



Connect



Act



Transform







Enable




ECOCENTRE STRATEGIC PLAN 2021-2024

Monitoring and Evaluation Framework

What is the overall impact of the EcoCentre's work?

   	Indicator	Target	Baseline	Data Collection	How We'll Report
	Three-year impacts of EcoCentre programs.	Longer term results, benefits, and lessons learned of selected programs.	To be established 2021-22	Independent impact evaluation (Y3). Project Reports.	Annual Report and Executive Reports to Committee. EcoCentre online media.
	Contribution to Sustainable Development Goals.	Evidence that EcoCentre programs support, in particular: SDG12 Responsible Production & Consumption. SDG13 Climate Action. SDG14 Life Below Water. SDG15 Life on Land.	To be established 2021-22	Project Reports.	Annual Report and Executive Reports to Committee. EcoCentre online media.
	Number of program participants.	Increase of 5% per year.	19,000 in 2017-18	Volunteer sign-in sheets and Project Reports.	Annual Report and January Executive Report.
	Total service users.	Increase of 5% per year.	73,434 in 2019-20	Volunteer sign-in sheets, Project Reports, Enquiries and User records.	Annual Report.

People are connected to nature and each other

connect 	Indicator	Target	Baseline	Data Collection	How We'll Report
	Participants increased knowledge and awareness of ecosystems.	89% report increased knowledge and awareness of ecosystems.	89% in 2018-19	Participant evaluation post-activity.	Annual Report and January Executive Report.
	Participants feel a greater connection to nature.	87% feel greater connection to nature.	87% in 2018-19	Participant evaluation post-activity.	Annual Report and January Executive Report.
	Participants strengthen connections to people or community groups.	70% strengthened connections to people or community groups.	To be established 2021-22	Participant evaluation post-activity.	Annual Report and January Executive Report.
	Long-Term Success Indicators				
	Participants spent more time in nature as a result of their EcoCentre experience.	87% report they have spent more time in nature.	87% in 2018-19	Annual sample surveys.	Annual Report.
	Participants feel more part of a community because of the EcoCentre.	At least 4 stories of change case studies about community and nature connection.	To be established 2021-22	Story of Change interviews.	Annual Report.

Individuals and groups take action to mitigate climate change and protect the environment

act	Indicator	Target	Baseline	Data Collection	How We'll Report
	Increased volunteer numbers and hours through EcoCentre programs.	Increase volunteer hours 5% per annum.	21,021 hours in 2019-20	Volunteer sign-in sheets and project reports.	Annual Report and January Executive Report.
	Participants gained skills or confidence as a result of their EcoCentre experience.	70% of participants report skills or confidence gained.	To be established 2021-22	Participant evaluation post-activity.	Annual Report and January Executive Report.
	Types of climate and environmental actions taken by individuals and groups as a result of EcoCentre programs.	To be established 2021-22.	To be established 2021-22	Participant evaluation post-activity, Project reports.	Annual Report.
	Long-Term Success Indicators				
	Participants have sustained changes in their lives/communities to improve our climate or environment.	33% of participants report sustained changes. At least 4 stories of change case studies.	To be established 2021-22. 4 Stories per annum since 2018.	Annual sample surveys.	Annual Report.

Our partnerships and networks drive positive systemic environmental changes

transform	Indicator	Target	Baseline	Data Collection	How We'll Report
	Number undertaken and utilisation of research programs.	Drive 6 collaborative research projects. 4 citations of EcoCentre studies in publications.	6 in 2019 ¹ .	Research reports and consultations with key stakeholders.	Annual Report.
	High level of engagement and action with partnerships and impact networks.	Collaboration with 79 core partner organisations. Action through 10 networks.	79 in 2018 ² . 10 in 2020 ³ .	Meeting minutes and reports. Reports and consultations with key stakeholders	Annual report. Affiliate communications.
	Number and results of legislation and policy submissions across all levels of government.	10 per year for local, state and Australian government.	14 in 2019	Submissions. Reports and consultations with key stakeholders.	Annual Report.
	Long-Term Success Indicators				
	Partnerships achieve progress toward positive environmental changes.	At least 2 Stories of Change case studies.	2 Stories per annum since 2018	Partner interviews.	Annual Report. EcoCentre online media.

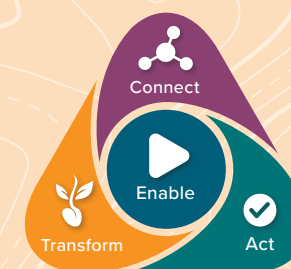
1. Clean Bay Blueprint; NatureSpot; Sunscreen and Marine Life; Street2Bay; Baykeeper coastal monitoring 2. Per Worcester Polytechnic Institute 2018 report, regular and deep categories

3. Scientific and Technical Advisory Group - Commissioner for Environmental Sustainability, Teachers' Environment Network, Councils' Litter Environment Action Network, Waterkeepers Australia, Melbourne Water Waterways and Drainage Customer Council, Elster Creek Community Reference Group, Australian Citizen Science Association, Inner South Multi cultural Network, DELWP LitterWatch advisory group, Port Phillip Bay EMP Project Officers' Group

The EcoCentre is an effective, efficient, inclusive and innovative organisation

enable	Indicator	Target	Baseline	Data Collection	How We'll Report
	High levels of satisfaction with funders, government agencies, project partners and Affiliates sustained.	95% of stakeholders report high level of satisfaction with the quality, conduct and innovation of our work.	100% in 2018 and 2021.	Annual digital stakeholder survey (anonymous); Partner and funder interviews (Y3).	Annual Report.
	Financial targets achieved.	Annual Budget achieved. 5-Year Financial Plan implemented.	Planned Annual Budget.	Annual Budget and Auditor's Report. Financial Plan Tracker.	Monthly Treasurer's Report, Annual Report.
	Staff and Committee members skilled, effective and satisfied.	90% employee satisfaction score. Satisfactory score on Committee evaluation. Diversity Equity and Inclusion Plan developed and implemented.	To be established in 2021-22.	Biannual evaluation surveys. Plan tracking document.	Executive Reports to Committee.
	Transition to the future EcoCentre planned and implemented effectively.	Change Management Plan implemented, meeting 80% of milestones as scheduled.	Set by Redevelopment Sub Committees.	Plan tracking document.	Executive Reports to Committee.

We connect and inspire people to care for land, water, wildlife and wellbeing.



www.ecocentre.com | P: 03 9534 0670

Email info@ecocentre.com to find out more about our team and our initiatives.

Bunurong/Boon Wurrung Country 55A Blessington St, St Kilda, VIC 3182, Australia

@ecocentrestkilda

@ecocentrestk

@ecocentrestkilda