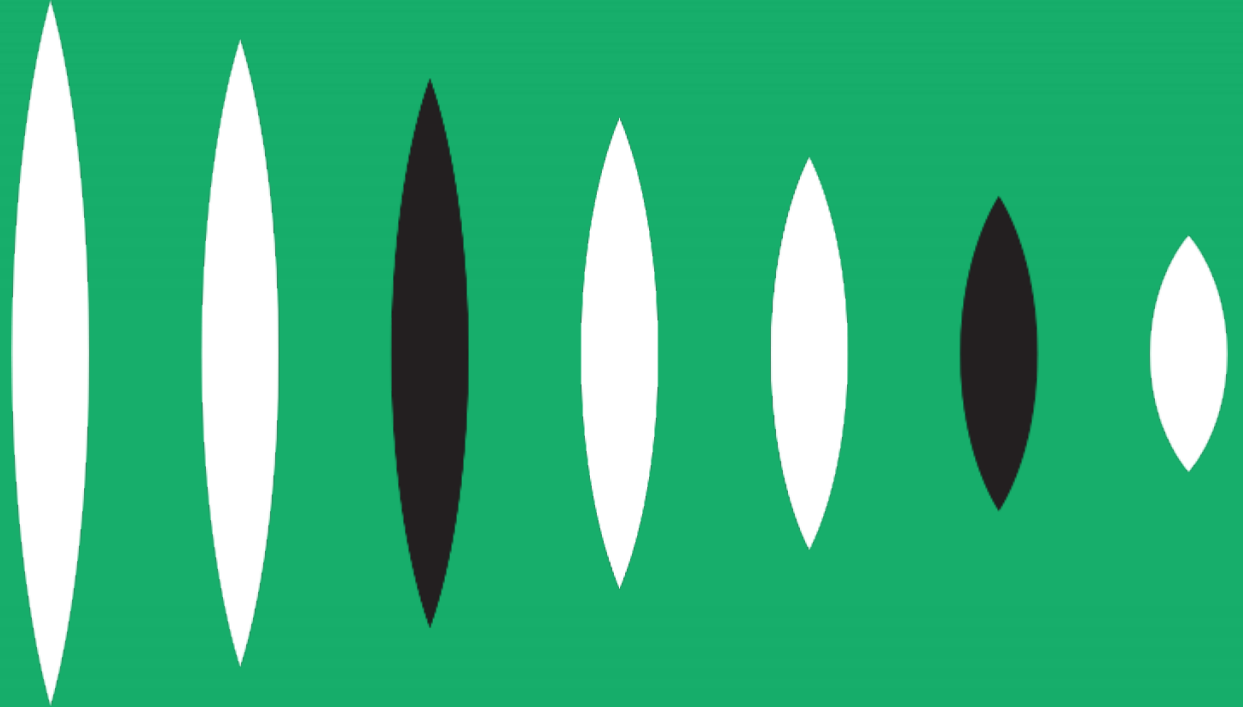


Energy Consumers Australia Grants Program

Webinar

February 2019



Agenda



- Welcome (Jim Wellsmore, Associate Director, Research and Clionadh Morrissey, Business Process Officer)
- Update on ECA Grants
- A good application?
- Questions and comments
- Next grants rounds

