

Caring for our Country

Monitoring, Evaluation, Reporting and Improvement (MERI) Plan

Supporting Farm Practice Change to Manage Wind Erosion in the Avon River Basin

Base-level allocation (two of four)



wheatbelt
natural resource
management

(Formerly Avon Catchment Council)

Version:	1.3
Date:	28 January 2010

Document review details

Data Established/Reviewed	Key Lessons Learned
Date Established: 1 September 2009	
Date Reviewed:	
Date Reviewed:	
Date Reviewed:	

Document History

Revision	Prepared By	Date	Comments
V1.0	Dan Ferguson Michelle Kidman	1 September 2009	Final draft version for submission to Ann Connelly, Australian Government
V1.1	Dan Ferguson Michelle Kidman	17 September 2009	Incorporate changes advised by Ann Connelly, Australian Government. Add Document History section Addition of two Key Evaluation Questions (KEQ 2 and 4)
V1.2	Michelle Kidman	25 January 2010	Updated KEQ, monitoring, reporting and improvement methods, timeframes and responsibilities. Include Project Management Monitoring Plan
V1.3	Michelle Kidman	28 January 2010	Updated voluntary adopter monitoring methodology, and Project Management Monitoring plan.

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1: Introduction

1.1 Purpose of the *Community Farm Practice Change to Manage Wind Erosion in the Avon River Basin* Program MERI Plan

The continuous and integrated cycle of **monitoring, evaluation, reporting and improvement** is referred to as **MERI** in the Australian NRM context.

A program MERI plan articulates all the different aspects of MERI that will be needed and how they will be implemented over the life of the program.

This program MERI plan:

- Guides MERI for the *Farm Practice Change to Manage Wind Erosion in the Avon River Basin* program of Caring for our Country in accord with the stated Caring for our Country outcomes and targets (<http://www.nrm.gov.au/me/index.html>) and consistent with the Caring for our Country MERI Strategy (<http://www.nrm.gov.au/me/index.html>)
- Provides a base from which to review the progress the program is making towards the agreed Caring for our Country targets and outcomes and from which to learn about successful implementation strategies and to adapt in response to lessons learnt.

1.2 Broader MERI Context

This plan is nested within:

- The NRM MERI framework (<http://www.nrm.gov.au/me/index.html>);
- The Caring for our Country Outcomes 2008-2013 (<http://www.nrm.gov.au/index.html>);
- The Caring for our Country Business Plan 2009-10 (<http://www.nrm.gov.au/index.html>);
- The MERI Strategy for Caring for our Country Strategy 2009-13 (<http://www.nrm.gov.au/me/index.html>), and
- The Wheatbelt Natural Resource Management (WNRM) *Farm Practice Change to Manage Wind Erosion in the Avon River Basin* Program Management Plan.

2: Scope

2.1 Program description

The 2009-2010 Caring for our Country Business Plan identifies the Avon region as a priority area to reduce the risk of wind erosion through increased adoption of sustainable farm practices. This program devolves seventy-percent of funds for local, on-ground activities to bring about the voluntary adoption by 800 land managers of the following current recommended practices by 2013:

- recommended management practices to retain crop residues;
- recommended grazing management practices to maintain at least 40% ground cover;
- integration of perennial plants into agricultural systems; and
- soil quality maintenance, amelioration and monitoring.

The program is underpinned by the Farm Practice Change Model which supports the practical decision making processes of land managers in progressing from motivation, exploration to adoption of an alternative agricultural system. Proposed activities adhere to the rationale that broad-scale soil management issues on agricultural land necessitate low-cost per hectare initiatives that maximise participation of targeted stakeholders.

2.2 Program methodology

The Farm Practice Change Model was developed by Meat & Livestock Australia for the Sustainable Grazing Systems (SGS) programme and tested in the GRDC Grain & Graze project. The guiding principle of this program is to assist land managers move through phases of farm practice change to manage wind erosion described by Nicholson *et al* (2003) as motivation, exploration and whole-farm adoption. This process recognises that individuals within a community are at different stages of preparedness to adopt a changed practice by providing entry points to activities throughout the three phases of the model.

Within each of the six identified sub-regions, an expression of interest will be advertised for groups or individuals who can demonstrate an ability to involve the local community to participate in projects to manage wind erosion. Selected groups will be presented information on the relative advantages of adopting farm practices to manage wind erosion by regional project partners and associated land managers who have adopted the practice. During this *motivation phase* of farm practice change the sub-regional coordinator will assist the group to create an action plan that ensures adequate learning opportunities for participants around the implementation of on-ground works. Analysis of current and optimal soil condition and advice on how a change in management practice may affect soil condition improvement will also be provided. The motivation phase allows informed decisions to be made by community about practices that are suitable to explore further in the context of their existing knowledge about local conditions and farm management.

The implementation of on-ground works or partial adoption of a practice change on farm is a key learning activity during the *exploration phase* of practice change. Here the land managers increase skills and knowledge within a non-threatening learning environment by sharing experiences on the costs, benefits, risks and opportunities of adopting a new practice in the local context. Appropriate technical assistance on site diagnosis and design will be provided to the group to ensure current recommended practice is established. The building of relationships between farmers, NRM professionals and technical experts is expected to occur within this practical research environment. Site management issues will be adaptively managed by the group through regular site visits, learning activities and monitoring changes as a result of treatments. This will also increase the likelihood of success for those who adopt the practice based on the knowledge and skills gained from the group trial.

The final *whole farm adoption phase* will likely occur later in the program after farmers have improved their knowledge of recommended practice during the exploration phase. Farm planning advice and technical support is offered to practically integrate changes throughout individual farm enterprises. Independent advice from agricultural consultants will assist land managers to voluntarily adopt changes that have been identified as providing a relative advantage over existing farm practices and lead to significant benefits in preventing soil loss. Farmers at this stage of practice change are provided with acknowledgement in local media and are encouraged to be part of peer support networks to transfer their knowledge to those in earlier phases of farm practice change. Cross-promotion of group activities through case studies featured in regional media, network exchange programs and various regional communication networks will extend the results and further increase motivation throughout the regional community.

To measure progress and evidence an improvement in knowledge, skills and management of soil loss through wind erosion, the program will implement an annual survey, review, reporting and improvement process. Data will be collected through land manager and program staff semi-structured and most significant change interviews, via extension activity satisfaction surveys, and point of investment monitoring of wind erosion treatment sites. This program MERI plan guides all

aspects of monitoring, evaluation, reporting and improvement. On completion, the program will evaluate the program's impact, appropriateness, effectiveness, and efficiency to evidence achievement of outcomes. The results of the program evaluation will be available in both written, and audio-visual formats to add value to the evaluation process and enable outcomes to be communicated effectively to a range of natural resource management stakeholders.

Six local grower groups and a collective of Aboriginal land managers have been engaged during the development of this proposal and indicated a willingness to be involved. The Farm Practice Change Model has been endorsed by the WNRM Sustainable Agriculture Advisory Group, Board, and key partners identified in the regional base-level and competitive cross-regional CFCO submissions. The WNRM considers this framework for community engagement as the most practical evidence based-method to demonstrate genuine achievement of targets related to improving skills and knowledge in NRM and resource condition change over significant areas of land threatened by wind erosion.

Reference:

C. Nicholson, N. Barr, A. Kentish, P.M. Dowling, L.H. McCormick, M. Palmer, I. Simpson, K. Simpson and J. Walsh (2003). A research-extension model for encouraging the adoption of productive and sustainable practice in high rainfall grazing areas. *Australian Journal of Experimental Agriculture* **43** 685-694

2.3 Caring for our Country targets and outcomes

Table 1 illustrates the specific Caring for our Country outcomes and targets the *Community Farm Practice Change to Manage Wind Erosion in the Avon River Basin* program contributes to.

Table 1: Caring for our Country targets to which the *Community Farm Practice Change to Manage Wind Erosion in the Avon River Basin* program will contribute

Caring for our Country Target/s	Funded Activity to be undertaken	Expected contribution of program
<p>Increasing Participation in NRM: To increase recruitment and retention of volunteers in community groups involved in managing natural resources, over the next 2 years, in particular youth.</p>	<ul style="list-style-type: none"> Community engagement activities targeting stakeholders in the motivation phase of farm practice change including but not limited to capturing relative advantages (via champion farmers programme, case studies), continued exposure (newsletters, field days, bus trips, group exchange programs, forums), one on one and group extension activities from regional stakeholder partners Media targeting stakeholders in the motivation phase of farm practice change 	200 new land managers involved in community based natural resource management over the next 2 years
<p>Increasing Participation in NRM: To ensure all regional NRM organisations provide support for community groups (e.g. through devolved grants) to undertake local projects over the next 2 years.</p>	<ul style="list-style-type: none"> Community engagement and coordination of expression of interest process to ensure a targeted and competitive devolved grants process Establish voluntary management agreements with community groups to implement on-ground works, communications and capacity building activities 	Voluntary management agreements established between Wheatbelt NRM and 17 farmer groups and 25 individuals to undertake local projects over the next 2 years
<p>Increasing Community Knowledge and Skills: To ensure all regional NRM organisations assist local communities, including Indigenous, landcare and coastcare groups over the next two years to access knowledge and skills</p>	<ul style="list-style-type: none"> Technical assessment and advice on implementing current recommended management practice Action planning to detail site design, work schedule 	104 land managers and farmers demonstrate an improvement in knowledge and skill in natural resource management over the next 2 years

Caring for our Country Target/s	Funded Activity to be undertaken	Expected contribution of program
<p>in managing natural resources, including:</p> <ul style="list-style-type: none"> • providing easily accessible, free information to groups and individuals • providing training opportunities to local groups. 	<p>and monitoring activities</p> <ul style="list-style-type: none"> • Evaluation of change in farmers knowledge and skill as a result of participating in the project 	
<p>Improving land Management Practices: To increase by 42 000 farmers in identified priority regions that have improved their management to reduce the risk of soil acidification and soil loss through wind erosion, water erosion and carbon content of soils, or have adopted other improved soil management methods.</p>	<ul style="list-style-type: none"> • Identification of priority areas to target for farm practice change to address wind erosion • Implement on-ground projects to demonstrate recommended practice to local community • Establish biophysical monitoring to determine success of and adaptively manage treatments 	<p>76 land managers demonstrate to their local community recommended cropping, grazing and / or integration of perennials to reduce wind erosion risk in a practical research environment over the next 4 years</p>
<p>Improving knowledge and skills of land managers: To increase by 42 000 land managers and farmers over four years who have demonstrated an improvement in knowledge and skills in natural resource management</p>	<ul style="list-style-type: none"> • Media targeting information delivery toward stakeholders in the motivation and exploration phase of farm practice change • Community engagement and capacity building activities including but no limited to bus trips, group exchange programs, field days, forums, field walks, mentoring programs, group & individual technical advice, training, farm consultancy and shed workshops • Media targeting information delivery toward stakeholders in the adoption phase of farm practice change including case studies and extension materials promoting the combined social, economic and environmental opportunities of recommended practices 	<p>1200 land managers and farmers demonstrate an improvement in knowledge and skill in natural resource management over the next 4 years</p>

2.4 Users of the Plan

Table 2 shows the primary users or the key people who will use this MERI plan to organise data collection, analysis and reporting. The Secondary users are people who may benefit from understanding and being aware of this MERI plan.

