

VegPRO

Monitoring and Evaluation Guidance

November 2016

M&E Purpose

This Monitoring and Evaluation (M&E) guidance document outlines the proposed evaluation methods, KPIs, key evaluation questions (KEQ), monitoring questions (to help answer the evaluation questions) and the information to be recorded.

An overall purpose of M&E reporting is to ensure accountability to levy payers, Hort Innovation and key stakeholders. It is a way to share learning and communicate about (internal or external) success factors, opportunities, challenges, barriers and which approaches work (or not) with the target audience.

Progress Reports (refer to Attachment 2 of the VegPRO Guidelines) will therefore have to align with the M&E plan rather than just reporting on activities.

VegPRO is a new approach to coordinating and brokering training for an agricultural industry in Australia.

Therefore, the objectives of the evaluation include:

- assessing and demonstrating VegPRO's effectiveness (project approach and resources) in achieving projected outcomes and/or having an impact
- detecting potential limits or obstacles to what may be achieved and ways to overcome these
- improve internal learning and decision making processes about VegPRO implementation i.e. how the training provider operates and interacts with levy payers, service providers and stakeholders
- informing improvements to the management/coordination and delivery of VegPRO throughout its life
- informing improvements to VegPRO training services throughout its life
- informing development of a legacy (i.e. continuation of VegPRO in some form) beyond the current three-year initiative
- determining the impact of VegPRO on the target audiences (esp. growers, their employees) and on the vegetable industry collectively
- determining the impact of involvement with VegPRO on training providers, their knowledge, skills, attitudes, aspirations and practices.

M&E should provide information on:

- Relevance/acceptability - how relevant are the training services delivered and other VegPRO activities to different sections of the vegetable industry
- Effectiveness – is VegPRO achieving its objectives / projected outcomes
- Impact - what is the impact on people, businesses, organisations or the vegetable industry as a whole
- Contribution/attribution - what contribution has VegPRO made to outcomes and impacts (in relation to other factors),

Monitoring and evaluation

Evaluation level	KEQ/KPI	Information needs	Methods of data collection
Outcomes			
Training courses tailored to the vegetable industry that fill needs and gaps, are delivered	A majority of vegetable levy payers surveyed report that VegPRO training does address needs and gaps, both, in content and delivery format	<p>What were expectations from training?</p> <p>Did the training meet expectations in content and delivery format?</p> <p>What worked well and why?</p> <p>What did not work well and why?</p>	<p>Feedback from training participants after each 'course'.</p> <p>Records of training delivered.</p> <p>Project records.</p> <p>Feedback from project team.</p>
Training delivery	How effective were project focussed, participatory training methods used?	<p>What training methods were used?</p> <p>Was there evidence that participants increased their knowledge, skills, understanding?</p> <p>What evidence is there that participants implemented these (e.g. skills) in their work or used the resources available?</p>	<p>Event participant feedback (see short term outcomes above) including surveys, facilitated discussions, dartboards and other methods as appropriate.</p> <p>Survey people who used resources e.g. online resources (mid-term review and end of project).</p> <p>Case studies.</p>

Summary of evaluation methods

Method	Details / main focus	Responsibility	Timing
Survey – training participants (as well as observations and other methods to be determined for each training activity e.g. dartboards, ORID focussed discussions)	Knowledge, Attitudes, Skills, Aspirations (KASA)	Training service providers	During and at the completion of events / activities
	Outcomes from training Relevance/acceptability Impact, Effectiveness Contribution/attribution	VegPRO Coordinator / Training provider	Six months after completion of training activity - follow up a sample of randomly selected participants
	Needs assessment (i.e. what is next in their learning journey)	VegPRO Coordinator	Mid-term review End of project