



Using evaluation to shine bright at Starlight



Dr Eden Robertson

Research & Evaluation, Manager

Art by Jenna Lee, Larrakia descendent



Let's go on a journey



**Introducing
Starlight**



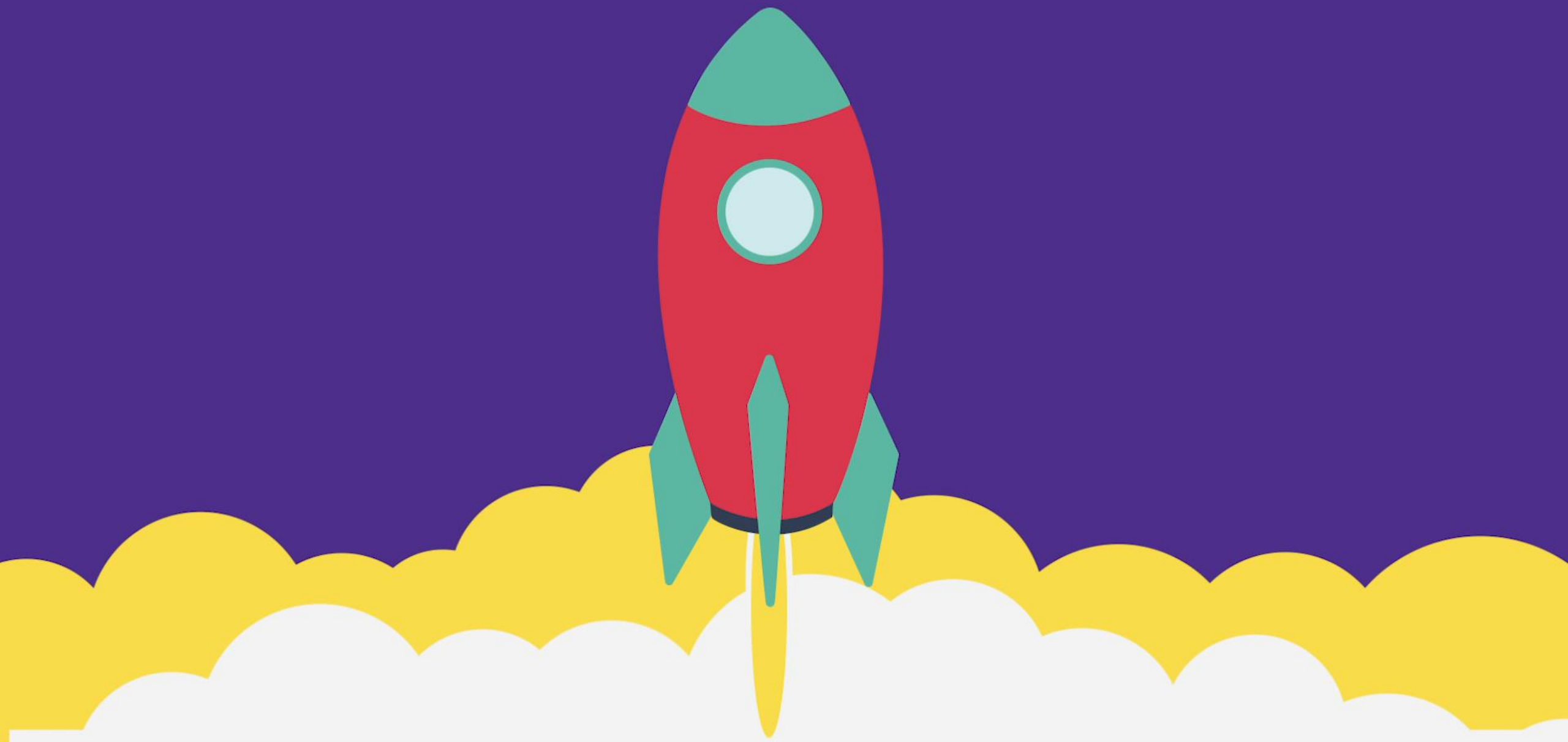
**Our approach
to R&E**

**Embedding R&E
throughout
Starlight**



Case study
Wishgranting &
Livewire Online





Introducing Starlight

A large, stylized yellow star with rounded points is centered on the right side of the image. The star is a light yellow color and is set against a solid, vibrant yellow background. The overall design is clean and modern.