Table 2: Key users for this MERI plan

<p>Primary users: who will reflect and adapt</p>	<p>Wheatbelt Natural Resource Management Inc.</p> <ul style="list-style-type: none"> • Operations <ul style="list-style-type: none"> ○ Dan Ferguson, Program Manager, Sustainable Agriculture ○ Rochelle Pyle, Program Coordinator, Sustainable Agriculture ○ Natarsha Woods, Operations Manager ○ Elizabeth Kington, Program Manager, Sustainable Communities ○ Michelle Kidman, Monitoring and Evaluation Coordinator ○ Dianne Lovell, Indigenous NRM Coordinator • Board of Directors • Sub Catchment Reference Groups • Members and Associates • Program Team – 6 x sub-regional coordinators • Program Team – Cropping management project leader • Program Team – Integrating perennials project leader • Program Team – Soil quality project leader
<p>Secondary users: who need to be aware of this plan</p>	<p>Australian Government</p> <ul style="list-style-type: none"> • Ann Connelly, Assistant Director, WA Team, Australian Government Land and Coasts • Mike Grasby, Sustainable Farming Practices Facilitator, Australian Government • Drue Edwards, Director, Program Performance, Australian Government Land and Coasts <p>Western Australian Government</p> <ul style="list-style-type: none"> • John Holley, Acting Director, State NRM Office, Government of Western Australia • Cecilia McConnell, District Manager, Department of Agriculture and Food, Western Australia • David Bicknell, Regional NRM Manager, Department of Agriculture and Food, Western Australia <p>Participating landholders and land managers</p> <p>WA general community members</p> <p>Community and other natural resource management stakeholders</p>

2.5 Key evaluation questions

The key evaluation questions (KEQs) to be answered for the purposes of reporting outcomes against the targets that the *Community Farm Practice Change to Manage Wind Erosion in the Avon River Basin* program addresses and program improvement are illustrated in Table 3 below:

Table 3: Key Evaluation Questions

Evaluation purpose	KEQ	The question relates to Caring for our Country target
<u>Future Planning</u>	<p>How often does wind erosion occur on the property?</p> <p>What area (hectares) of the farmers / land managers productive land is affected by wind erosion?</p> <p>What is the farmer / land managers priority management issue that they would like to see addressed in the future?</p>	<p><i>These questions do not relate to a target, and are for the purposes of Wheatbelt NRM to determine land manager issues for future planning.</i></p>
<u>Impact</u>	<p>In what ways and to what extent has the <i>Community farm practice change to manage wind erosion in the Avon River Basin</i> program improved land management practices of farmers to reduce the risk of wind erosion?</p>	<p><i>Improving land Management Practices:</i> To increase by 42 000 farmers in identified priority regions that have improved their management to reduce the risk of soil acidification and soil loss through wind erosion, water erosion and carbon content of soils, or have adopted other improved soil management methods.</p>
<u>Effectiveness</u>	<p>To what extent has the <i>Community farm practice change to manage wind erosion in the Avon River Basin</i> program been effective in reducing wind erosion?</p>	<p><i>Improving land Management Practices:</i> To increase by 42 000 farmers in identified priority regions that have improved their management to reduce the risk of soil acidification and soil loss through wind erosion, water erosion and carbon content of soils, or have adopted other improved soil management methods.</p>

Evaluation purpose	KEQ	The question relates to Caring for our Country target
<u>Impact</u>	<p>To what extent have land managers and farmers demonstrated an improvement in knowledge and skills in:</p> <ul style="list-style-type: none"> • retaining crop residues • managing grazing to maintain at least 40% cover • integrating perennials into agricultural systems (for each species type) • maintaining soil quality, amelioration and monitoring 	<p><i>Improving knowledge and skills of land managers:</i> To increase by 42 000 land managers and farmers over four years who have demonstrated an improvement in knowledge and skills in natural resource management</p>
<u>Appropriateness</u>	<p>To what extent have the extension materials, information, workshops and technical advice provided, been appropriate in engaging farmers and land managers?</p> <p>What could have been done differently?</p>	<p><i>Improving knowledge and skills of land managers:</i> To increase by 42 000 land managers and farmers over four years who have demonstrated an improvement in knowledge and skills in natural resource management</p>
<u>Impact</u>	<p>In what ways and to what extent has the <i>Community farm practice change to manage wind erosion in the Avon River Basin</i> program:</p> <ol style="list-style-type: none"> a. Assisted local communities to access knowledge and skills? b. Provided support to community groups to undertake local projects? c. Contributed to increased recruitment and retained volunteers in community groups, particularly youth? 	<p><i>Increasing Community Knowledge and Skills:</i> To ensure all regional NRM organisations assist local communities, including Indigenous, landcare and coastcare groups over the next two years to access knowledge and skills in managing natural resources, including:</p> <ul style="list-style-type: none"> • providing easily accessible, free information to groups and individuals • providing training opportunities to local groups. <p><i>Increasing Participation in NRM:</i> To ensure all regional NRM organisations provide support for community groups (e.g. through devolved grants) to undertake local projects over the next 2 years</p> <p><i>Increasing Participation in NRM:</i> To increase recruitment and retention of volunteers in community groups involved in managing natural resources, over the next 2 years, in particular youth.</p>
<u>Impact</u>	<p>What, if any, unanticipated positive or negative changes or other outcomes have resulted?</p>	<p>All targets</p>

Evaluation purpose	KEQ	The question relates to Caring for our Country target
<u>Effectiveness</u>	To what extent have the planned activities and milestones been achieved? Why or why not? What other activities/strategies that might be more effective?	All targets
<u>Appropriateness</u>	To what extent has the investment approach proved useful in engaging and influencing the targeted stakeholders?	All targets
<u>Efficiency</u>	To what extent has the program attained the highest value out of available resources? Why or why not?	All targets

2.6 Workplan and budget

MERI workplan and budget for *Community Farm Practice Change to Manage Wind Erosion in the Avon River Basin* program.

Program timeline for activities			
Immediate program outcomes			
Activity	Achievement towards Caring for our Country Target	By when	Quantity of Target to be achieved
Increase farmer decision making to move from motivation to exploration phases of farm practice change	<ul style="list-style-type: none"> 4 media releases on relative advantages of recommended management practices circulated 	November 2009	200 land managers participating in knowledge exchange activities in relation to the relative advantages of recommended management practices to address wind erosion
	<ul style="list-style-type: none"> 4 community engagement activities to promote recommended technologies to targeted areas 	November 2009	
	<ul style="list-style-type: none"> 8 community engagement activities to promote recommended technologies to targeted areas 	June 2010	
	<ul style="list-style-type: none"> 4 media releases on relative advantages of recommended management practices circulated 	November 2010	
	<ul style="list-style-type: none"> 8 community engagement activities to promote recommended technologies to targeted areas 	November 2010	
	<ul style="list-style-type: none"> 4 media releases on relative advantages of recommended management practices circulated 	June 2011	
	<ul style="list-style-type: none"> 2 community engagement activities to promote recommended technologies to targeted areas 	June 2011	

Program timeline for activities			
Immediate program outcomes			
Technical assessment and action planning advice on implementing current recommended management practice	<ul style="list-style-type: none"> • Technical site analysis and design recommendation reports negotiated for 18 projects • 18 action plans produced • Baseline evaluation information collected from 18 groups • Technical site analysis and design recommendation reports negotiated for 18 projects • 18 action plans produced • Baseline evaluation information collected from 18 groups • Technical site analysis and design recommendation reports negotiated for 12 projects • 12 action plans produced • Baseline evaluation information collected from 12 groups • Technical site analysis and design recommendation reports negotiated for 12 projects • 12 action plans produced • Baseline evaluation information collected from 12 groups • Technical site analysis and design recommendation reports negotiated for 8 projects • 8 action plans produced • Baseline evaluation information collected from 8 groups • Technical site analysis and design recommendation reports negotiated for 8 projects • 8 action plans produced • Baseline evaluation information collected from 8 groups • Follow up survey of all funding recipients 	<p>June 2010</p> <p>June 2010</p> <p>June 2010</p> <p>November 2010</p> <p>November 2010</p> <p>November 2010</p> <p>June 2011</p> <p>June 2011</p> <p>June 2011</p> <p>November 2011</p> <p>November 2011</p> <p>November 2011</p> <p>June 2012</p> <p>June 2012</p> <p>June 2012</p> <p>November 2012</p> <p>November 2012</p> <p>November 2012</p> <p>June 2013</p>	<p>104 land managers create 52 action plans detailing site analysis, design of recommended management practice and learning activities for community participation and knowledge exchange around on-ground projects addressing wind erosion</p>
Voluntary management agreements established and implementation of on-ground projects	<ul style="list-style-type: none"> • Coordinate and facilitate 12 expressions of interest for community projects • Coordinate and facilitate 18 expressions of interest for community projects • 18 management agreements established between Wheatbelt NRM and funding 	<p>November 2009</p> <p>June 2010</p>	<p>Voluntary management agreements established between Wheatbelt NRM and 17 farmer</p>

