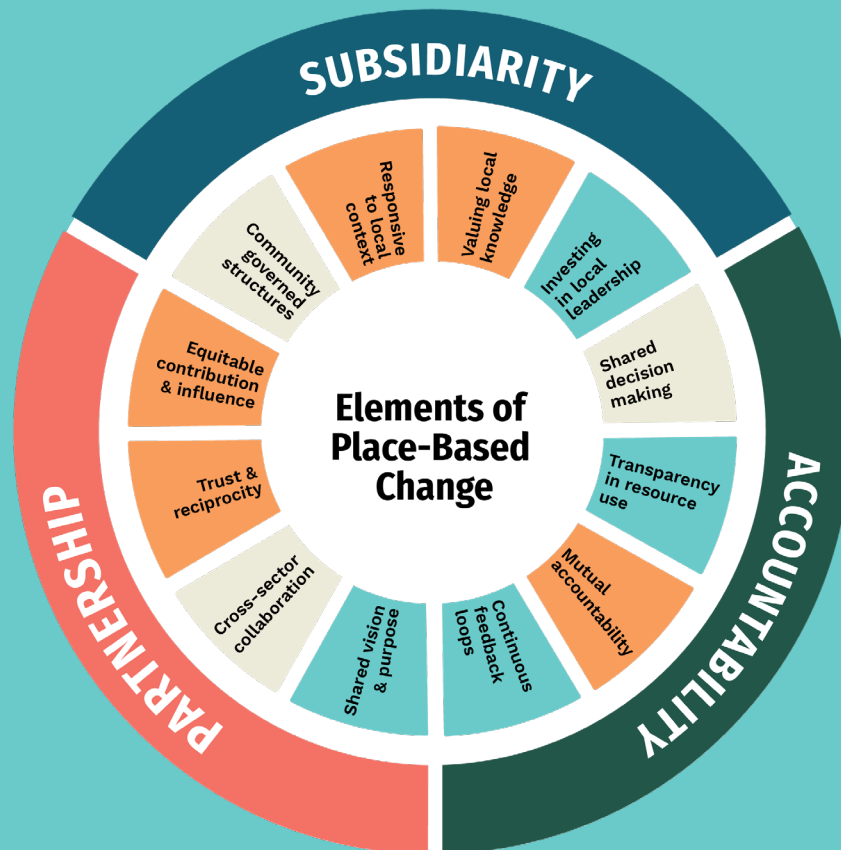
THE HOW

How change is created in place

A common lens on uncommon work



PLACE's 12 elements of place-based change



40+

initiatives reviewed against the 12 elements

WE WERE INTERESTED IN FIVE THINGS

- How the work is structured
- How decisions get made
- The role of community
- The role it plays in the wider system
- What they're trying to shift over time

The five characteristics of place-based change



- **1 Community aspirations drive direction** Community members and leaders set direction and make significant decisions about the work as it progresses.
- **2 Action responds to people and place** What gets done is shaped by local priorities and context NOT external agendas or programs.
- **3 People and organisations work together** Services, organisations and community are working together with shared purpose and accountability.
- **4 Decision-making ~~is~~ to the local level** Local people and communities have meaningful influence over decisions and priorities affecting them.
- **5 The work learns and adapts** Initiatives regularly reflect on what's working, use data to adjust course where required, and builds knowledge over time.

What we found



5

consistent ways change happens
across very different initiatives

50+

National and International
measurement frameworks
checked
for measures aligning with the
five characteristics

The measures don't exist yet

No single framework captured all five characteristics. **Very few measures could be used as they are — most needed to be adapted and many built from scratch.**

Community aspirations drive direction



Community members and leaders set the direction and make the significant decisions about the work as it progresses.

EXAMPLE MEASURES

The degree to which success indicators are defined by the community

Success indicators are defined by the community

The degree to which community leadership capability and agency is growing

Community leadership capability and agency is growing

Action responds to people and place



What happens on the ground is shaped by local priorities and context NOT external agendas or programs.

EXAMPLE MEASURES

The degree to which plans and projects are reviewed and adapted based on new knowledge and local learning

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FkRè JÖ ækd%NZø*

The degree to which cultural practices, local relationships and community strengths shape how the work is delivered

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People and organisations work together



Services, organisations and community are working together with shared purpose and accountability.

EXAMPLE MEASURES

The overall health of the collaboration across partners is assessed across shared goals, resources, authority, accountability and whole system.

Iè RááæJL, FÓŋŋKJ, CHAT, ŋææAU0

The degree to which community experience of more connected support and stronger referral pathways (fewer gaps, less duplication, and having to tell their story less often)

CæééJL, BJáæéæá! AU0

Decision-making shifts to the local level



EXAMPLE MEASURES

*PkəLóʔtʰəŋqʰCəè è ɬ! ʔəéʰéLpʔʔʰJəəó! ʰEóRʔʔʰRʔʔəéʰ
SʔʔRʔʔʰqʰəUə*

FăRñø⁶FăŎkđ à⁶gAUø

The work learns and adapts



The work regularly reflects on what's working, uses data to adjust course where required, and builds knowledge over time.

EXAMPLE MEASURES

The degree to which a learning culture is built into the initiative's practice

POLRESnRnJáECRj REnq1LJRkéæáDæ RægUSA0

The degree to which community feedback contributes to a structured learning process that decision-makers can point to what changed as a result

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gNZ0*

The five characteristics of place-based change



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Over to you



The first question isn't whether place-based work creates change — you already know it does.

It's whether the 5 characteristics resonate and are a useful lens for understanding impact and developing measures together

TABLE DISCUSSION

Do the 5 characteristics resonate with the place-based work you know best and are they useful?

SHORT SURVEY

Your responses will guide tomorrow's activities.

The 5 characteristics of place-based change



What are your thoughts?

Is this concept - of a shared effort - worth pursuing?

Do the 5 characteristics resonate with the place-based work you know best and are they useful?

If we looked at these specific 5 as a starting point, what are your reflections?

TABLE⁶CONVERSATION⁴

- *You have 20 minutes*
- *Go around your table*
- *Invite everyone to share*
- *Please choose a volunteer scribe*



The five characteristics of place-based change



1



Community aspirations drive direction Community members and leaders set direction and make significant decisions about the work as it progresses.

2



Action responds to people and place What gets done is shaped by local priorities and context NOT external agendas or programs.

3



People and organisations work together Services, organisations and community are working together with shared purpose and accountability.

4



Decision-making ~~is~~ to the local level Local people and communities have meaningful influence over decisions and priorities affecting them.

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The work learns and adapts Initiatives regularly reflect on what's working, use data to adjust course where required, and builds knowledge over time.