



A LIGHTER
TOUCH

SCARLATTI
Evaluation | Analytics | Insights

November 2025







Monitoring and Evaluation workshop



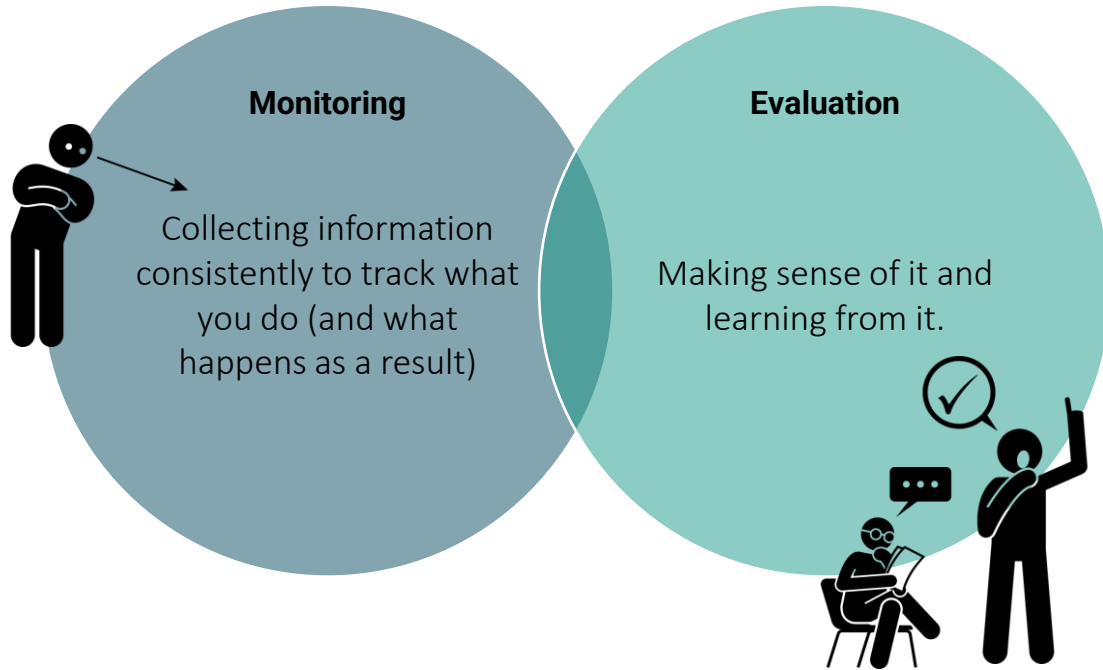
What is Monitoring & Evaluation?

Creating an extension plan

Six easy steps

1. Clarify outcomes 
2. Identify target audience 
3. Develop a Theory of change 
4. Sequence activities 
5. Conduct a pre-mortem 
6. Design monitoring and evaluation 

What is Monitoring & Evaluation?



What is Monitoring & Evaluation?

M&E can help you to...



Demonstrate
what you did



Understand
the difference
it made



Learn and
improve



Communicate
and influence

*M&E IS part of
delivering the
value to growers!*

What are we focusing on in this workshop?

We'll walk through the whole M&E cycle.

Clarifying goals → developing indicators → developing questions → choosing tools → maximising engagement → using the data.

We're focusing on practical M&E.

We'll highlight minimum / easy steps you can take, as well as options to go further if you have more time or resources.

Your role: choose what's feasible and meaningful for your context.

