From Admin to Evidence: Transforming Data Quality Through Culture and Capability

Cath Cooper
Senior Program Analyst

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About Brave Foundation

Supporting Expecting & Parenting Teens (SEPT) Program

Our Vision

A future where every young parent and their child thrives and belongs

Our Purpose

Unlocking the boundless potential of young parents

Our Mission

Walking alongside and championing young parents as a centre of excellence

Our professional mentors walk alongside participants & work together on what is important to them



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Our Story So Far

Founders Years

2006

'Brave Little Bear: The inspirational story of a teenage mother,' was published, which documents Bernadette Black's teen parenthood story.

2007

Bernadette starts forming a directory of services after being contacted by young parents and support people all over the country looking for connection to education, health, and social supports.

Early Years

2008

The directory of services goes online.

2009

Brave is incorporated as a not-for-profit.

Brave is launched in Hobart by Larissa Bartlett, Brave's Inaugural Ambassador.

Bernadette was volunteering her time to Brave around part time work.

2014

A generous bequest from Anne Tomlinson Walsh.

The Hon David Bartlett appointed the second Chair of Brave Foundation and Bernadette was appointed CEO.

Brave moved into its first office in Kingston, Tasmania.

Brave goes national

2015

Brave Foundation is launched nationally by The Hon Jeff Kennett at an event in Melbourne.

2018

Supporting Expecting and Parenting (SEPT) Program was created as a trial under funding from the Department of Social Service's 'Try, Test, Learn' initiative.

SEPT implemented across eight sites nationally.

2019

Brave Foundation celebrates its 10-year anniversary with an event at Government House in Tasmania.

Building our evidence

2020

University of Tasmania's Peter Underwood Centre released independent evaluation of Brave's SEPT Trial.

2021

Funding secured through Federal Office for Women and Tasmanian Government to continue and expand SEPT program.

2022

Philanthropic funding from Paul Ramsay Foundation allows Brave to establish foundation for Centre of Excellence with focus on advocacy, partnerships, evidence of impact and systems change through Social Economic Empowerment Department (SEED).

Jill Roche is appointed Brave's CEO. Bernadette is appointed as inaugural Social Economic Ambassador of SEED.

2023

Lived Experience Advisory Group established.

Pilot program focused on young dads is launched in Newcastle and Melbourne, thanks to three philanthropic grants.

