# Outcomes and measuring success (Content)

In the Idea and Impacts sections of the Content application form, we want you to tell us about the outcomes you expect to result from your project, the measures you will use to measure their impact and the specific targets you will aim for as follows:



## Outcomes

## Outcomes are the changes you expect to occur for the beneficiaries of your project. Generally outcomes can be framed as an increase or decrease in one or more of the following:

* Skills, knowledge, confidence, aspiration, motivation (these are generally immediate or short-term outcomes)
* Actions, behaviour, change in policy (these are generally intermediate or medium-term outcomes)
* Social, financial, environmental, physical conditions (these are generally long-term outcomes)

For more insights into outcomes and evaluating your success, visit [www.ourcommunity.com.au/evaluation](http://www.ourcommunity.com.au/evaluation).

## Objectives

This is where you need to align your planned outcomes with the grant category objectives or outcomes. Select from the options provided in the drop-down list to let us know how your project will align with the goals of the grant category. Which of our outcome goals will your project contribute to? If multiple apply pick the most relevant.

## Measures/Metrics

A metric is a measurement designed to indicate whether or not progress towards an outcome is occurring, and quantify the extent to which it is occurring. Here we would like you tell us which quantitative metrics you may be able to report on. How will you measure the success of your outcomes? These metrics will form the reporting requirements of your grant agreement if your grant is successful.

Metrics work best when they:

* Are quantifiable/numeric
* Are clearly defined and succinct
* Contain all the context needed to gauge and compare the result (e.g. unit [e.g. cm, metres, people, people-days, %, etc]; direction of change [increase; decrease; etc.]; timeframe [e.g. per month; per year; etc])
* Have been tested, and/or are in common use, and/or are commonly understood as a relevant and useful indicator of performance in a particular arena
* Are used sparingly - you are much better off to ""ask one good question and answer it reliably"" than try to track many things at once
* Relate to a clearly articulated outcome or activity.

## Targets

These are the specific numerical goals you will aim for in relation to the metrics you have chosen, being an estimated total for your project. You will report on what you achieved in relation to these targets come reporting time so make them realistic and achievable.

## Examples

Some examples of outcomes, measures and targets that you might include for **Content** grants include:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Outcome**  | **Objective** | **Metric**  | **Current position**  | **Target**  |
| Represent the local First Nations Australians community and participate in Closing the Gap  | Increase the diversity of voices and languages in community media | Increase the number of First Nations Australians presenters in my program  | 1  | 3  |
| Equal gender representation on air  | Increase the diversity of voices and languages in community media | Increase the number of female presenters   | 3  | 5  |
| Participate in all major community events throughout the year  | Increase community participation in community media | Increase the number of outside broadcasts (OBs) at local events  | 4  | 7  |
| Have a dedicated youth radio program and increase youth participation at the station  | Increase community participation in community media | Increase the number of partnerships with local schools  | 1  | 4  |
| Represent on air the many faces of our community  | Increase the diversity of voices and languages in community media | Increase representation on air of Seniors /CALD/LGBQTI/people with a disability  | 5  | 10  |
| News and current affairs programming is developed and delivered across multiple stations  | Expand partnerships between community media content makers | Establish structure for multi station news and current affairs productions | 1 | 4 |
| Program nominated regularly for awards e.g. CBAA Awards  | Enhance creativity & excellence in community media content production | Increase the number of awards and media coverage for the success of this project  | 1  | 3  |
| All music-based programs feature interviews with musicians/performers  | Enhance creativity & excellence in community media content production | Increase the number of music presenters trained in interview techniques  | 2  | 6  |
| Program(s) are distributed nationally   | Enhance creativity & excellence in community media content production | Increase the number of downloads/streams per podcast episode  | 300  | 1000  |
| This project is recognised more widely for its excellence  | Enhance creativity & excellence in community media content production | Increase social media (facebook) coverage for the success of this project  | 5000  | 10000  |
| Distribute content more widely via a range of platforms  | Enhance creativity & excellence in community media content production | Increase the number of programs on multiple platforms  | 2  | 6 |