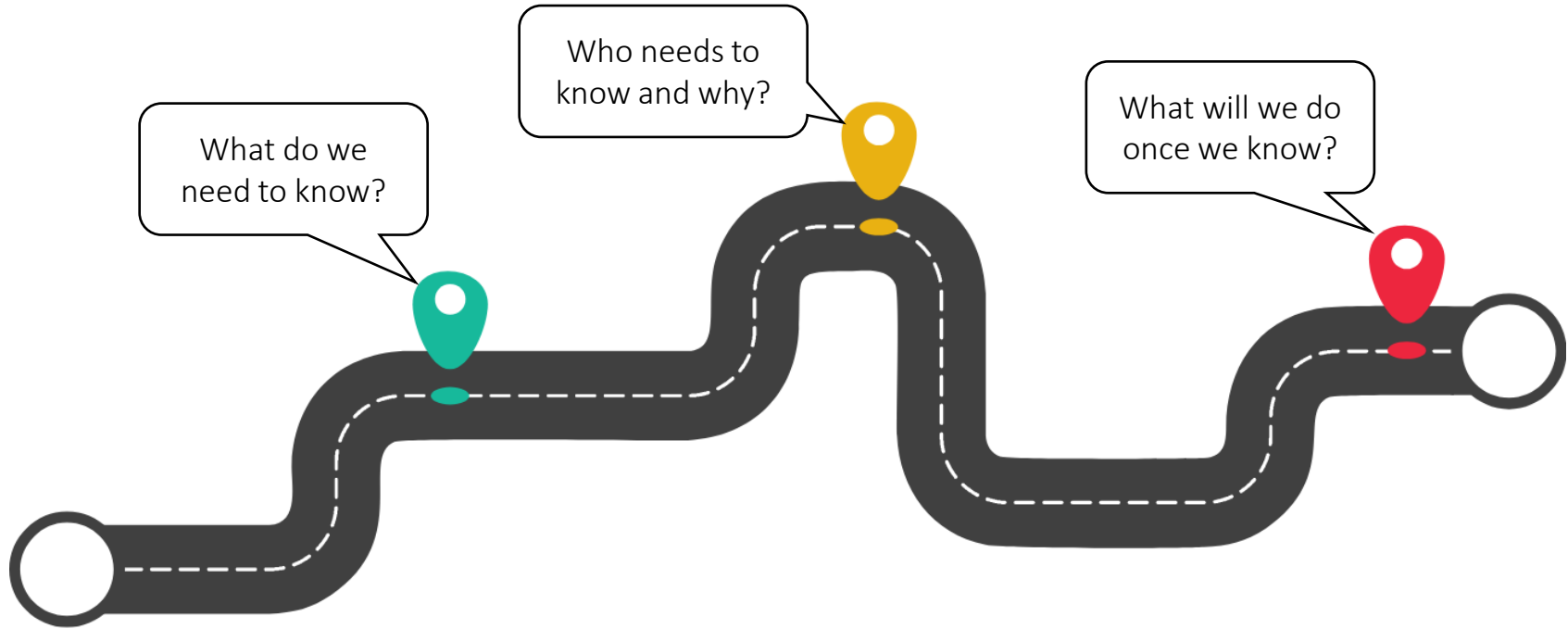
The key is balance: better to collect simpler data that you can actually manage and use, than to design something too ambitious and end up with no data at all.

Clarify M&E goals

What's the point of our M&E?

Defining your M&E goals **early** makes M&E leaner and more useful. They ensure you only collect evidence that actually helps you understand outcomes and will be used.

Clarify your M&E goals



Clarify your M&E goals – examples

Define “*What do we need to know?*”

- Growers gained knowledge after participating in the workshop
- Growers adopted at least one ACP practice

You can break them into short-term, medium-term, and long-term.

Define “*Who needs to know and why?*”

- Funders need to know whether the programme is achieving intended outcomes to justify continued investment.
- Extension staff need to know what’s working so they can adapt activities

Define “*What will we do once we know?*”

- Quarterly reporting to funders
- Use findings to inform next year’s extension plan design.

You can clarify multiple audiences (internal, funders, industry) and uses (decision-making, reporting, continuous improvement).

