

<b>Campaign for Australian Aid Evaluation - July 2016</b>
<b>Terms of Reference</b>

## **1. Background of the Campaign for Australian Aid**

The Campaign for Australian Aid (C4AA) is a joint initiative of the Make Poverty History and Micah Australia coalitions, for all Australians who believe we can and should do more as a nation to end extreme poverty around the world. It represents over 65 aid and development organisations, church, business and community groups. Since its inception in 2015, the Campaign for Australian Aid has aimed to build public and bi-partisan political support for more aid that makes the biggest difference for people living in the poorest parts of the world. The campaign is funded by two grants from the Bill and Melinda Gates Foundation, as well as membership fees from member agencies.

The campaign was initiated as a recognition that to build the aid budget in the medium to long term, a new approach was required that wasn't just focussed on gaining political commitment from a few politicians, but shifting the public perception of aid and building deeper and broader support for aid.

Before the campaign officially launched in February 2015, the Government announced consecutive cuts to aid totalling \$11.3 billion. Those cuts, and the need to fight them and future cuts, had a significant impact on the Campaign and shifted it back towards a more political/politician focus.

In 2016, the Bill and Melinda Gates Foundation provided the second grant to continue the focus on restoring public and bi-partisan political support for official development assistance in Australia. This second grant provides USD \$1.210 million to continue the advocacy campaign from March 2016 until the end of March 2017, targeting the Australian Federal Election in 2016 and Australian Federal Budget in 2017, as well as laying the foundation for a sustainable future of both the Campaign for Australian Aid and the shift in public support for aid.

The grant is managed by World Vision Australia, reporting via World Vision USA, to the Bill and Melinda Gates Foundation. Strategy for the campaign are governed by the Campaign for Australian Aid Executive Committee. The Campaign Director coordinates the implementation of the strategy.

All lessons identified by the evaluation will be shared with the international aid and development sector, and used to inform the design of future C4AA programming, including informing the C4AA strategy for the lead up to the 2017 Australian Federal Budget.

## **2. Purpose of the evaluation and audience**

The purpose of the evaluation is to demonstrate to the sector the impact, strengths and weaknesses of the campaign to date and provide lessons and recommendations for the development of the campaign in the post election environment including the budget 2017

milestone and beyond. The evaluation will support learning and ongoing improvement and accountability for the Executive Committee, leadership group and members as well as address the requirements of the grant agreed with the Bill and Melinda Gates Foundation.

This evaluation will consist of two parts:

1. An Interim Evaluation, focussed on the campaign to date including the Australian Federal Election in July 2016
2. An End of Grant Evaluation, focussing on the period 3 July 2016 to 31st March 2017

The Interim Evaluation and End of Grant Evaluation should **make a coherent whole**, with a consistent purpose and objectives. The interim evaluation will help inform decisions around future strategy implementation, staffing and resourcing and should include key recommendations.

### **3. Timing of the evaluation**

The Interim Evaluation is an external review of the campaign (including election period) to date and is to be concluded by the end of October.

- Consultants appointed (by 15 August 2016)
- Interviews, surveys, review of planning documents (by September 30th)
- Draft report due (by October 14th)
- Final report due (by October 28th)

The End of Grant Evaluation will focus on the period 3 July 2016 to 31<sup>st</sup> March 2017 and is to be concluded by 8<sup>th</sup> May 2017 in order to feed into the final grant reports to be submitted to the Bill and Melinda Gates Foundation.

- Interviews, surveys, review of planning documents – 15<sup>th</sup> March to 15<sup>th</sup> April
- Draft report submitted to Campaign Director and World Vision Australia – 24<sup>th</sup> April
- Final report submitted to Campaign Director and World Vision Australia – 8<sup>th</sup> May

### **4. Objectives of the evaluation**

- To evaluate the outcomes of the campaign, including against the primary and intermediate outcomes framing the grant (see below) & the campaign strategy - identify and assess the key outcomes, achievements and successes of the campaign
- To evaluate the appropriateness and effectiveness of the campaign membership structure, whether the campaign makes the best use of available resources and membership
- To assess strategies and tactics - what worked, how and why and what wasn't as effective.
- To assess the existing model/theory of change, its strengths and weaknesses and determine whether it is still relevant and effective.
- To identify challenges, lessons learnt and provide actionable recommendations for the future of the campaign over the next three years