Energy Consumers Australia

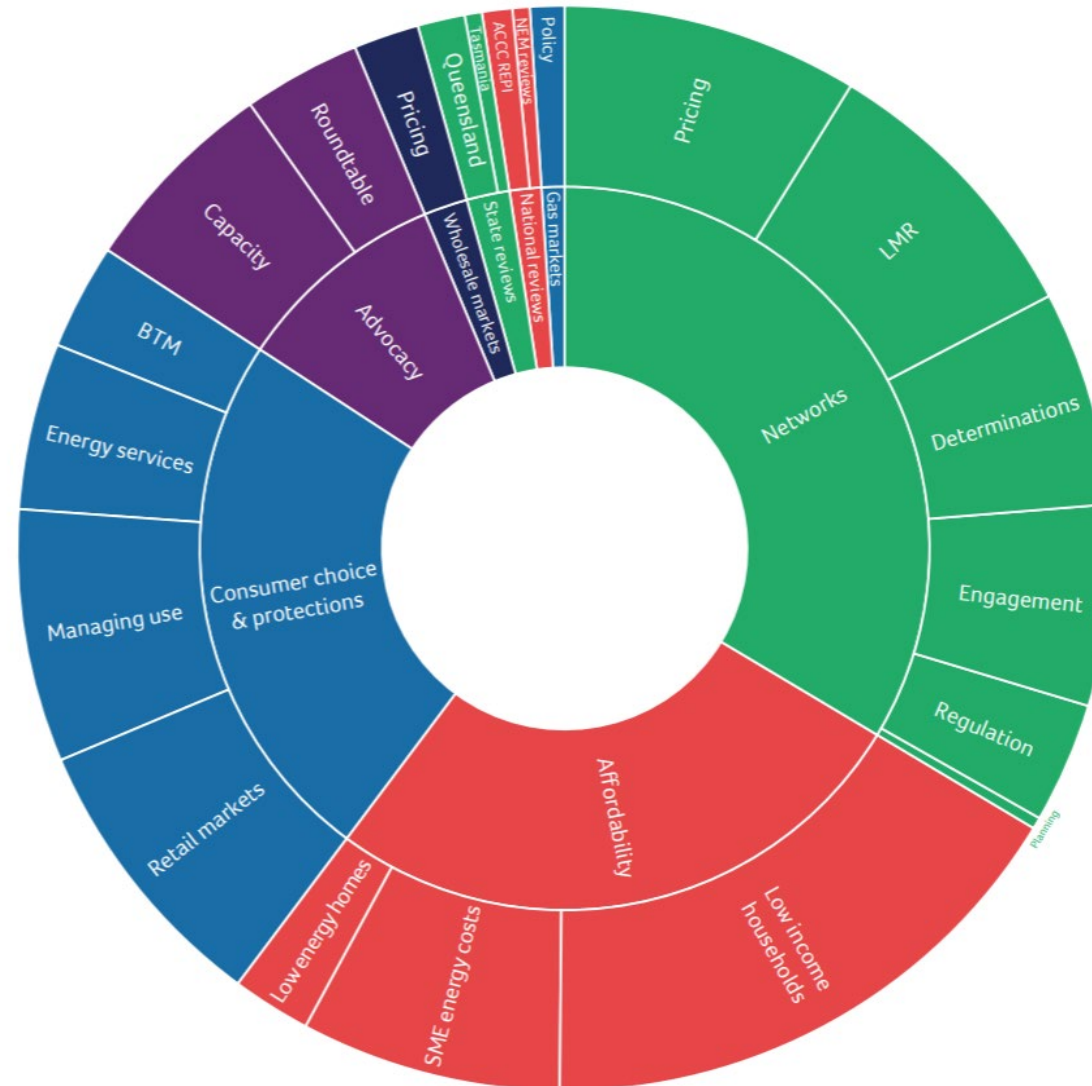
Annual Report 2017-18



- 69 applications and 24 approved in FY 17-18
- \$6.4 million in applications
- \$2.1 million budget
- That included 7 CEO grants
- CEO grants assessed the same as other applications

Themes - all ECA grants

from the AR 17-18



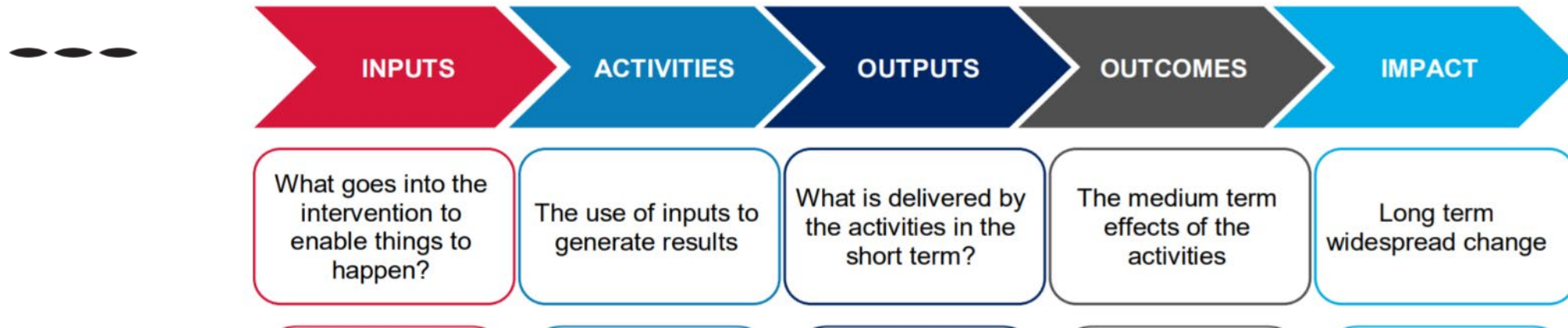
What to put in a grant application?



- The grants eligibility criteria ask about:
 - Changes to policy or regulation that benefit consumers
 - Building capacity and supporting advocacy
 - Influencing decision-makers
 - Contributing to robust evidence
- Its more than having a good idea
- Its more than being a voice

What do you want to do?

Figure 4: Program logic examples



- NSW Office of Social Impact Investment
- <https://www.osii.nsw.gov.au/assets/office-of-social-impact-investment/Technical-Guide-Outcome-measurement-2018-July.pdf>

What have you planned for?

