FILM MONITORING & EVALUATION PLAN

The purpose of this template is to support you to outline a robust monitoring and evaluation plan to measure the effectiveness and impact of your film and impact campaign. For further details and suggestions see the Film Measurement Framework and other resources on the Documentary Australia Foundation [Impact and Evaluation page](https://documentaryaustralia.com.au/impact-and-evaluation/). Please also reach out to our Evaluation Manager [lucy@documentaryaustralia.com.au](mailto:lucy@documentaryaustralia.com.au) for support.

Vision

What is your overall vision for the film and your impact campaign?

The issue / need

What is the issue or need you are addressing?

Stakeholders

Who are your key stakeholders?

Impact goals

What are your impact goals? (A goal is a concrete end result)

Impact strategy

How are you going to achieve your goals?

Evaluation questions

What questions are you trying to answer? What do you want to be able to report?

Outcomes

Outcomes are what you hope to achieve once you have accomplished your goals, or the change that you will achieve due to the project. Outcomes can occur at different levels including:

* **Individual -** changes in audiences and other individuals as a result of seeing your film
* **Organisational -** outcomes for partners and organisations you are targeting in your campaign
* **Community -** changes occurring at the community level or for the community
* **Systems -** including public pressure, policy and legislature change.

Indicators are measureable markers that help you track your progress and achievements, for example % of audiences reporting increased awareness or no. of petitions signed. See the [Film Measurement Framework](https://documentaryaustralia.com.au/impact-and-evaluation/) for further guidance on outcomes and indicators.

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| Outcomes  *What outcomes are you aiming to achieve?* | For who?  *Specify the individuals, organisations, communities or systems level stakeholders* | Indicators  *How will you track your progress and achievements?* | Data source and method  *What information will you collect to assess your progress against your indicators?* |
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Program logic

The purpose of this table is to directly link your planned activities with your anticipated outcomes over time to document why your program or campaign should succeed. Make sure your activities and short, medium and long-term changes make logical sense.

You can test this by checking there is a clear “if 🡪 then” relationship between them. E.g. If we do X activity, we will achieve X (output) and increase awareness about X (short term), encourage people to take X action (medium term) leading to improved x (long term outcome). Learn more about program logics on our [Impact and Evaluation page](https://documentaryaustralia.com.au/impact-and-evaluation/).

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| Inputs  (Your project resources) | Activities  (What you will do) | Outputs  (The expected results) | Short term  (e.g. 1-3 months after seeing the film) | Medium term  (e.g. 3-12 months) | Long term  (e.g. 1+ years) |
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Data collection plan

Your data collection plan outlines the type of data you will collect for each of your specific activities including when and how. It is best to develop this plan early in your project, to ensure you don’t miss excellent data collection opportunities throughout your project!

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| Activity | Outputs | Other data collection | When | How |
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Links to surveys, interview schedules and data collection tools

Keep track of your data collection tools. See a range of templates as a starting point on our Impact and Evaluation page.