# Strengthening program impact on systems and building evaluation into systems
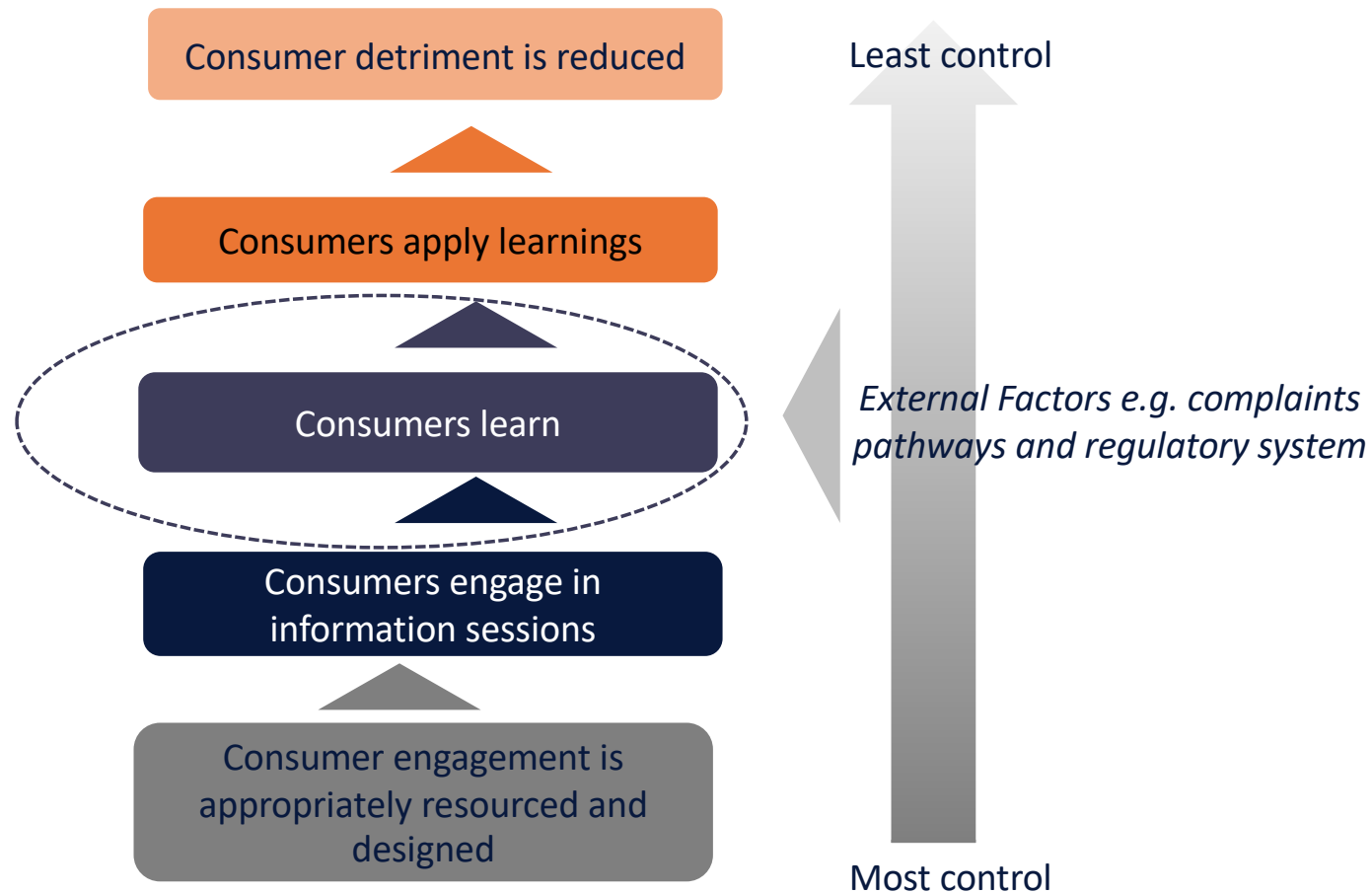
Jade Maloney and Katherine Rich
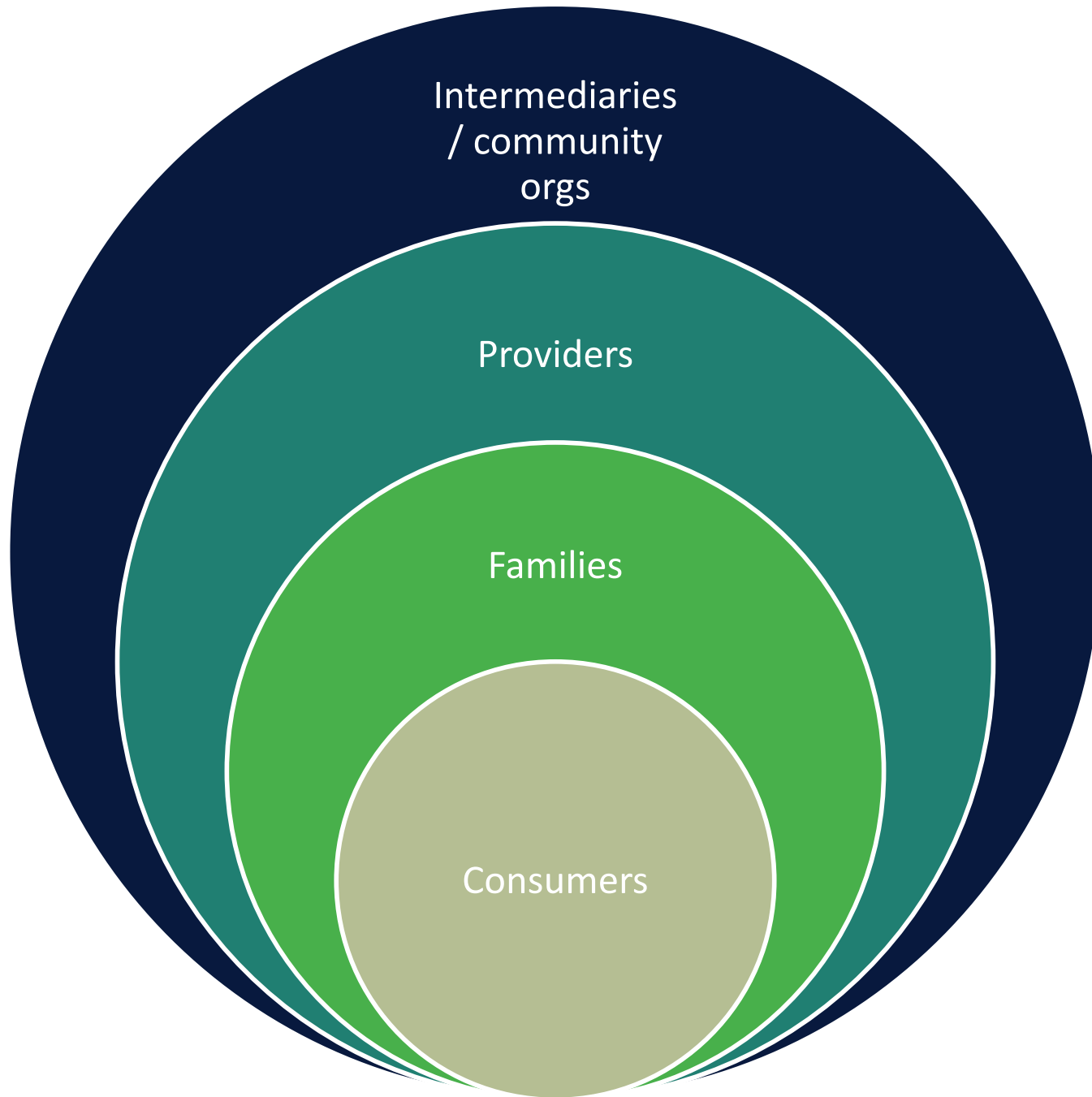
ARTD CONSULTANTS