Program timeline for activities			
Immediate program outcomes			
	recipients	June 2010	groups and 25 individuals to undertake local projects over the next 2 years
	<ul style="list-style-type: none"> • 8 projects established on-ground to manage wind erosion 	June 2010	
	<ul style="list-style-type: none"> • Biophysical monitoring established at 8 sites 	June 2010	
	<ul style="list-style-type: none"> • Coordinate and facilitate 12 expressions of interest for community projects 	November 2010	
	<ul style="list-style-type: none"> • 18 management agreements established between Wheatbelt NRM and funding recipients 	November 2010	76 funding recipients demonstrate to their local community recommended cropping, grazing and / or integration of perennials to reduce wind erosion risk in a practical demonstration project
	<ul style="list-style-type: none"> • 24 projects established on-ground to manage wind erosion 	November 2010	
	<ul style="list-style-type: none"> • Biophysical monitoring established at 24 sites 	November 2010	
	<ul style="list-style-type: none"> • Coordinate and facilitate 12 expressions of interest for community projects 	June 2011	
	<ul style="list-style-type: none"> • 12 management agreements established between Wheatbelt NRM and funding recipients 	June 2011	
	<ul style="list-style-type: none"> • 8 projects established on-ground to manage wind erosion 	June 2011	
	<ul style="list-style-type: none"> • Biophysical monitoring established at 8 sites 	June 2011	
	<ul style="list-style-type: none"> • Coordinate and facilitate 12 expressions of interest for community projects 	November 2011	
	<ul style="list-style-type: none"> • 12 management agreements established between Wheatbelt NRM and funding recipients 	November 2011	
	<ul style="list-style-type: none"> • 16 projects established on-ground to manage wind erosion 	November 2011	
	<ul style="list-style-type: none"> • Biophysical monitoring established at 16 sites 	November 2011	
	<ul style="list-style-type: none"> • Coordinate and facilitate 10 expressions of interest for community projects 	June 2012	
	<ul style="list-style-type: none"> • 10 management agreements established between Wheatbelt NRM and funding recipients 	June 2012	
	<ul style="list-style-type: none"> • 8 projects established on-ground to manage wind erosion 	June 2012	
	<ul style="list-style-type: none"> • Biophysical monitoring established at 8 sites 	June 2012	
	<ul style="list-style-type: none"> • 6 management agreements established between Wheatbelt NRM and funding recipients 	November 2012	

Program timeline for activities			
Immediate program outcomes			
	<ul style="list-style-type: none"> • 12 projects established on-ground to manage wind erosion • Biophysical monitoring established at 12 sites 	<p>November 2012</p> <p>November 2012</p>	
Increase the number of farmers making decisions to move from the exploration to partial adoption phase of farm practice change	<ul style="list-style-type: none"> • 4 community engagement / capacity building activities to increase skills and knowledge for establishing recommended management practices • 4 community engagement / capacity building activities to increase skills and knowledge for establishing recommended management practices • 8 community engagement / capacity building activities to increase skills and knowledge for establishing recommended management practices • 8 community engagement / capacity building activities to increase skills and knowledge for establishing recommended management practices • 4 community engagement / capacity building activities to increase skills and knowledge for establishing recommended management practices • 8 community engagement / capacity building activities to increase skills and knowledge for establishing recommended management practices • 4 community engagement / capacity building activities to increase skills and knowledge for establishing recommended management practices 	<p>June 2010</p> <p>November 2010</p> <p>June 2011</p> <p>November 2011</p> <p>June 2012</p> <p>November 2012</p> <p>June 2013</p>	500 land managers participating in knowledge exchange activities in relation to establishment of recommended management practices to address wind erosion
Increase the number of farmers making decisions to fully adopt a farm practice change	<ul style="list-style-type: none"> • 4 community engagement / capacity building activities to increase knowledge on costs and benefits of adopting recommended practice • 8 most significant change stories developed for recommended practices • 8 case studies developed • 4 media releases on costs and benefits of adopting recommended practice to manage wind erosion • 4 community engagement / capacity building activities to increase knowledge on costs and benefits of adopting recommended practice • 8 community engagement / capacity building activities to increase knowledge on costs 	<p>November 2010</p> <p>June 2011</p> <p>June 2011</p> <p>June 2011</p> <p>June 2011</p>	700 land managers participating in knowledge exchange activities in relation to site maintenance, management and analysis of benefits of recommended management practices to address wind erosion

Program timeline for activities			
Immediate program outcomes			
	and benefits of adopting recommended practice	November 2011	
	• 8 most significant change stories developed for recommended practices	June 2012	
	• 8 case studies developed	June 2012	
	• 4 media releases on costs and benefits of adopting recommended practice to manage wind erosion	June 2012	
	• 4 community engagement / capacity building activities to increase knowledge on costs and benefits of adopting recommended practice	June 2012	
	• 8 community engagement / capacity building activities to increase knowledge on costs and benefits of adopting recommended practice	November 2011	
	• 8 most significant change stories developed for recommended practices	June 2013	
	• 8 case studies developed	June 2013	
	• 4 media releases on costs and benefits of adopting recommended practice to manage wind erosion	June 2013	
	• 4 community engagement / capacity building activities to increase knowledge on costs and benefits of adopting recommended practice	June 2013	
	• 4 community engagement / capacity building activities to increase knowledge on costs and benefits of adopting recommended practice	September 2013	
	• 4 media releases on costs and benefits of adopting recommended practice to manage wind erosion	September 2013	

Program MERI activities and budget				
Monitoring				
Measure	Method of collection	Frequency of collection	Responsibility	Cost \$
<p><i>Measure 1</i></p> <p>Sustainable Land Management</p> <ul style="list-style-type: none"> Number of land managers using sustainable land mgt practices Area (ha) managed (as % of total area for each land use type) 	<p>Quantification of baseline and change in number of land managers using sustainable land management practices, and area of land managed</p> <p>Data will be collected via <i>Baseline Land Manager Survey</i> undertaken during Action Planning Phase, and via <i>End of Project Land Manager Survey</i>.</p>	<p>At beginning and end of EOI projects</p> <p>2010-2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Sub-regional Coordinators (NRMOs)</p> <p>Monitoring and Evaluation Coordinator, WNRM</p>	\$64 000
<p><i>Measure 2</i></p> <p>Best practice codes or guidelines</p> <ul style="list-style-type: none"> Number of best management practice codes or guidelines established or completed Number of regional NRM organizations associated with delivery of best practice governance arrangements 	<p>Quantification of baseline and change in number of best management practice codes or guidelines completed or established.</p> <p>Data will be collected via <i>Immediate Outcomes Measures</i> reporting.</p>	<p>31 July and 31 December, 2009-2012</p> <p>July 2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Project Officers, All Delivery Organisations</p> <p>Monitoring and Evaluation Coordinator, WNRM</p>	\$2 000
<p><i>Measure 3</i></p> <p>Monitoring Program:</p> <ul style="list-style-type: none"> Number of monitoring programs established 	<p>Quantification of baseline and change in the number of monitoring programs that have been established.</p> <p>Data will be collected via <i>Immediate Outcomes Measures</i> reporting.</p>	<p>31 July and 31 December, 2009-2012</p> <p>July 2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p>	\$2 000

Program MERI activities and budget				
			Project Officers, All Delivery Organisations	
<p><i>Measure 4</i></p> <p>Events/Displays</p> <ul style="list-style-type: none"> Number of awareness-raising events or displays such as demonstrations, field days or study tours conducted, community volunteer days. Number of participants/groups involved or supported 	<p>Quantification of baseline and change in the number of awareness-raising events and/or displays, and the number of participants involved or supported.</p> <p>Data will be collected via <i>Immediate Outcomes Measures</i> reporting.</p>	<p>31 July and 31 December, 2009-2012</p> <p>July 2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Communications Officer, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p> <p>Project Officers, All Delivery Organisations</p>	\$2 000
<p><i>Measure 5</i></p> <p>Partnerships:</p> <ul style="list-style-type: none"> Number of partnerships established, supported, contributed to Organisation type 	<p>Quantification of baseline and change in the number of partnerships that have been established, supported or contributed to, and the type of organisation.</p> <p>Data will be collected via <i>Immediate Outcomes Measures</i> reporting.</p>	<p>31 July and 31 December, 2009-2012</p> <p>July 2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p> <p>Project Officers, All Delivery Organisations</p>	\$2 000
<p><i>Measure 6</i></p> <p>Publications/Websites:</p> <ul style="list-style-type: none"> Number of written products such as brochures, newsletters, posters or fact sheets developed and websites developed or significantly enhanced. Number of people/groups targeted. 	<p>Quantification of baseline and change in the number of written products such as brochures, newsletters, posters, fact sheets and/or websites developed or significantly enhanced, together with the number of people and/or groups that have been targeted.</p> <p>Data will be collected via <i>Immediate Outcomes Measures</i> reporting.</p>	<p>31 July and 31 December, 2009-2012</p> <p>July 2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Communications Officer, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p> <p>Project Officers, All Delivery</p>	\$2 000

Program MERI activities and budget				
			Organisations	
<p><i>Measure 7</i></p> <p>Training Sessions</p> <ul style="list-style-type: none"> Number of training sessions, workshops, seminars or other skills and training events conducted. Number of participants/ groups involved or supported. 	<p>Quantification of baseline and change in the number of training sessions, workshops, seminars and other skills and training events conducted, together with the number of participants and/or groups involved or supported.</p> <p>Data will be collected via <i>Immediate Outcomes Measures</i> reporting.</p>	<p>31 July and 31 December, 2009-2012</p> <p>July 2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p> <p>Communications Officer, WNRM</p> <p>Project Officers, All Delivery Organisations</p>	\$2 000
<p><i>Measure 8</i></p> <p>Active Community Support Positions:</p> <ul style="list-style-type: none"> Number of active community support positions (facilitators or coordinators). 	<p>Quantification of baseline and change in the number of active community support positions that have been created or contributed to.</p> <p>Data will be collected via <i>Immediate Outcomes Measures</i> reporting.</p>	<p>31 July and 31 December, 2009-2012</p> <p>July 2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p>	\$2 000
<p><i>Measure 9*</i></p> <p>Knowledge, Skills and Engagement</p> <ul style="list-style-type: none"> Number of land managers submitting Expression of Interest, and number of applicants receiving incentives (1) Number of land managers voluntarily changing to sustainable land management practices and area (ha) managed (5) Current land management practice of land manager (2, 3) Level of satisfaction of land manager 	<p>Baseline and change in knowledge, skills and engagement as identified in Measure 9.</p> <p>Data will be collected via:</p> <ul style="list-style-type: none"> <i>Immediate Outcomes Measures</i> reporting¹ <i>Baseline Land Manager Survey</i>² <i>End of Project Land Manager Survey</i> and interviews³ <i>Event Evaluation Form</i>⁴ <i>Farm Management Practices Form</i>⁵ 	<ol style="list-style-type: none"> 31 July, 31 December 2009-12, July 2013 Beginning of EOI Projects (Action Planning) End of EOI Projects 4/5. Throughout program 	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p> <p>Communications Officer, WNRM</p> <p>Project Officers, All Delivery Organisations (see <i>Project Monitoring Plans</i> for specific responsibilities)</p>	\$100 000

