



Australian Government

AusAID

Office of Development Effectiveness

Cross-Media Impact

Office of Development Effectiveness
influence in the Australian aid program

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Context and background

- Building stronger evidence for more effective aid
- 2010 review process set out ODE's influence:
 - Systems, processes and policies
 - Staff knowledge and understanding
 - Broader knowledge and debate



ODE's influencing approach

- Dedicated influencing/communications resources
 - Influential evaluations & influential communications



- Theory of Change and Performance Assessment Framework
- Annual reflection process - facilitated workshop



Gathering data

- 3 main sources of data:
 - Impact log
 - Web statistics
 - Google Analytics
 - MailChimp
 - Twitter
 - Semi-structured stakeholder interviews



Online impact log

- Online and accessible (and the responsibility) of all staff
- Survey data feeds into a spread sheet for further analysis
- Staff record instances of ODE influence, providing a narrative account
- Incentive scheme: ImpActivist of the Month

https://docs.google.com/spreadsh ODE Impact Log

ODE Talks Podcast Internet request Google AusAID (ausaid) on Twitter ODE Tweets (effectivevdev)... Google URL Shortener ausaid.gov.au AusAID flickr ODE MARD

ODE Impact Log

Impact Incident Questionnaire

* Required

Part 1: Narrative

a. As far as possible, please describe what the outcome was of the influencing event (1-2 sentences) *
Include who was involved and any specific details or quotes

b. Now please provide a brief narrative of the influencing event, detailing what you personally did. *

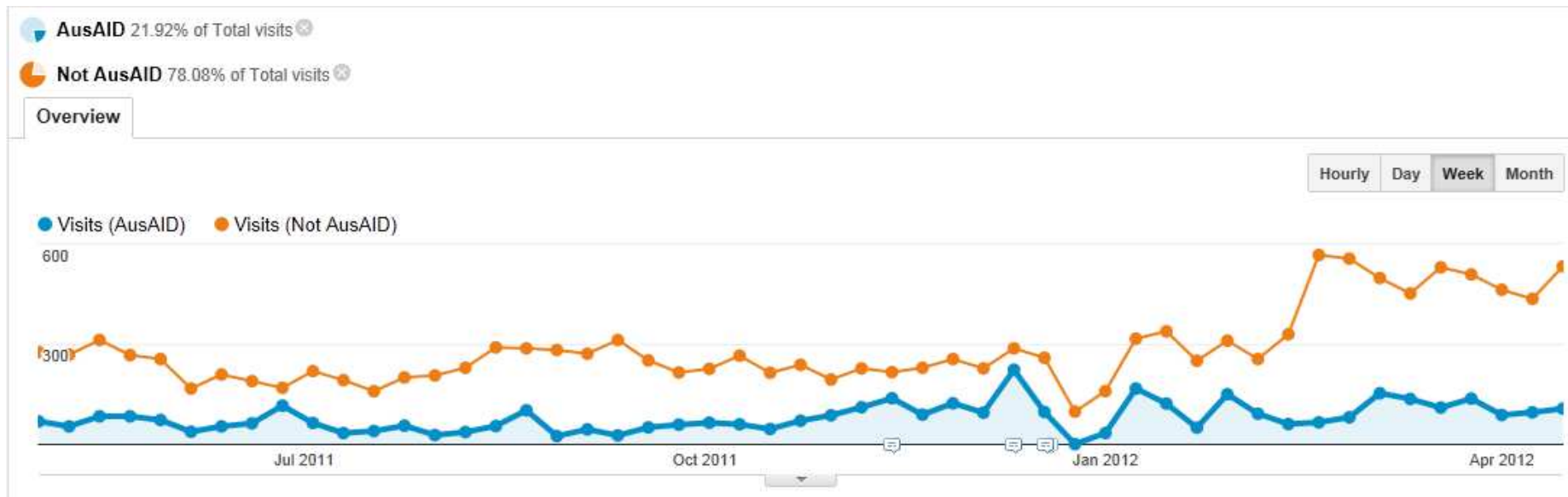
Part 2: Categorising the incident

a. Who was involved and/or influenced? [tick as many as appropriate] *

- Director-General
- SES
- Whole of Government partners
- Program Effectiveness and Performance Division - Quality and Performance Systems Branch
- Program Effectiveness and Performance Division - Program Strategy and Design Branch
- Budget Branch
- Executive Branch
- Staff - at Post
- Staff - at Country Programs in Canberra
- Staff - from Thematic Groups
- Think-tank partners
- Partner government officials
- Managing contractors/partners
- Australian public