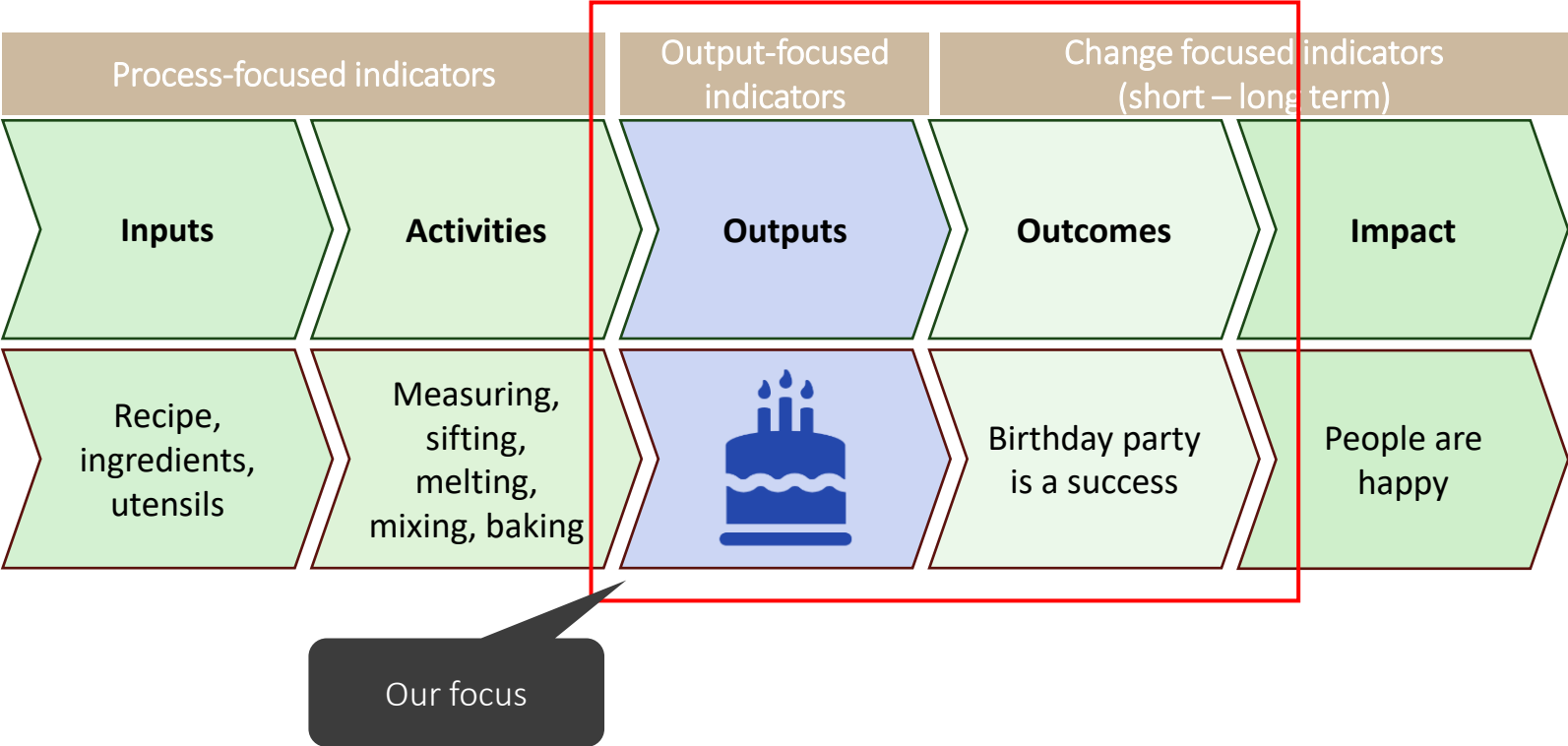


Develop indicators

What evidence would be useful for you?

Once your M&E goals are clear, indicators help you track them. They translate big goals into specific signs of progress, so you can see whether change is really happening

Theory of change



Objectives

A better approach is to use behavioural objectives:

- **Audience** – Who is the target group?
- **Behaviour** – What do we want them to do?
- **Conditions** – Under what circumstances?
- **Degree** – To what extent?
- **Evidence** – How will we measure it?

By [month/year], [degree]% of [audience] will [behaviour] [conditions], as confirmed by [evidence].

“By June 2025, 75% (degree) of dairy farmers attending the nutrient budgeting workshops (audience) will implement revised fertiliser plans (behaviour) on at least two paddocks (conditions), as confirmed through follow-up farm visits (evidence).”

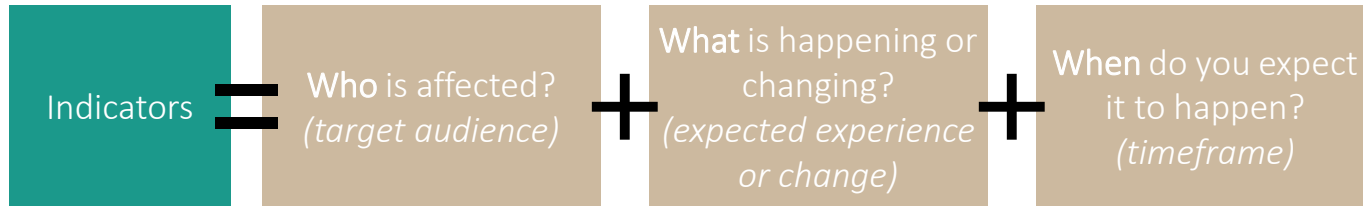
Structure your indicators (the base version)