- Example from the disability services sector

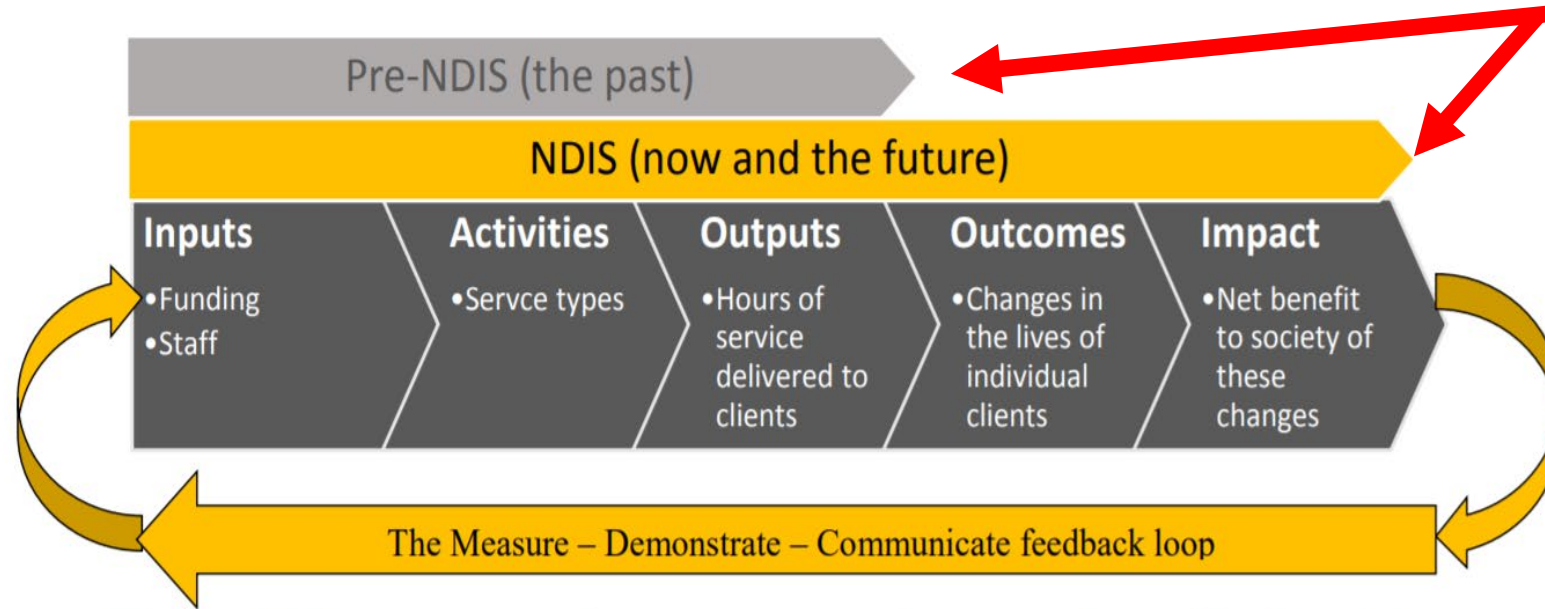


Figure A The measure, demonstrate and communicate feedback loop

- National Disability Services Ltd
- https://www.nds.org.au/images/resources/resource-files/NDS_SIM_PROJECT_Final_Report_v20.pdf

Why worry about impact?



- One school of thought uses accountability
 - Its consumers' money
 - Does it assist the sector/your constituents?
 - Reputation of your organisation
 - Your funder has to show the money is used well
 - *Eg. see J. Hanna, Harvard Business School*
 - <https://hbswk.hbs.edu/item/the-hard-work-of-measuring-social-impact>

What impact? (1)

- A complex model (to illustrate the range)



THEORY OF CHANGE	Complex	<p style="text-align: center;">(3) Institutional Results</p> <ul style="list-style-type: none"> • Change in societal norms and policies (on rights and freedoms, good governance, efficient markets) • Measure outputs and "influence" (intermediate outcomes) 	<p style="text-align: center;">(4) Ecosystem Results</p> <ul style="list-style-type: none"> • Economic development, comprehensive rural development and natural resource management, collaborative development • Measure outcomes and impacts
	Focused	<p style="text-align: center;">(1) Niche Results</p> <ul style="list-style-type: none"> • Basic and emergency services, soup kitchens, crisis drop-in centers and hotlines • Measure inputs, activities, outputs 	<p style="text-align: center;">(2) Integrated Results</p> <ul style="list-style-type: none"> • Service delivery (in health, education, employment), immunization campaigns, complex emergency services • Measure aggregate outputs, outcomes, and sometimes impacts
		Focused	Complex
OPERATIONAL STRATEGY			

- <http://www.evaluationinnovation.org/publications/newsletter/issue-archive/2011/oct/advocacy-evaluation-update-12/limits-nonprofit-impact>

What impact? (2)



- **A lot to choose from**
 - A decision?
 - Change in practice?
 - Having influence?
 - New evidence?

