

The background of the entire page is a light blue gradient with a pattern of overlapping, semi-transparent hexagons. A solid blue rectangle is positioned in the top right corner of the page.

# Conducting monitoring and evaluation

FACTSHEET 13

*Food and Garden Organics  
Best Practice Collection Manual*

# Monitoring & Evaluation

- **'Monitoring'** means regularly measuring outcomes such as customer satisfaction, participation rates, contamination rates and diversion rates.
- **'Evaluating'** means drawing conclusions from the monitoring data in terms of how well the scheme is performing, or the effect of the communication activity.

# Why monitor & evaluate?


- Measure customer satisfaction and user attitudes to establish how these are impacting on the performance of your scheme
- Measure progress against objectives and targets, so you will know in advance if you are likely to hit or miss them
- Identify successful systems as well as problems or performance issues, so that you can target your efforts to those neighbourhoods where improvements will make the most impact
- Assess expenditure and control costs, in terms of anticipated quantity of organics collected, demand for liners, and the impact on education and processing costs of different contamination levels
- Evaluate return on investment to justify existing budgets or persuade budget holders that more money is required to achieve statutory and local targets
- Plan scheme expansions and design (or redesign) scheme so that targets are met or exceeded
- Plan targeted communications to improve performance
- Address the issues that are really impacting on scheme success.

# Monitoring methods

Method	How?
1 Tonnage data analysis, for example increased tonnage of organics and decreased residual waste tonnage	Request data from facility operator
2 Waste auditing, per bin, or aggregated via a visual waste audit, or physical waste characterisation	Contract specialist company to undertake composition analysis
3 Set out and participation rate monitoring, for example identifying 80% of all organics bins are put out for collection but only 50% of them contain food organics	Identify area, conduct visual inspection on (3 consecutive) collections, record households who have placed bin(s) out for collection.
4 Organics capture analysis	As method 2, conduct a tailored waste audit
5 Stakeholder feedback	Conduct focus groups and / or surveys (door to door, roadshows, events, public places)
6 Communication evaluation	Compare baseline data and results of above methods in areas you targeted with your communications campaign

# When to Monitor

When to Measure	How
<b>1 Pre- campaign (identify a baseline)</b>	Tonnage Data Participation rates
<b>2 During the campaign</b>	Set-out rates Capture rates
<b>3 Post Campaign</b>	Contamination rates



# Sampling

- Sampling is required to identify a sub-set of the population from which to monitor to obtain data. The steps in sampling are as follows:
  - Define (profile) the population of interest – decide which factors are important. Use socio-demographics.
  - Decide how to obtain a sample that is reflective of this profile.
  - Decide how precise the results should be – the required sample size will depend on this. For participation monitoring and questionnaire surveys, 3% precision (with a 95% confidence interval) is sufficient which means a sample size of 1,100. Sample sizes smaller than 1,100 are viable but the results become less precise as the sample size gets smaller.
  - Design the monitoring in a way which reduces bias.
  - Conduct the monitoring and collect the data.
  - Weight the data to match the target population.

# Scheme Evaluation

- Evaluate and interpret monitoring data by:
  - Looking at changes over time: establish a baseline and compare new data to identify trends
  - Looking at differences between areas: compare results over different geographical areas and / or demographics
  - Looking at different types of data together: use all data available to you to identify and / or understand issues
  - Identify areas for improvement: including lessons learnt for further scheme roll-out or to share with colleagues

NB: Information in this presentation is taken from the *Food and Garden Organics Best Practice Collection Manual* (2012) published by the Department of Sustainability, Environment, Water, Population and Communities. The full document is available on the department's website

[www.environment.gov.au/wastepolicy/publications/organics-collection-manual](http://www.environment.gov.au/wastepolicy/publications/organics-collection-manual)