



MEASURING CHANGE PROJECT

APPLICATION PACK



August 2024

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Overview

Volunteering WA Measuring Change Project

Volunteering WA has recently developed an innovative tool to 'prototype' stage that aims to support volunteer involving organisations to more effectively measure change that occurs as a result of their volunteer activities and programs.

The tool aims to cut through the 'noise' of outcomes measurement jargon and offer an easy-to-navigate, yet comprehensive approach for organisations and their volunteer program stakeholders.

Volunteering WA is now seeking expressions of interest from eligible organisations to participate in Phase Two of the project, a peer-to-peer reflective learning journey to live test and co-design refinements to the tool and undertake a formal evaluation of the process.

Phase Two will lead to the development and delivery of the final product: a toolkit for measuring change that is specifically designed by the volunteer sector, for the volunteer sector.

Phase Two of the Measuring Change Project is supported by Lotterywest.

Why is this project needed?

It is becoming increasingly important for organisations to describe the difference that volunteering makes to volunteers themselves, service beneficiaries, and the wider community/target population.

Outcomes and impact measurement is a 'hot' topic for many organisations and volunteer leaders but can often be a time-consuming and confusing area of practice.

In development of the prototype tool, Volunteering WA consulted with a diverse range of organisations and found the barriers to improve practice for the sector include:

- Time and resourcing challenges
- Individual and/or organisational understanding and expertise in this area
- Issues relating to executive and leadership buy-in and understanding

The finalised toolkit will provide a targeted resource, using language and case studies that are highly relevant to volunteer engagement activities.

Project Details

Participants

Volunteering WA will select 10 organisations from across Western Australia to participate in the Measuring Change Project. Each organisation will nominate ideally one (two at the most) representative to attend all peer reflection meetings and to undertake the workplace-based activities set outside of meetings.

Participants should have capacity to engage in project activities for an average of **2 hours per week** for the duration of the project. Most project activities will take place online with some key touch points in-person (or hybrid). Discretionary funds are available for organisations that require financial assistance to participate.

Volunteering WA is seeking expressions of interest from a diverse range of organisations. A varied group of participants will ensure the finalised tool is meaningful and applicable for use by all organisations regardless of their size, service beneficiary, volunteer engagement model, or operational location/s.

Action Learning Cycles and Peer Reflection

Participants will work together to refine the prototype tool by undertaking a series of 'action learning cycles' as outlined in Fig 1.



Fig 1.

In each cycle, participants will be introduced to a new element of the prototype tool, they will then be supported to ‘test’ this element by undertaking a series of activities within their respective volunteer engagement environments. At the conclusion of each cycle, the group will come back together to share and reflect upon their learnings. Input and feedback from each cycle will directly translate to improvements to the tool itself.

Experiential learning will be enhanced as each participant will hear from their peers about the challenges, enablers and experiences of implementing toolkit activities in their unique context.

Project timeline, key dates and commitments

	Date	Phase	Key Activity	Estimated Time Commitment
Project kick-off	September 2024	Expressions of Interest	Submit EOI for assessment	1 hour
	October 2024	Orientation and Preparation	Pre-reading & reflection	2 hours
Co-design	November 2024	Learning and design cycle 1	Setting the Foundations	7 hours
	December 2024 - January 2025	Learning and design cycle 2	Inputs, Activities & Outputs	7 hours
	February - Mid-March 2025	Learning and design cycle 3	Measuring Outcomes	12 hours
	Mid-March - April 2025	Learning and design cycle 4	Impact	12 hours
	May 2025	Learning and design cycle 5	Communicating insights	10 hours
Project wrap-up	May 2025	Project evaluation	Feedback	2 hours
	Nov 2025	Project showcase event	Presentation	3 hours

*These dates and time estimates are subject to change, participants of the Measuring Change Project will be consulted as required.

Who Should Apply?

Benefits of participation

Participation in the Measuring Change Project will have the following benefits:

Organisation

- Positive branding opportunities associated with participation in an innovative, sector leading initiative
- Networking with peer organisations
- Increased internal capacity for outcomes measurement
- Exclusive early access to finalised toolkit products and services

Program

- Complete a detailed framework for measuring the outcomes of your volunteer activities by the end of the project
- Uncover insights and opportunities for strengthening your volunteer program

Individual

- Increased understanding and skills in evaluation of volunteer program outcomes
- Connect with like-minded volunteer program leaders in WA and build a strong peer network to support ongoing practice
- For those engaged in Volunteering WA's [continuous professional development \(CPD\)](#) program, participants will receive 12 points

Essential criteria checklist

	Essential Criteria	Check
1	Ability to nominate an organisational representative to participate in the project for an average of 2 hours per week for 7 months as per the above estimated schedule	
2	Organisation has an active volunteer program with operations in WA	
3	Sufficient executive/director level endorsement for participation in the project has been secured	
4	The project readiness assessment has been undertaken (see below)	

Please note, prior experience in outcomes measurement practice **is not** a prerequisite. You will be part of a group co-designing a tool that will be accessible to organisations with limited to no experience in outcomes measurement so we are seeking collaborators with all levels of experience for live testing.

Readiness assessment

To ensure a high-quality experience for participating organisations, the Measuring Change project intake will be capped at 10 organisations. Additionally, due to the nature of the co-design process, mid-project intake will not be permitted. It is therefore essential that organisations considering participation undertake a readiness assessment prior to submitting an application.

Applications from remote & regional WA organisations are encouraged and a hybrid model of delivery will be available.

In collaboration with key internal stakeholders, we encourage you to discuss and consider the following:

	Readiness Criteria	Response
1	Are there other organisational priorities or projects in the pipeline that could detract from or threaten your participation in this project?	
2	Is the nominated organisational representative well positioned to participate in the project fully, and translate learning and findings into the practice setting?	
3	Has participation in the project been endorsed at a director/executive level?	

Expressions of Interest

How to get involved

- Expressions of interest open 22nd August and close 20th September 2024.
- Join the public information session on September 10th:
<https://www.volunteeringwa.org.au/event/8184/measuring-change-project-information-session>
- Expressions of interest can be made via the online form available here:
<https://forms.office.com/r/3Np2J0EE7a>
- Prior to completing an expression of interest, please ensure that you have read all information in this application pack, that your organisation meets the essential criteria, and the readiness assessment has been completed.

If you have any further questions about the project or requirements for participation, please make contact with Volunteering WA: antonia@volunteeringwa.org.au

Volunteering WA will assess all applications on individual merit and will make a final selection to ensure a wide range of organisations are represented in the final group. All applicants will be advised of the assessment process outcomes by 11th October 2024.

Empowering people and communities to enrich Western Australia

 Level 1, 3 Loftus Street, West Leederville WA 6007

 9482 4333

 info@volunteeringwa.org.au

 volunteeringwa.org.au