**Every minute
a child is
admitted
to hospital**



3.7 million children

& young people are affected
by a serious illness, chronic
health problem or disabilities



Starlight's mission

to brighten the lives of seriously
ill and hospitalised children



Our core programs

Starlight Express Rooms

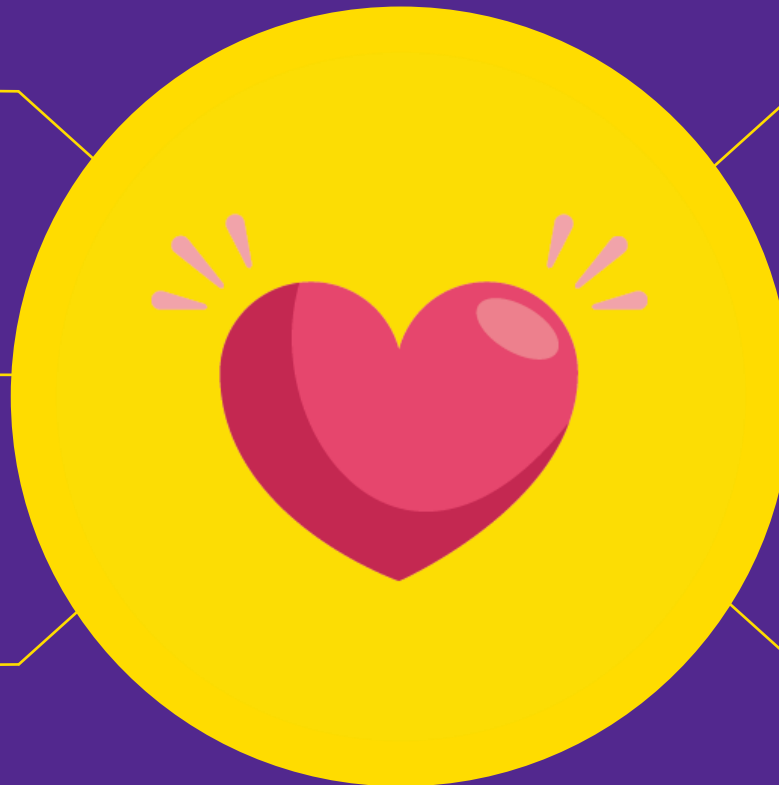
Moments

Captain Starlight

Healthier Futures Initiative

Wishgranting

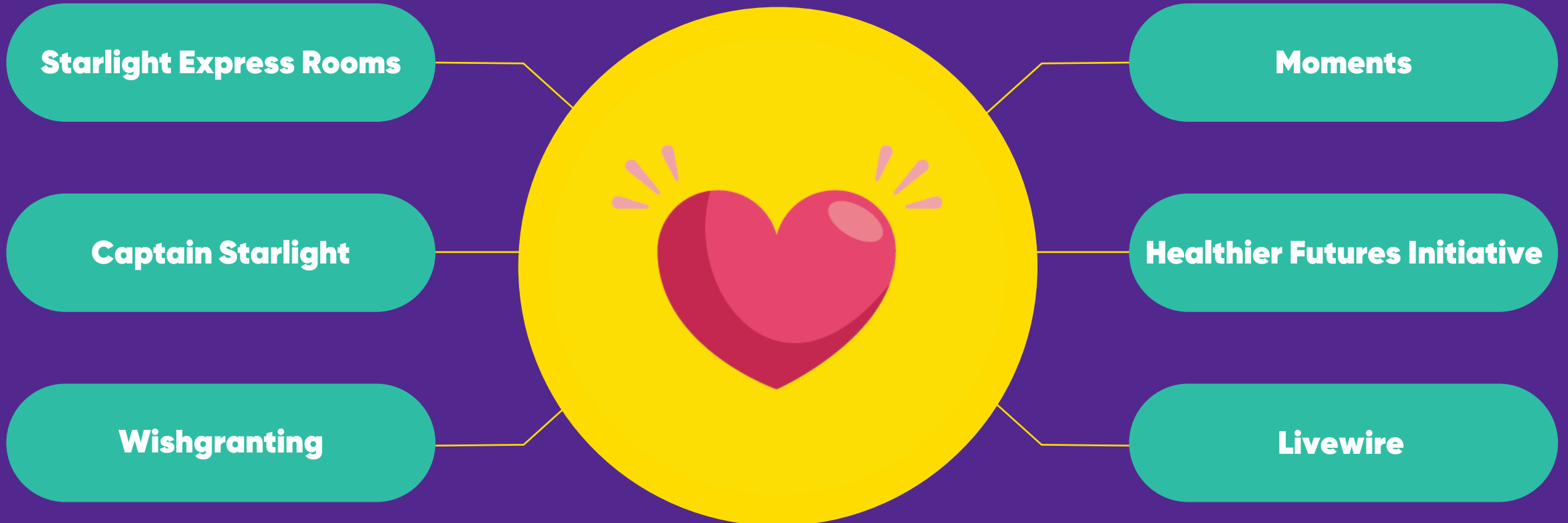
Livewire







Our core programs





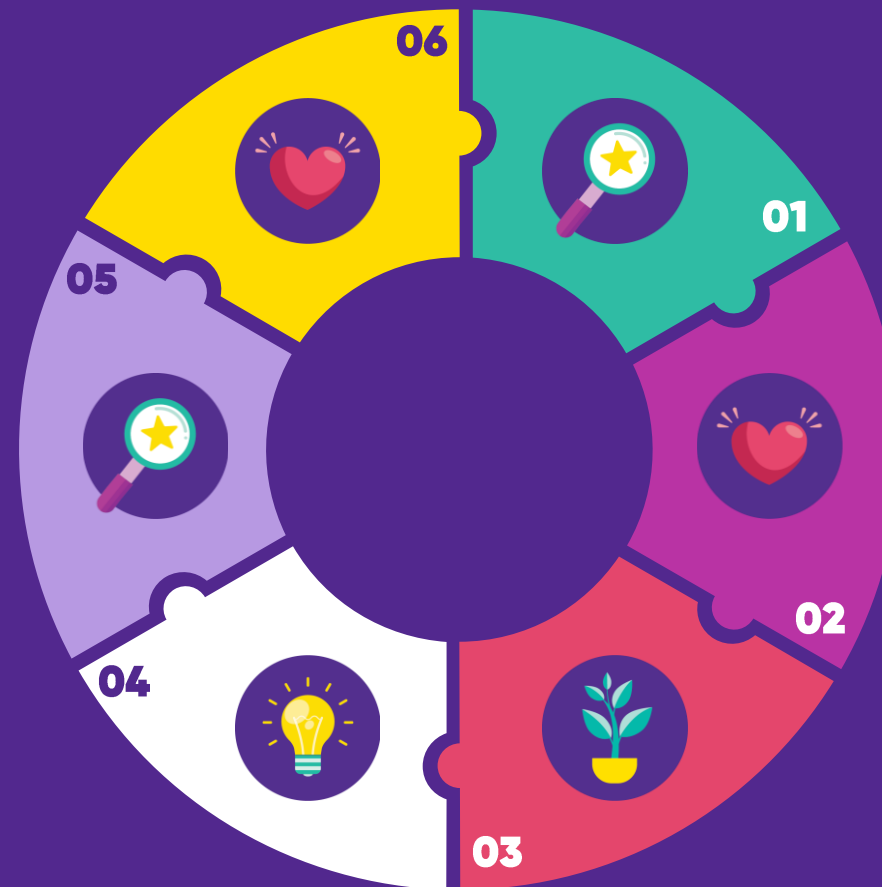
Our approach

Our program evaluations...

Are inclusive of all kids and teens we work with

Ensure the safety and wellbeing of kids and teens

Are both ongoing and at points in time



Value the voice of kids, teens, and their families

Are approached with curiosity and openness

Take a strengths-based approach

Program evaluation helps us to shine brighter for kids, teens, and their families



Experiences

To make our programs the best they possibly can be for kids, teens, their families, and the health professionals we partner with.



Impact

To show us the impact of our programs, aligning with our Theory of Impact.



Reach

They support us to reach those who will most benefit from a Starlight experience.



Accountability

They keep us accountable to our program funders.



Culture

They support us to grow, both as individuals and as an organisation, and remind us everything we can be proud of.

Embedding R&E throughout Starlight





Everyone at Starlight is an R&E team member

R&E is continuously embedded into everything we do across all teams:

- Marketing and communications
- Finance
- IT and Business Analytics
- Philanthropy
- People & Culture
- Administration
- Programs (where the official R&E sit)



How do we do that?



