



Department of
Agriculture and Food



Landscapes shaping evaluation

Experience in evaluating the Farm Planning program

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The Farm Planning program

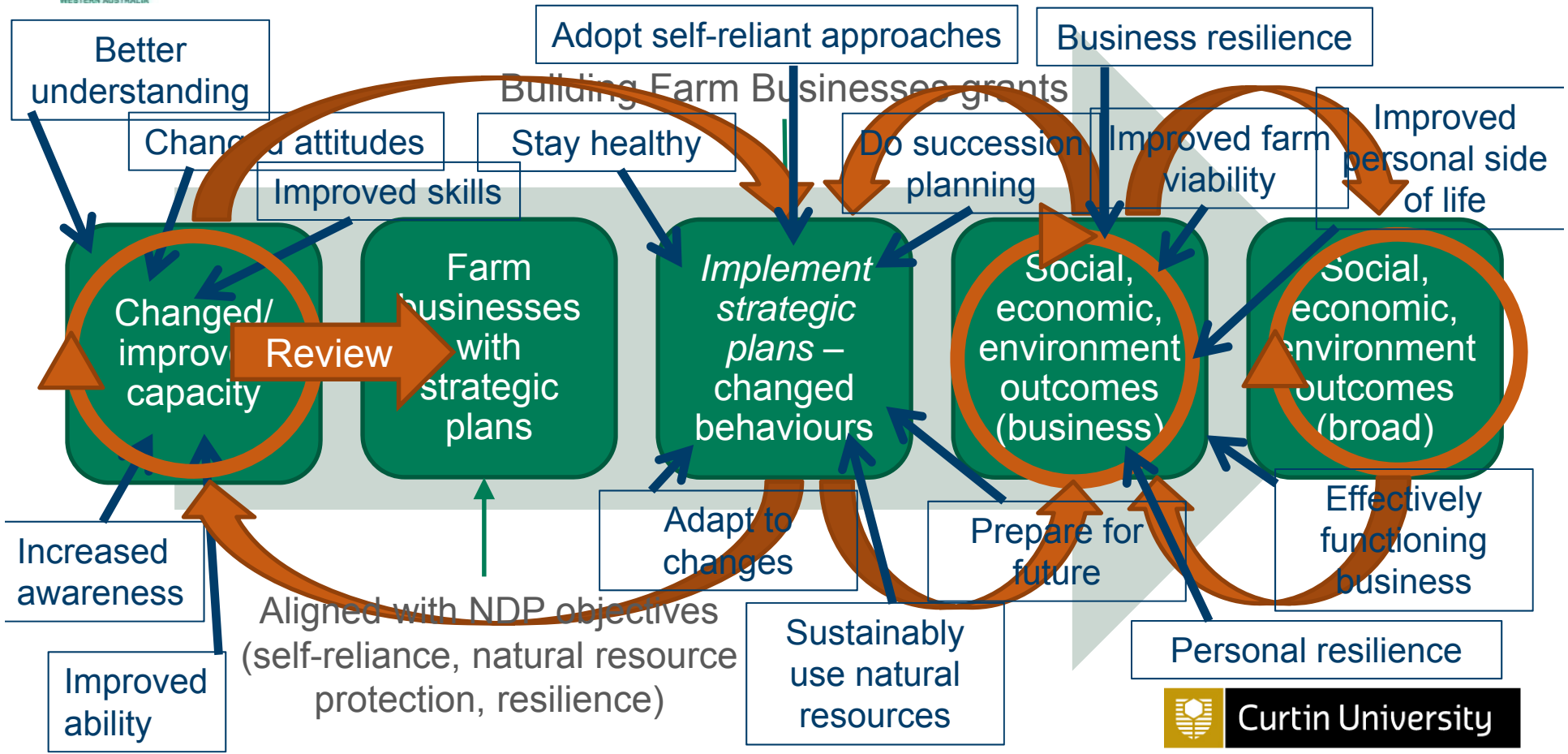


- 1 of 7 programs
- Risk management approach
- Develop strategic plans
- Build the planning skills of farmers
- Increase the number of farm enterprises with strategic plans
- Grants to implement



