FILM MONITORING AND EVALUATION CHECKLIST

These broad steps provide a quick outline of the main steps involved in monitoring and evaluating the effectiveness and impact of your film and impact campaign. For more information about setting up an evaluation for your film project, please complete the evaluation modules on the Documentary Australia filmmaker hub.

Understand the issue
- What is the problem you are trying to address? What is this important?
- What is the need for your project?
- (This research will become a part of your baseline data for your project)

Identify your stakeholders
- What do they value?
- What would they consider credible evidence?
- How can you work with them to collect data and report on the project?

Develop a program logic
- What are you trying to achieve? What outcomes are you working towards?
- How are you going to get there? What is your strategy and what actitivies will you deliver?
- What resources will you need to deliver on your strategy?

Select your indicators
- How will you measure your activities and outcomes and track your progress over time? (refer to our evaluation framework for some ideas)
- What are the key indicators that will ensure you can tell your story?
- How will you show that your work has contributed to change?

Choose your evaluation approach
- When will you collect data? (After screenings, before, after and over time following initiatives etc.)
- Will you collect quantitative or qualitative data or a mix of both?

Select your data collection methods
- Will you use surveys, interviews, focus groups, case studies, observation or archival / administrative data or a mix?
- Who will need to collect the data and information?
- How will you implement data collection and how will you collate your data?

Identify your sample
- Are you trying to generalise your findings? If so, how will you make sure your sample is representative of the broader group?
- How will you aim to avoid a biased sample?
- How will you invite and incentivise people to participate?

Collect and collate your data
- Systematically collect and collate the data and information over the course of your project
- Where relevant, refer to the information to reflect on whether you are on track, and if you need to change the course to maximise outcomes

Analyse and report
- Analyse the information to tell the story of your project
- Draw conclusions about the effectiveness and value of your project
- Report on the findings and disseminate through a variety of channels
- Try to share lessons learnt as well as achievements.