The grant proposal agreed with the Bill and Melinda Gates Foundation notes that the campaign is aimed at achieving two primary outcomes:

1. Liberal/National and Labor party policy commitment to repair the Aid budget
2. Australian Aid and Development NGO sector gains insights from and invests more into the long-term future for the Campaign for Australian Aid

Furthermore the documentation notes these primary outcomes are supported by 5 intermediate outcomes:

1. Key opinion leaders directly and indirectly generate political support for more and better aid
2. Engaged Aid Supporters & Swing Audiences participate in advocacy actions targeting political leaders prompting them to commit to repairing the Australian aid budget
3. Engage, train and mobilise grassroots activist teams to campaign for Australian aid in key local electorates targeting local and national political leaders and their influencers
4. Australian NGOs have increased their long-term commitment to the Campaign for Australian Aid
5. A culture of evidence based campaigning is cultivated through insights from the campaign's evaluation

## 5. Scope/key evaluation questions

Criteria	Key evaluation questions
Outcomes of Campaign for Australian Aid to date	<ul style="list-style-type: none"> <li>● Has the campaign been successful in achieving its stated policy and practice changes?</li> <li>● If it has, why?</li> <li>● If it has not, why not?</li> </ul>
Effectiveness in relation to advocacy and campaigning capacity	<ul style="list-style-type: none"> <li>● Has the campaign enhanced the collective agencies' and individual agency's advocacy/campaigning capacity?</li> <li>● If it has, how and in what ways and why?</li> <li>● If it has not, why?</li> </ul>
The campaign's effectiveness in relation to individual agencies	<ul style="list-style-type: none"> <li>● Has the campaign enhanced the legitimacy of advocacy/campaigning as an activity for individual agencies?</li> <li>● If it has, how?</li> <li>● If it has not, why?</li> </ul>
To evaluate the appropriateness and effectiveness of the campaign membership structure, whether the campaign makes best use of available resources and membership	<ul style="list-style-type: none"> <li>● Is the campaign best utilising the resources, energies and expertise of the NGO agency membership?</li> <li>● Is the campaign best utilising the resources, energies and expertise of volunteers/supporters?</li> </ul>

	<ul style="list-style-type: none"> <li>• How effective are the current ways of working, operation and strategic approach of the campaign?</li> <li>• What is the gender balance in decision making and participation in the campaign?</li> <li>• How many women are involved in leadership roles in the campaign?</li> </ul>
To assess strategies and tactics, their strengths and weaknesses and to recommend any changes	<ul style="list-style-type: none"> <li>• What are the strengths and weaknesses of the current strategy and tactics?</li> <li>• What worked well, how and why and what wasn't as effective?</li> </ul>
To assess the existing model/theory of change, its strengths and weaknesses and determine whether it is still relevant and effective	<ul style="list-style-type: none"> <li>• What are the strengths and weaknesses of the current model of change?</li> <li>• Does it still accurately reflect the way the campaign is being conceptualized and implemented?</li> <li>• Is the model of change still relevant and fit for purpose?</li> </ul>
To identify challenges, lessons learnt and provide actionable recommendations for the future of the campaign over the next three years	

**6. Methods/approaches**

The scope of the evaluation should be defined by the focus of the key evaluation questions and what is realistic and reasonable in relation to resources and time. The evaluation should undertake an utilisation approach to ensure that the findings and recommendations are actionable and relevant to the primary users, the Executive Committee and Campaign Leadership Team.

The evaluation design should be finalised in consultation with the advisory group and Campaign Director. The methods chosen will depend on the key evaluation questions prioritised, however, the evaluation should take a culturally sensitive mixed method approach with a mixture of quantitative and qualitative data collection and analysis methods.

Data collection methods could include but are not limited to the possible methods suggested below. Creative and specific campaign evaluation methods are encouraged and should be proposed by consultants.