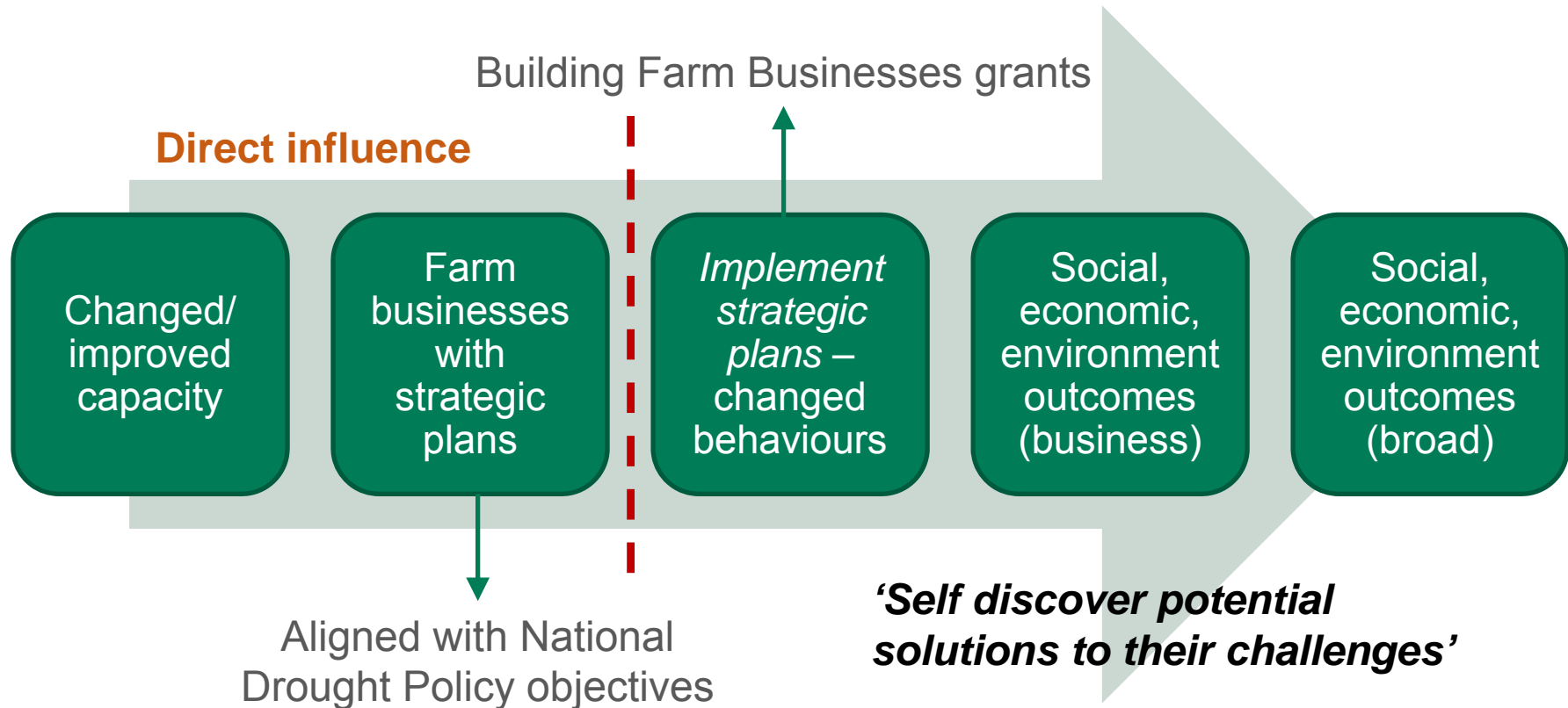


The Farm Planning program





The Farm Planning program



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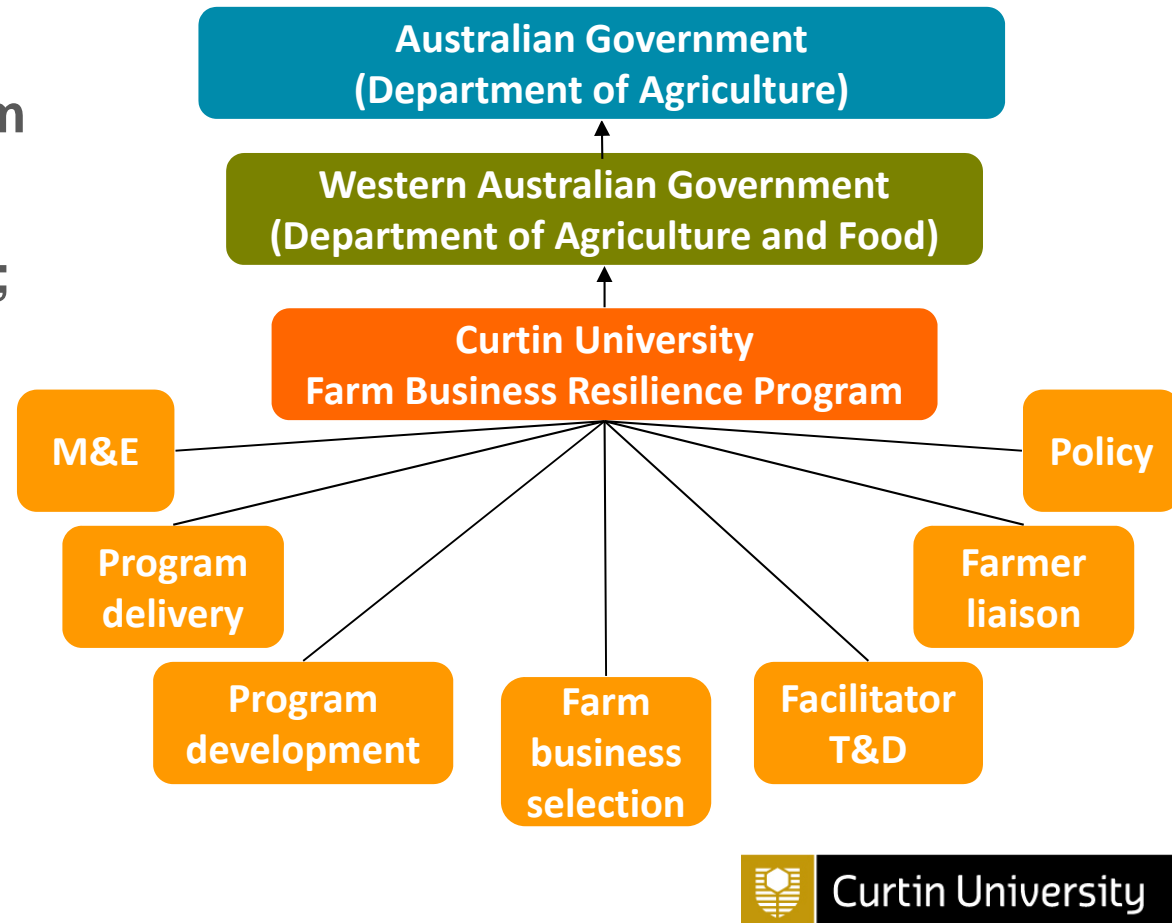
- **Mid-term effect**
 - Participant capacity
 - Participant behaviours
 - Farm business resilience (perceptions)
