



*Virtual Event*

**Cutting through the noise:**  
Practical pathways to impact  
measurement

**Thur 28 Aug 2025**  
**12:00 - 1:00 PM** (AEST)



an initiative of  
 **impact**  
institute



# Acknowledgment of Country

We acknowledge the Traditional Custodians of the lands and seas on which we live and work.

We pay our respects to Elders past and present, and celebrate the rich histories, cultures and contributions of Aboriginal and Torres Strait Islander peoples across Country.

## ImpactLab Masterclass

From purpose to proof: A hands-on guide to impact measurement

3 SEP

**Darwin**

Wednesday 3 September

2 OCT

**Melbourne**

Thursday 2 October

## ImpactLab Masterclass

Impact Storytelling: Crafting narratives that drive change

2 OCT

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# Pulse check

What's your biggest challenge with impact measurement?

**01**

Not sure I need to measure impact

**02**

Too many measurement frameworks

**03**

Not sure *what* to measure

**04**

Limited resources

**05**

Not sure what to do with the data

**06**

Something else

## Impact measurement matters because it helps you:

01

Create alignment

02

Tell compelling stories  
to stakeholders

03

Build trust and  
accountability

04

Improve staff  
engagement

05

Reduce risk

06

Improve financial results



# Common Pain Points



Complexity



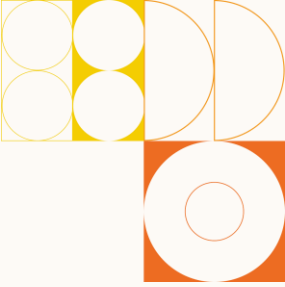
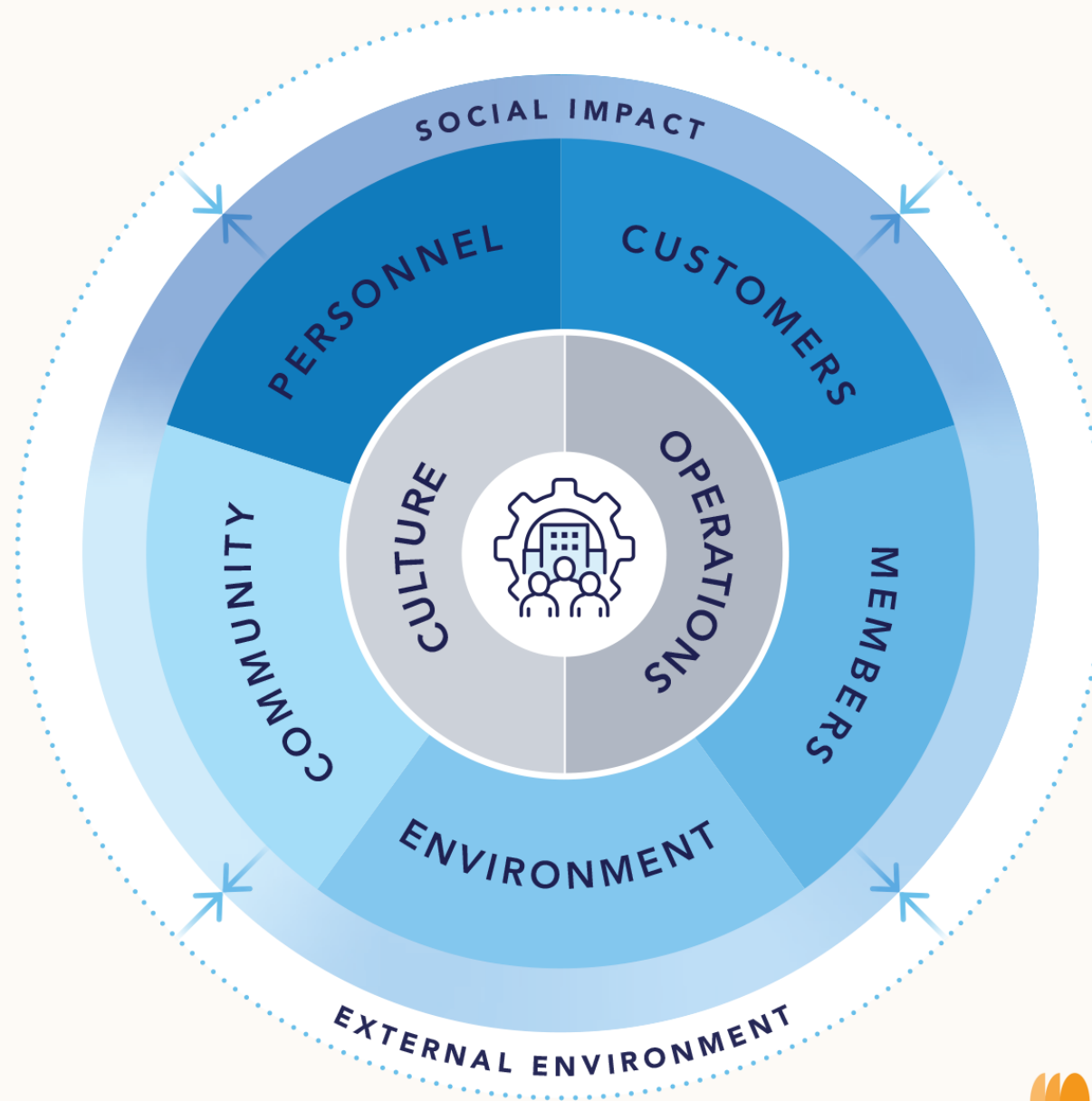
Misalignment