What impact? (3)

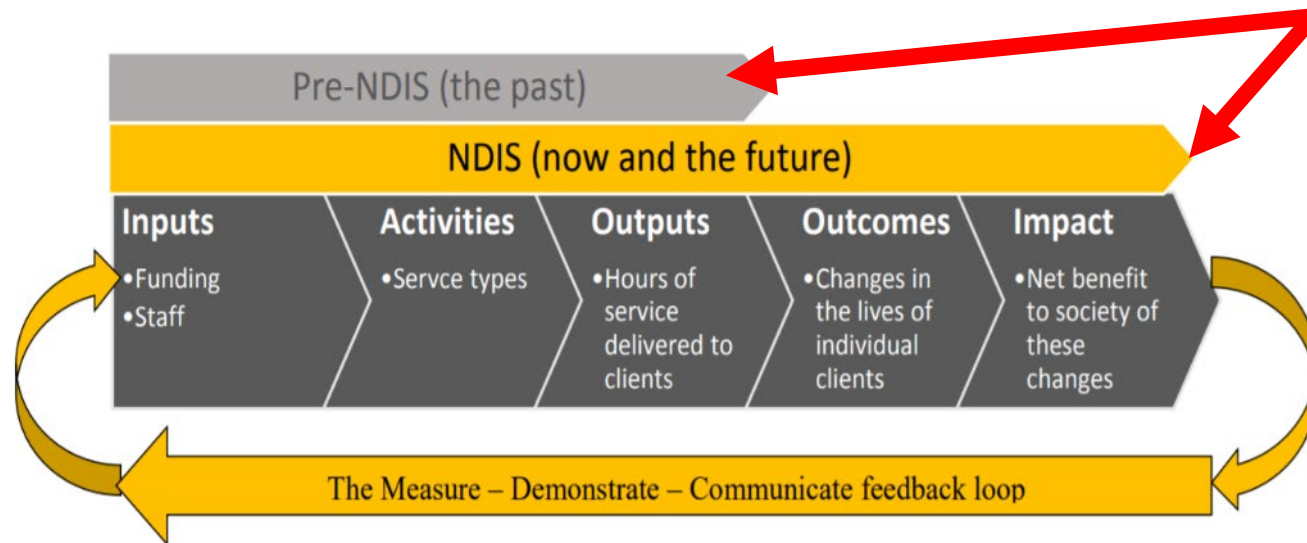


- Keep it simple if you like - but **tell the Board what it is**
 - Will the project assist the sector or constituents? (and how?)
 - Will it influence the right people? (and how?)
 - Will it get a result?
 - Short term and long term?

Plan for impact (1)



- You have a good idea but why should ECA fund you and not someone else?



Plan for impact (2)



- Are you the best org/person to get that impact?
 - Do you need a coalition?
 - At the start or at the end?
- Have you got the right inputs (can others make a contribution)?
 - Does it help to get an 'expert'?
- Have you got the right audience?
 - What's the best way to reach them?

Plan for impact (3)



- What are the appropriate activities?
 - How do they create the outputs you need?
 - How will your outputs help you be influential?
- Remember you're not just doing – you're aiming to **make a difference**
- Tell the Board – do you want them to interpret your application?

Plan for impact (4)

Proposed work program

Outcomes

Long term outcomes: what long term impact or change are you seeking for your target group?

Short term outcomes: what change you are seeking to achieve through this project?

OUTCOME 1 LONG TERM	OUTCOME 2 SHORT TERM	OUTCOME 3 SHORT TERM	OUTCOME 4 SHORT TERM	OUTCOME 5 SHORT TERM
	<i>Success indicator:</i>	<i>Success indicator:</i>	<i>Success indicator:</i>	<i>Success indicator:</i>

Approach

Identify the activities to be undertaken, and deliverables as a result of the activities (fill in sections as relevant). Include here consultation with your members/consumers, strategic engagement and strategic communications with key influencers and decision makers.

ACTIVITIES WHAT ARE YOU PLANNING TO DO?	OUTPUTS (DELIVERABLES) WHAT WILL BE THE RESULTS OF YOUR ACTIVITIES?	AUDIENCE - INFLUENCERS DECISION MAKERS	PROPOSED DELIVERY DATE	MILESTONE PAYMENT \$ (IF RELEVANT)

Next grants rounds



- Next applications due 28 February 2019
- ECA Board meeting 11 April 2019
- Then 2 May for June 2019