# HelpSheet

How to fill out the outcomes framework template

This is the first step and potentially the most daunting step of using the Outcome Engine, but do not fear we are here to help!

The Outcomes Framework template is an excel sheet that you must complete and upload into SmartyGrants. The template is made up of 7 columns, only the outcome column is mandatory:

1. Domain (optional)
2. Outcome (mandatory)
3. Metric (optional)
4. Type of metric (optional)
5. Aggregate (optional)
6. Description (optional)

The sheet includes two useful links, the Get instructions link takes you to the HelpHub and shows you how to upload and the Download an example, which downloads a pre-completed outcome framework for the fictional local council of Goodtown.
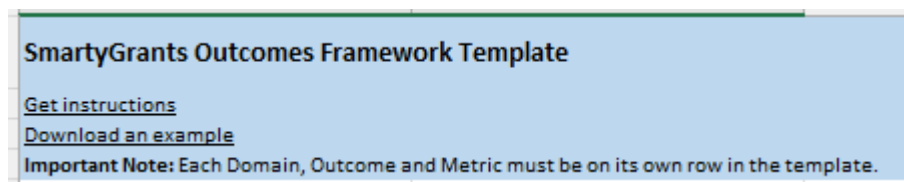

The example shows how the outcomes can be grouped into domains such as Arts and Culture, Community Development, Economic development etc. It provides examples of outcomes and associated metrics.

What is the difference between an output and an outcome again??

The output is what the provider (grantee) produces or delivers (i.e., safe car seat or financial literacy classes) and the outcome is the benefit to the intended beneficiary or end-user (so child is safe in the car or financial literacy knowledge, skills, confidence, reduction in debt etc).

It is a little tricky – sometimes writing it down on post-it notes and joining with some arrows can help i.e.
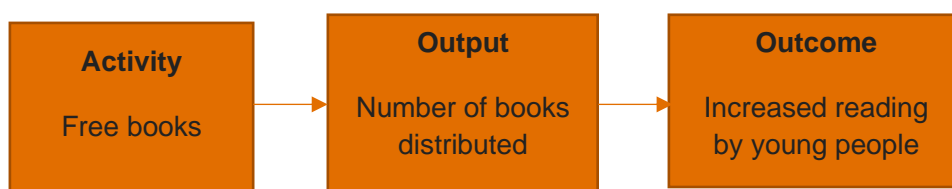
How do I come up with outcomes?

There are few ways you can do this. You can use some post-it notes and write out the activity and what outputs and outcomes will come out of the activity as we have done above. Another simple way is to review your Grant Guidelines which will outline your objectives.

For example, the objectives of an event grant program could be:

"To increase economic and social benefits through supporting the continuation of community events."

The two outcomes, or benefit or changes to the community, are economic and social.

Social benefits could include:

- Increase connection with other community members
- Increase sense of community with others

Economic benefits could include

- Increased income of local businesses
- Increased awareness of local services and producers

It is also important to talk to the subject matter expert for example your Event Management team - ask them what the benefits are they are hoping to achieve through community events, they will be able to list some of the intended benefits.

Your job is then to put that into an outcome statement.

Outcome statements generally start with increase, decrease, improve, reduce and then *what* is being improved or reduced i.e., knowledge, awareness, motivation, income, connection, relationships and then *who* i.e., young people, citizens of Goodtown, kinder aged children. A useful acronym to use when trying to work out if something is an outcome is BACKS, BACKS stands for behaviour (i.e., exercising more), attitude (i.e., excited about school), condition (health, employment, housing status), knowledge (i.e., knowledge where to get help with my bike), skill (i.e. how to cook a healthy meal). Generally, an outcome fits into one of these categories but there are others i.e. connections, motivation, - the point is, *what changed* for the end user? What are they experiencing or doing differently than before?

Once you have written the outcome statement, you may want to come up with some metrics to measure the outcome. This is the third column of the outcomes framework template.

There are number of frameworks that exist with suggested metrics or indicators to help measure outcomes. We have included a number of these frameworks in our HelpHub, these can provide you an idea of the types of measures you can use. When selecting measures consider how the data will be collected including how much work will be required to gather and collate the data and if the grantees will have the skills and resources to collect data for those metrics.

We are here to help. Have a go at creating your outcome framework and share with our Outcomes Measurement Expert Jen Riley. Jen has over 20 years' experience in the social sector and specialises in outcomes measurement, she can provide some feedback on the outcomes you have selected and how you can go about supporting your grantees to collect the data. You can email Jen on jennyr@ourcommunity.com.au or make a time to meet with Jen here.