16 Days of Activism

EVALUATION TOOLS

Guidance Booklet

RESPECT VICTORIA

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89 DEGREES EAST

This guide was prepared by 89 Degrees East on behalf of Respect Victoria.

01 INTRODUCTION

This booklet was developed to help you reflect on your 16 Days of Activism activities and events in a structured way, and understand what difference they made. It provides you guidance and three short templates you can draw from to help tell a story of your outcomes.

Who is this guidance booklet for?

This booklet is for any organisation who is designing and delivering a 16 Days of Activism campaign to help capture the outcomes from their activities. It is **not a reporting requirement**, but a **voluntary tool** for those who want a more structured way to think about outcomes. You might be a local council, a women's health service or a specialist family violence organisation. You might run a small single event or a number of activities across the 16 Days of Activism.

Why was it created?

In response to what we heard from grantees in our 2025 16 Days of Activism evaluation, we have developed a set of Evaluation Tools. Many of you said you see real value in the campaign, but find it hard to show the positive difference your activities create.

Some organisations may track attendance numbers, informal feedback and social media figures. These are useful, but only tell part of the story. We heard that clearer guidance on how to capture the change you create through simple, flexible tools and templates would help tell the story in a more structured way.

Using the Evaluation Tools and guidance is your choice.

While we invite you to try the tools out and see if they help your evaluation work, the use of the tools is completely voluntary. You do not need to report back to Respect Victoria, and you do not need to send us your reflections. The tools are here for you and your team, to help you describe outcomes, learn from your work, and plan what comes next.

02 IMPACT ASSESSMENT GUIDE

This section outlines the key ideas behind impact assessment and where our Evaluation Tools fit in.

What is 'impact assessment'?

Impact assessment is a broad term for the ways organisations understand the changes their work contributes to. It shares a similar purpose as other concepts you may have heard of, such as 'monitoring, evaluation, and learning' (MEL).

The impact assessment includes a range of factors, usually comprising the following journey: *input → activity → output → outcome → impact,* as set out by the chart below.

Step	What it means	16 Days of Activism example
Inputs	The resources you put in	Your 16 Days of Activism funding, staff time and skills, a venue offered by a partner.
Activities	What you do	A community walk, a workshop, a library display, a social media campaign.
Outputs	What you deliver	The number of people at your walk, workshops held or people reached online.
Outcomes	**The changes for people, organisations or communities after your activity**	**Audiences know more about family violence and violence against women, feel more confident to speak up, or know where to get help.**
Impact	The broad, lasting change your work contributes to over many years	A Victorian community where all people are safe, equal and respected, and live free from family violence and violence against women.

Where do our evaluation tools fit in?

Our Evaluation Tools focus on describing outcomes. They aim to take you one step past counting what you delivered (outputs), to ask what changed for the people and organisations involved. They also help you learn and improve through a **feedback loop,** explained below.

