

CENTRE
for **SOCIAL**
IMPACT



ROADMAP TO SOCIAL IMPACT WEBINAR

August 2026



ROSEMARY CONN

Acting CEO
Centre for Social Impact

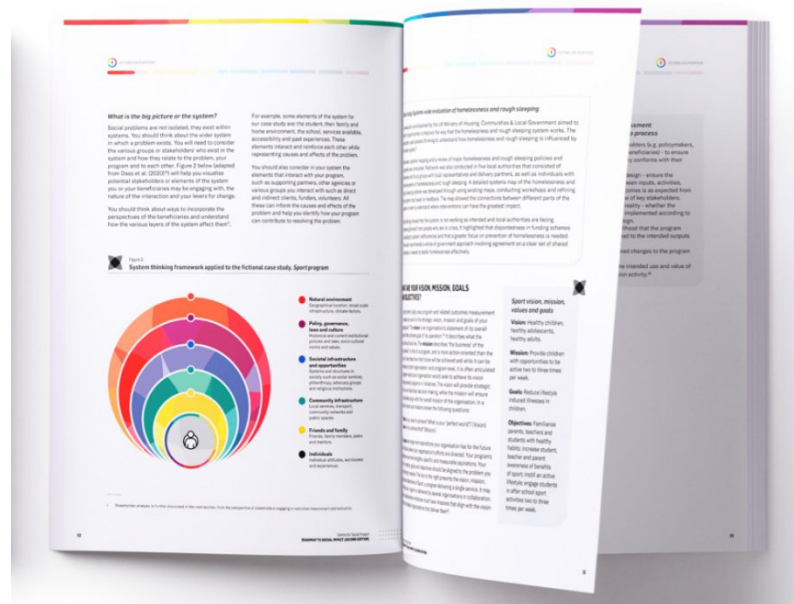


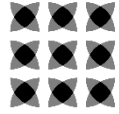


EBOOK



FULL REPORT





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PROF PAUL FLATAU

Director
CSI UWA



YOUR NINE-STEP JOURNEY TO MEASURING SOCIAL IMPACT

The **Roadmap to Social Impact** will guide you through a step-by-step journey to outcomes measurement and evaluation.

Each stage focuses on a key component of the process, giving you a clear and structured way to plan, measure and communicate the impact of your work.

