

Designing impactful initiatives with the Lotterywest Impact Planning Tools

Framing an initiative for outcomes and impact – Impact Café Sessions 2025

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Now...Let's Talk Pain Points!

An Icebreaker with BITE!

Community Investment Framework

Priority areas	 <p>Inclusive thriving community</p> <p>Supporting the diversity of Western Australians to actively engage in community life.</p>	 <p>Connected cultural experiences</p> <p>Bringing people together through the arts, heritage and cultural activities.</p>	 <p>Protected sustainable ecosystems</p> <p>Supporting our community to sustain and enhance our unique species and environments.</p>	 <p>Smart innovative society</p> <p>Optimising our community's talent and capability.</p>	 <p>Active healthy people</p> <p>Assisting our community to be more active and support initiatives which promote healthy lives.</p>
	<p>Outcomes</p> <ul style="list-style-type: none"> • More people have a stronger sense of belonging in their community • Vulnerability and disadvantage is reduced across our community • Raised community connection and participation 	<ul style="list-style-type: none"> • Our community is connected through arts and cultural activities • Indigenous heritage and culture is respected, acknowledged and embraced • Western Australia's cultural heritage is shared and preserved 	<ul style="list-style-type: none"> • Our community is connected with, and cares for, our natural heritage • Ecosystems and endangered species are protected and restored • Our community's impact on the environment and animals is reduced 	<ul style="list-style-type: none"> • Western Australia is a leader in new thinking and innovation • Knowledge and capability are shared for the benefit of our community • Talent is attracted to and retained in Western Australia 	<ul style="list-style-type: none"> • More Western Australians live healthy lifestyles • More Western Australians are mentally healthy <p>This priority is delivered in partnership with Healthway</p>
Grant programs					
<p>GRASSROOTS & COMMUNITY INITIATIVES: to help build stronger and healthier communities by supporting local activities and regional community initiatives</p>			<p>DEVELOPING SOLUTIONS: to assist the development of solutions that will have a greater community impact</p>		

Grant making process

Lotterywest is a developmental grant-maker, we will work with you to help bring your idea to reality



You should submit your application at least 4 months before you need to know the outcome
Please contact us ASAP if this is going to be a challenge.

What are we looking for?

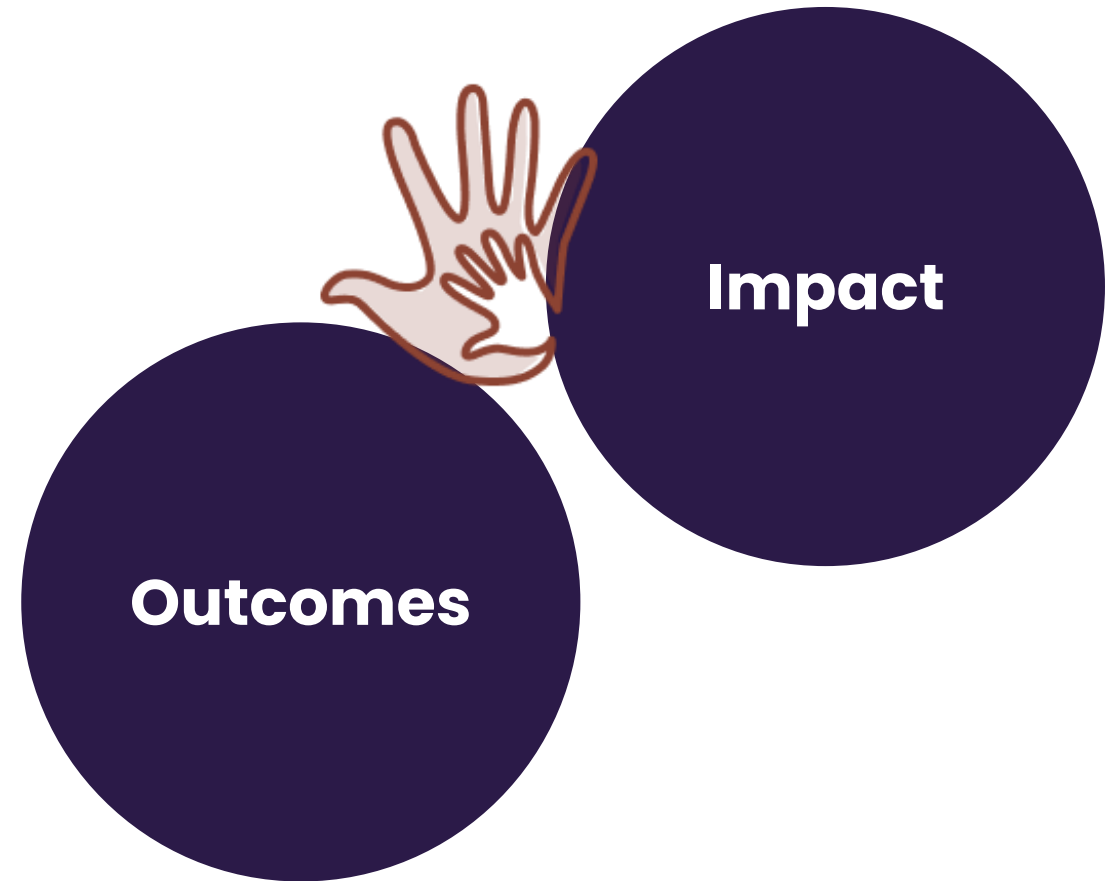
Some key things to consider as you develop your application