# A traditional program logic

# Thinking of ecology and ecosystems
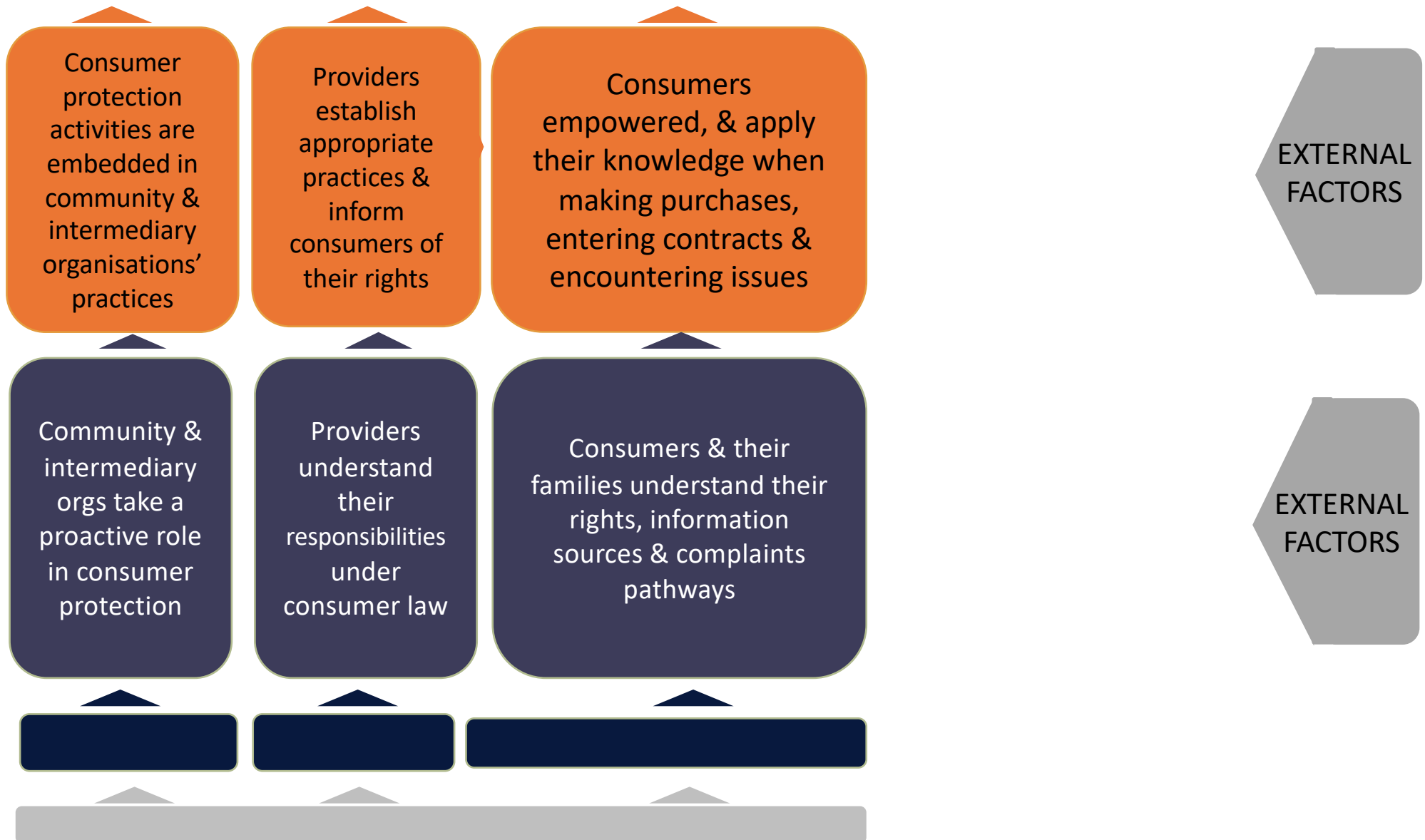
# Asset based community development



**Glass half empty   OR   Glass half full**

# Building the ecology into the logic

A fair and equitable marketplace, in which consumers are empowered to make informed choices, the regulatory system is effective & connected, and consumer detriment is reduced

Consumer protection activities are embedded in community & intermediary organisations' practices

Providers establish appropriate practices & inform consumers of their rights

Consumers empowered, & apply their knowledge when making purchases, entering contracts & encountering issues

EXTERNAL FACTORS

Community & intermediary orgs take a proactive role in consumer protection

Providers understand their responsibilities under consumer law

Consumers & their families understand their rights, information sources & complaints pathways