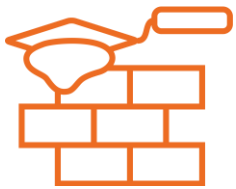
Tokenism

*"How do we avoid measurement becoming the outcome itself?"*

# Impact Driven Organisations



# Frameworks and Methodologies



## Foundational Approaches

- Theory of change
- Impact frameworks
- Logic models



## National & Global Alignment

- Sustainable Development Goals (SDGs)
- Australian Sustainability Reporting Standards (ASRS)
- Global Reporting Initiative (GRI)
- Taskforce on Inequality and Social-related Financial Disclosures (TISFD)



## Economic Approaches

- Social Return on Investment (SROI)
- Cost Benefit Analysis (CBA)
- Social Value (Social Value Bank, TOMS)



# Frameworks and Methodologies



## Certifications of Social Contributions

- B Corp (B Lab)
- Social Enterprise (Social Traders, SEA)
- Indigenous Organisation (Supply Nation)
- Women Owned (WeConnect)



## Industry Specific

- Mutuels: Mutual Value Measurement (BCCM)
- Global Impact Investing Network (GIIN)
  - Compass Framework
  - Impact Frontiers: Five Dimensions of Impact

# How to choose?

01

Strategic goals

02

Stakeholder expectations

