



**Working towards being an effective, influential and reflective regulator  
– linking social research into monitoring & evaluation, strategy and  
performance frameworks at EPA Victoria**

**Presenter:** Stefan Kaufman, EPA Victoria

**Date and Time:** Wednesday 17 August, 2011 5.30 - 7.00 pm

**Venue:** VicHealth Seminar Room, Ground Floor, 15-31 Pelham Street, Carlton  
South

Integrating with organisational needs presents challenges and opportunities for people who want to work with 'research that matters'. Monitoring & Evaluation (M&E) and associated activities represent a major avenue to do this. I will explore this idea by reflecting on my role in EPA Victoria doing social research for sustainability.

On the conceptual and theoretical side, I will touch on how social research contributes to the management of sustainability issues. I will also introduce some ideas on government intervention into environmental problems, and regulators in particular. I will highlight intersections with core M&E concepts, and put all this in the context of some ideas from reflexive modernity theory and organisational learning (lucky you!).

All of this helps introduce a general framework for linking the social research program at EPA to M&E for projects and programs, organisational performance monitoring, and strategy. Behind this framework we will explore what's worked well and what dead ends I've encountered and mistakes I've learnt from during my four years at EPA. I will also discuss changes inside EPA and in its context the difference these changes have made. Participants should come away with a mix of practical and conceptual insights and plenty to discuss with me over a beverage.

**Presenter:**

Stefan Kaufman leads the Social Science Portfolio in EPA Victoria's Knowledge & Research Unit. He works with research design and management; environmental behaviour change; evaluation; social marketing; risk communication and facilitation. He is an Honorary Appointee at Monash University via the Behaviour Change Initiative with the Monash Sustainability Institute. Stefan's PhD at the Australian National University explored how two university-based sustainability organisations handled the challenges for change agents raised by the concept of reflexivity –bridging differences in world view between would-be changers and change-ees.

**Please RSVP** to Sue Williams on [susan.williams@dse.vic.gov.au](mailto:susan.williams@dse.vic.gov.au) by Friday 12 August 2011.