

Social Impact Measurement & evaluation:

The similarities & differences that complement our journey to more fit-for-purpose destinations



Acknowledgement of country

We would like to acknowledge the traditional owners of the land on which we meet. Here in Melbourne, we sit on the lands of the Wurundjeri People, and pay respect to their enduring connection to land and elders past and present.

We also pay respect to the owners of land wherever in Australia and abroad that you join us from and thank them for their hospitality.



Social Impact Measurement Network Australia

Our vision

To achieve the best possible outcomes for all Australians, our communities and our environment through the consideration of social impact measurement in decision making by all organisations.

Our purpose

SIMNA exists to rapidly connect the ideas, people and resources that will drive positive social and environmental impact into the core of organisations and decisions.



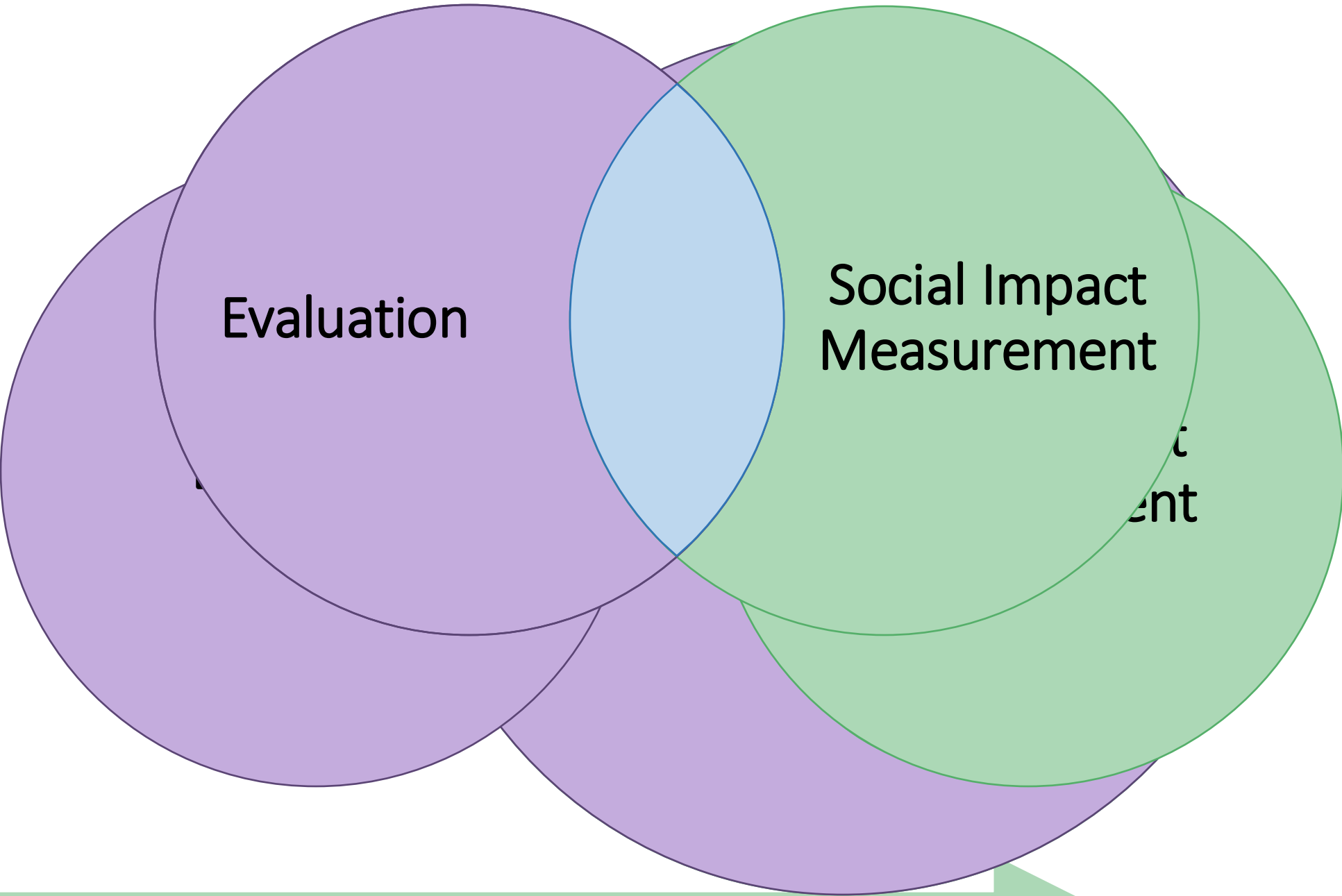
What does SIMNA offer?

