

Social Impact



Workshop overview

Learn how to show the value of your work.

Increasingly governments and other funding agencies are seeking assurances about funds invested. Impact mapping, a process required to report social return on investment (SROI), offers an approach that can be applied to build monitoring systems that focus team efforts on ensuring outcomes. In this workshop we will take a deep dive into impact. You will learn to distinguish between inputs, activities, outputs, outcomes and impact.

In this hands on one-day workshop, we will start with your end goal. You will work on impact mapping, and you'll learn how to embed monitoring and evaluation across your work to enable SROI calculation. You will be equipped with the tools needed to calculate your social return on investment.

Here's what a past delegate shared:
"I have understood more about the pathways to social impact and changed my approach and way of working, I am getting excited. I can see that I am now able to construct a far more compelling argument, which in my roles as a trustee and an academic will ultimately help secure funding for projects and charities."

What is included in workshop?

- The pathway to impact
- Why impact matters
- How to apply impact mapping
- How your work practices can be enhanced

Why attend this workshop?

By the end of this workshop, you'll be able to:

- Map your program
- Understand the benefits of impact mapping
- Communicate the value of your work
- Introduce social return on investment into your practice

Meet your facilitator - A/Prof Julia Carins

Julia has extensive research experience within academia and government supporting behavioural and structural change to influence behaviour for individual and societal benefit.

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