Output focused indicators:

- **Use:** capturing who showed up, how often, and what their immediate experience was.
- **Formula:** who + doing / experiencing what + when

Change focused indicators:

- **Use:** capturing what changed for participants as a result of our activities.
- **Formula:** who + what changed + when



Structure your indicators (examples)


Who	What	When
<ul style="list-style-type: none">• Growers• Advisors• Stakeholders	<p>Outputs</p> <ul style="list-style-type: none">• Attending workshops• Accessing newsletters• Downloading resources• Felt the pace of the workshop was about right <p>Outcomes</p> <ul style="list-style-type: none">• Awareness: are aware of this new research project• Knowledge / skill: learned about a new practice / product• Attitude: realising they don't need to spray that much• Motivation to change: are keen to give the practice a try• Practice change: are trialling the new practice• Connection / wellbeing: feel less isolated	<ul style="list-style-type: none">• In the last year / season• After the workshop• At the end of the project

Refine your indicators

1. Be specific with the “who”

Acceptable: # of growers who attended workshops this season.

More specific: # of *unique* growers who attended workshops this season



Refine your indicators

1. Be specific with the “what”

Acceptable: # of advisors who reported feeling confident recommending alternatives to growers

More specific: # of advisors who reported feeling *more confident* in recommending alternatives to growers *compared to before the training*

Refine your indicators: be specific

Indicators sometimes can be directly translated into a survey or interview question. The more specific your indicator is, the closer it gets to being a strong question that gives you better data.

However, there're trade-offs:

- Requires more effort
- Higher respondent burden

2. Decide between counts and proportions

Sometimes a **count** is enough to show your reach, especially if you are tracking this regularly:

“Number of growers attending the field day.”

But a **proportion** does tell a richer story, if you know the audience pool:

“% of target growers attending the field day”

3. Don't forget qualitative options

Indicators don't all have to be numbers.

"Examples of growers describing how they changed their crop protection practices in the last three years."

Develop questions

What do you need to ask to get the evidence you want?

Clear questions guide your data collection. They turn your M&E goals into concrete prompts that draw out the information you'll actually use

An example

I want to know...

- Indicator: Growers have **increased knowledge** on this topic after being part of the workshop / project

Self-reported knowledge questions

Before and
after

How much did you know about the [insert topic] before the event today? & How much do you think you know about it now?
**you can ask before and after in two settings or both post event*

Reflective
change

Compared to when you arrived this morning, how has your confidence in explaining [topic] to others changed?

Snapshot

How confident do you feel about explaining [topic] to your neighbour?

Sometimes you can also follow up with:

- Can you tell us what influenced your view?

Fact check knowledge question

Fact check *Survey- based*

- When using [product / approach] to manage pests, diseases, and weeds as the main approach on a farm, which of the following do you expect to happen?
- If your neighbour is deciding whether to try [product / approach], which of the following advice would you give them?

- You can also: Add red herrings
- Offer an opportunity to explain why they chose the red herrings

Fact check *Other formats*

- Open ended: What's one thing you learned from this project that you want to try / have tried?
- Continuum: Line yourselves up along this wall: on the left is not confident at all, on the right is very confident. Where do you stand in terms of applying what you've learned from this project?

Other common questions

Access to resource / information

Adoption

Establish a baseline

- In the past year, have you used any of the following resources/tools?
(Tick all that apply)

Satisfaction

Get a perceived value

- **Select up to x:** Of the ones you used, which were most useful to you? *(Select up to three)*
- **Rate individually:** How useful was each of the tools you selected? (1 = not useful, 5 = very useful)
- **Ranking:** Please rank the following resources/tools in order of usefulness to you, where 1 = most useful.