1

ESTABLISH YOUR PURPOSE

2

BEGIN PLANNING

3

CLARIFY YOUR
PROGRAM DESIGN

4

UNDERSTAND WHAT TO
MEASURE AND EVALUATE

5

DEVELOP AN OUTCOMES
MEASUREMENT AND
EVALUATION FRAMEWORK

6

COLLECT DATA

7

ANALYSE DATA

8

UNDERTAKE KNOWLEDGE
TRANSLATION

9

EMBED EVALUATION AND
EVALUATIVE THINKING

DR RHIANNON PARKER

Research Fellow

CSI UNSW



COMMON CHALLENGES



**HOW DOES OUR
WORK FIT INTO
THE BIGGER
PICTURE?**



**HOW DO WE
DEMONSTRATE
IMPACT WITH
LIMITED
RESOURCES?**

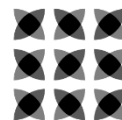


**HOW DO WE
ENGAGE PEOPLE
WITH LIVED
EXPERIENCE?**

SYSTEMS THINKING FRAMEWORK



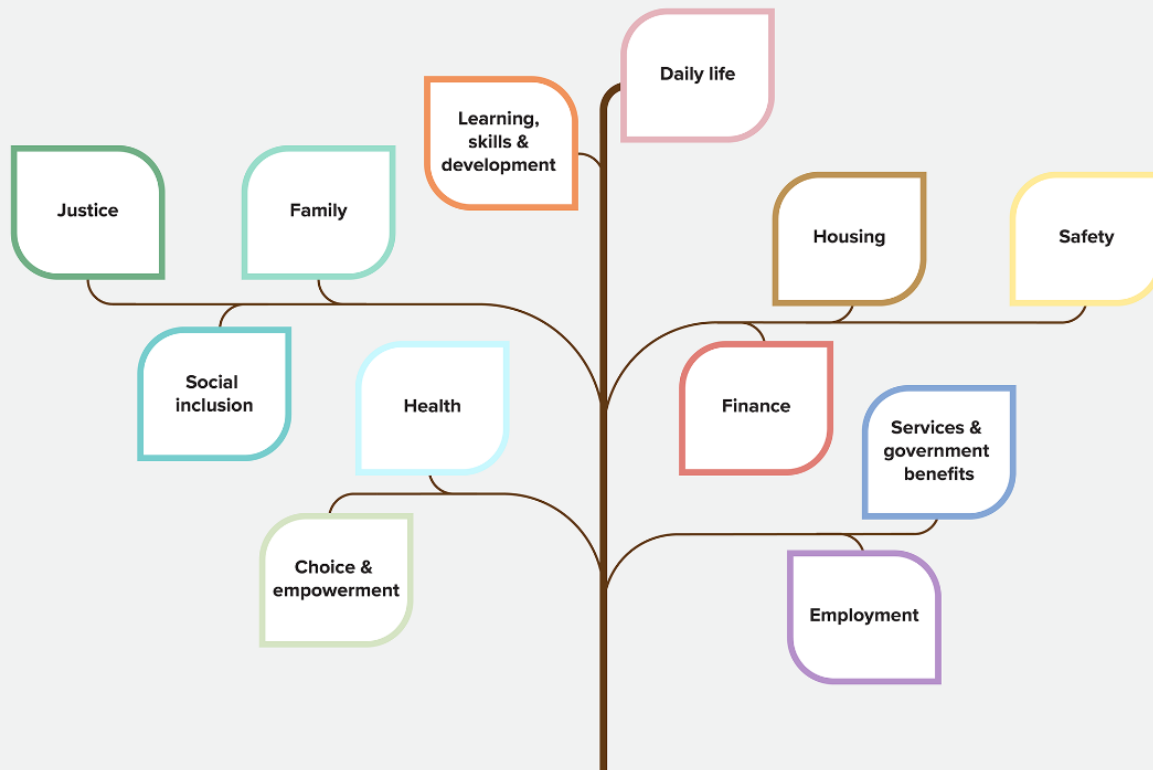
- NATURAL ENVIRONMENT**
Geographical location, broad-scale infrastructure and climate factors.
- POLICY, GOVERNANCE, LAWS AND CULTURE**
Historical and current institutional policies and laws, socio-cultural norms and values.
- SOCIETAL INFRASTRUCTURE AND OPPORTUNITIES**
Systems and structures in society, such as social services, philanthropy, advocacy groups and religious institutions.
- COMMUNITY INFRASTRUCTURE**
Local services, transport, community networks and public spaces.
- FRIENDS AND FAMILY**
Friends, family members, peers and mentors.
- INDIVIDUALS**
Individual attitudes, worldviews and experiences.