Reflective practice

Empowering our team members to critically appraise and reflect



Strengths-based

We approach everything we do with a strengths-based approach

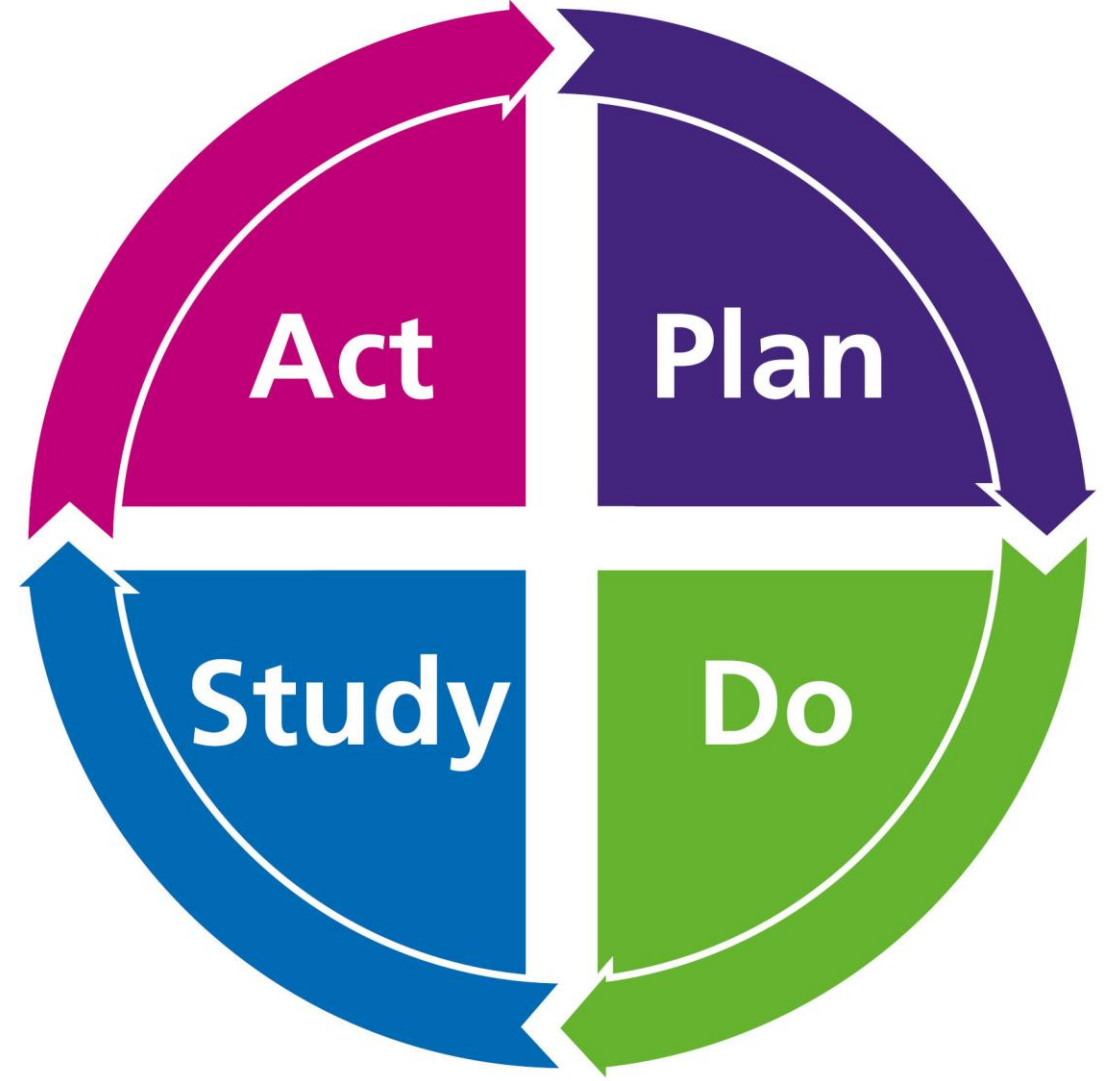


R&E training modules

R&E training modules, applicable beyond Starlight, that provide the core skills for all team members to be confident in R&E

R&E committee meeting plans

- Team members across the organisation to champion the L&D modules
- *"How do you evaluate in your role?"*
- *"What would you like to know?"*
- *"What are the barriers to evaluation?"*
- *"How do you learn best?"*
- *"How would L&D fit within your work flow?"*



Feedback

- **Start:** what is missing that they would like us to add in?
- **Stoke:** what could we do more of?
- **Sustain:** what works well as is?
- **Stop:** what could we remove?