Improvement

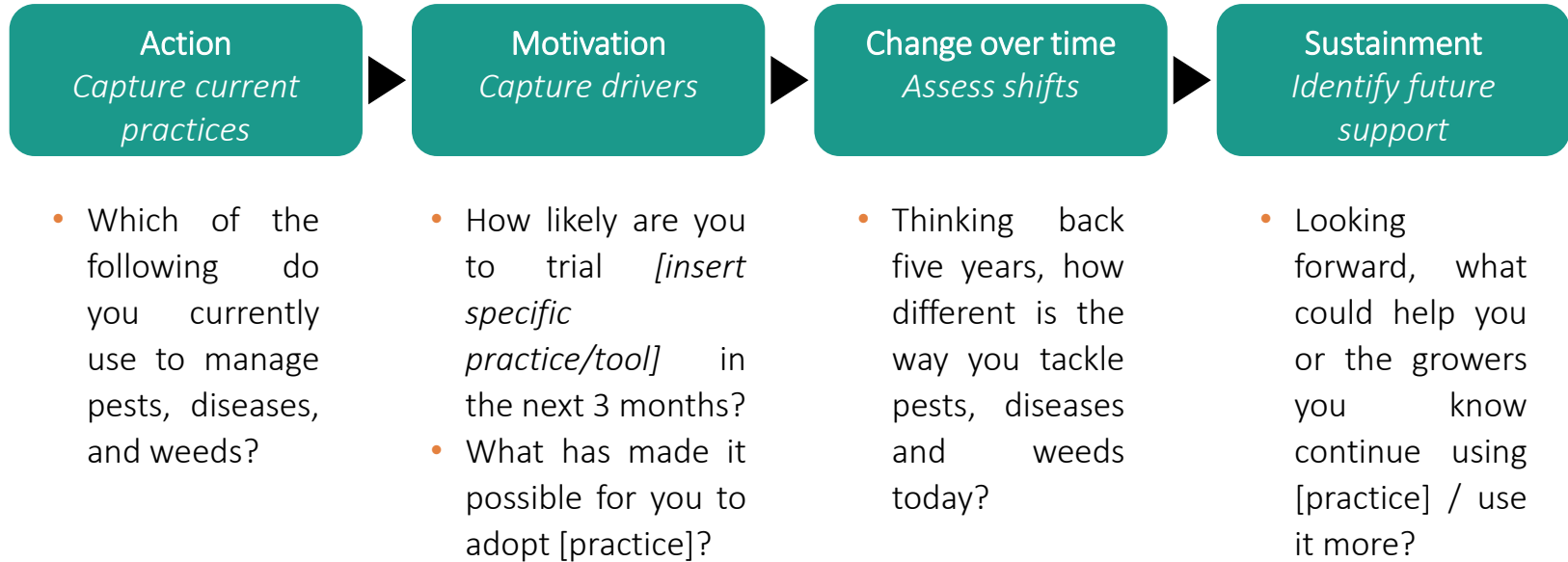
Open up space for actionable feedback

- What's one change we could make to improve the tools and resources available to you?

Add qual data: Can you give one example of how one of these tools helped you make a decision on farm?

Other common questions

Behavioural change



Other common questions

Event specific

Event delivery

- Did the workshop move at a pace that suited you?
- Aspects to rate (opportunities to ask questions; event length; presenters)

Event usefulness

- Name one new resource, idea, or insight about designing an extension plan that you're taking away from the workshop.
- How likely are you to apply this in your work?
- What's one topic you still want to learn more about in the extension space?

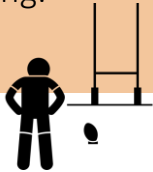
Event promotion

- How did you hear about this workshop?
- Thinking about other (growers / advisors), what do you think prevents them from attending activities like this?

How to pull it together

Be strategic

- Ask yourself: *If I could ask **only one question**, what would it be?*
- Trace each question back to a **goal or indicator**, so that you only ask questions you'll actually use in decision-making.



Be clear

- Avoid double-barrelled or complex questions
- Use consistent scales if appropriate
- Use audience-appropriate language (avoid jargon)
- Test your questions (even informally)



Be practical

- Place the most important questions in the front
- Limit open-ended questions
- Be selective with compulsory questions



Collect data

You know what you want to measure;
how could you practically capture that?

Question to ask yourself

- “What’s the simplest tool that gives you a good enough signal?”
- “How much effort do you want to put into this?”

How: secondary / indirect data collection

These are low-effort, consistently collectable data sources. They don't require designing a new survey or chasing growers, but they still give you a steady stream of useful information if you build them into your routine.

Tool	Best at capturing...
Admin records	Inputs, outputs, and participation
Observational data <i>(structured)</i>	The quality of engagement (energy, participation, interest), immediate reactions, key issues raised, and anecdotal grower feedback.
Digital data sources	Reach and engagement
Third party data	Proxy signals of change

How: usual suspects

These are higher-effort, grower-facing data sources, but they tend to give you most direct evidence of experiences, outcomes, and even impact.