EXTERNAL FACTORS

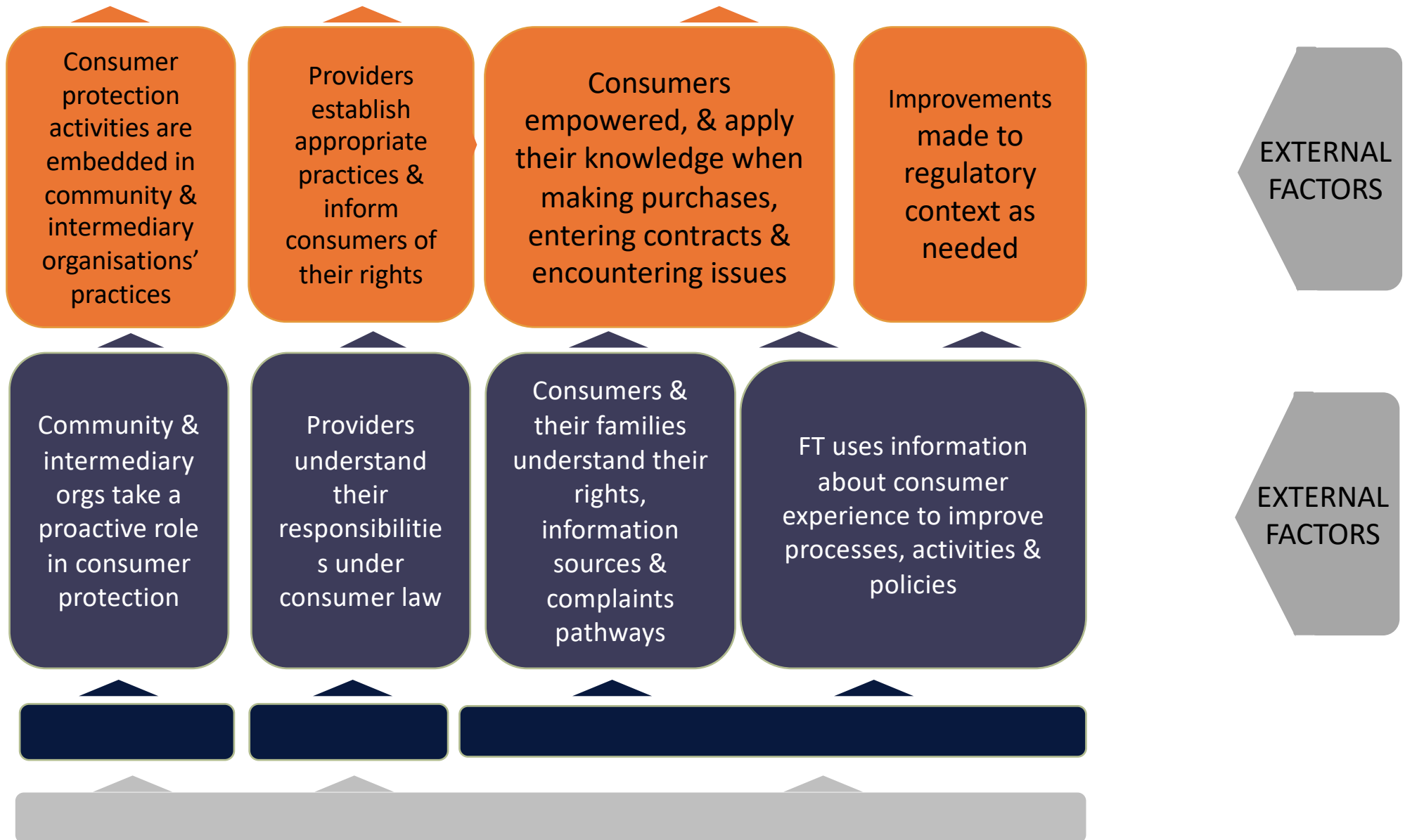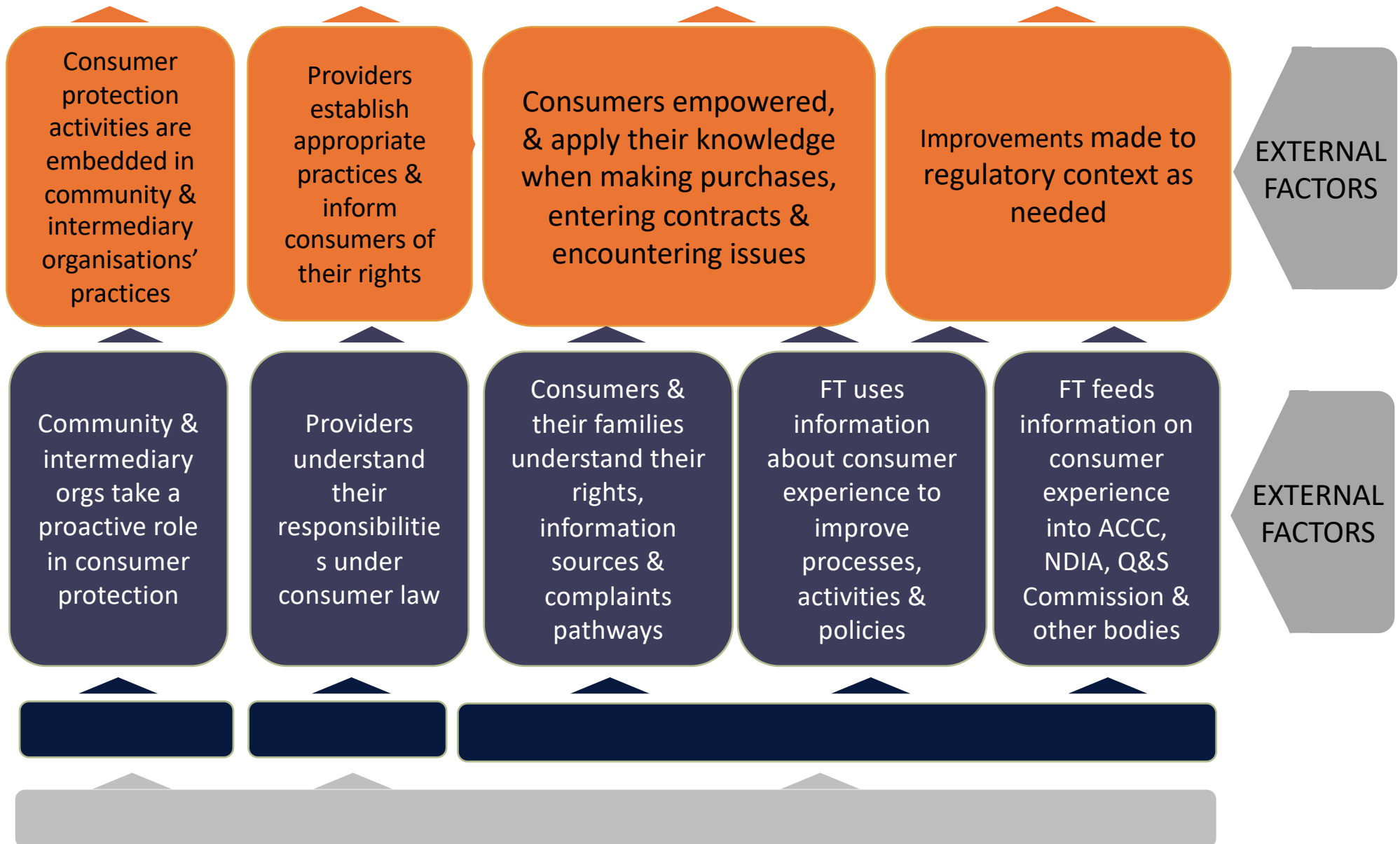# Building Fair Trading process into the logic

A fair and equitable marketplace, in which consumers are empowered to make informed choices, the regulatory system is effective & connected, and consumer detriment is reduced

Consumer protection activities are embedded in community & intermediary organisations' practices

Providers establish appropriate practices & inform consumers of their rights

Consumers empowered, & apply their knowledge when making purchases, entering contracts & encountering issues

Improvements made to regulatory context as needed

EXTERNAL FACTORS

Community & intermediary orgs take a proactive role in consumer protection

Providers understand their responsibilities under consumer law

Consumers & their families understand their rights, information sources & complaints pathways