The review should access key planning documents of the campaign and documents relevant to the grant agreement with the Bill and Melinda Gates Foundation. Mini internal evaluations have been completed for:

- Campaign launch
- Budget 2015
- Election campaign
- Regular reports provided to the Gates Foundation

Other documents include:

- Campaign strategy
- Gates Foundation grant agreement
- Mini-strategies/plans for specific tactics/campaign moments
- Dec 2015 supporter survey
- C4AA can assist with data analysis of numbers of supporters, Facebook/Twitter followers and reach, number of supporters specific agencies have reached, numbers of people who have completed various campaign actions, and media reports
- C4AA can also conduct a new supporter survey

The views of representatives of agencies which have supported the campaign should also be solicited and consist of:

- Interviews with Exec Committee members, campaign staff, volunteers, agency staff, Gates Foundation staff, Members of Parliament, Candidates
- Internal survey of staff and volunteers
- Workshop with Core Working Group staff

It is expected that the data collection and analysis is informed by ethics and all evaluation participants provide informed consent for their involvement and use of their inputs

## 7. Budget

\$20k for the interim evaluation. Phase two budget tbc once scoped.

## 8. Evaluation Management

The consultant will report to the Campaign Director on a day to day basis. A small campaign evaluation advisory group will be established made up of the co-chairs (WVA and ACFID), Oxfam a MICAH representatives and a MEL expert. The consultant/s are expected to liaise closely with the Campaign Director to ensure input and guidance to the different phases of the evaluation (please see phases below in deliverables).

Who	When	How	Why
Campaign Director	Planning, implementation,	Validating data, providing existing info and contacts	Management and leadership of implementation

	analytical support		
Campaign staff	Implementation, analysis	Supporting processes, validating data, providing existing info and contacts	
Advisory group	Planning, implementation, analysis	Provide advice at key moments on process	Key day to day management
Executive Committee members	Sign off on evaluation taking place, implementation,	Interview Input into processes	Provide governance over the campaign and strategic direction
CWG staff members (staff from member NGO agencies)	Implementation	Interview	Have an important implementation role within their own agency
Volunteers	Implementation	Interview or survey	Volunteers are very important to the Campaign
Media and politicians	Implementation	Interview	Gather external view of campaign

**9. Deliverables**

<b>Stage 1 Evaluation Planning</b>	<b>Stage 2 – Data Collection and Analysis</b>	<b>Stage 3 – Interpretation and Synthesis</b>	<b>Stage 4- Report Writing and Final Presentation</b>
Evaluation Plan (refined evaluation design, evaluation questions, methods, interview guides)	Findings from the desk review Interview and focus group transcripts (or data sets from other methods)	Facilitated workshop to synthesize the data and receive feedback from stakeholders to inform recommendations	Draft Evaluation Report Final Evaluation Report incorporating feedback from validation sessions Presentation/communication of the findings to the Campaign Director, Executive Committee

			and World Vision Australia.
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### **10. Report Format**

The evaluation report needs to consider the different users and audiences for accountability and learning. The report must be fit for purpose, provide actionable recommendations and should be able to be used by the Campaign for Australian Aid Executive Committee as a tool to aid future planning and strategic decision making. It should allow easy adaptation for public dissemination (including an executive summary that can be disseminated; successes, lessons learnt, campaign approaches that can be readily used as case studies of good practice). Proposals of modified reports and creative formats for different users and audiences are encouraged. Written reports should not exceed 20 pages plus annexes, with the Executive Summary not exceeding 4 pages.

### **11. Consultant recruitment process - qualifications and experience**

- Someone independent but who has an understanding of the sector
- Qualifications/demonstrated experience and understanding of advocacy and campaigning
- Qualifications and/or demonstrated experience working in and leading evaluations in Campaign and Advocacy sector
- Demonstrated experience in MEL theory and frameworks, such as Theory of Change and Utilization and Participatory evaluations.
- High standard of communication and written skills (examples of evaluation reports must be included in the EoI)
- Aboriginal and Torres Strait Islander people are strongly encouraged to apply

**Please provide a CV that addresses the selection criteria, including any examples of past reports and references. Daily rate is \$600-\$800.**