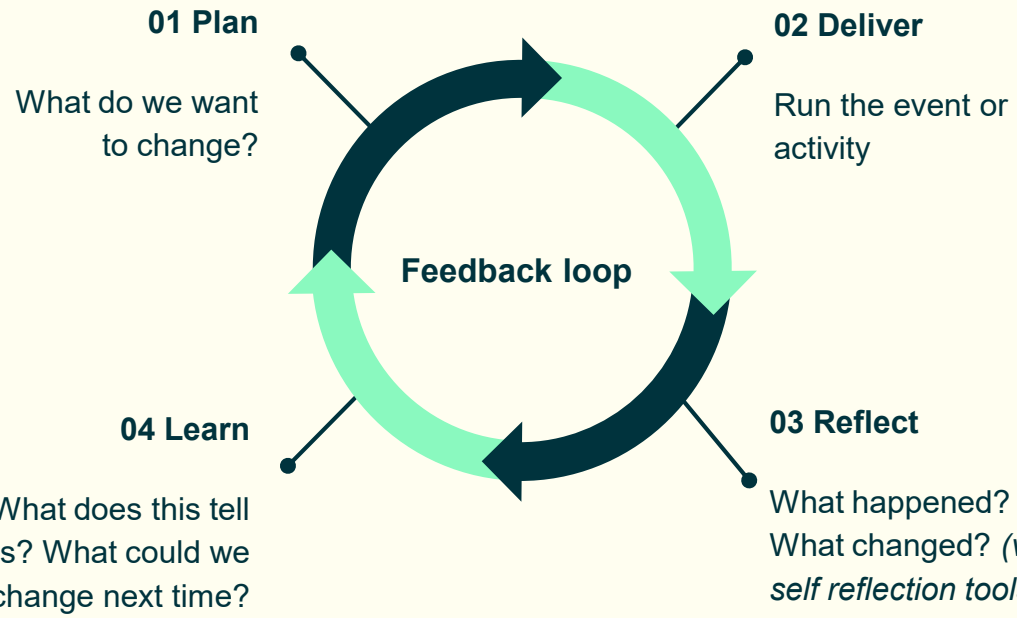
Impact takes many years and the combined work of many people and organisations. A single 16 Days of Activism activity isn't expected to show long-term changes itself – our focus therefore is on your part of the broader picture: the outcomes your activity / event contributed to.

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02 IMPACT ASSESSMENT GUIDE

The feedback loop – learning as you go

Measuring outcomes through our Evaluation Tools is most useful when it helps shape what you do next time. Each time you go around the loop, your activities get stronger. The tools in this booklet cover the **reflect** and **learn** steps outlined in the diagram below, and prompt you to plan improvements.



A spectrum of approaches to impact assessment

Impact assessment ranges from light touch to in-depth. The right level depends on the size of your activity, what you want to learn, and the time and resources you have available.

Level	What it can look like	Suits
Light-touch	A team debrief after the activity. Counting outputs such as attendance. Two or three feedback questions at the event.	Most 16 Days of Activism activities, especially smaller or first-time events
Moderate	A short participant survey with before-and-after questions. A structured reflection with partners. A quick follow-up with a few participants some weeks later.	Larger events, workshops, or activities you plan to repeat
In-depth	A written plan of the changes you expect and how you will measure them. Surveys at several points in time. Interviews or focus groups. An external evaluation.	Longer-term programs, or work you want to test and grow

02 IMPACT ASSESSMENT GUIDE

Good practice

While impact assessment itself is a skillset that takes time and ongoing training, there are a few principles to keep in mind that will make the tools in the next section more feasible, safe, and accurate.

1. **Keep it in proportion** – Match the effort to the size of your activity and to what you already report on. Most organisations have reporting requirements through their funding agreements, and some have obligations through their own planning and reporting cycles. These tools sit alongside those requirements rather than replacing them. A small event might need nothing more than a short team debrief on top of what you already do.

2. **Keep people safe** – Some people at your activity may have lived experiences of violence. Keep feedback optional and anonymous, never ask about personal experiences of violence, and consider including support service details on your feedback forms. Brief your staff on what to do if someone discloses, and agree where responses will be stored.

3. **Be transparent about what you can claim** – Describe what you saw and heard changing, and say how you know. Your activity is one of many influences on people's lives, and the people who answer may not speak for everyone who came. For example, if 30 people came to your workshop, 12 filled in a feedback form and 10 of those said they knew more about where to get help, write that down as it happened: "10 of the 12 people who answered said they knew more about where to get help."

Why impact assessment is worth doing

Taking time to reflect on your activities as an organisation can help you:

- Reflect on what worked and what did not (while it is still fresh)
- Improve your activities next year
- Add to shared learning about what works in prevention across Victoria
- Illustrate to your leaders, partners, and community what your work achieved
- Develop or build on partnerships.

03 TOOLS AND TEMPLATES

This section introduces the three, editable templates you can use to reflect on your 16 Days of Activism activities and events.