FT uses information about consumer experience to improve processes, activities & policies
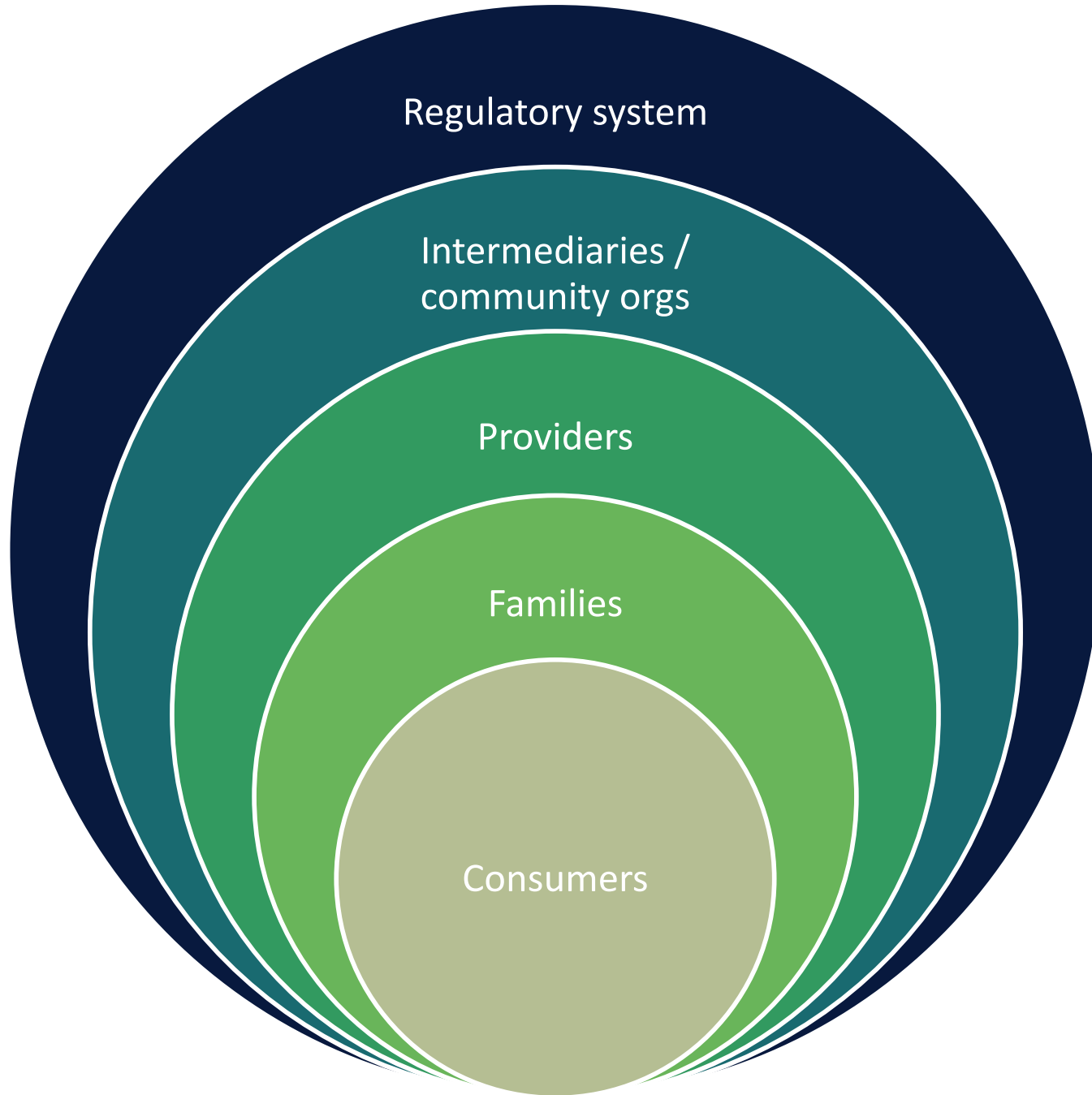
EXTERNAL FACTORS

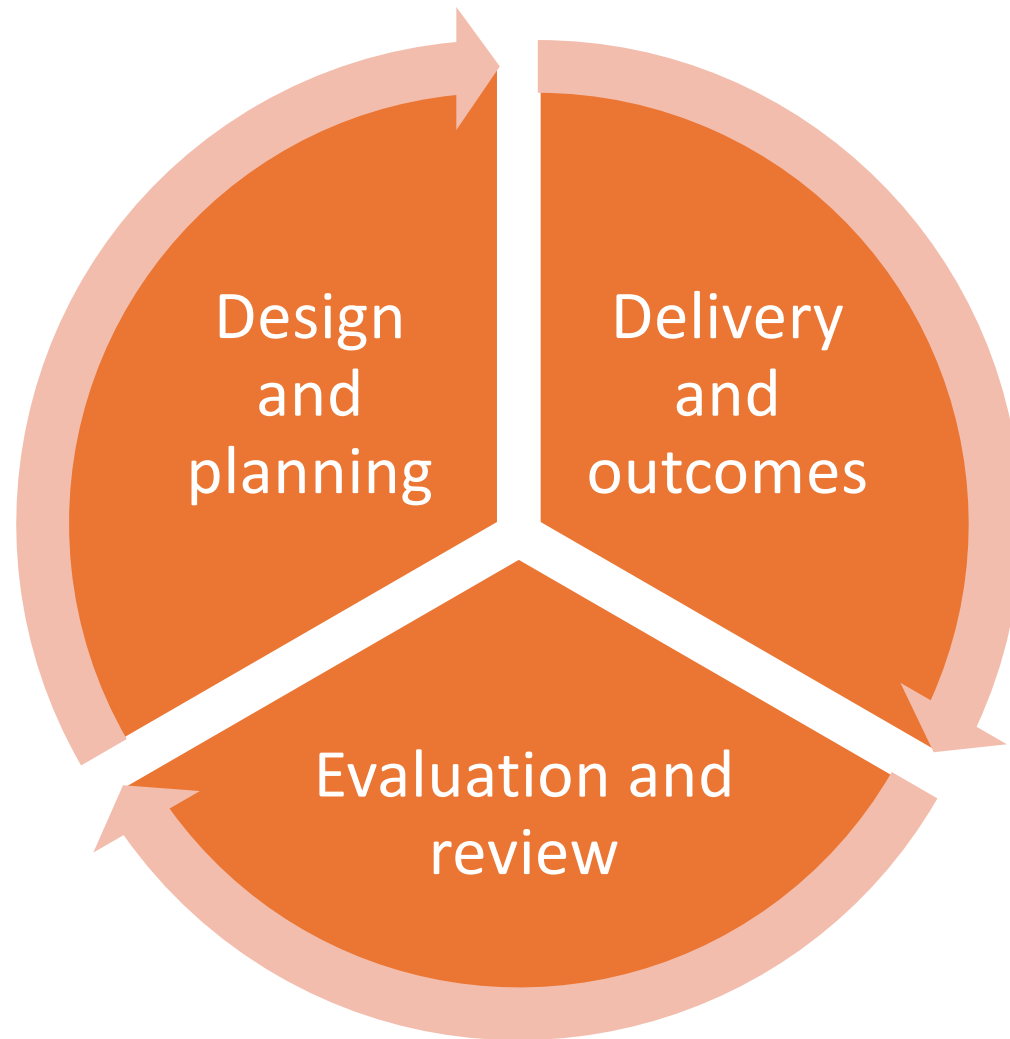# Building the regulatory system into the process