Program MERI activities and budget				
<p>with extension materials, information, workshops and technical advice provided (3, 4)</p> <ul style="list-style-type: none"> # community group volunteers and length of service time (1) <p><i>*WNRM Specific Measure</i></p>				
<p><i>Measure 10*</i></p> <p>Wind Erosion</p> <p><i>*WNRM Specific Measure</i></p>	<p>Quantification and analysis of baseline and change in wind erosion.</p> <p>Methodology to be determined</p>	<p><i>Frequency of data collection to be determined</i></p> <p>2010-2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p>	\$100 000
<p><i>Measure 11</i></p> <p>Research and solutions</p> <ul style="list-style-type: none"> # of studies, research and information projects and/or solutions, and trials and reports delivered 	<p>Quantification of baseline and change in number of studies, research and information projects and/or solutions, and trials and reports delivered</p> <p>Data will be collected via <i>Immediate Outcomes Measures</i> reporting.</p>	<p>31 July and 31 December, 2009-2012</p> <p>July 2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p>	\$2 000
Evaluation				
Key evaluation question	Methodology for addressing this question	Timeframe	Responsibility	Cost \$
<p><i>KEQ 1</i></p> <p>In what ways and to what extent has the <i>Community farm practice change to manage wind erosion in the Avon River Basin</i> program improved land management practices of farmers to reduce the risk of wind erosion?</p>	<p>Analysis and review of baseline and change in Immediate Measures:</p> <ul style="list-style-type: none"> Sustainable Land Management (Measure 1) Research and Solutions (Measure 11) <p>All key evaluation questions addressed during Annual Reviews, Final AG Program Report and WNRM Evaluation Report.</p>	<p>November 2010-2012</p> <p>July 2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Program Manager, Sustainable Communities, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p> <p>Project Officers, All Delivery</p>	\$10 000

Program MERI activities and budget				
			Organisations	
<p>KEQ 2</p> <p>To what extent has the <i>Community farm practice change to manage wind erosion in the Avon River Basin</i> program been effective in reducing wind erosion?</p>	<p>Analysis and review of baseline and change in:</p> <ul style="list-style-type: none"> • Wind Erosion (Measure 10) <p>Data collected via monitoring of wind erosion at representative project sites. Methodology to be determined.</p> <p>All key evaluation questions addressed during Annual Reviews, Final AG Program Report and WNRM Evaluation Report.</p>	<p>To be determined</p> <p>November 2010-2012</p> <p>July 2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Program Manager, Sustainable Communities, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p> <p>Project Officers, All Delivery Organisations</p>	<p>\$10 000</p>
<p>KEQ 3</p> <p>To what extent have land managers and farmers demonstrated an improvement in knowledge and skills in:</p> <ol style="list-style-type: none"> retaining crop residues managing grazing to maintain at least 40% cover integrating perennials into agricultural systems (for each species type) maintaining soil quality, amelioration and monitoring 	<p>Analysis and review of baseline and change in Immediate Measures:</p> <ul style="list-style-type: none"> • Monitoring Programs (Measure 3) • Knowledge, skills and engagement (Measure 9) <p>Analysis of KEQs 1 and 4 will also be used to address this question.</p> <p>All key evaluation questions addressed during Annual Reviews, Final AG Program Report and WNRM Evaluation Report.</p>	<p>November 2010-2012</p> <p>July 2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Program Manager, Sustainable Communities, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p> <p>Project Officers, All Delivery Organisations</p>	<p>\$20 000</p>
<p>KEQ 4</p> <p>To what extent have the extension materials, information, workshops and technical advice provided, been appropriate in engaging farmers and land managers?</p> <p>What could have been done differently?</p>	<p>Analysis and review of change in Immediate Measures for:</p> <ul style="list-style-type: none"> • Knowledge, skills and engagement (Measure 9) <p>Analysis of KEQ 3 will also be used to address this question.</p> <p>All key evaluation questions addressed during Annual Reviews, Final AG Program Report and WNRM Evaluation Report.</p>	<p>November 2010-2012</p> <p>July 2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Program Manager, Sustainable Communities, WNRM</p>	<p>\$5 000</p>

Program MERI activities and budget				
			Monitoring and Evaluation Coordinator, WNRM Project Officers, All Delivery Organisations	
<p>KEQ 5</p> <p>In what ways and to what extent has the <i>Community farm practice change to manage wind erosion in the Avon River Basin</i> program:</p> <p>a. Assisted local communities to access knowledge and skills?</p> <p>b. Provided support to community groups to undertake local projects?</p> <p>c. Contributed to increased recruitment and retained volunteers in community groups, particularly youth?</p>	<p>Analysis and review of baseline and change in Immediate Measures:</p> <ul style="list-style-type: none"> • Sustainable Land Management (Measure 1) • Best Practice Codes and Guidelines (Measure 2) • Monitoring Programs (Measure 3) • Events/Displays (Measure 4) • Partnerships (Measure 5) • Publications/Websites (Measure 6) • Training Sessions (Measure 7) • Active Community Support Positions (Measure 8) • Knowledge, skills and engagement (Measure 9) • Research and solutions (Measure 11) <p>Analysis of KEQs 1, 3 and 4 will also be used to address this question.</p> <p>All key evaluation questions addressed during Annual Reviews, Final AG Program Report and WNRM Evaluation Report.</p>	<p>November 2010-2012</p> <p>July 2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Program Manager, Sustainable Communities, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p> <p>Communications Officer, WNRM</p> <p>Project Officers, All Delivery Organisations</p>	\$5 000
<p>KEQ 6</p> <p>What, if any, unanticipated positive or negative changes or other outcomes have resulted?</p>	<p>Analysis and review of all data, including anecdotal evidence collected throughout program.</p> <p>All key evaluation questions addressed during Annual Reviews, Final AG Program Report and WNRM Evaluation Report.</p>	<p>November 2010-2012</p> <p>July 2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Program Manager, Sustainable Communities, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p> <p>Project Officers, All Delivery Organisations</p>	\$10 000
<p>KEQ 7</p>	<p>Analysis and review of all data, including achievement against activity and</p>	<p>November 2010-</p>	<p>Program Manager, Sustainable</p>	\$10 000

Program MERI activities and budget				
<p>To what extent have the planned activities and milestones been achieved? Why or why not?</p> <p>What other activities/strategies that might be more effective?</p>	<p>milestones.</p> <p>All key evaluation questions addressed during Annual Reviews, Final AG Program Report and WNRM Evaluation Report.</p>	<p>2012</p> <p>July 2013</p>	<p>Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Program Manager, Sustainable Communities, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p> <p>Project Officers, All Delivery Organisations</p>	
<p><i>KEQ 8</i></p> <p>To what extent has the investment approach proved useful in engaging and influencing the targeted stakeholders?</p>	<p>Analysis and review of all data addressing KEQs 1 – 4.</p> <p>All key evaluation questions addressed during Annual Reviews, Final AG Program Report and WNRM Evaluation Report.</p>	<p>November 2010-2012</p> <p>July 2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Facilitator, Sustainable Agriculture, WNRM</p> <p>Program Manager, Sustainable Communities, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p> <p>Project Officers, All Delivery Organisations</p>	\$10 000
<p><i>KEQ 9</i></p> <p>To what extent has the program has the program attained the highest value out of available resources? Why or why not?</p>	<p>Analysis of data sourced through all Key Evaluation Questions and associated measures and methodologies, program staff, program management records, Immediate Outcome Reporting and Project Status Reporting.</p> <p>Data will be reviewed annually by program staff to determine the efficiency of program activities against outcomes achieved. Strategies for increased efficiencies will be identified and implemented in the next phase of program delivery.</p> <p>All Key Evaluation Questions addressed in Final AG Program Report and Wheatbelt Natural Resource Management Evaluation Report (with Results Chart).</p>	<p>November 2010-2012</p> <p>July 2013</p>	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Program Manager, Sustainable Communities, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p> <p>Project Officers, All Delivery Organisations</p>	\$10 000

Program MERI activities and budget				
Reporting				
Report	Information sources	Timeframe	Responsibility	Cost \$
<i>Immediate Outcomes Measures</i> Report	Program Manager, Sustainable Agriculture, WNRM Program Facilitator, Sustainable Agriculture, WNRM Project Officers, Delivery Organisations Communications Officer, WNRM	31 July and 31 December, 2009-2012 July 2013	Program Manager, Sustainable Agriculture, WNRM Program Coordinator, Sustainable Agriculture, WNRM Project Officers, All Delivery Organisations Monitoring and Evaluation Coordinator, WNRM	\$10 000
Project Status Report	Project Officers, Delivery Organisations	31 July and 31 December, 2009-2012 July 2013	Project Officers, All Delivery Organisations Program Manager, Sustainable Agriculture, WNRM	\$10 000
Results Chart	<i>Immediate Outcomes Measures</i> Reports Program Management Records Program Staff Project Officers, Delivery Organisations Technical Monitoring Report	November 2010-2012 July 2013	Program Manager, Sustainable Agriculture, WNRM Program Coordinator, Sustainable Agriculture, WNRM Program Manager, Sustainable Communities, WNRM Monitoring and Evaluation Coordinator, WNRM	\$5 000
Management Response Report	Results Chart	November 2010-2012 July 2013	Program Manager, Sustainable Agriculture, WNRM Program Coordinator,	\$5 000

Program MERI activities and budget				
			Sustainable Agriculture, WNRM Program Manager, Sustainable Communities, WNRM Monitoring and Evaluation Coordinator, WNRM	
WNRM Program Evaluation Report (with Results Chart)	Results Charts 2010-2012 <i>Immediate Outcomes Measures</i> Reports Management Response Reports 2010-2012 Program Management Records Program Staff Project Officers, Delivery Organisations Program Participants	July, 2013	Program Manager, Sustainable Agriculture, WNRM Program Coordinator, Sustainable Agriculture, WNRM Program Manager, Sustainable Communities, WNRM Monitoring and Evaluation Coordinator, WNRM	\$5 000
Improvement				
Activity	Methodology	Timeframe	Responsibility	Cost \$
<i>Activity 1</i> Annual Review	Review of all monitoring data, key evaluation questions, program management records and reports by program management staff. Outcomes and lessons learnt captured in Results Chart, with recommendations for improvement and associated actions for adaptive management through Management Response process.	November 2010-2012 July 2013	Program Manager, Sustainable Agriculture, WNRM Program Coordinator, Sustainable Agriculture, WNRM Monitoring and Evaluation Coordinator, WNRM Program Manager, Sustainable Communities, WNRM	\$5 000
<i>Activity 2</i> Management Response	Recommendations for Improvement documented in Management Response Report which is reviewed and shared with Wheatbelt Natural Resource Management team to determine how recommendations will be implemented and findings used, for adaptive management and	November 2010-2012 July 2013	Program Manager, Sustainable Agriculture, WNRM Program Coordinator,	\$5 000

Program MERI activities and budget				
	communication of findings.		Sustainable Agriculture, WNRM Monitoring and Evaluation Coordinator, WNRM	
<i>Activity 3</i> Final Program Evaluation	Final analysis and review of overall program outcomes documented in WNRM Program Evaluation Report, which includes final results chart showing actual result versus expected result.	July, 2013	Program Manager, Sustainable Agriculture, WNRM Program Coordinator, Sustainable Agriculture, WNRM Monitoring and Evaluation Coordinator, WNRM Program Manager, Sustainable Communities, WNRM	\$5 000
Total MERI cost				\$420 000

2.7 Reports

The Australian Government (AG) reporting requirements and timeframes as specified in the funding agreement for this program.

