**Finding Ground in Outcomes Measurement & Impact Measurement Post-Covid**

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With the backdrop of the Covid-19 pandemic, the capacity to ensure programs meet desired outcomes is as important now as ever before. However, knowing where to start and what an ‘outcomes measurement framework’ looks like can be daunting. Where does the ‘theory of change’ fit and what is a ‘program logic’? Should I adopt whole of organisational measures, such as results- based accountability, or measure and evaluate each program individually? How can existing tools be adapted to clients from diverse backgrounds, such as Aboriginal groups, and can qualitative data be used for evaluation purposes, or does only data collected via surveys count? How have outcomes measurement and evaluation practices shifted as a result of the ‘new-norm’?

This presentation will reflect on the implications for outcomes measurement and evaluation during the pandemic:

1. Innovations in outcomes measurement that emerged during the pandemic;
2. The resilience and importance of outcomes measurement activities during a global pandemic;
3. How organisations can get the best from their existing data;
4. Tools and strategies to carry out outcomes measurement activities with diverse client cohorts;
5. How organisations can align outcomes measurement activities alongside strategic priorities and limited resources.

The presentation will be aimed at service professionals at the start of their outcomes measurement journey who are looking to engage more with outcomes measurement in their programs.