A fair and equitable marketplace, in which consumers are empowered to make informed choices, the regulatory system is effective & connected, and consumer detriment is reduced

Consumer protection activities are embedded in community & intermediary organisations' practices

Providers establish appropriate practices & inform consumers of their rights

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EXTERNAL FACTORS

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Consumers & their families understand their rights, information sources & complaints pathways

FT uses information about consumer experience to improve processes, activities & policies

FT feeds information on consumer experience into ACCC, NDIA, Q&S Commission & other bodies

EXTERNAL FACTORS

# Considering the whole eco-system



Regulatory system

Intermediaries / community orgs

Providers

Families

Consumers

# Building data collection into existing systems

# Design and planning



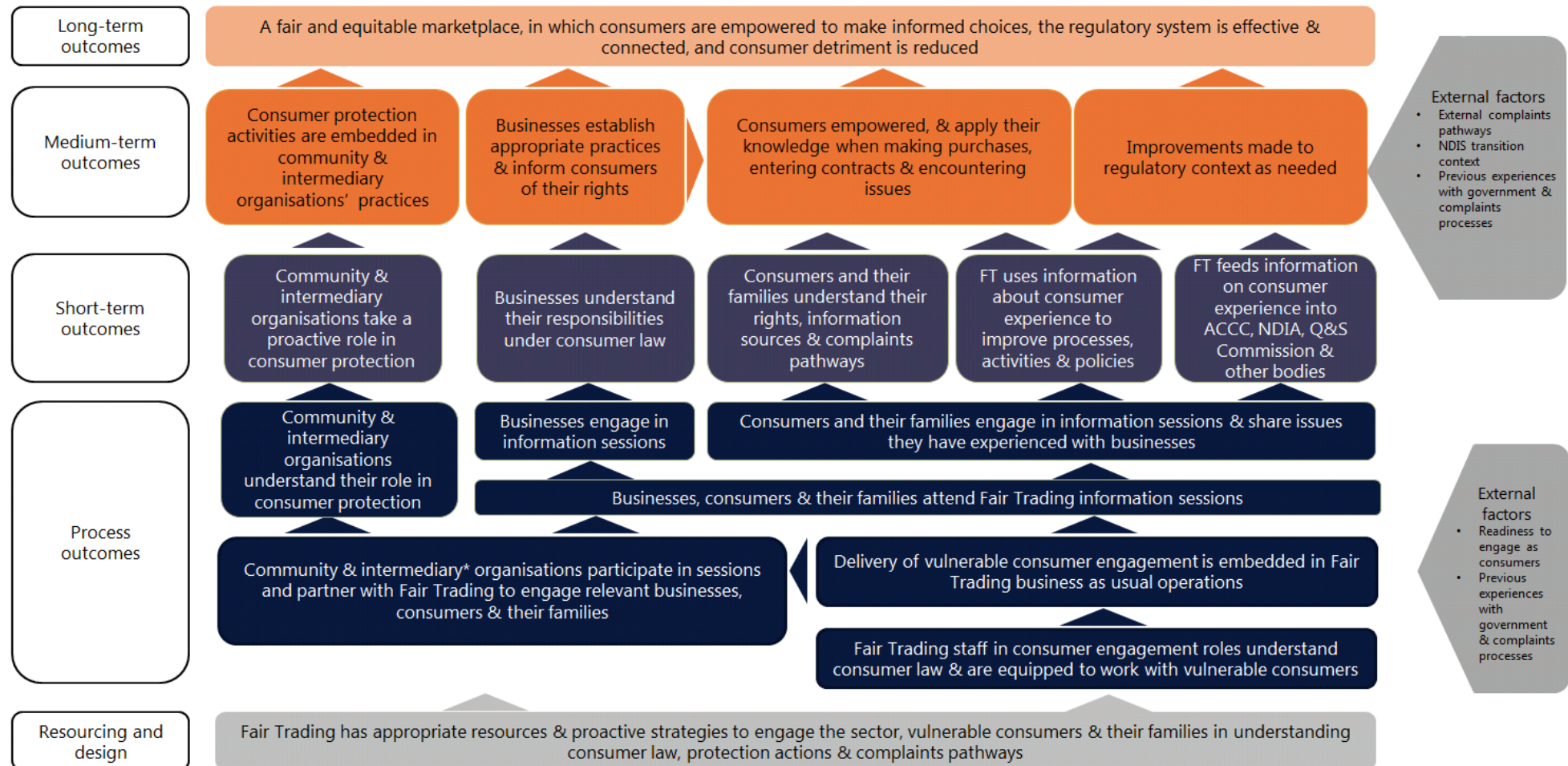| Long-term outcomes | A fair and equitable marketplace, in which consumers are empowered to make informed choices, the regulatory system is effective & connected, and consumer detriment is reduced |

| Medium-term outcomes | Consumer protection activities are embedded in community & intermediary organisations' practices | Businesses establish appropriate practices & inform consumers of their rights | Consumers empowered, & apply their knowledge when making purchases, entering contracts & encountering issues | Improvements made to regulatory context as needed |

**External factors**
- External complaints pathways
- NDIS transition context
- Previous experiences with government & complaints processes

| Short-term outcomes | Community & intermediary organisations take a proactive role in consumer protection | Businesses understand their responsibilities under consumer law | Consumers and their families understand their rights, information sources & complaints pathways | FT uses information about consumer experience to improve processes, activities & policies | FT feeds information on consumer experience into ACCC, NDIA, Q&S Commission & other bodies |

| Process outcomes | Community & intermediary organisations understand their role in consumer protection | Businesses engage in information sessions | Consumers and their families engage in information sessions & share issues they have experienced with businesses |

Businesses, consumers & their families attend Fair Trading information sessions

Community & intermediary* organisations participate in sessions and partner with Fair Trading to engage relevant businesses, consumers & their families

Delivery of vulnerable consumer engagement is embedded in Fair Trading business as usual operations

Fair Trading staff in consumer engagement roles understand consumer law & are equipped to work with vulnerable consumers

**External factors**
- Readiness to engage as consumers
- Previous experiences with government & complaints processes

| Resourcing and design | Fair Trading has appropriate resources & proactive strategies to engage the sector, vulnerable consumers & their families in understanding consumer law, protection actions & complaints pathways |