Table 4 below sets out the Australian Government mandatory reporting requirements for the program together with program management reports required by the Wheatbelt Natural Resource Management.

Table 4: reporting requirements

Type of report	Requirements	Recipient	Timeframe
MANDATORY CARING FOR OUR COUNTRY REPORTS			
Interim progress report	<ul style="list-style-type: none"> ▪ Results to date against targets using Caring for our Country reporting template ▪ Summary of expenses ▪ For the period July to 30 November of each year that the program is funded 	AG	<ul style="list-style-type: none"> ▪ 1 July – 30 November ▪ With in 60 days of the 30 November for each year of the program
Annual progress report	<ul style="list-style-type: none"> ▪ Results to date against targets using Caring for our Country reporting template ▪ For the period December to 30 June of each year that the program is funded ▪ Financial year funding acquittal for period July to June for each year that the program is funded 	AG	<ul style="list-style-type: none"> ▪ 1 December – 30 June ▪ With in 60 days of the 30 June each year of the program
Final program performance report	<ul style="list-style-type: none"> ▪ Final compilation and assessment of all the Program data/results (May include information from mid-year reports, annual reports, and other research reports) ▪ Summative conclusion on achievements biophysical and /or social, cultural economic or environmental change that has occurred. ▪ Final program financial acquittal for the whole of the programs life 	AG	<ul style="list-style-type: none"> ▪ 30 June ▪ With in 60 days of the specified completion date for the program
Milestone report	<ul style="list-style-type: none"> ▪ Mandatory report specified against a milestone 	AG	<ul style="list-style-type: none"> ▪ As specified in Deed of Agreement

Type of report	Requirements	Recipient	Timeframe
OTHER REPORTS			
Immediate Outcomes Measures Report	<ul style="list-style-type: none"> Results to date of immediate measures collected and reported by project delivery organisations and Wheatbelt Natural Resource Management program staff 	WNRM	31 July and 31 December, 2009-2012 July 2013
Project Status Report	<ul style="list-style-type: none"> Progress towards achievement of deliverables and activities from project delivery organisations and Wheatbelt Natural Resource Management program staff, including budget status, and tracking and management of project issues and risks 	WNRM	31 July and 31 December, 2009-2012 July 2013
Results Chart	<ul style="list-style-type: none"> Report on outcomes to date of program and its contribution towards Caring for Our Country targets and Key Evaluation Questions. Includes recommendations for improvement and lessons learnt to date. 	WNRM	November 2010-2012 July 2013
Management Response Report	<ul style="list-style-type: none"> Report on recommendations for improvement identified through annual review process, and having been documented in Annual Results Chart. Determines roles, responsibilities and processes for implementing findings or communicating results. 	WNRM	November 2010-2012 July 2013
WNRM Program Evaluation Report (with Results Chart) Audio-visual and written	<ul style="list-style-type: none"> Report on overall outcome of program and contribution towards Caring for Our Country targets, and addresses key evaluation questions. Includes assessment of program management performance. Includes recommendations for improvement and lessons learnt. 	WNRM AG	July 2013
Wind Erosion Technical Report	<ul style="list-style-type: none"> Report on the analysis of wind erosion monitoring at representative sites. 	WNRM	<i>To be determined</i>

3. Program Logic

Program Logic is a key element of an evaluation process as it shows a series of expected consequences, not just a series of events, at different outcomes levels within the logic. The program logic describes the relationships between activities and desired outcomes.

The overarching *Caring for our Country MERI Strategy* is underpinned by program logic, against which the key evaluation questions about the initiative can be clearly articulated. The outcomes range in type and timing from immediate through to longer-term outcomes, and build on foundations such as plans, frameworks, systems, and agreements for knowledge, communication and partnerships.

The Program logic for this MERI plan is included at Attachment 1.

3.1 Assumptions within the logic and managing risk

The hierarchy of the program logic (Attachment 1) and the rationale rest on some particular assumptions about how change will occur throughout the levels of outcomes over time.

Table 5 shows the assumptions made in developing the program logic. These assumptions will be tracked and tested throughout the life of the program, through the annual review process in the final Program Evaluation to ensure that the logic model is rigorous.

Table 5: Managing risk

Assumptions	Likelihood of assumption being wrong 1–5 (1 = rare, 5 = almost certain)	Consequences for longer-term outcomes if assumption is wrong 1–5 (1 = extreme, 5 = insignificant)	Key evidence to support this	Assumption will be tested
We assume that improving knowledge and skills leads to at least 60% rate of partial adoption of the recommended practice	3	3	C. Nicholson, N. Barr, A. Kentish, P.M. Dowling, L.H. McCormick, M. Palmer, I. Simpson, K. Simpson and J. Walsh (2003). A research-extension model for encouraging the adoption of productive and sustainable practice in high rainfall grazing areas. <i>Australian Journal of Experimental Agriculture</i> 43 685-694	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
We assume that a program predominantly using an extension policy mechanism provides more effective and efficient outcomes for particular issues and technologies than alternatives using primarily incentive mechanisms	2	4	Pannell, D.J. (2006). Public benefits, private benefits, and the choice of policy tool for land-use change, SIF3 Working Paper 0601, CRC for Plant-Based Management of Dryland Salinity, Perth.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
We assume the proposed methods to assist farmer decisions to adopt or not adopt a recommended practice is optimal for increasing participation, knowledge and skills	2	4	Evaluation of Grain & Graze 1 program and training provided on the Farm Practice Change model to project planning and delivery team	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
We assume there is a predictable distribution of farmers that may be influenced to move through the motivation, exploration	2	4	Rogers, E.M. (2005) <i>Diffusion of Innovations</i> 5th edition. Glencoe: Free Press	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Assumptions	Likelihood of assumption being wrong 1–5 (1 = rare, 5 = almost certain)	Consequences for longer-term outcomes if assumption is wrong 1–5 (1 = extreme, 5 = insignificant)	Key evidence to support this	Assumption will be tested
and adoption phases of farm practice change for each recommended technology				
We assume that the proposed technologies are optimal recommended management practices in reducing the risk of soil erosion	3	3	Partnerships formed with key regional stakeholder groups and R&D organisations allow integration of latest knowledge. M&E activities will assess the appropriateness of technologies in a local context	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
We assume there is sufficient community interest to participate in the project and meet the targeted outcomes	3	2	Wind erosion was a second tier priority issue in the Avon NRM Strategy (2005) Regional resource condition monitoring indicates frequent widespread wind erosion events	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
We assume that a sufficient number of targeted farmers will work within group structures to participate in program activities	2	3	Number of farmers joining existing production or NRM themed groups or establishing new groups	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
We assume that the recommended practices identified as priority for targeted areas are adoptable and acceptable to local stakeholders	2	4	Multi criteria analysis to determine priority areas for increased adoption of recommended practice will include adoptability factors	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
We assume that data and information is readily available to undertake appropriate multi-criteria analysis of priority areas	3	4	Planning of priority areas has already been undertaken for three tree species, saltland pastures and recommended cropping practices. Sufficient data is available to make justified decisions on area prioritisation	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
We assume that the data, information and resources are readily available to promote the relative advantages of	4	3	Some technologies are known to have relevant and current information pertaining to the economic,	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Assumptions	Likelihood of assumption being wrong 1–5 (1 = rare, 5 = almost certain)	Consequences for longer-term outcomes if assumption is wrong 1–5 (1 = extreme, 5 = insignificant)	Key evidence to support this	Assumption will be tested
recommended practices			social and environmental costs and benefits while others are required to continue building this information base	
We assume that training and extension materials are available now to disseminate to the community	4	3	Some technologies are known to have significant relevant and current extension and technical information while others require further development	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
We assume that sufficient time and resources are allocated to conduct proposed scope and scale of activities	3	3	Exhaustive planning process has been undertaken with proposed regional partners and delivery organisations	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
We assume that activities align with and don't duplicate other programs (e.g. Grain and Graze II)	2	3	Significant consultation has been undertaken with organisations conducting complementary activities in the region	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
We assume that proposed partners and delivery organisations has an adequate mix of extension and technical capacity to deliver project activities	2	4	Exhaustive planning process has been undertaken with proposed regional partners and delivery organisations	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
We assume that Indigenous land managers have willingness and capacity to implement projects to manage wind erosion	3	4	Initial consultation with the Aboriginal land managers group facilitated by CSIRO identified a need for technical advice and financial assistance to implement on-ground actions	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

4. Evaluation questions

Table 6 below illustrates the key evaluation questions and the other evaluation questions that relate to them.

Key evaluation questions are the high-level questions that the evaluation wants to answer in relation to the Caring for our Country targets.

Other questions are questions that are asked and for which data will be monitored to test the accuracy of program logic assumptions and measure the success of implementation strategies for the funded program activities.