The tools and templates outlined below are a starting point towards impact assessment, helping you to better understand the outcomes that your activities lead to. They have been identified as potentially the most useful to organisations. Respect Victoria may amend and add to these templates in future.

The three templates

Template	Description	Who fills it in	When
Post-Activity Reflection	A short internal debrief on what worked, what you learned, what changed, and what you could do to improve next time.	Your team	Fill in Part A before your activity, and complete Part B soon after, ideally within two weeks.
Partnership Reflection	A template to capture what working with partners made possible, who it reached, what it changed, and whether you will keep working together.	You and your partners	After your activity, ideally together
Event Feedback	A short, editable survey for people at panels, forums, walks and community events to capture key outcomes.	Event participants	At the end of your event

Each template helps you capture the 'outcome' step of the impact assessment journey described in section 02. The Post-Activity Reflection records what your team believes changed and what the evidence for that is. The event feedback questions gather that evidence from the people who came. The partnership reflection captures what changed for the organisations involved. The templates are designed to work together. The **post-activity reflection** is the core tool that should suit every activity and event. The other two add evidence from participants and partners, which you can also feed into your post-activity reflection.

A note on adaptation

These tools have been designed to be flexible and adaptable. You know your communities and your local issues best, and we expect organisations to adapt the tools to suit their communities. You might simplify the wording for audiences who speak English as a second language, translate the questions, or change how and when you ask so that the approach is culturally safe for the communities you work with.

03 TOOLS AND TEMPLATES

Choosing tools fit for purpose

- The **Post-Activity Reflection** tool can be used for all campaign activities. Complete Part A before your activity and Part B afterwards.
- If people will gather where you can ask them for feedback, add the **Event Feedback questions** and prepare them before the day.
- If you are planning or delivering the activity with partners, add the **Partnership Reflection**.

Decide which tools you will use before your activity starts. Event feedback questions in particular need some preparation, such as printing forms or setting up a QR code.

The table below sets out types of activities or events, and the suggested approach to match.

Type of activity / event – example	Tools to use	Approach
Walks and marches	Post-activity reflection, event feedback questions, partnership reflection if co-hosted	Write down your intended outcomes in Part A before the day. Keep feedback to three questions at the end point, by QR code or a poster people answer with a sticker.
Workshops, training, information sessions, panels and forums	Post-activity reflection, event feedback questions	Ask feedback questions or direct to an online survey the last five minutes while people are still seated / listening. Where you are teaching something, a before-and-after question works well. Debrief as a team within two weeks while the detail is fresh.
Library events, screenings and performances	Post-activity reflection, event feedback questions, partnership reflection if delivered with another organisation	Ask before people leave. For family and children's events, use a simpler scale such as three faces, or a wall where people write one word.
Arts, craft and community-making projects	All three	If these run across several sessions rather than one event, ask at the last one and note what people say along the way. Reflect with your partners soon after the project ends.
Staff and workplace activities	Post-activity reflection, event feedback questions	Two or three questions at the end of the session, or added to a staff survey you already run. Complete the reflection with the staff who planned and ran it.

Tool 1 | POST-ACTIVITY REFLECTION

The post-activity reflection is a short, structured debrief for your team. It helps you look back on how your activity was planned and delivered, and what changed as a result.

When to use it

Use it for any 16 Days of Activism activity, large or small. Complete it soon after your activity, ideally within two weeks, while the details are fresh. It works well for:

- community walks and marches
- workshops, panels and information sessions
- library, arts and community events
- sporting events
- social media campaigns
- a full program across the 16 days. You can complete one reflection for the whole program, or one for each major activity.

How to use it

- Fill in Part A before your activity. Write down who you hope to reach and what you hope will change. This is what you compare against afterwards.
- Gather what you have. Attendance or reach numbers (outputs), event feedback results, partner reflections, comments and anything your staff noticed on the day.
- Set aside about 45 minutes with the people who planned and delivered it to work through Part B. Finish by thinking through any changes you want to make for next time.
    - If time is short, one person can complete it on their own. Focus on questions 1, 2 and 5.