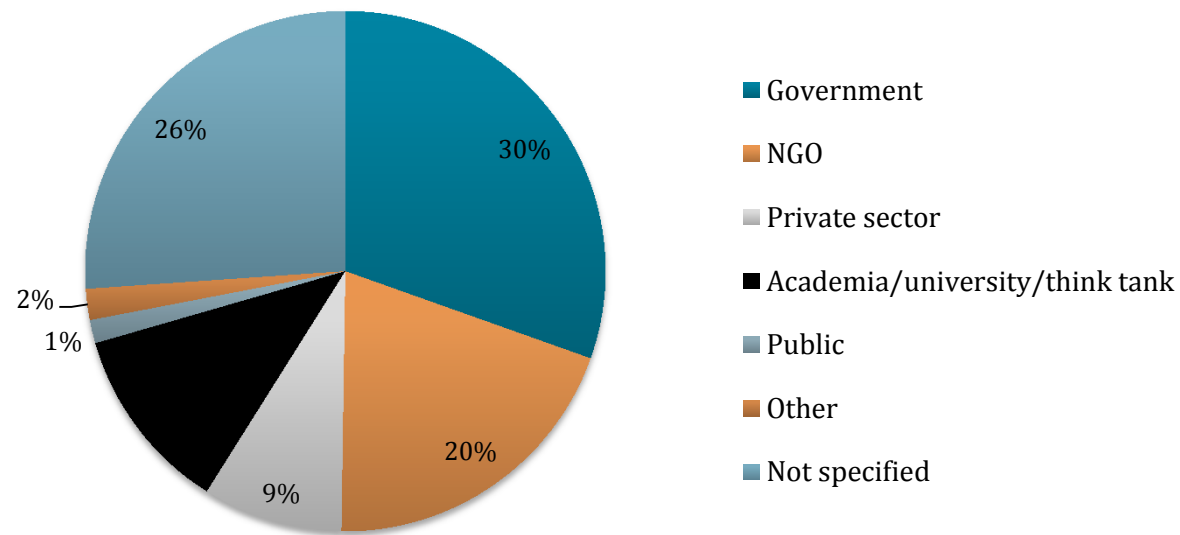
Web data





Web data (2)

Newsletter subscribers by sector



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<input type="checkbox"/>	LONG URL	CREATED	SHORT URL		CLICKS
<input type="checkbox"/>	www.ode.ausaid.gov.au/about...	2012 Aug 14	goo.gl/bIJNI	Details	7
<input type="checkbox"/>	www.ode.ausaid.gov.au/publi...	2012 Aug 10	goo.gl/5mUzsz	Details	2
<input type="checkbox"/>	www.ode.ausaid.gov.au/publi...	2012 Aug 9	goo.gl/GRRBRr	Details	8
<input type="checkbox"/>	us4.campaign-archive2.com	2012 Jul 19	goo.gl/KVxO8	Details	1
<input type="checkbox"/>	www.ode.ausaid.gov.au/publi...	2012 Jul 16	goo.gl/Hgtjk	Details	5
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<input type="checkbox"/>	www.ode.ausaid.gov.au/publi...	2012 May 18	goo.gl/4AdvT	Details	4
<input type="checkbox"/>	www.ode.ausaid.gov.au/publi...	2012 May 17	goo.gl/AgM2r	Details	11
<input type="checkbox"/>	www.ode.ausaid.gov.au/news/...	2012 May 14	goo.gl/JIExX	Details	4

<http://goo.gl/RwY18>

2012 Jul 10 - details

<http://www.ode.ausaid.gov.au/publicat...>





Stakeholder interviews

- Semi-structured interviews to tell stories ODE's influence
- 10 interviews (8 AusAID, 2 external)
- Cross-checking impact log data