The key evaluation questions will be addressed through evidence from various sources, such as:

- Reviews of existing data and program management strategies and processes.
- Mandatory program progress reports
- Internal Wheatbelt Natural Resource Management program management reports including Immediate Outcome Reports and Project Status Reports
- Wind Erosion monitoring at representative sites
- Monitoring of social outcomes against levels of knowledge, skills and engagement, using qualitative methods such as one to one land manager interviews, extension activity satisfaction surveys, most significant change stories (written and/or visual), case studies, and telephone and/or postal surveys.

Table 6 presents the data sources/evidence that will be gathered to address questions and the monitoring methods and frequencies.

All Key Evaluation Questions will be reviewed as part of the programs annual review process in November 2010 -2012. The final program evaluation will take place in July 2013.

Data will be sourced from land managers, program participants and staff to determine changes in levels of knowledge, skills and engagement/satisfaction of participating land managers. This data will be collected through surveys and interviews with analysis undertaken by Wheatbelt NRM staff.

Summarised quantitative and qualitative results will be recorded in the Results Chart which provides the framework for the programs annual review.

Each Delivery Organisation has a *Project Monitoring Plan* setting out individual data collection responsibilities. [Attachment 2](#) *Project Management Monitoring Plan* provides information on all data collection methods and responsibilities.

Table 6: Data sources and methods to address evaluation questions

KEQs	Other-evaluation questions	Method	Frequency
IMPACT			
1. In what ways and to what extent has the <i>Community farm practice change to manage wind erosion in the Avon River Basin</i> program improved land management practices of farmers to reduce the risk of wind erosion?	<p>How many farmers and what size area is being managed using current recommended practices to:</p> <ol style="list-style-type: none"> a. retain crop residues b. manage grazing to maintain at least 40% cover c. integrate perennials into agricultural systems (for each species type) d. maintain soil quality, amelioration and monitoring <p>How many seedlings were planted as part of the 'Perennials to Manage Wind Erosion 09-13' project, and over what area (ha)? What species were they?</p>	<p>The following measures will be collected twice yearly by project delivery organisation staff and will be reported via the Immediate Outcomes Reporting process to Wheatbelt Natural Resource Management:</p> <ul style="list-style-type: none"> • Sustainable Land Management (Measure 1) • Research and Solutions (Measure 11) <p>Type and number of species planted, Area (ha) covered</p>	<p>31 July, 31 December 2009-12</p> <p>November 2010 – 2012</p> <p>July 2013</p>
EFFECTIVENESS			
2. To what extent has the <i>Community farm practice change to manage wind erosion in the Avon River Basin</i> program been effective in reducing wind erosion?	<p>Has wind erosion been reduced at the representative project sites? Why or why not?</p>	<p>Data will be collected via monitoring of wind erosion at representative project sites.</p> <p>The frequency of monitoring will be determined based on expert advice by the Technical Officer.</p> <p>Analysis of the data will be documented in a Technical Report.</p>	<p><i>To be determined</i></p>
IMPACT			
3. To what extent have land managers and farmers demonstrated an improvement in knowledge and skills in: <ol style="list-style-type: none"> o retaining crop residues o managing grazing to maintain at least 40% cover 	<p>Do farmers/land managers intend to continue to use the management practices trialed at the project site?</p> <p>Will the farmer implement the practices on a broader scale? Why or Why not?</p> <p>How many farmers and land managers voluntarily implemented recommended practices (partially or</p>	<p>The following immediate measures will be collected twice yearly by project delivery organisation staff and will be reported via the Immediate Outcomes Reporting process to Wheatbelt Natural Resource Management:</p> <ul style="list-style-type: none"> • Monitoring Programs (Measure 3) • Knowledge, skills and engagement (Measure 9) 	<p>31 July, 31 December 2009-12</p> <p>November 2010 – 2012</p> <p>July 2013</p>

KEQs	Other-evaluation questions	Method	Frequency
<ul style="list-style-type: none"> ○ integrating perennials into agricultural systems (for each species type) ○ maintaining soil quality, amelioration and monitoring 	wholly), and what size area was managed? Why or why not?	<p>Information collected through KEQ 1 and 4 will also be used to address this question.</p> <p>Data will be sourced from land managers throughout the program using the <i>Event Satisfaction</i> form to determine levels of satisfaction, increase in knowledge, and to identify improvements. Levels of land managers voluntarily adopting the recommended practices will be determined through data collected from the <i>Farm Management Practice</i> form at field days and events throughout the program.</p>	
APPROPRIATENESS/EFFECTIVENESS			
<p>4. To what extent have the extension materials, information, workshops and technical advice provided, been appropriate in engaging farmers and land managers?</p> <p>What could have been done differently?</p>	<p>See <i>Event Evaluation</i> forms for questions available on WNRM website at http://www.wheatbeltnrm.org.au/monitoringandevaluation</p>	<p>The following immediate measures will be collected twice yearly by project delivery organisation staff and will be reported via the Immediate Outcomes Reporting process to Wheatbelt Natural Resource Management:</p> <ul style="list-style-type: none"> • Knowledge, skills and engagement (Measure 9) <p>Data will be sourced from land managers throughout the program using the <i>Event Satisfaction</i> form to determine levels of satisfaction, increase in knowledge, and to identify improvements. Levels of land managers voluntarily adopting the recommended practices will be determined through data collected from the <i>Farm Management Practice</i> form at field days and events throughout the program.</p>	<p>31 July, 31 December 2009-12</p> <p>November 2010 – 2012</p> <p>July 2013</p>
IMPACT			
<p>5. In what ways and to what extent has the <i>Community farm practice change to manage wind erosion in the Avon River Basin</i> program:</p> <ul style="list-style-type: none"> a. Assisted local communities to access knowledge and skills? b. Provided support to community groups to 	<p>How many and what kinds of awareness raising events and displays were conducted? How many people participated? Did it increase their knowledge?</p> <p>How many and what kinds of training sessions and workshops were conducted? How many people participated? How satisfied were the participants with session? Did it increase their knowledge?</p> <p>How many and what kinds of partnerships have been</p>	<p>The following immediate measures will be collected twice yearly by project delivery organisation staff and will be reported via the Immediate Outcomes Reporting process to Wheatbelt Natural Resource Management:</p> <ul style="list-style-type: none"> • Sustainable Land Management (Measure 1) • Best Practice Codes and Guidelines (Measure 2) • Monitoring Programs (Measure 3) 	<p>31 July, 31 December 2009-12</p> <p>November 2010 – 2012</p> <p>July 2013</p>

KEQs	Other-evaluation questions	Method	Frequency
<p>undertake local projects?</p> <p>c. Contributed to increased recruitment and retained volunteers in community groups, particularly youth?</p>	<p>established, support or contributed to?</p> <p>How many and what kinds of brochures, newsletters, posters, fact sheets or websites have been developed? How many people were these targeted?</p> <p>How many farmers and land managers submitted an Expression of Interest to participate in the Wind Erosion program? How many were successful and participated in the Action Planning process?</p> <p>How many monitoring programs were established? By farmers? By technical experts?</p> <p>How many community group volunteers participated in the project? How long do they volunteer (average)?</p> <p>How many best practice codes, guidelines have been established which assist land managers to gain knowledge and skills or which assist them to implement sustainable practices?</p> <p>How many active community facilitator positions are funded to support to the community?</p> <p>How many studies, trials and reports have been established/produced?</p>	<ul style="list-style-type: none"> • Events/Displays (Measure 4) • Partnerships (Measure 5) • Publications/Websites (Measure 6) • Training Sessions (Measure 7) • Active Community Support Positions (Measure 8) • Knowledge, skills and engagement (Measure 9)* • Research and solutions (Measure 11) <p>Information collected through KEQ 1, 3 and 4 will also be used to address this question.</p>	
<p>6. What, if any, unanticipated positive or negative changes or other outcomes have resulted?</p>	<p>What were the unexpected outcomes?</p>	<p>Data will be sourced via project delivery organisations and WNRM program staff and will be reported to the Wheatbelt Natural Resource Management through Immediate Outcome Reporting process.</p> <p>This information will also be identified during land manager interviews, most significant change stories and case studies, as well as from anecdotal data collected by project delivery organisations and WNRM program staff.</p>	<p>31 July, 31 December 2009-12</p> <p>November 2010 – 2012</p> <p>July 2013</p>
EFFECTIVENESS			
<p>7. To what extent have the planned activities and milestones been</p>	<p>How well did the partnerships support or contribute to the program?</p>	<p>Data will be sourced via program management records and project status reports and through the collection of Immediate Outcome</p>	<p>31 July, 31 December</p>

KEQs	Other-evaluation questions	Method	Frequency
achieved? Why or why not?	<p>Were there any issues that arose for the program delivery due to any lack of appropriately skilled staff?</p> <p>How well did the planned activities achieve their objectives?</p> <p>Are there other activities/strategies that might be more effective?</p>	<p>Reporting. Project Status Reports track progress towards deliverables throughout the year, and identify any risks or issues associated with expected delivery. This facilitates early intervention and adaptive management requirements.</p> <p>Comparison of expected versus actual activity and milestone delivery will also be reviewed as part of the annual review process, with Results recorded in the Results Chart. This provides the framework for the annual review of outcomes against Caring for Our Country targets, Key Evaluation Questions, and includes recommendations for improvement and lessons learnt to date.</p>	<p>2009-12</p> <p>November 2010 – 2012</p> <p>July 2013</p>
APPROPRIATENESS			
8. To what extent has the investment approach proved useful in engaging and influencing the targeted stakeholders?	<p>Are there any other strategies that could be used?</p>	<p>Data will be sourced through Key Evaluation Questions 1, 2, 3 and 4, and associated measures and methods.</p> <p>The annual review process will determine the effectiveness and appropriateness of engagement strategies and identify any improvements.</p>	<p>31 July, 31 December 2009-12</p> <p>November 2010 – 2012</p> <p>July 2013</p>
EFFICIENCY			
9. To what extent has the program attained the highest value out of available resources? Why or why not?	<p>Could resources be used in a more productive way to increase efficiency?</p>	<p>Analysis of data sourced through all Key Evaluation Questions and associated measures and methodologies, program staff, program management records, Immediate Outcome Reporting and Project Status and Financial Reports and Audits.</p>	<p>31 July, 31 December 2009-12</p> <p>November 2010 – 2012</p> <p>July 2013</p>

5. Improvement

5.1 Reviewing the MERI plan

Regular reflection on data, strategies, management processes and progress informs an adaptive management approach for continuous quality improvement of the program.

Table 7 provides a model for the review of the MERI plan, associated program logic(s) and for recording changes to achieve improvements in program implementation.