# Delivery

| | Statement | Agree - disagree scale |
|---|---|---|
| **NPS customer gauge** | **I understand the basic elements of Australian Consumer Law** | |
| | **My organisation hands out Fair Trading resources (e.g. brochures)** | |
| | **My organisation encourages people to call Fair Trading with an enquiry or complaint if they cannot resolve this with their service provider** | |
| | **My organisation contacts Fair Trading when we know about a consumer protection issue** | |
| | **My organisation has embedded consumer protection activities in our ongoing work** | |
| | **The partnership I have with Fair Trading is working well** | |
| | **My organisation shares Fair Trading's vision for consumer protection** | |
| | **I understand how my organisation and I can work with Fair Trading to raise awareness of consumer rights and protection** | |
| | **My organisation intends to continue to work in partnership with Fair Trading** | |

# Pre and post participant surveys

| Statement | Yes | No | Don't know |
|---|---|---|---|
| I can ask someone I trust to read a contract if I don't understand it | | | |
| I can choose not to sign a contract if it's not what I want | | | |
| It's OK to sign a blank contract | | | |
| If I don't get what I pay for the service must fix it, replace it or give me a refund | | | |
| I know where to go to get more information and help about my rights as a consumer* | | | |
| I know I can make a complaint if I'm not happy with a service or a product | | | |
| I know how to make a complaint | | | |
| I am confident to make a complaint if I am unhappy with a service or a product | | | |
| It's ok if what I get is not what the service provider said it would be | | | |