Template

Part A: About your activity (complete before activity, update afterwards)

- What is your activity name and date(s)?
- Who planned it and will deliver it?
- What partners are involved, if any?
- Who do you hope to reach?
- What do you hope will change, i.e. what are your intended outcomes?
- [post-activity only] What did you deliver? (outputs, such as number of attendees)

Tool 1 | POST-ACTIVITY REFLECTION

Part B: Reflection questions (to complete after your activity)

What went well?

Think about planning, promotion, delivery, partnerships and the experience of the people who took part. What helped it go well?

What changed as a result of your activity?

Think about the people who took part, your organisation, your partners and the wider community. Compare this with what you hoped would change in Part A. Include anything unexpected, whether positive or negative.

a. How do you know? List your evidence, such as feedback results, comments, observations or requests for more information.
b. Overall, how well did the activity achieve what you hoped? *Fully / Partly / Not yet / Too early to tell*

Who did you reach, and who did you miss?

Did you reach the people you hoped to? Were there people who could not take part, or who may not have felt included? How did you know?

What did you learn?

This might be about your community, about what works, or about how you work as a team.

If you could run this activity again tomorrow, what would you do differently?

Think about what you would

1. Keep
2. Change
3. Stop

How will you use what you learned?

Think about next year's 16 Days of Activism planning, your other prevention work, plans and reports, and conversations with your leaders or partners.

Tool 2 | PARTNERSHIP REFLECTION

The partnership reflection helps you and your partners think through what you achieved by working together. It captures what the partnership made possible, who it helped you reach, and what it strengthened.

When to use it

Use it after you've planned or delivered a 16 Days of Activism activity with one or more organisations or groups. For example:

- a walk co-hosted by a council, a women's health service and local services
- a prevention partnership coordinating activities across several councils in a region
- a library event delivered with a disability or multicultural organisation

How to use it

- **Plan to reflect together from the start.** When you begin planning with partners, let them know you would like to reflect together afterwards.
- **Choose your approach.** A joint conversation of about 45 minutes, in person or online, works best. If that is hard to arrange, each partner can complete the template separately, then you share and compare answers.
- **Hear from every partner.** Give each partner a chance to answer every question. Different views are useful and worth collecting.

The Template

Part A: About the partnership

Partner	What they brought, such as expertise, a venue, funding, connections to community, promotion, etc.

Tool 2 | PARTNERSHIP REFLECTION

Part B: Reflection questions (to complete after your activity)

Tip: It might be helpful to package these questions into a survey and offer partners a chance to reflect on the questions posed in the meeting via a survey if the conversation itself does not unpack much.

Q: What did working together make possible?

What could you do together that none of you could have done alone?

Q: Who did the partnership help you reach?

Did you reach new people, groups, or communities through this partnership?

Q: What was strengthened?

E.g. relationships and trust, shared understanding of prevention, skills, referral pathways, each organisation's confidence in doing this work.

Q: What worked well in how you worked together and would you do anything differently next time?

Think about communication, shared goals, decision-making and how you shared the workload.

Tool 3 | EVENT FEEDBACK QUESTIONS

These questions can feed into a short, editable survey for the people who attend your event. They let you hear directly from participants about what they experienced and what changed for them. You choose the questions that match what you hoped your event would achieve.

When to use it

Use it when people come together for an activity and you can ask them for feedback on the day. For example:

- community walks and marches
- panels, forums and information sessions (including webinars online)
- workshops and training, including Active Bystander training

It is harder to use when there is no audience to ask, such as for a social media campaign or a poster display. For these activities, rely on your post-activity reflection and the data you already have. If it is an online webinar, however, you can send out a survey at the end of or immediately following the event to all that attended.