Positioned for the future

2024

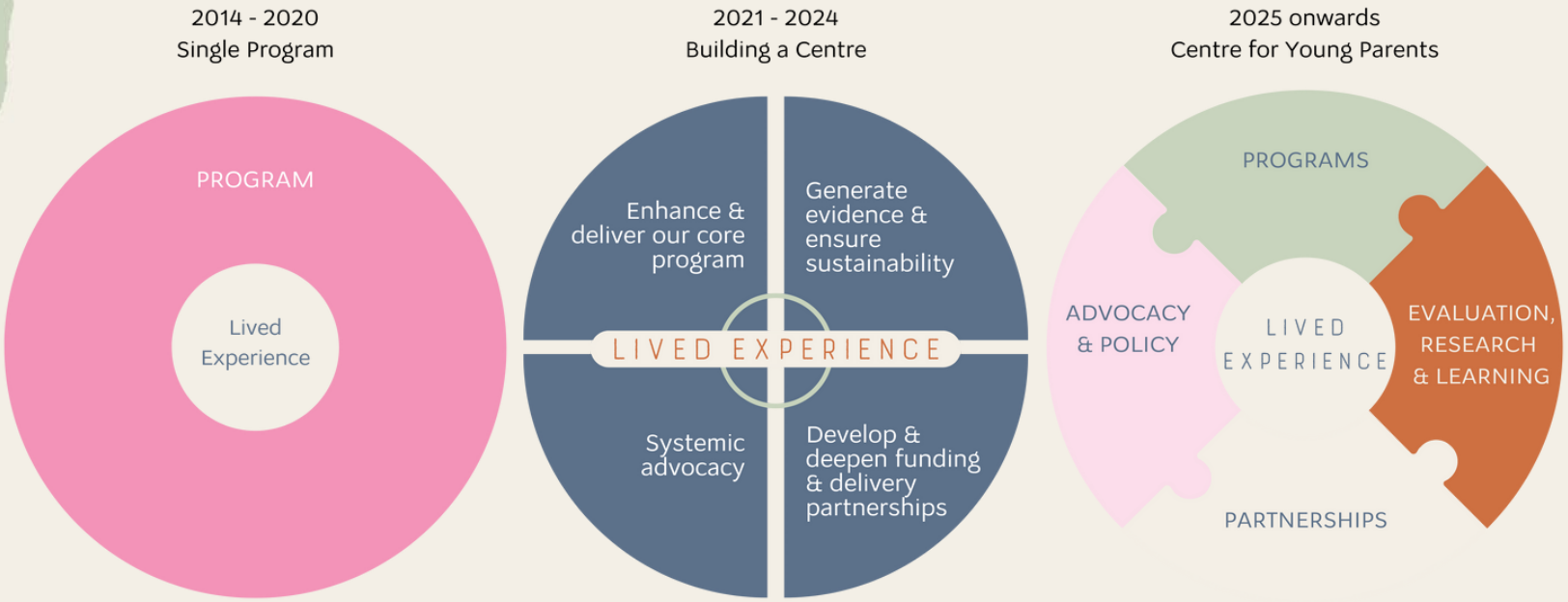
Federal government funding secured through Department of Social Services for SEPT program to continue nationally for a further two years.

Brave Foundation and SEED Futures now two separate entities

Social Return on Investment measured.

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Organisational Evolution



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The Challenge

- CMS not fit for purpose
- Low confidence in data
- Inconsistent data entry
- Limited training capacity
- Reporting no one fully trusted
- Time fixing errors

We knew we were struggling with our software, but we realised we were also struggling with trust



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A New Role - Senior Program Quality Analyst



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The Real Cost

- Time redoing the work
- Delayed Reporting



- Frustration for staff & stakeholders
- Weak evidence for decision making

Poor data doesn’t stay in data bases

It shows up in decisions

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The Turning Point

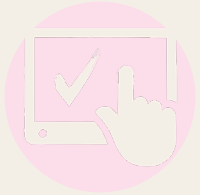
We stopped calling it:

"Admin“

and started calling it:

EVIDENCE OF IMPACT

We changed the story before we changed the system



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Why Language Matters

When staff see data as:

Admin → Compliance

Something I have to do

When staff see data as:

Evidence → Impact

Something that matters

The work didn't change

The meaning attached to it did

the future

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Start with Listening

We reviewed our Client Management System needs with input from:

- Service delivery staff
- Program support teams
- Leadership



People support what they help create

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Building a Better Client Management System

Features:

- Simpler workflows
- Clearer fields
- Better consistency
- Easier reporting

We built the system around the work, with the workers

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Capability Building

Training wasn't a single event



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Mentoring

Small Learning, Big Impact

- Short workshops
- Step-by-step guides
- New starter modules
- 1:1 support



We focused on making the right thing the easy thing

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Structural Supports

We added:

✓ Monthly monitoring

✓ Data quality reviews

✓ Overdue task reporting

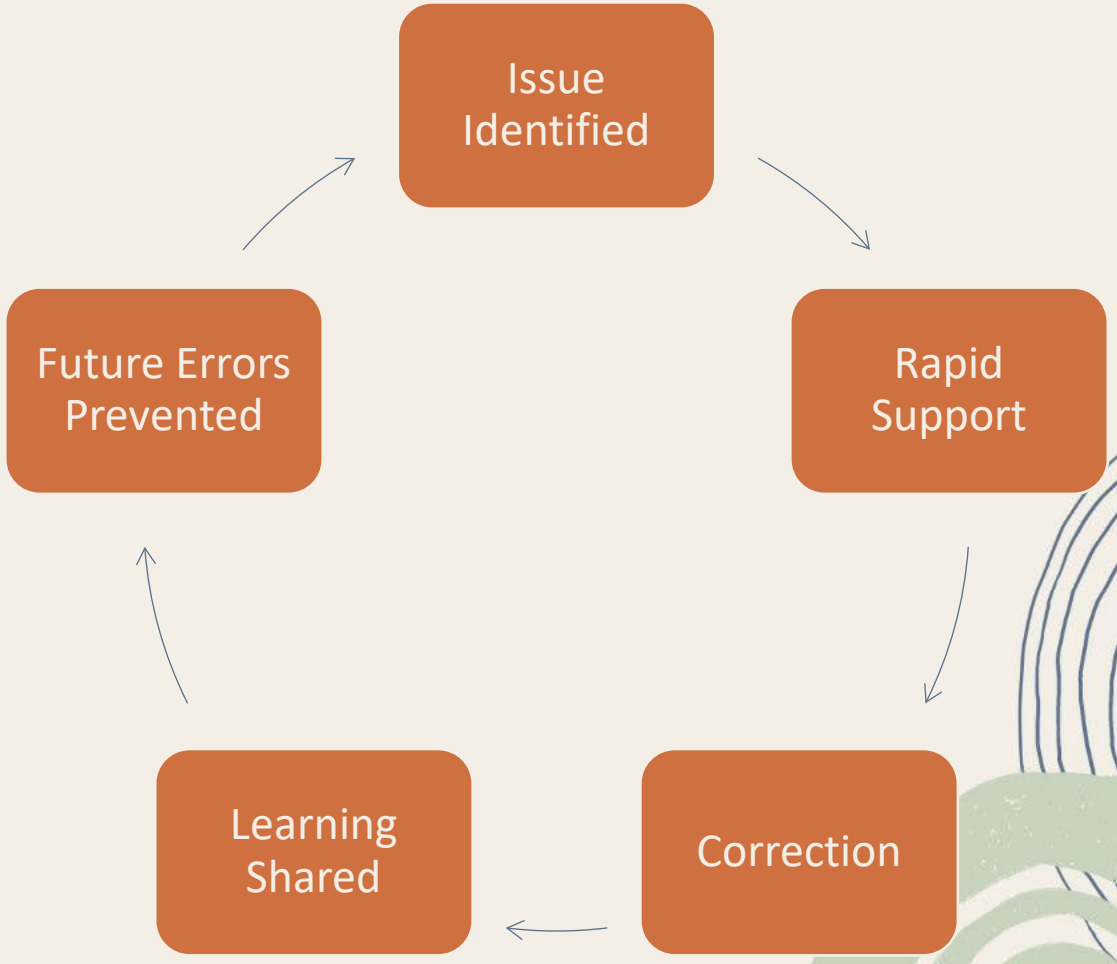
✓ Drop-in support sessions

Training alone doesn't create change

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Closing the Feedback Loop

We identified Data Champions to reinforce feedback and learning



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What Changed?

- Less time fixing errors
- More time using data



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Better Data = Better Decisions

Reliable data now supports:

📊 Reporting

🎯 Planning

📈 Evaluation

🤝 Accountability

The biggest improvement wasn’t accuracy

It was confidence

We can stand behind our reporting confidently

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Building Trust



Purpose	Partnership	Capability	Feedback	Proof
• Data became Evidence of Impact	• Staff helped design the solution	• Training and support built confidence	• Issues were identified and addressed quickly	• Reliable data delivered reliable decisions

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What Stood Out?

Three Lessons

1. Change the narrative

2. Build capability continuously

3. Support quality through systems

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Final Thoughts

Data is not admin

Data is evidence

And evidence is how we understand, improve and demonstrate impact





When people value the data they create,
Organisations can trust the decisions they make

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