



# **S.T.A.R.T.**

## **do-it-yourself {Project} evaluation manual**

by AYF & Dr Colin Sharp (1996)

### **ABOUT THE MANUAL**

As the AYF demonstrated an evaluation policy is an important part of project governance. Evaluation of projects is useful in documenting effects and introducing improvements. Sometimes people are asked to evaluate their projects without being provided with appropriate tools and therefore feel unprepared to do so. The Australian Youth Foundation prepared this do-it-yourself manual to address this legitimate requirement of community organisations.

The underlying principles in this manual are learning, sharing and participation – all core values driving the Foundation’s work. One of the objectives of the manual is to ensure that projects give their clientele an opportunity to be heard.

START is a do-it-yourself guide to evaluating project work, both governmental and non-governmental, in the fields of community services, welfare and youth work. It provides step-by-step strategies to assess how efficient, effective and appropriate your projects and services are — or are not.

### **START stands for the basics of the system:**

**S** **trategy** for the project (including *organisational governance*).

**T** **arget** groups (clients/customers) and the stakeholders' needs to be met by the project (or organisation).

**A** **ims**, intended outcomes and when they are to be met (and how they will be measured in terms of client outcomes, and efficiency, effectiveness and appropriateness of the organisation or project).

**R** **eview** (evaluation) of project performance and its outcomes for stakeholders.

**T** **ransferability** and sharing of the lessons learned (reporting, followup and succession planning - corporate memory management & handover to implementation team etc).

**More Information:**

The full publication of **START** is no longer available in print but an abridged version of the manual can be downloaded online (Acrobat 449Kbfile ; 49 pages), at the WWW of The Foundation for Young Australians <http://www.youngaustralians.org>;  
<http://www.youngaustralians.org/resources/downloads/START%20Manual.pdf>

**HAS YOUR ORGANISATION'S EVALUATION PLAN ADDRESS THESE QUESTIONS?**

**STRATEGY** Has evaluation been incorporated as an integral component of the organisation's governance and project management strategy?

Yes       No       D-Know? (Comments?)

**TARGETS** Is the organisation developing projects which focus on the needs and outcomes for specific clients – and focusing the evaluation on them?

Yes       No       D-Know? (Comments?)

**AIMS** Does the organisation's plan specify aims in terms of client outcomes? Or - Is it prepared to evaluate the efficiency, effectiveness and appropriateness of its projects by prioritising needs and analysing performance in terms of outcomes?

Yes       No       D-Know? (Comments?)

**REVIEW** Does the organisation have in place the tools for monitoring and evaluating its projects in terms of stakeholders' needs, outcomes and satisfaction?

Yes       No       D-Know? (Comments?)

**TRANSFER** Does the organisation have a succession plan and strategy for sharing the lessons learnt through its reporting of evaluation of projects?

Yes       No       D-Know? (Comments?)

**How can projects and evaluation planning be improved in your organisation?**

**Any other comments on the organisational projects &/or evaluation plans?**