🔗 Connects directly to our Community Investment Framework

✨ Clearly responds to an identified community need or opportunity






💰 Features an appropriate, realistic budget demonstrating value for money and supporting contributors

🏗️ Demonstrates strong organisational capacity to deliver











Who can we support

Your organisation is eligible to apply if it's a:

-  Local Government Authority
-  Not-for-profit (none of the profits go to owners or shareholders)
-  If you're registered as a charity with the ACNC or as an Incorporated Association in WA, you're eligible to apply (note: a few extra checks apply to Trusts)
-  We'll verify the not-for-profit status of other organisations individually
-  Smaller not-for-profits may choose an eligible organisation to auspice their application (a template auspicing agreement is available on our website)

What we don't support

-  Projects taking place outside Western Australia
-  Retrospective, contingency or on-going operational costs
-  Religious activities (welfare and community services by faith-based groups are still eligible)
-  Competitive sporting activities
-  Medical research
-  The GST component of items purchased by the grant
-  Projects or initiatives that could/should be funded through other Government funding arrangements
-  Applications that do not reflect our Good Practice Requirements

The Community Impact Hub

To help you to develop impactful initiatives and good grant applications



DEMO! Planning your initiative

We've developed some simple project tools to help you get clear on your vision, your execution and your evaluation. We're happy to help you through this process, so reach out if you need some support!



Understand your vision

Use a **theory of change** to create a clear overall vision for your project. This tool covers what issue your project will address, how it will address it and what outcomes it will achieve.

COMPLETE A THEORY OF CHANGE



Plan your impact

Use a **logic model** to plan out your project in more detail and identify how the project will have an impact.

COMPLETE A LOGIC MODEL



Measure your outcomes

Use an **outcomes measurement plan** to outline how you'll measure the success of your project. This includes planning what data you'll need to collect to track your outcomes.

COMPLETE AN OUTCOMES MEASUREMENT PLAN

Phew! That was heavy work!

Let's have a break!



Step 1: Build a snappy summary

Imagine you've got one minute to explain:

- 1 The key issue your project tackles
- 2 How you'll solve it
- 3 What success looks like

Make it clear, concise, and inspiring! 🚀

Hot tip 1: Structure your summary as a **theory of change**.

Step 2: Simon says – Start with your why

Define the Problem – Find the Opportunity

What's the issue you're tackling? Who benefits?

