Modified from ‘Right from the Start!’. Download at [www.aaeensw.org.au/resources/publications](http://www.aaeensw.org.au/resources/publications)

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| **Outcomes Hierarchy** | **Measures** | **DATA sources & COLLECTION****(E.g. observations, counts, surveys)** | **Notes/Completion** |
| **Evaluation questions** | **Indicators of success** |  |
| **Ultimate outcome** |  |
| [Write a one-sentence statement describing how the environment will benefit from your project] | *E.g. Does your project help the environment?* | *E.g. No. of trees planted, m2 of land revegetated or regenerated, litres of water saved, kg of CO2 reduced, kg of waste diverted from landfill, kg of litter/marine debris collected.*  | *E.g. Observations, counts- X project team member to collect on x date.* |  |
| **Intermediate outcome**  |  |
| [Write a one-sentence statement describing how your target audience will change their behaviour] | *E.g. Does your target audience change their behaviour and take action?* | *E.g. Percentage of participants who adopted a new behaviour (took action).* | *E.g. Follow-up survey of participants- X project team member to undertake by x date.* |  |
| **Immediate outcome**  |  |
| [Write a one-sentence statement describing the commitment to take action that has been taken by your audience] | *E.g. Does your target audience make a commitment to take action?* | *E.g. Number of commitments to take action.* | *E.g. Survey of participants at end of activity/ no. of pledges signed to take action- X project team member to collect at x activity below.* |  |
| **Activities** |  |
| [List each activity that will educate & engage your target audience]Tip: write each activity in a separate row to ensure each are evaluated.  | *E.g. Is your activity a success? Did your target audience learn from the activity?* | *E.g. Number of participants. % of participants who were your target audience. Increase in knowledge of participants.* | *E.g. Attendance records. Survey of participants at start and end of activity- X project team members to collect at activity.* |  |
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