Table 7 MERI Plan Review Schedule

Date	Participants	Type of review	Resources/materials required	Agreed adaptive management strategy	Communicate results
November 2010 - 2013	Program Manager, Sustainable Agriculture, WNRM Program Coordinator, Sustainable Agriculture, WNRM Program Manager, Sustainable Communities, WNRM Monitoring and Evaluation Coordinator, WNRM Operations Manager,	Annual Review	Interim Progress Reports Annual Review Report Program MERI Plan Program Management Plan Community Engagement and Communications Plan Results Chart Most Significant Change stories and Case Studies	Program performance will be monitored through the WNRM program management process and project status reports. Data collected will be analysed by project delivery organisation and WNRM staff and recorded in the Results Chart. The Results Chart will be used to provide a framework for the annual review process, showing results to date against the Caring for Our Country targets and the programs key evaluation questions. This process is coordinated by the Monitoring and Evaluation Coordinator, WNRM	Lessons learned and recommendations for improvement (and associated implementation decisions) are communicated as appropriate to WNRM staff, project delivery staff, the wider community and natural resource management stakeholders. This process is coordinated by the WNRM Program Manager and the Communications Officer.

Date	Participants	Type of review	Resources/materials required	Agreed adaptive management strategy	Communicate results
	<p>WNRM</p> <p>Communications Officer, WNRM</p> <p>Project Staff, Delivery Organisations</p>				
November 2010 - 2013	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Program Manager, Sustainable Communities, WNRM</p> <p>Monitoring and Evaluation Coordinator, WNRM</p> <p>Operations Manager, WNRM</p> <p>Communications Officer, WNRM</p>	Management Response	Results Chart (updated with recommendations for improvement and lessons learnt, following outcomes of annual review process)	<p>Recommendations for improvement and lessons learned that were identified as part of the annual review process are documented in the <i>Management Response Report</i>.</p> <p>Participants review the recommendations and use the report to record the feasibility, roles, responsibilities, timeframes and resources required to implement the recommendations. Actions arising from this session are then tracked in fortnightly staff meetings to ensure that results of are used in the adaptive management cycle.</p> <p>This process is coordinated by the Monitoring and Evaluation Coordinator, WNRM</p>	<p>Lessons learned and recommendations for improvement (and associated implementation decisions) are communicated as appropriate to Wheatbelt Natural Resource Management staff, project delivery staff, the wider community and natural resource management stakeholders.</p> <p>This process is coordinated by the Program Manager and the Communications Officer.</p>
July 2013	<p>Program Manager, Sustainable Agriculture, WNRM</p> <p>Program Coordinator, Sustainable Agriculture, WNRM</p> <p>Program Manager, Sustainable Communities,</p>	End of Program Review	<p>Interim Progress Reports</p> <p>Annual Review Reports</p> <p>Program MERI Plan</p> <p>Program Management Plan</p> <p>Community Engagement and Communications Plan</p> <p>Results Chart and Management</p>	Management Response process (as above) used to feedback into the next program planning phase.	<p>Key outcomes will be communicated via the Program Communications team to appropriate stakeholders as outlined in the Community Engagement Strategy.</p> <p>The WNRM Final Program Evaluation Report will be available in both audio-visual and written format, and will be re-packaged and communicated as appropriate to add value to the evaluation products delivered</p>

Date	Participants	Type of review	Resources/materials required	Agreed adaptive management strategy	Communicate results
	WNRM Monitoring and Evaluation Coordinator, WNRM Operations Manager, WNRM Communications Officer, WNRM Project Staff, Delivery Organisations		Response Reports Wind Erosion Technical Report		as part of the MERI process.

5.2 The feedback cycle

The feedback cycle is facilitated through the annual review and management response process, as outlined in Table 7 (MERI Plan Review Schedule). Any improvements identified will be reflected through revisions to the Program Management Plan and associated work breakdown structures, the MERI Plan and the Community Engagement and Communications Plan. The WNRM program management methodology underpins the MERI process to ensure the timely and effective communication of adaptations to project staff to ensure delivery of project adaptations and inform staff of program delivery status.

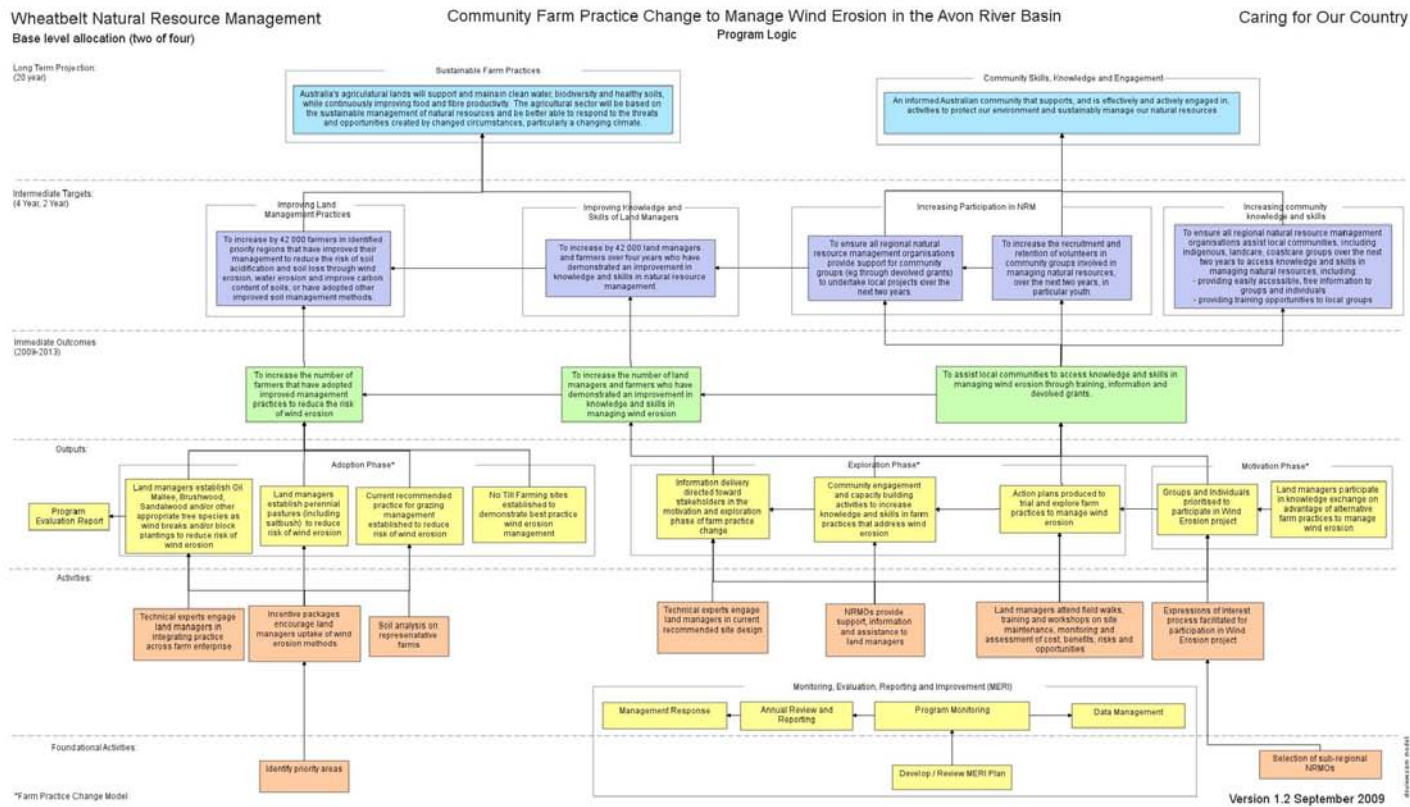
5.3 Communicating results

Key messages and outcomes resulting from the evaluation process will be communicated to the following key stakeholders:

- Australian Government
 - Ann Connelly, Assistant Director, WA Team, Australian Government Land and Coasts
 - Mike Grasby, Sustainable Farming Practices Facilitator, Australian Government
 - Drue Edwards, Director, Program Performance, Australian Government Land and Coasts
- Western Australian Government
 - John Holley, Acting Director, State NRM Office, Government of Western Australia
 - Cecilia McConnell, District Manager, Department of Agriculture and Food, Western Australia
 - David Bicknell, Regional NRM Manager, Department of Agriculture and Food, Western Australia
- Participating landholders and land managers
- WA general community members

Using the Programs *Community Engagement and Communications Plan*, the WNRM Communications Team will repackage and communicate evaluation outcomes in appropriate formats to these key stakeholders. A variety of mediums will be used including written and/or audio-visual (DVDs), websites, newsletters and through verbal delivery of key messages at targeted events such as partner and community meetings, and field days.