Becoming a SIMNA member offers:

- A diverse network of professionals
- Access to the Social Value International (SVI) resources
- Unique trainings, like Social Return on Investment (SROI)
- The Members Resource Hub
- Involvement in state/ territory Organising Committees to drive the learning agenda
- 30 odd online and in-person events/ workshops a year (across Australia)

Social Impact Measurement & evaluation

Are labels important?



Speakers

Caitlin Barry



Caitlin Barry
Consulting, formerly
Manger Social
Impact and
Evaluation, YMCA.

Caitlin has extensive experience in monitoring and evaluation and holds a Masters of Evaluation (First Class Honours) from the University of Melbourne and an Environmental Science Degree (Honours) from James Cook University. Most recently, she worked as a Social Impact Manager at YMCA and brings a broad range of experience, working as an evaluation consultant, as an in-house evaluation advisor, as well as in government policy roles. Caitlin's experience includes social impact measurement, international development, energy, environment protection and sustainability, social justice and emergency management.

Speakers

Sandra Opoku



Senior Manager
Evaluation and
Social Impact,
Relationships
Australia Victoria

Sandra is the Senior Manager Evaluation and Social Impact at Relationships Australia Victoria. The role focuses on understanding contribution to achieving strategic objectives and improving outcomes for individuals, families and communities. Sandra brings over 10 years experience in addressing complex social issues in the social services and international development sectors. Of particular interest is exploring how we can best contribute to systems change as we face increasingly complex and interconnected environmental and social challenges.

Speakers

Paula Simoes dos Santos



Senior Evaluation
Advisor, Dept.
Primary Industries
and Regional
Development NSW

Paula is a Senior Evaluation Advisor with the Department of Primary Industries and Regional Development NSW. Paula is a social researcher with experience in public policy, social impact evaluation, behaviour change and stakeholder engagement. In her current role at the Department of Regional NSW, she provides expert advice for the monitoring and evaluation of programs and loves to combine the science of quantitative methods and the art of qualitative research to support program design and social impact measurement that drive positive change in communities. She is also the co-chair of the Sydney SIMNA Organising Committee.



Speakers

Gerard Atkinson



Director, ARTD
Consultants

Gerard is an Autistic professional with experience consulting on evaluation, strategy, marketing and analytics for governments, businesses and non-profit organisations in Australia, North America and Europe. He is a Director at ARTD Consultants, and his professional work has focused on rubric tools and data visualisation software as a means of evaluating and communicating performance across portfolios of programs. Gerard is Chairperson of the board of Reframing Autism; a member of the Australasian Autism Research Council; and a member of multiple Diversity and Inclusion subcommittees for peak bodies in the evaluation and market research sector.

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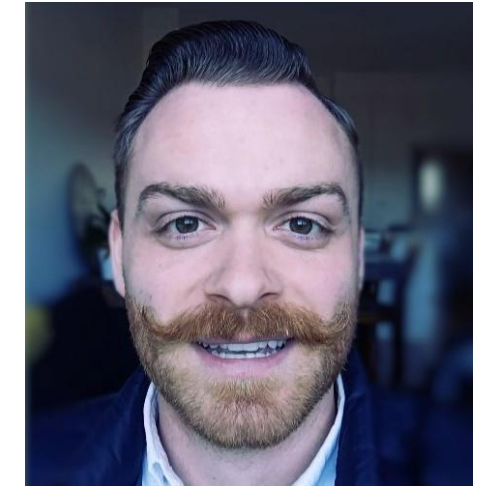
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Gerard Atkinson



Director, ARTD
Consultants

Elliott Tester



Board member,
SIMNA & Assistant
Director of Strategic
Evaluation, NDIA

Thanks all!

Thankyou for joining us.

Please feel free to stick around for the lunchtime session or visit us at our booth outside!