Tool	Best at capturing... (level of change)
Feedback forms <i>One-off or baseline+pulse+end</i>	Immediate outcomes (participant experience, knowledge gain, motivation) Outcomes over time during an initiative (participant experience, knowledge gain, motivation, adoption)
Surveys <i>Annual or topic-specific</i>	Medium / long-term outcomes (user patterns, awareness / knowledge trends, adoption and examples)
Interviews	Deeper understanding of experiences, behaviour change, and nuanced barriers / enablers.

How: think outside the box



Quick hands-up
polls / continuum



Bullseye
feedback



Live online
polling to show
instant results



Ask only one
question and have
participants note
their answers



Labelled gumboots /
buckets

The Good S#!t List					
Event:	Date:		Catchment group:		
Thinking back over the past 12 months, please indicate which of the following actions have been done on your farm. (If action is ongoing, please select 'completed')					
Activity	Don't intend to do it	Not started yet	In progress	Completed	N/A
Put together a Farm Environmental Plan (FEP)					
Did a stream health assessment					
On-farm soil testing					
Fenced off waterways					
Fenced off wetlands					
Retired surrounding land or extended surrounding land to wetlands					
Did riparian planting					
Planted shelter belts					
Put sediment traps in place					
Undertook animal pest control					
Undertook plant pest control					
Know my GHG number					
Other (please write in)					

The Good S#!t
List

These are a combination of the two before (grower provide data + you document it)

Consistency, consistency, consistency

Consistency in...

- **Questions** → ask the same key questions at all events / across all projects
- **Timing** → repeat at the same points (end of every workshop, annual survey at the same season).
- **Data collection format**



The benefits:

- ✓ Your data becomes more robust
- ✓ Allows you to tell a story over time
- ✓ Builds a habit for participants (they expect the question, respond faster).

How to deliver it to maximise responses

1. Ask at the right time

- Ask while you have a captive audience
- Ask during off-seasons or when the topic is relevant

2. Make it easy to complete

- Good design (*be strategic, be clear, be practical*)
- Offer the most appropriate / multiple access points

3. Motivate participation / Use incentives

- In-person: link to something immediate (“Please fill this out before morning tea”).
- Online: offer entry to a draw; offer to make a small donation on their behalf
- Both: Promise something useful (“Complete the survey to access a resource pack / see the results”).
- Highlight the benefit (value-driven messaging)
- Nudges work

4. Play the long game

- Close the feedback loop

Use results

What can you do with all the data and results?

Monitoring and evaluation is only as valuable as how you use the data. Time to link it back to your goals.

Close the loop

Share back results

Why?

- Shows you listened
- Builds transparency and trust

How?

- Short email
- Graph
- Embed in newsletter

Example:

- *“80% of growers said they hope to learn more about the new spray regulations”*



Use the results internally

Why?

- Keep track
- Guide planning
- Improve future delivery
- Celebrate

How?

- Reflect individually
- Discuss with your team

Example:

- *“Target under-served groups”*
- *“Add more workshops on popular topics, improve facilitation, and invest in the best promotion channels”*



Report the results

Why?

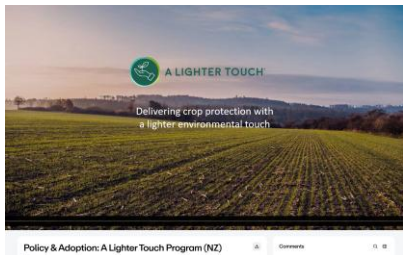
- Show boards & funders that investments deliver
- Make the case for continued / expanded support
- Shape wider perception

How?

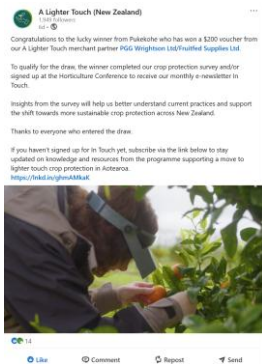
- Package results in plain language
- Pair numbers with stories & photos
- Use reporting formats that fit your audience



Reporting examples



Board / milestone reporting
(in person or on paper)



Newsletter / social media /
Emails



One page / Infographic



Written report (word / ppt)



Dashboard