 - Factors influencing program effectiveness
- Compared to 'pre' and 'post' training
- Compared to 'non-participants'





The evaluation landscapes

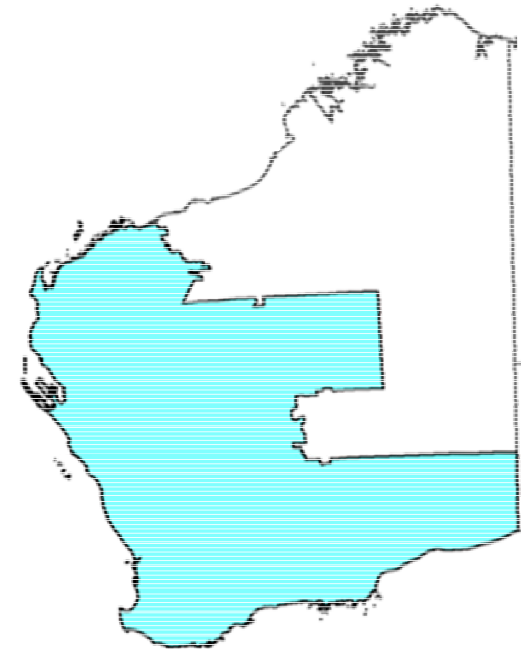
- Political – policy reform
- Organisational – multiple organisations; multiple deliverers