Reflecting on the data

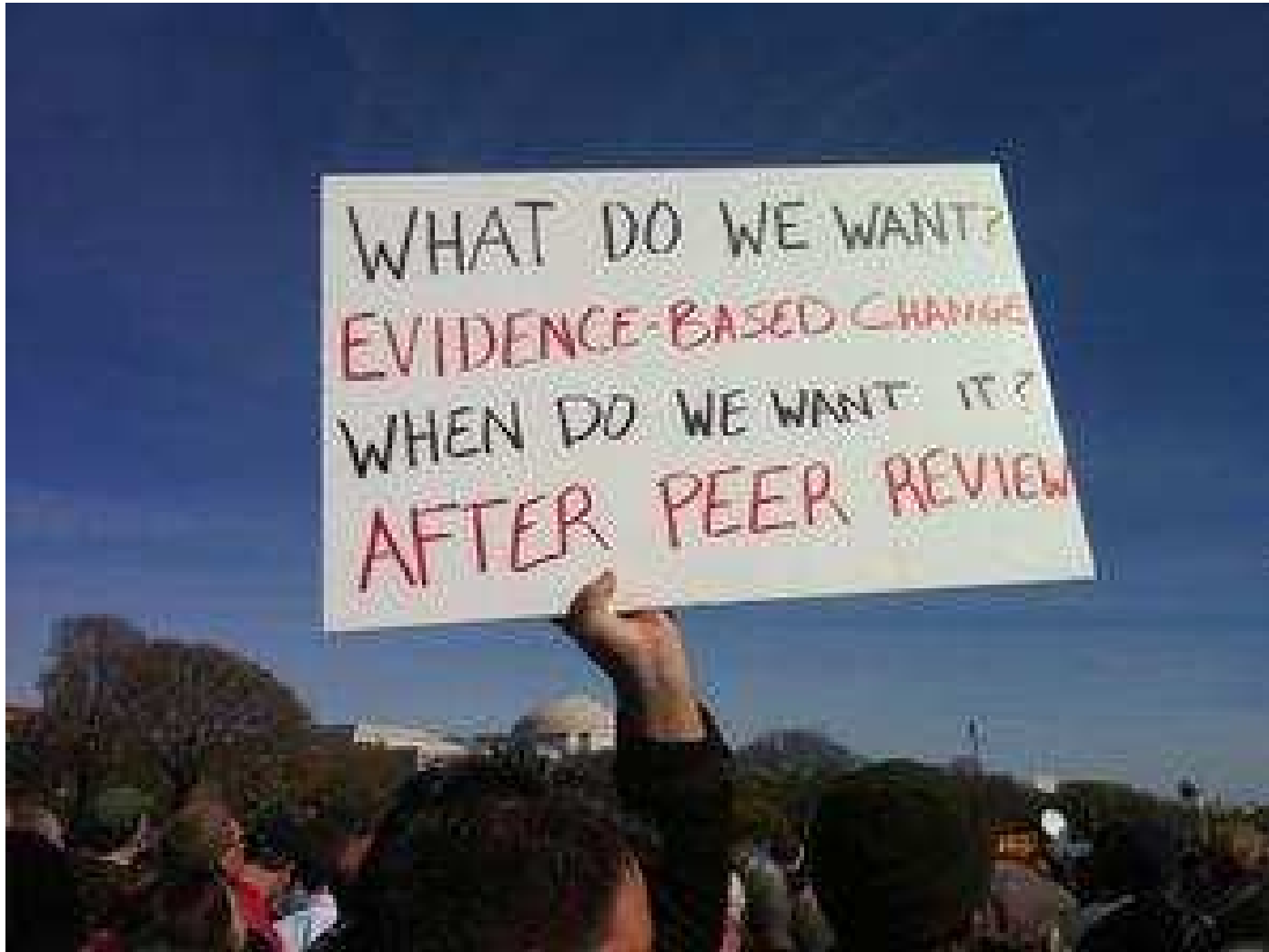
- Mixed methods
- Evidence gaps
 - Impact log vs activity log
 - Quantitative vs qualitative
- Difficulty making judgements - redefining the scope of our expected influence
- ODE's changing context



Next steps

- Evolving process – refining Theory of Change and PAF
- Agile and iterative: listening to the results and adjusting course
- New/recurring data collection methods:
 - After Action Reviews + Goal Attainment Score
 - Staff survey
 - More stakeholder interviews

Thanks for listening!



Contact

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