03

Compliance

04

Resources and data

05

Budget

06

Organisational maturity

07

Operational capacity

# Questions to ask



01

**What is your  
purpose as an  
organisation?**



02

**What will we do  
with the data?**

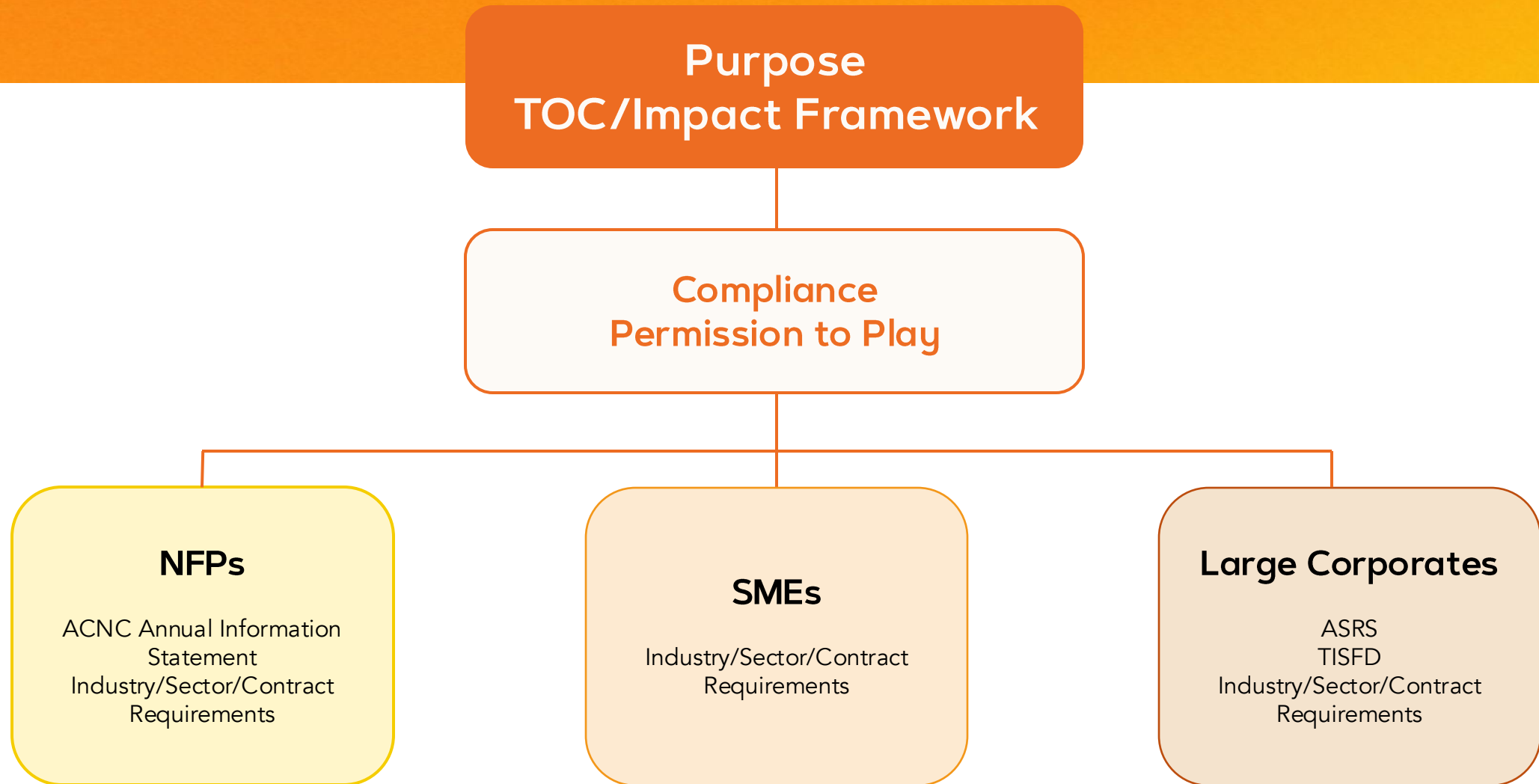


03

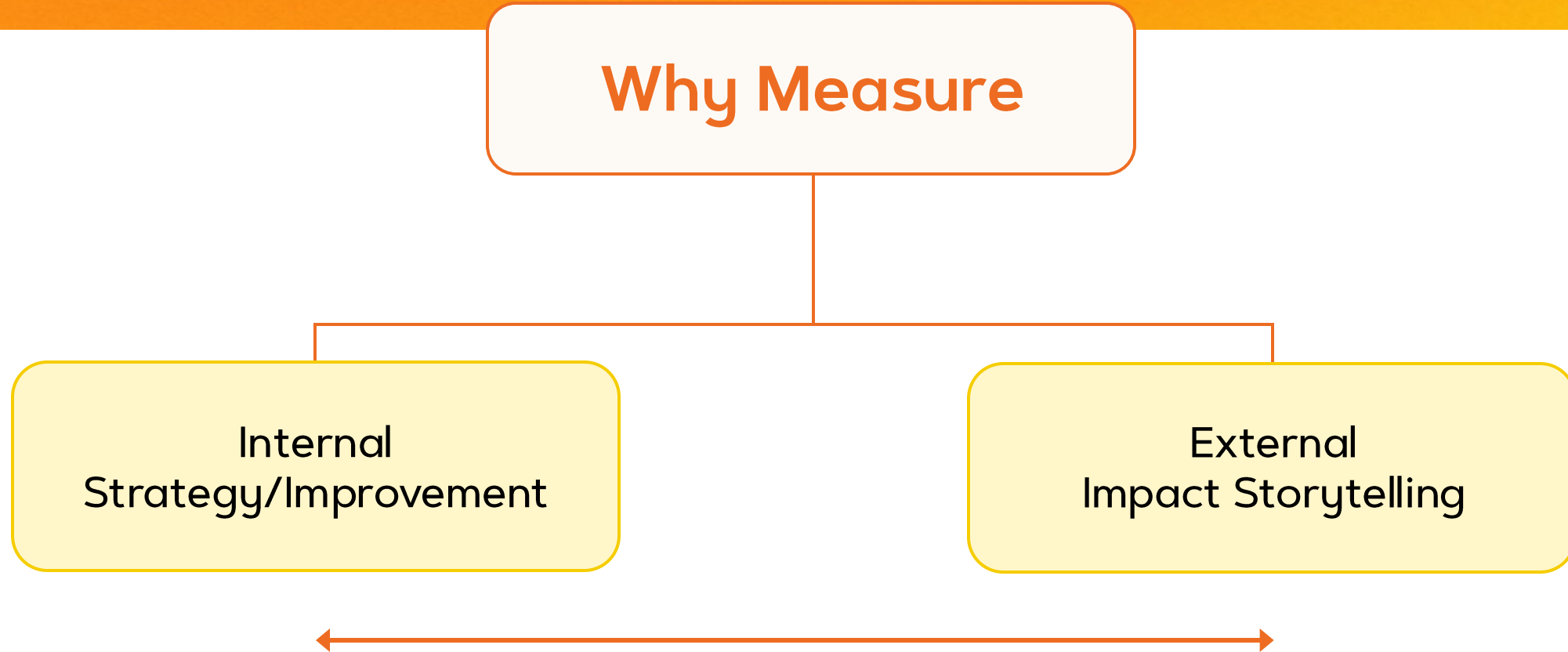
**Who are we  
measuring for?**



# What is your purpose?



# What will we do with the data?



# Who are we measuring for?

**Key Stakeholders**  
What do they expect?

**NFPs**

**SMEs**

**Large  
Corporates**

Certification  
not needed

Certification  
helpful

**B Corp**

**Social Enterprise**

**Women Owned**

**Indigenous**



# Who are we measuring for?

Social Value/Economic  
Impact  
Not needed

Social Value/Economic  
Impact  
Helpful

SROI

CBA

Social Value

TOMS  
Procurement  
/Operational

Indicators from  
external  
projects/research

Develop own  
indicators

Social Value Bank  
Customer/Com-  
munity outcomes

# Questions?

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# THANK YOU

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