- Clearly **identify the problem or opportunity** your initiative addresses.
- Define your **key stakeholders and beneficiaries**—who will see the impact?

Need Data?

Use the **Community Insights tool** on the Hub to back up your case with solid evidence!  

Hot tip 2: This section relates to the **issues / opportunities** section of the Logic Model tool.

Step 3: Talk about your outcomes

Your grant application will ask: **What change will you create in your community?**

Common Pitfall: Mixing Up Activities, Outputs & Outcomes

❌ **Activity** = What you're doing (e.g., running an event)

❌ **Output** = The countable result (e.g., 100 attendees)

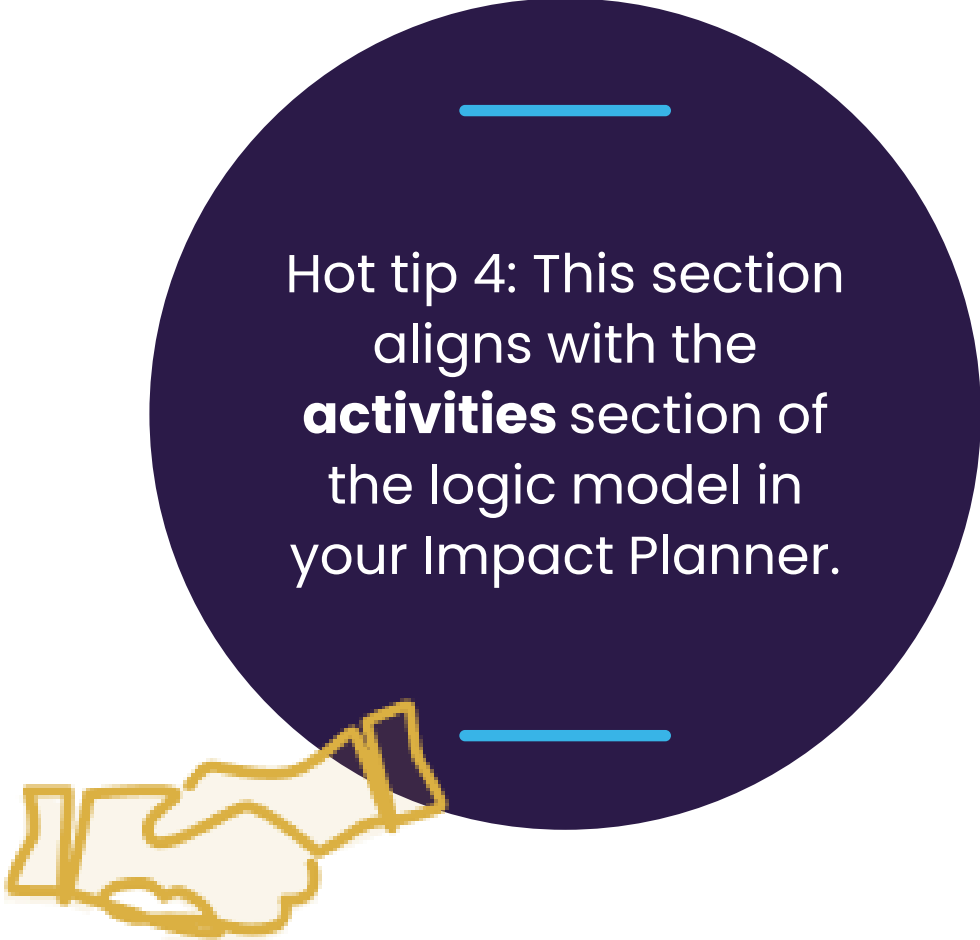
✅ **Outcome** = The actual change/impact (e.g., stronger community connections)

Hot tip 3: An **outcome** is very different to an **output** or **activity** – it's key not to get them confused.