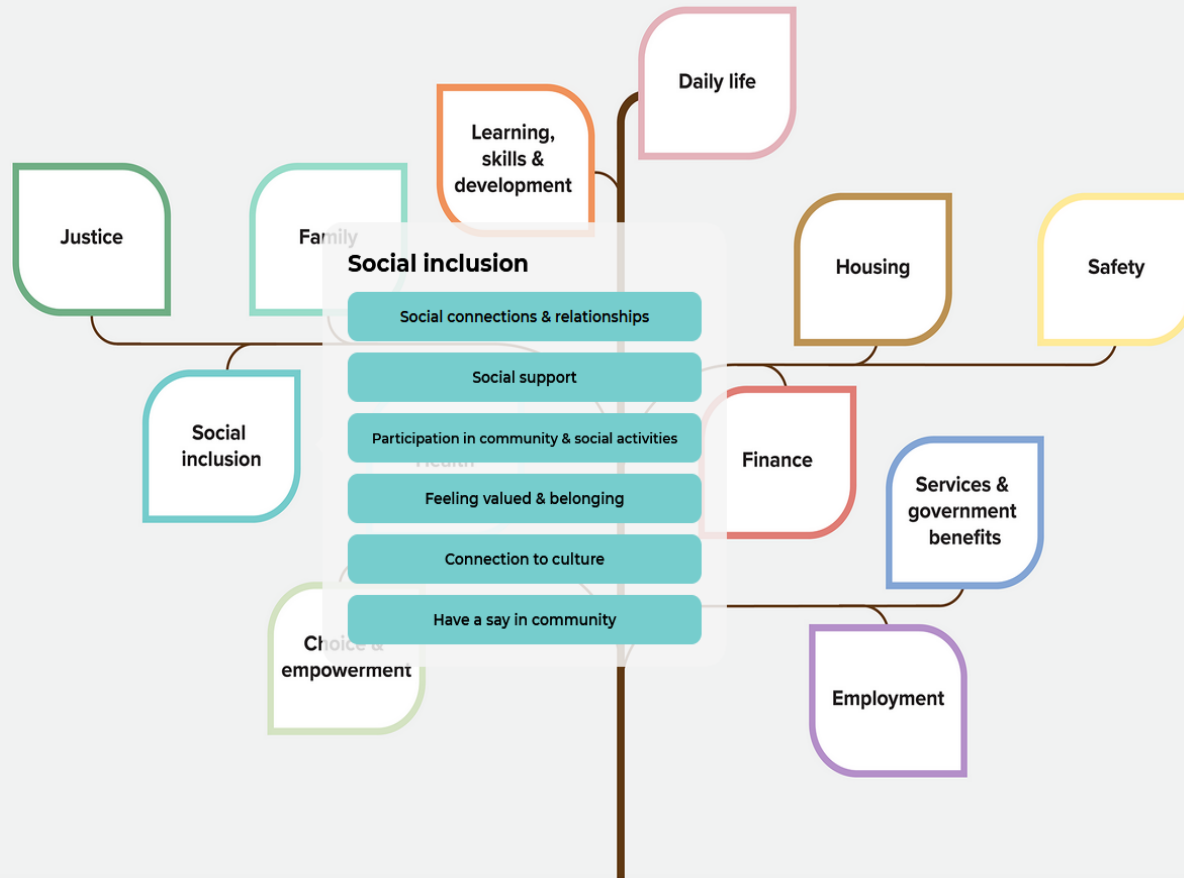


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PROF ERIN WILSON

Director
CSI Swinburne





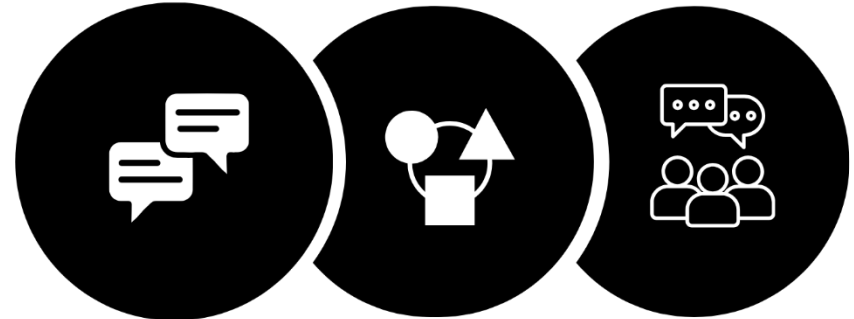
COLLECTING DATA

Use a mix of data collection methods to build a richer picture of your impact.



QUANTITATIVE DATA

- Surveys
- Program administrative data
- Secondary data



QUALITATIVE DATA

- Interviews
- Focus groups
- Case studies

HOW TO MEASURE THESE OUTCOMES

5 key focuses of data collection using the CSOT survey

- 1 Outcomes
- 2 Contribution
- 3 Barriers to outcomes
- 4 Service improvements
- 5 Demographics

PROF SELINA TUALLY

Deputy Director
CSI Flinders



CONTINUE LEARNING

Build your skills through postgraduate study and professional development.



CSI Flinders

Graduate Certificate Social Impact
MBA



CSI UWA

Outcomes Measurement Workshop
2 days, in-person



CSI UNSW

Graduate Certificate Social Impact
MBA



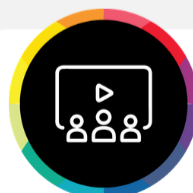
CSI Swinburne

Evaluation & Impact Measurement
6 weeks, in-person



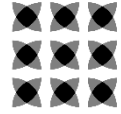
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Graduate Certificate Social Impact
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NATIONAL

Governance, Philanthropy
Short courses



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QUESTIONS?





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