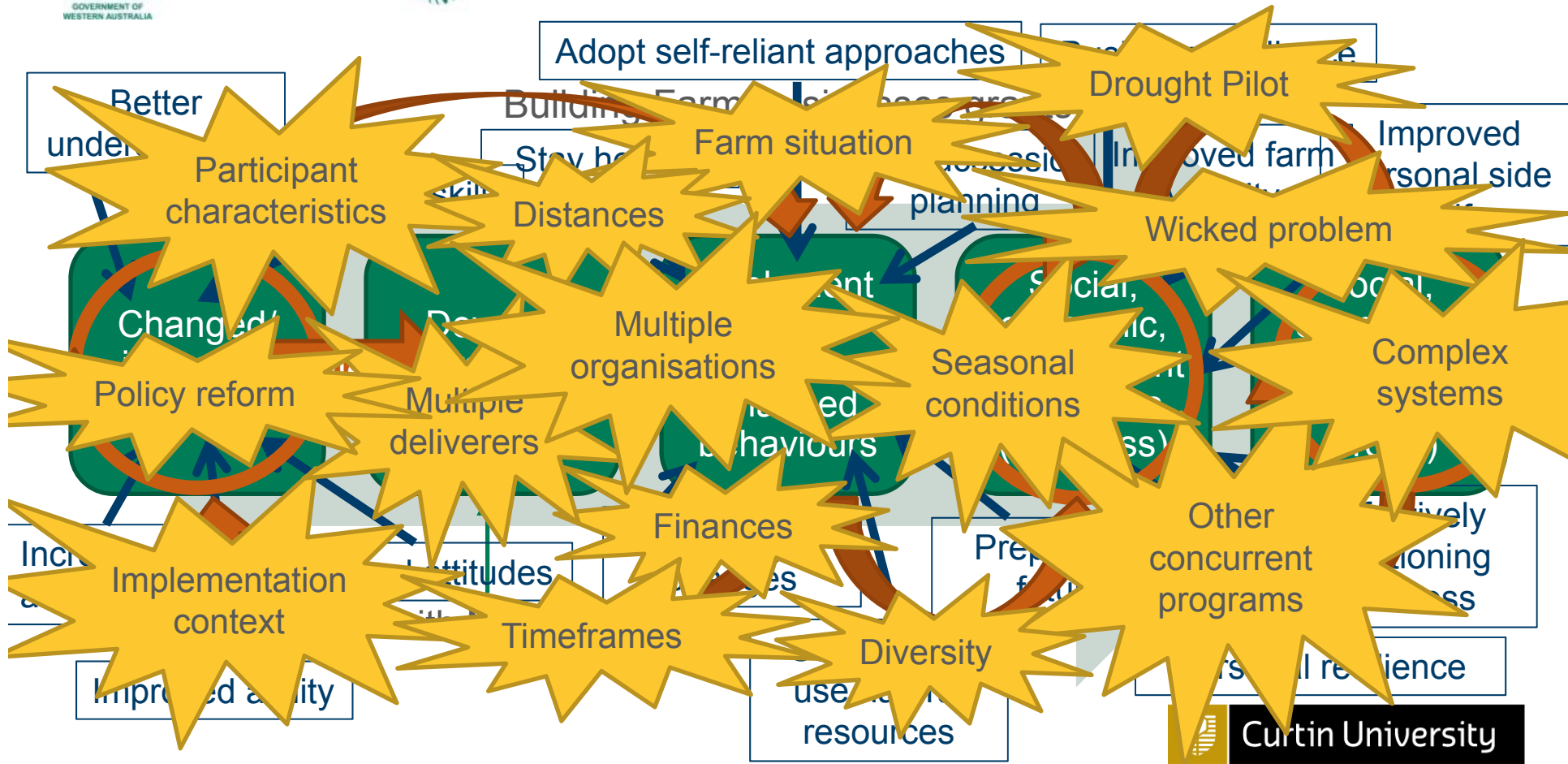
The evaluation landscapes

- **Political – policy reform**
 - **Organisational – multiple organisations; multiple deliverers**
 - **Environmental – drought and climate change, large area, agricultural systems, poor season**
 - **Social/cultural – farm families, diversity**
 - **Economic – grants**
- **Influenced evaluation design and results**





The evaluation landscape





- **‘What was’**

- Theory of change... research questions, framework, assumptions
- Farm Planning M&E... influenced the data collection methods and survey questions (longitudinal data)

- **Diversity of farm business situations and program delivery**

- Adaptive program design / ‘self-discovery learning journey’
- Multiple deliverers
- ... influenced design (counterfactual, sampling), methods (qualitative)





- **Evaluation landscapes are complex, ever-changing**
 - **Flexibility**
 - **Acceptance**
 - **Know that you are making a difference**
- **Conceptual framework**
- **Comparisons (if possible)**
- **Qualitative methods to acknowledge diversity**





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Thank you

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