Step 4: Identify your activities

Keep It Clear & Practical

- Detail the **key operational steps** your project will take in a logical order.
- Make sure each activity **links back** to your intended outcomes.
- **Hot Tip:** Include your engagement & partnership activities in your Impact Plan—it helps assessors see the bigger picture!



Hot tip 4: This section aligns with the **activities** section of the logic model in your Impact Planner.

Step 5: Identify your beneficiaries

✓ Who Benefits?

Prioritise your key groups.

✓ How Many People?

Think direct + broader impact but keep it realistic.

✓ Which Region?

Funders want to see where the impact lands.

💡 **Pro Tip:** A well-targeted answer = a stronger application! 🎯

Hot tip 5: Be realistic with your figures. Overestimation can lead to your initiative appearing unsuccessful, even if it has created impact.

Step 6: Identify your requirements

What Resources Do You Need?

- ✓ **Outline essential resources** (funding, tech, people, venues)
- ✓ Explain how they **amplify impact**
- ✓ Tie every resource to your **outcomes**

Pro Tip: Think Backwards!

Know your outcomes first → Then define what you actually need!

Hot tip 6: The '**inputs**' section is quite close to the beginning of the **logic model**.



Step 8: Planning for Acquittal

Final Step: Track & Prove Your Impact!

Use the Outcomes Measurement Planner to:

- ✓ Collect the right data at the right time
- ✓ Set up baseline, progress & final impact measures
- ✓ Make acquittal reporting simple & strong

 **Your Outcomes Plan = Your Blueprint for Success!** 

Hot tip 8: The **Outcomes Measurement Planner** can support you to develop an outcomes measurement framework for your initiative, setting you up to be able to evidence your outcomes.



Things to keep in mind as you develop your plan!

SMART Indicators

SMART indicators help to ensure that the indicators chosen are well-defined and can be effectively measured to track progress towards specific goals and objectives.



Specific

Focused on a specific aspect of the program or project, rather than being too broad or vague.



Measurable

Indicators should have a clear unit of measurement, such as percentages, numbers, or rates.



Achievable

Indicators should be able to be realistically measured given the available resources and data.



Relevant

Indicators should be meaningful and have a clear relationship to the program or project's intended outcomes.