# Ongoing monitoring and evaluation
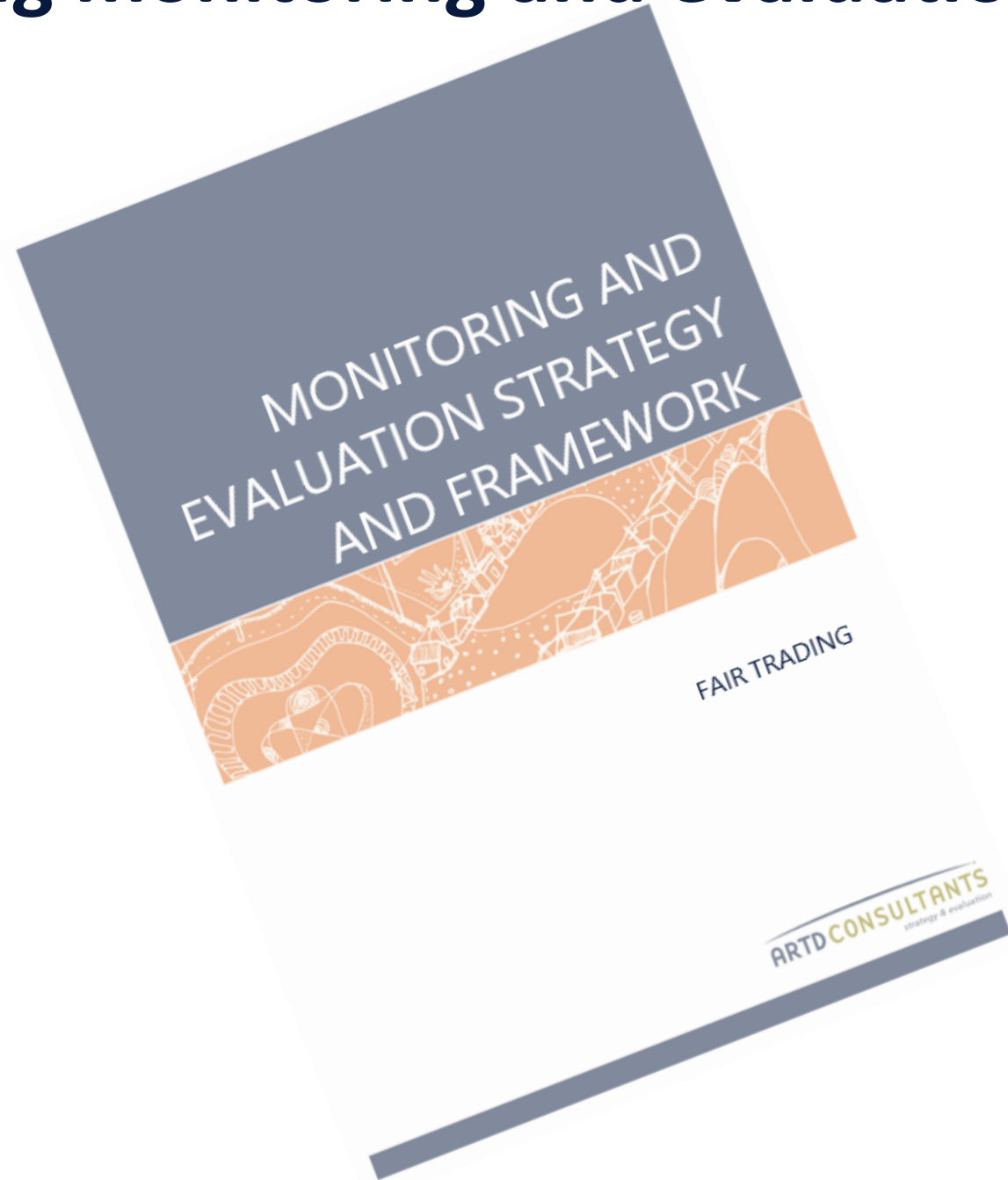
# The problem with non-use
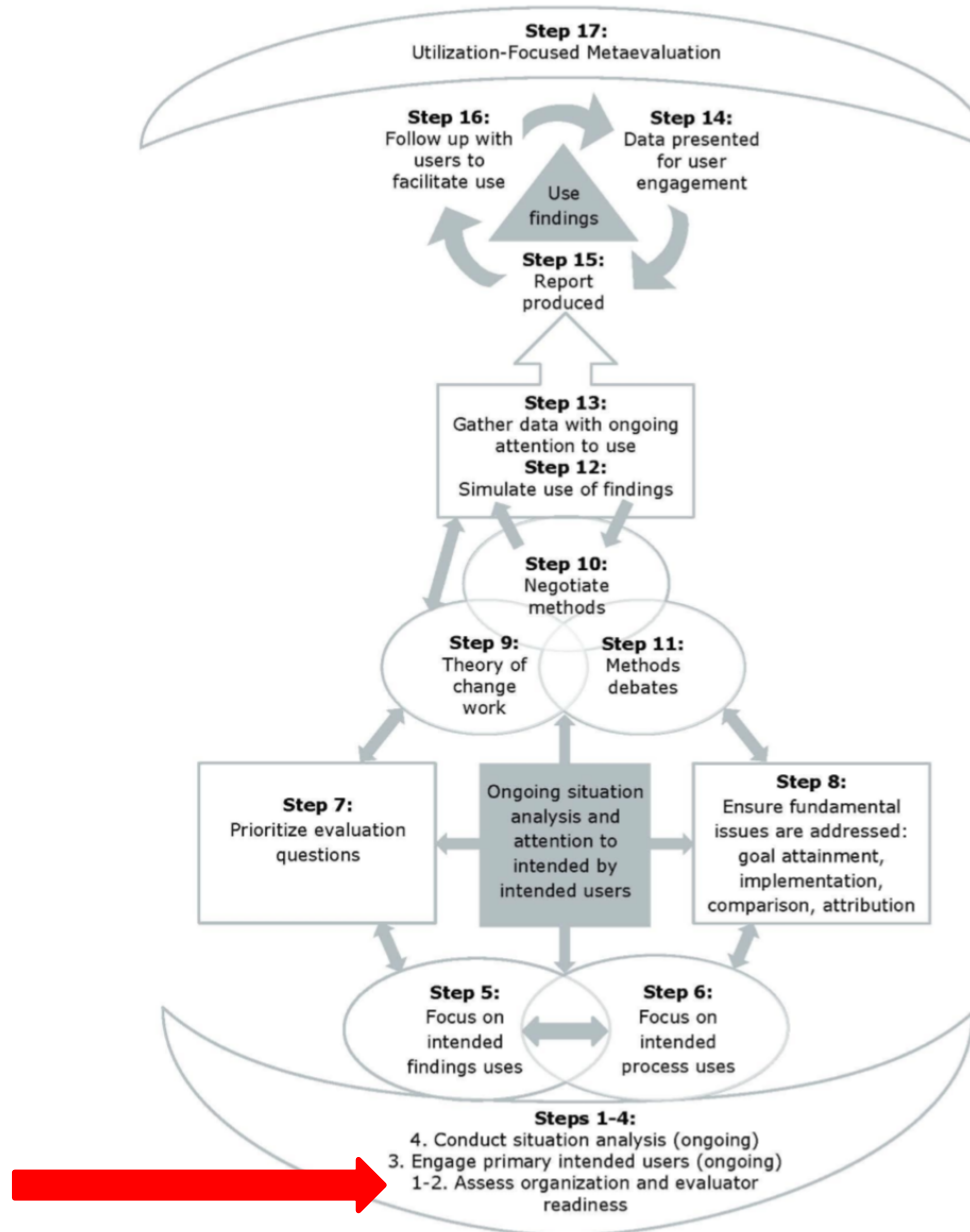
# Utilisation focused approach
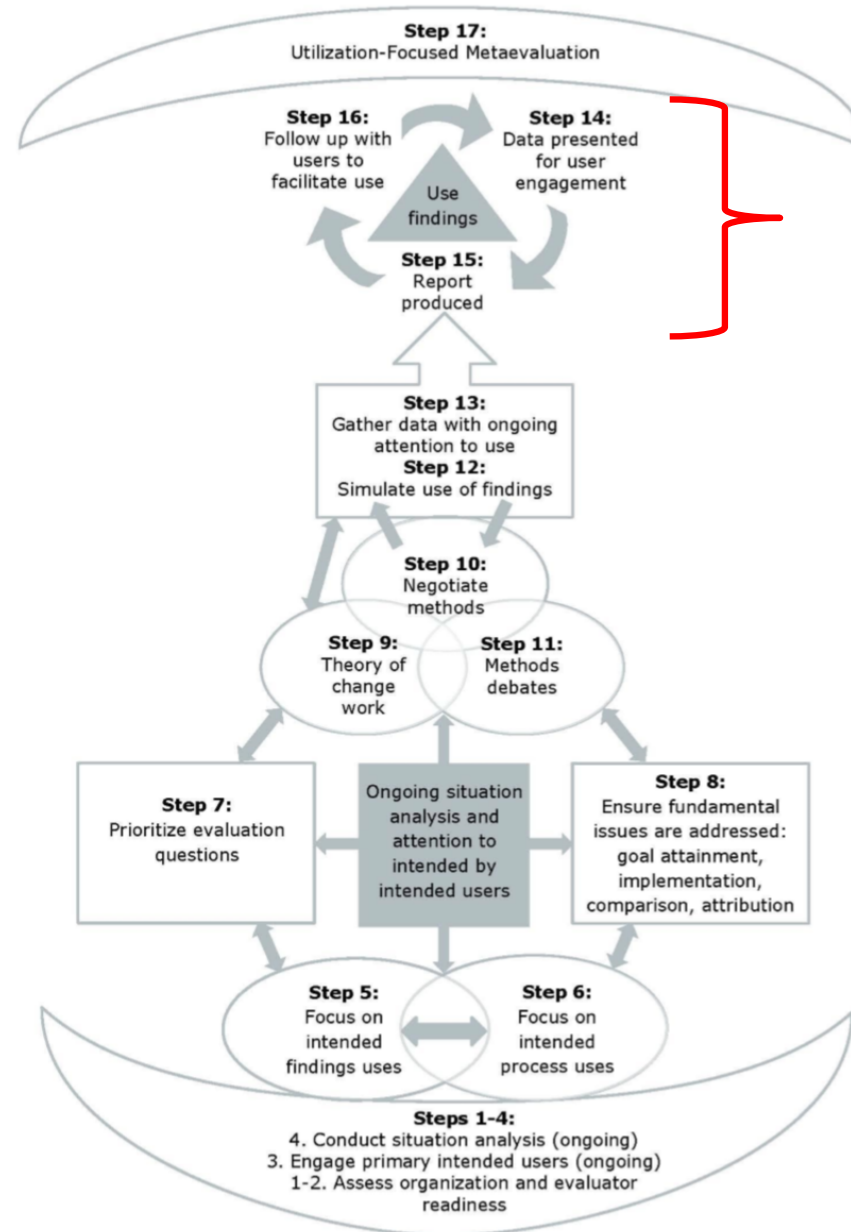
# Utilisation focused: Developing logic and methods
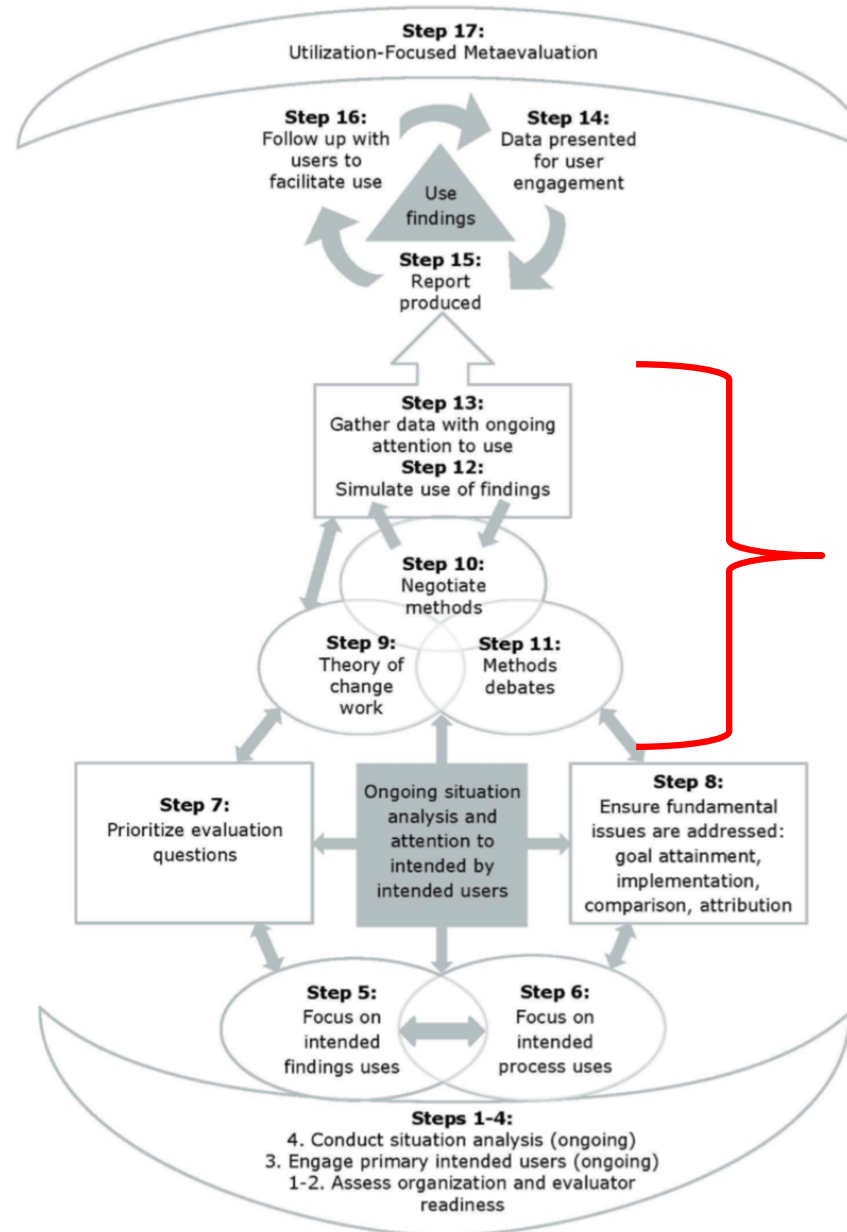
# Utilisation focused: Engaging primary users
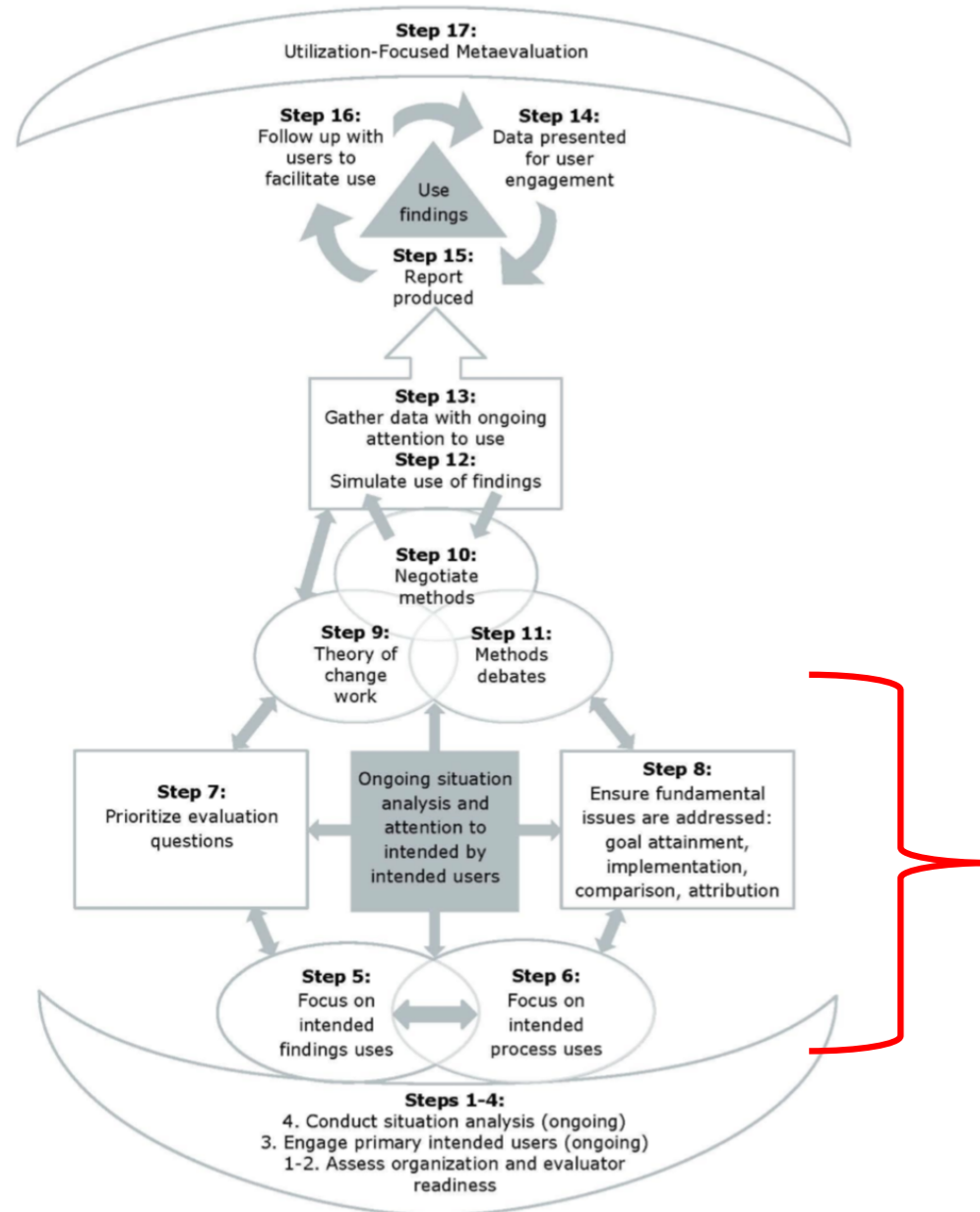
# Utilisation focused: Where we went wrong

# The problem

I can ask someone I trust to read a contract with me.

☐ Yes          ☐ No          ☐ Don't know

I don't have to sign a contract if it's not what I want.

☐ Yes          ☐ No          ☐ Don't know

It's OK to sign a blank contract.

☐ Yes          ☐ No          ☐ Don't know

If I don't get what I pay for, the service provider must talk to me about:

- fixing it
- replacing it
- giving me my money back.

☐ Yes          ☐ No          ☐ Don't know

# Overcoming barriers



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