Attachment 1: Program Logic



Attachment 2 Program Monitoring Plan

CARING FOR OUR COUNTRY TARGET	KEY EVALUATION QUESTIONS	OTHER QUESTIONS	UNIT OF MEASURE	METHOD	FREQUENCY OF COLLECTION
NA	NA	How often does wind erosion occur on the property?	Frequency	NRMO conducted <i>Baseline and End of Project Land Manager Surveys</i> . Survey's to be submitted to WNRM for analysis.	Action Planning Phase/ End of Project
		What area (in hectares) of the farmers / land managers productive land is affected by wind erosion?	Area (ha)	NRMO conducted <i>Baseline and End of Project Land Manager Surveys</i> . Survey's to be submitted to WNRM for analysis.	Action Planning Phase/ End of Project
		What is the farmer / land managers priority management issue that they would like to see addressed in the future?	Management Priority	NRMO conducted <i>Baseline and End of Project Land Manager Surveys</i> . Survey's to be submitted to WNRM for analysis.	Action Planning Phase/ End of Project
Improving land Management Practices: To increase by 42 000 farmers in identified priority regions that have improved their management to reduce the risk of soil acidification and soil loss through wind erosion, water erosion and carbon content of soils, or have adopted other improved soil management methods.	In what ways and to what extent has the <i>Community farm practice change to manage wind erosion in the Avon River Basin</i> program improved land management practices of farmers to reduce the risk of wind erosion?	How many farmers and what size area is being managed using current recommended practices to: <ul style="list-style-type: none"> e. retain crop residues f. manage grazing to maintain at least 40% cover g. integrate perennials into agricultural systems (for each species type) h. maintain soil quality, amelioration and monitoring 	# farmers Current practice Area (ha) covered and impacted Type, number of species Planting type (belt or block)	NRMO conducted <i>Baseline Land Manager Survey</i> . Survey's to be submitted to WNRM for analysis. Data collected by FPC and OMA and submitted to WNRM through <i>Immediate Outcomes Measures</i> Spreadsheet.	Action Planning Phase/ End of Project 31 July, 31 December 2009-2012, July 2013
	To what extent has the <i>Community farm practice change to manage wind erosion in the Avon River Basin</i> program been effective in reducing wind erosion?	Has wind erosion been reduced at the representative project sites? Why or why not?	Change in Wind Erosion Hazard:	Monitoring to be coordinated and carried out through <i>P7B090V1 Farm Practices that Maintain Soil Quality 09-13</i> project. Monitoring on representative sites Results reported via Technical Report Data Management Plans, Metadata Statements and Data Dictionary to be completed and submitted prior to monitoring. For more information see WNRM Website at http://www.wheatbeltnrm.org.au/monitoringandevaluation/datam	TBD
Improving knowledge and skills of land managers: To increase by 42 000 land managers and farmers over four years who have demonstrated an improvement in knowledge and skills in natural resource management	To what extent have land managers and farmers demonstrated an improvement in knowledge and skills in: <ul style="list-style-type: none"> • retaining crop residues • managing grazing to maintain at least 40% cover • integrating perennials into agricultural systems (for each species type) • maintaining soil quality, amelioration and monitoring 	Do farmers/land managers intend to continue to use the management practices trialed at the project site? Will the farmer implement the practices on a broader scale? Why or Why not?	# farmers / land managers	NRMO conducted <i>End of Project Land Manager Survey</i> . Survey's to be submitted to WNRM for analysis.	End of Projects
		How many farmers and land managers voluntarily implemented recommended practices (partially or wholly), and what size area was managed? Why or why not?	# voluntary adopters Area (ha)	Data collected by NRMOs via <i>Farm Management Practices</i> forms at field days and other project events and submitted to WNRM.	After each event
Improving knowledge and skills of land	To what extent have the extension materials,	How satisfied were the participants?	Level of satisfaction	Data collected by Delivery Organisation via <i>Event Satisfaction Forms</i> and submitted to WNRM.	After each event

CARING FOR OUR COUNTRY TARGET	KEY EVALUATION QUESTIONS	OTHER QUESTIONS	UNIT OF MEASURE	METHOD	FREQUENCY OF COLLECTION
managers: To increase by 42 000 land managers and farmers over four years who have demonstrated an improvement in knowledge and skills in natural resource management	information, workshops and technical advice provided, been appropriate in engaging farmers and land managers? What could have been done differently?	Did it increase their knowledge? For questions, see Event Evaluation forms	Increase in knowledge	<i>Note:</i> Data collected through <i>Immediate Outcomes Measures</i> and <i>End of Project Land Manager Survey</i> will also contribute data towards answering this question.	
Increasing Community Knowledge and Skills: To ensure all regional NRM organisations assist local communities, including Indigenous, landcare and coastcare groups over the next two years to access knowledge and skills in managing natural resources, including: <ul style="list-style-type: none"> providing easily accessible, free information to groups and individuals providing training opportunities to local groups. Increasing Participation in NRM: To ensure all regional NRM organisations provide support for community groups (e.g. through devolved grants) to undertake local projects over the next 2 years Increasing Participation in NRM: To increase recruitment and retention of volunteers in community groups involved in managing natural resources, over the next 2 years, in particular youth.	In what ways and to what extent has the <i>Community farm practice change to manage wind erosion in the Avon River Basin</i> program: <ul style="list-style-type: none"> Assisted local communities to access knowledge and skills? Provided support to community groups to undertake local projects? Contributed to increased recruitment and retained volunteers in community groups, particularly youth? 	How many and what kinds of awareness raising events and displays were conducted?	# awareness raising events Type of awareness raising event	Data collected by Delivery Organisation and submitted to WNRM through <i>Immediate Outcomes Measures</i> Spreadsheet.	31 July, 31 December 2009-12 July 2013
		How many people participated in this event?	# participants		
		How satisfied were the participants? Did it increase their knowledge? For specific questions, see Event Evaluation forms	Level of satisfaction Increase in knowledge	Data collected by Delivery Organisation via <i>Event Satisfaction Forms</i> and submitted to WNRM.	After each event
		How many and what kinds of training sessions and workshops were conducted?	# training sessions/workshops Type of training session/workshop	Data collected by Delivery Organisation and submitted to WNRM through <i>Immediate Outcomes Measures</i> Spreadsheet.	31 July, 31 December 2009-12 July 2013
		How many people participated in this event?	# participants		
		How satisfied were the participants? Did it increase their knowledge? For questions, see Event Evaluation forms	Level of satisfaction Increase in knowledge	Data collected by Delivery Organisation via <i>Event Satisfaction Forms</i> and submitted to WNRM.	After each event
		How many and what kind of partnerships have been established, supported or contributed to?	# partnerships	Data collected by Delivery Organisation and submitted to WNRM through <i>Immediate Outcomes Measures</i> Spreadsheet.	31 July, 31 December 2009-12 July 2013
		How many brochures, newsletters, posters, fact sheets or websites have been developed? How many people were these targeted at?	# brochures, newsletters, posters, fact sheets, websites	Data collected by Delivery Organisation and submitted to WNRM through <i>Immediate Outcomes Measures</i> Spreadsheet.	31 July, 31 December 2009-12 July 2013
How many farmers and land managers submitted Expressions of Interest to participate in the Wind Erosion program? How many of these were successful?	# farmers / land managers # successful applicants	Data collected by NRMOs and submitted to WNRM through <i>Immediate Outcomes Measures</i> Spreadsheet.	31 July, 31 December 2009-12 July 2013		
How many Action Plans were developed?	# Action Plans	Data collected by NRMOs and submitted to WNRM through <i>Immediate Outcomes Measures</i> Spreadsheet.	31 July, 31 December 2009-12 July 2013		

CARING FOR OUR COUNTRY TARGET	KEY EVALUATION QUESTIONS	OTHER QUESTIONS	UNIT OF MEASURE	METHOD	FREQUENCY OF COLLECTION
		How many monitoring programs were established (by technical experts)? How many of these monitoring programs are being undertaken by farmers and land managers?	# monitoring programs # farmers undertaking monitoring programs	Data collected by Delivery Organisation and submitted to WNRM through <i>Immediate Outcomes Measures</i> Spreadsheet. Note: NRMOs collecting data on number of land manager's undertaking monitoring.	31 July, 31 December 2009-12 July 2013
		How many community group volunteers participated in the project? What is the average length of time of the volunteer's involvement in the community group?	# volunteers Length of service	Data collected by NRMOs and submitted to WNRM through <i>Immediate Outcomes Measures</i> Spreadsheet.	31 July, 31 December 2009-12 July 2013
		How many best practice codes or guidelines have been established which assist land managers to gain knowledge and skills or to assist them to implement sustainable land management practices?	# codes or guidelines	Data collected by WNRM through <i>Immediate Outcomes Measures</i> Spreadsheet.	31 July, 31 December 2009-12 July 2013
		How many active community facilitators or coordinators are funded to support the community?	# community support positions	Data collected by WNRM through <i>Immediate Outcomes Measures</i> Spreadsheet.	31 July, 31 December 2009-12 July 2013
		How many studies and/or trials and reports have been produced?	# of studies, trials or reports	Data collected by WNRM through <i>Immediate Outcomes Measures</i> Spreadsheet.	31 July, 31 December 2009-12 July 2013
All Targets	What, if any, unanticipated positive or negative changes or other outcomes have resulted?	What were the unexpected outcomes?	+ or – changes/outcomes	Data collected by all Delivery Organisations and WRNMR through: <ul style="list-style-type: none"> WNRM through <i>Immediate Outcomes Measures</i> Spreadsheet and program records Program participant interviews 	31 July, 31 December 2009-12 Throughout program (end of projects), exact timeframes to be determined
All Targets	To what extent have the planned activities and milestones been achieved? Why or why not? What other activities/strategies that might be more effective?	How well did the partnerships support or contribute to the program? Were there any issues that arose for the program delivery due to any lack of appropriately skilled staff? How well did the planned activities achieve their objectives? Are there other activities/strategies that might be more effective?	Level of partnership contribution/success Issues/Risks % complete Milestone/activity	Data collected through program management meetings and records and reviewed through annual evaluation.	Throughout program 2009 - 2013
All Targets	To what extent has the investment approach proved useful in engaging and influencing the targeted stakeholders?	Are there any other strategies that could be used?	# voluntary adopters Participant satisfaction levels Increase in knowledge of participants	Data collected via: <ul style="list-style-type: none"> Delivery Organisation via <i>Event Satisfaction and Farm Management Practices Forms</i> NRMO conducted <i>End of Project Land Manager Surveys</i> 	Throughout program 2010 - 2013
All Targets	To what extent has the program attained the highest value out of available resources? Why or why not?	Could resources be used in a more productive way to increase efficiency?	Overall program achievement and expenditure	Data collected via: <ul style="list-style-type: none"> All other measures Program and project staff 	Throughout program 2010 - 2013

CARING FOR OUR COUNTRY TARGET	KEY EVALUATION QUESTIONS	OTHER QUESTIONS	UNIT OF MEASURE	METHOD	FREQUENCY OF COLLECTION
				<ul style="list-style-type: none"> • Program management records • Immediate Outcomes Measures • Project Status reports • Financial reports and audits. 	

Data Collection Surveys and Forms

The following survey's and forms for data collection have been developed and produced by WNRM and should be used by project staff to collect/record the required information:

1. **Baseline Land Manager Survey:**
Collected during the Action Planning Phase by NRMOS.
2. **End of Project Land Manager Survey:**
Collected at the end of each project by NRMOS.
3. **Event Evaluation Form (paper based or Turning Point Audience Response System):**
Collected after each event (seminar, training day, workshop etc) by facilitator. **Please allow 10 minutes at the end of each session to enable participants to complete the process.** The *Turning Point Audience Response System* can also be used to evaluate events as an alternative to paper based forms.
4. **Immediate Outcomes Measures spreadsheet:**
Completed by Delivery Organisations and NRMOS and submitted to WNRM at the end of each reporting period (due on 31 December and 31 July each year). It may be useful to record this information throughout the year as information is available.
5. **Farm Management Practices Form**
Collected after an event such as a field day by NRMOS or project facilitator.

These documents must be returned to WNRM for analysis.