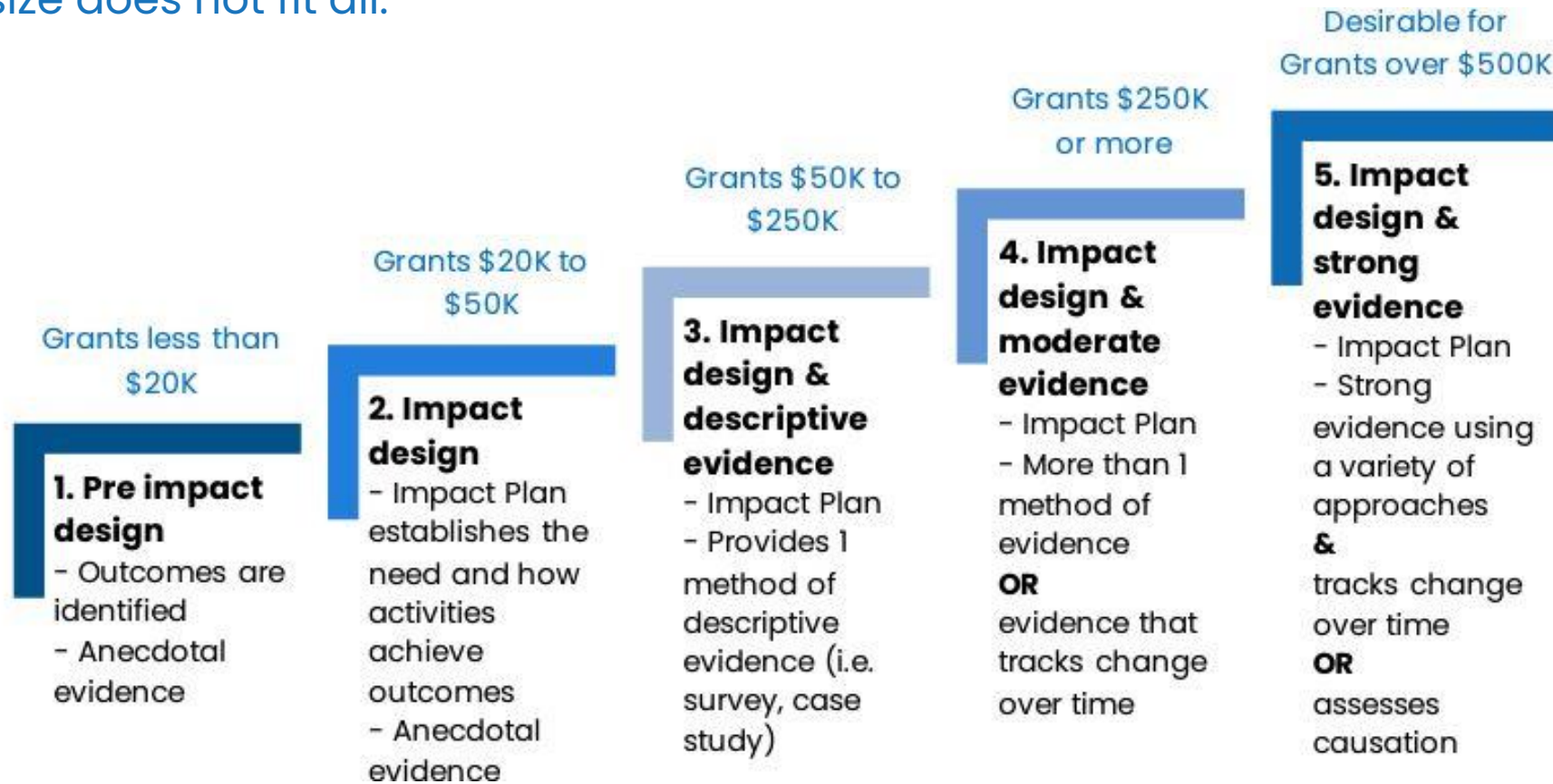
Time-bound

Indicators should be measured at specific points in time to track progress towards the goal.

More things to keep in mind!

Standards of evidence + proportionality

No... one size does not fit all.



How do we assess success?

This flexible approach allows you to tailor data collection to your initiative's purpose and capacity, while applying a consistent framework to assess impact across grants.

Level of Progress	Description
Progress barriers	One or more barriers are currently blocking progress (e.g., lacking required capability, a belief that change will not occur or is not possible, desired change is resisted).
Absent – no progress	No sign that desired change is occurring, but it is not actively opposed (e.g., target groups have not been reached, implementation of activity is yet to commence).
Beginning – limited progress	Early attempts at change are occurring but are incomplete. Substantial further progress is required to achieve outcomes. No likelihood that change will be sustained.
Making progress	Change is happening in some of the intended areas, some of the time. Behaviour or intended activity is sometimes done well, but often with errors, inefficiencies, or inconsistencies. Opportunities remain for further progress. Limited likelihood that changes will be sustained.
Advanced progress	Change is occurring in most areas although some gaps remain. Further improvements can be made which have been identified, and steps to make further progress are known. Some likelihood that changes will be sustained.
Fully realised (relative to scope)	Change is occurring regularly, consistently, and to the level expected. No significant areas of further improvement remain, and best practice has been achieved. Strong likelihood that changes will be sustained.
Leading/innovating	Change achieved is recognised as a benchmark for others to aspire to, pushing boundaries of best practice, and helping to establish new and stronger standards. Transformative. Strong likelihood that changes will be sustained.

Questions?



Workshop Feedback Survey

Impact Cafe Series 2025



Connect with us!

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