



# Understanding monitoring and evaluation

FACTSHEET 8

*Food and Garden Organics  
Best Practice Collection Manual*

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# 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.

# When to monitor?

- To monitor the effect of a service change, you need to monitor both before the service starts or the service is changed, and again afterwards.
- The purpose of monitoring in advance is to establish a **baseline** from which you can measure a change.

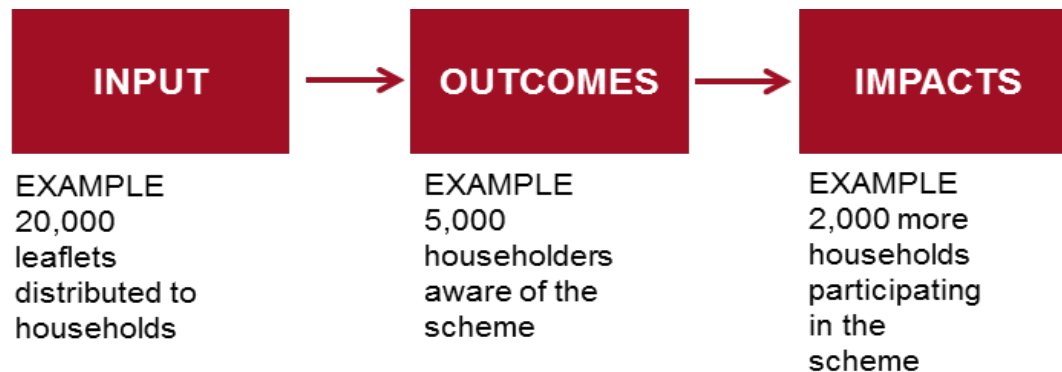
# What are your aims?

- **Your aim**
- An aim is a broad statement of what you are trying to achieve and there is usually one overarching aim.
- An example of a monitoring aim would be 'to measure the performance of the organics service':

*To capture xx% of the total generated organics in the kerbside organics bin by [xx date].*

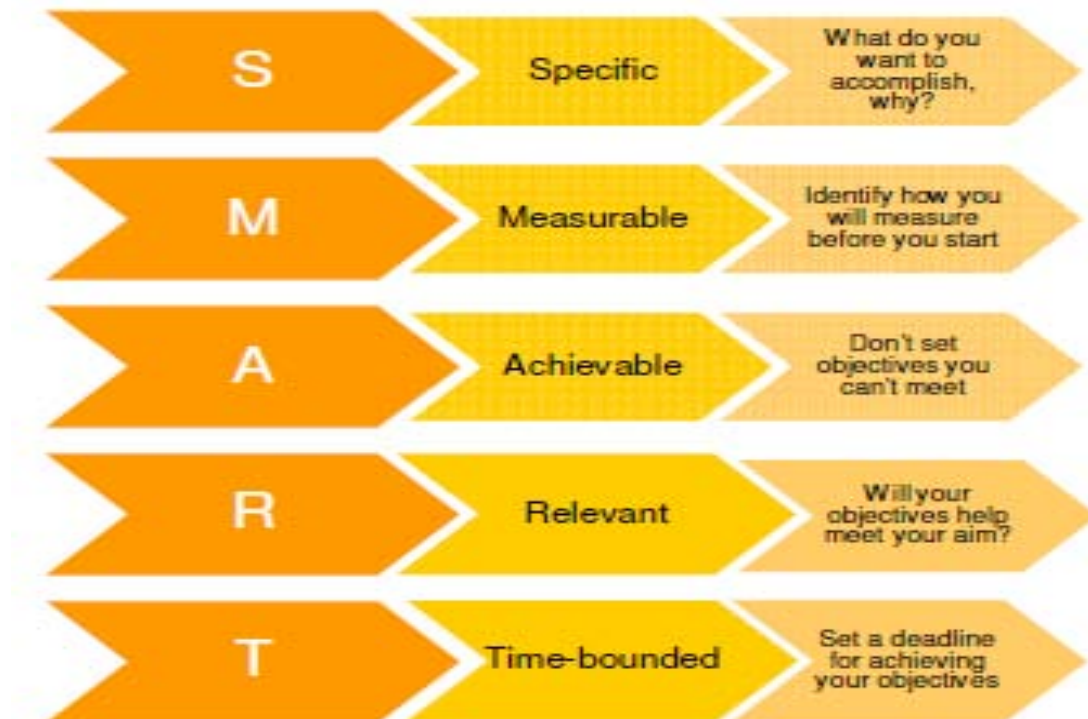
# What are your objectives?

- Objectives are a much more specific statement of what you are trying to achieve.
- There are 3 types of objectives:



# Defining objectives...

- Make them SMART!



# Key Performance Indicators

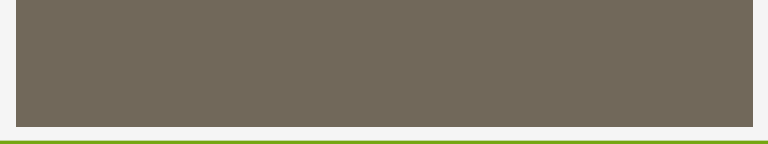
- KPIs are the tools that enable you to monitor the success of your activities

Type of objective	Example	KPI
<b>Input</b>	To distribute 10,000 leaflets by [xx date] to 20,000 households on the kerbside organics collection scheme	Number of leaflets
<b>Impact</b>	To decrease the organics disposed in the garbage bin from xx kg/hh/year to yy kg/hh/year	kg per household per year (kg/hh/year)



# Monitoring & Evaluation Methods

- **Tonnage data analysis**, for example increased tonnage of organics and decreased residual waste tonnage
- **Waste auditing** per bin, or aggregated via a visual waste audit, or physical waste characterisation
- **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
- **Organics capture analysis**
- **Stakeholder feedback**
- **Communication evaluation.**



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)