How to use it

- **Pick three to five questions** from the question bank on the next page. Include the core questions and at least one outcome question that matches what you hoped would change. Aim for a survey that takes about two minutes or less.
- **Adapt the wording** to your event and audience. Fill in the parts in square brackets, such as the topic of your event.
- **Choose a format** that suits your event. Options include:
  - a QR code linking to an online form, shown on signs, slides or handouts
  - printed forms and pens, for people who prefer paper (this is more appropriate for smaller events, as paper responses can be more difficult to collate)
  - a sticker vote on a poster or a "one word" wall, which work well at walks and family events
  - reading the questions aloud, or offering help to fill them in.
- **Make it accessible.** Use plain language and large print, and offer translated versions or interpreters if your audience needs them. The Victorian Government's guide to making content accessible can help.

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Tool 3 | EVENT FEEDBACK QUESTIONS

On the day

- **Tell people why you are asking** – explain that the survey is short, optional, and anonymous, and that it helps you understand the difference your work makes, and potentially how to improve.
- **Build in time –** Ask people to fill it in before they leave, such as in the last five minutes. Surveys sent out later tend to get lower response rates.
- **Share support information on the form and at the event.**

After the event

- **Add up the results** – for rating questions, work out the percentage of people who agreed. For open questions, read through the answers and group similar comments into themes. Pick out one or two comments that capture what people said.
- **Note who responded** – record how many people filled in the survey and how many attended. The people who respond may not represent everyone who came, so keep this in mind when you describe the results.
- **Bring the results into your post-activity reflection,** especially question 2 on what changed.

Survey platforms

Linking to an online survey (via QR code) is the easiest way to collect feedback from participants / attendees. We suggest using free version of platforms like Google Forms, Qualtrics, Tally, or Survey Monkey to host your survey.

Introduction and support text you can copy

Survey introduction

Thank you for attending *[event name]*. We would love your feedback. This survey takes about two minutes. It is optional and anonymous, and your answers will help us improve future events.

Support information (include on relevant forms)

If someone you know is experiencing violence or using violence, help is available. Safe Steps is available to support people in Victoria who are experiencing or at risk of experiencing family violence. The service is available 24 hours a day, seven days a week, please call 1800 015 188 or try their live web chat service. If you believe someone is in immediate danger, call 000 and ask for the police. See Respect Victoria's list of crisis and support organisations for more information.

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Tool 3 | EVENT FEEDBACK QUESTIONS

Questions

Structure

1. Core questions
2. Outcomes questions
3. About you questions (optional)

Question bank

Core questions (suggested for every survey)

1. *Overall, how would you rate this event? Excellent / Good / Okay / Poor*
2. *What is one thing you will take away from today?*
3. *How could we improve this event?*

Outcome questions

Most outcomes rating questions use the following scale: *Strongly agree / Agree / Neutral / Disagree / Strongly disagree.*

The outcome question themes outlined are suggestions rather than a set list. If your organisation already uses another framework, or you have your own view of outcomes themes, please use that instead and word your questions to match.

Outcome theme	Sample questions / statements
Awareness and understanding	This event helped me understand [topic, such as what coercive control is].
Knowing where to get help	I now know more about where to get help or information about family violence/violence against women.
Confidence to act	I feel more confident to speak up if I hear sexist or disrespectful comments. I feel more confident to support someone who tells me they are experiencing violence.
Intention to act	What, if anything, will you do differently after today? E.g. After today, I plan to talk about what I learned with family, friends or colleagues. [*Yes / Maybe / No*]
Safety and inclusion	I felt welcome and safe at this event. This event was accessible for me.
Before and after	Before today, how much did you know about [topic]? And now? [*A lot / Some / A little / Nothing]*

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04 CASE STUDIES

These two case studies show how the tools could work for different kinds of 16 Days of Activism activities and events. The examples are based on a common type of activity, and the findings show what you might write or discuss.