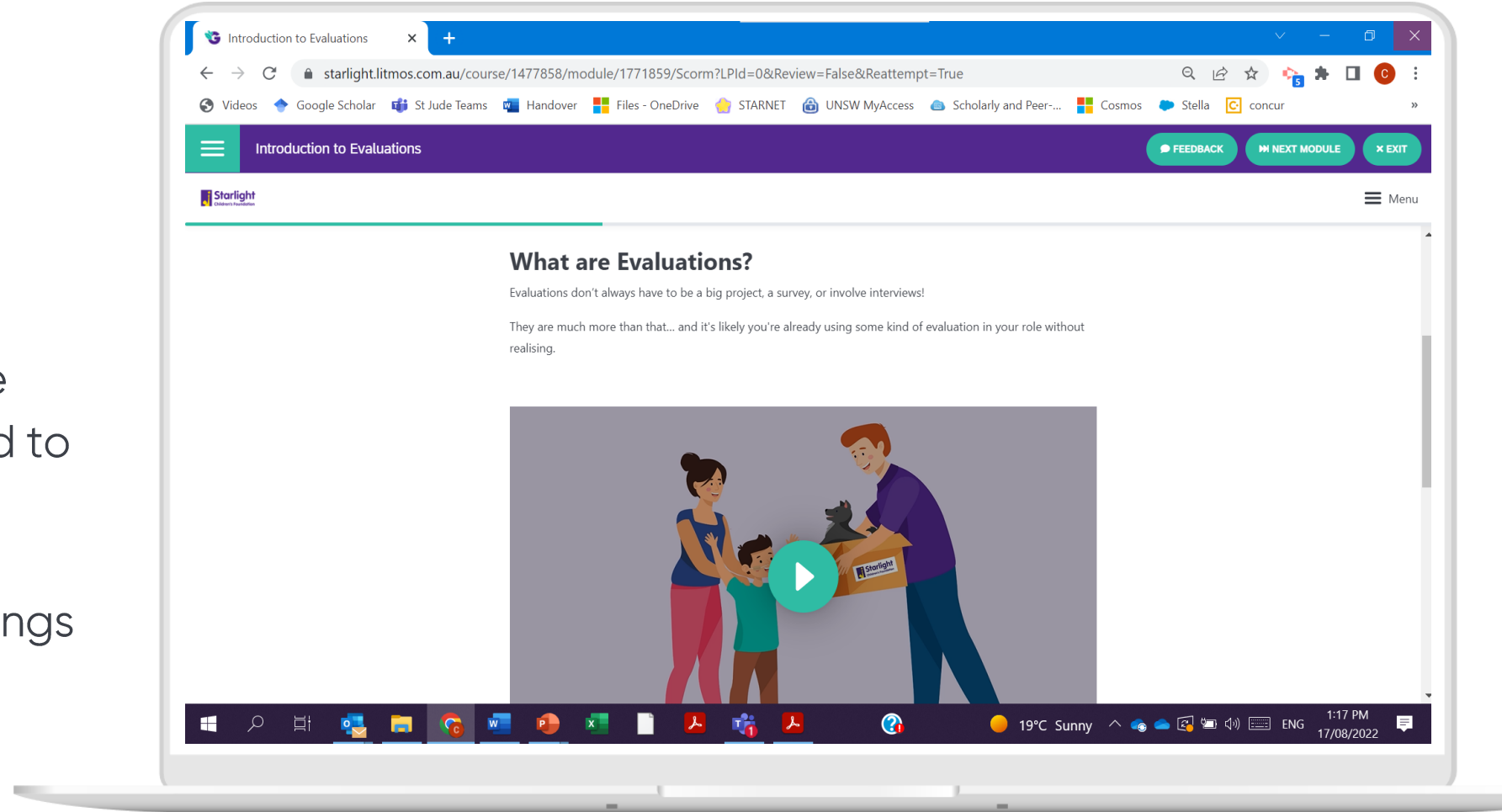




R&E training modules

Four courses:

- What evaluations are
- When you might need to do an evaluation
- How to evaluate
- Interpreting your findings
- Using your findings



Case study: **Wishgranting**





Evaluating our Starlight Wishgranting program



Formal evaluation of the program commenced, evaluating all Wishes



1 in 4 Wishes evaluated each quarter due to hitting thematic saturation by around 50 Wishes



R&E call families to capture feedback and prepare report for the Wishgranting team



Wishgranting team empowered to identify areas for improvement and solutions, opportunities for growth, and strengths

case study:

Livewire Online



Livewire is the only place I can...

...connect and just be myself

...forget about my illness

...meet people that just 'get it'





Evaluating our Livewire online program



June

R&E developed the survey and pilot tested it with young people



July

Survey went live on the Livewire Online newsfeed



August

R&E prepare draft report based on survey findings



August

Livewire team give opportunity for members to share thoughts on findings via chat function



Sept

Closing the feedback loop with the report and video summary



Using evaluation to shine bright

Eden.Robertson@starlight.org.au