Are you on track?
Measuring impact on a variety of audiences

Martha Johnson
What do you want to know?

Why are you doing the research?

What will you do with the data?

Why is the information important?

find your why
Influencing Factors

WHAT IS YOUR EXPERIENCE
Learning
Growth
Impact
Change

• Curiosity
• Collaboration
• Can-do attitude
• Confidence
• Creativity

• Impact
• Changes
• Learning opportunities
• Meeting special needs
• Replication at home
• Parents perception of learning

Donor

Institution

UNIVERSITY OF WOLLONGONG
AUSTRALIA
Developing the Question

- Choose carefully

- Open ended vs Closed questions

- Succinct

- Take your time
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Planning

Project
Direction

Marketing /Comms

Reporting

Protocols

Recruitment

Tool development

Analysis

Research
Our Team

- Director of Research
- Manager Business Services
- Marketing Coordinator
- PhD Researcher
- Manager Experience & Visitors
Profiling

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Our audience

- Parents/Grandparents
- Working
- Social media
- Language
- Time Poor
- Locality
Road Blocks

- Parking
- Childcare
- Time and day
- Language
Considerations

- Who they are

- What you know about them

- How you can engage with them

- What road blocks/barriers prevent them from connecting – can you remove these?
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**TOOLS**

- Online Survey
- Postal Survey
- One-on-One interviews
- Focus Groups
Recruitment / Protocols

Expectations
Structure
Use of Information
Consent/Ethics
Research Methodology

- How far do you go?
- Analysis
- Quantitative v’s Qualitative
Themes

- Replicates play elsewhere
- Additional feedback
- Preferred experiences
- Learning
- Leadership skills
- Difference from other play spaces
- Cultural perspectives
- Play that surprises carer
- Range of experiences
Reporting

- Contextual

- Audience specific

- Repurposing information in a variety of ways

- Qualitative and Quantitative
Pitfalls & Assumptions

- Everyone would be keen
- Timeline
- Commitments
Changes

- Project Lead
- Incentives
- Time
Questions???