Case study 1: A Council-led Walk Against Family Violence

The activity:

A regional council hosts a Walk Against Family Violence at the start of the 16 Days of Activism in partnership with a local women's health service. Families, sporting clubs, schools and local services take part. A local advocate speaks before the walk begins.

Choosing the right tools:

The team followed the guidance on choosing the right tools and decide to use the post-activity reflection as it is designed for use across all types of activities. As this is an activity where people gather, they also decide to use the event feedback questions. As the council co-hosted the walk with a women's health service, they also added the partnership reflection to their plan.

Using the tools:

Before the walk, the team filled in Part A of the post-activity reflection, writing down their intended outcomes, or what they hoped would change. They wanted people to see family violence as a community issue and know where to get help. At the end point of the walk, they put up signs with a QR code linking to a three-question survey asking the following:

- *Because of today's walk, I know more about where to get help or information about family violence. [Yes / Not sure / No]*
- *I felt welcome and safe at this event. [Yes / Not sure / No]*
- *What is one thing you will take away from today? [Open-ended question]*

The week after, the council and the women's health service met for a partnership reflection. The council team then completed their post-activity reflection.

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04 CASE STUDIES

Case study 1 (continued):

What they learned:

Almost everyone said they felt welcome and safe. Most people said the walk had added to what they knew about where to get help, but a noticeable group answered "not sure", which told the team the walk itself may need more visible signs. Comments showed people valued hearing local voices. Only a small share of the people who walked filled in the survey, so the team treated the results as a sign rather than a full picture. The team also noticed that few young people and few people from multicultural communities took part.

What they will do next:

Next year, they will set up a support services stall at the finish line. They will also hand out paper forms alongside the QR code, so people who do not use a phone can answer. They will invite a youth service and a multicultural organisation to help plan the walk, and translate the promotional material.

Case study 2: An online information session on coercive control

The activity:

A women's health service runs a free online information session on recognising coercive control, held at lunchtime during the 16 Days of Activism. It is promoted to local workplaces, community groups and anyone in the region who wants to join. A family violence practitioner from the service presents, with time for questions at the end.

Choosing the right tools:

The team followed the guidance on choosing the right tools and decide to use the post-activity reflection, as it is designed for use across all types of activities. People gather for the session, even though it is online, so they also decide to use the event feedback questions. The service planned and delivered the session on its own, so they do not use the partnership reflection.

04 CASE STUDIES

Case study 2 (continued):

Using the tools:

Before the session, the team filled in Part A of the post-activity reflection, writing down their intended outcomes, or what they hoped would change. They wanted people to be able to recognise coercive control, and to know where to get help. Because the session was online, they put a survey link in the chat in the last five minutes and left it on the final slide alongside the support service details. They asked four questions:

- *Before today, how much did you know about coercive control? And now? [A lot / Some / A little / Nothing]*
- *Because of today, I know more about where to get help or information about family violence. [Yes / Not sure / No]*
- *What is one thing you will take away from today? [Open-ended question]*
- *How could we improve this session? [Open-ended question]*

The following week, the team completed their post-activity reflection using the survey results, their registration and attendance numbers, and the questions people had asked in the chat.

What they learned:

Most people rated their knowledge of coercive control higher after the session than before it, and most said they knew more about where to get help. More people registered than joined on the day, and some left before the end, so the team recorded registrations, attendance and how many stayed rather than reporting registrations as reach. Only a share of those who attended filled in the survey, so the team treated the results as a sign rather than a full picture. The chat was busy with questions, more than there was time to answer, and several people asked where to find the information again afterwards. Looking at who came, the team noticed most attendees had come through their own mailing list.

What they will do next:

Next year they will record the session and share it afterwards, so people who registered but could not attend can still watch it. They will build in more time for questions, or run a short follow-up session. They will send the support service details and a brief summary to everyone who registered, not only those who attended. They will also ask partner organisations to promote the session through their networks, to reach beyond their own list.

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Thank you. If you get stuck or have any questions, please direct them to the Respect Victoria contact inbox.

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