

A toolkit for measuring and monitoring Reef stewardship

**DRAFT FOR FEEDBACK
JUNE 2025**



Photo: Ben and Di



Photos: Ben Andryc



The Great Barrier Reef Foundation and University of Queensland recognise Aboriginal and Torres Strait Islander peoples are the Traditional Owners of the Great Barrier Reef and as First Nations people hold inherent rights, interests, and obligations to protect and care for their Country. We pay our deepest respect and recognition and seek to listen and learn more about a deep culture of stewardship, connection, and caring for the Reef and people.

Prepared by Tracy Schultz & Angela Dean, the University of Queensland with support from Jenn Loder and Laura Dunstan, Great Barrier Reef Foundation

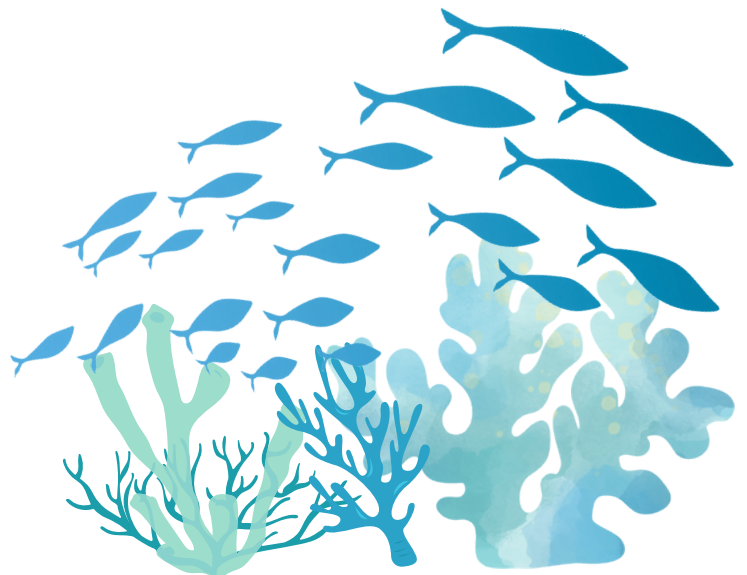
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The toolkit was developed as part of the People and Reef Organisations Tackling Environmental Change Together (PROTECT) project, funded through a partnership between the Australian Government's Reef Trust and the Great Barrier Reef Foundation.

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AT A GLANCE

A toolkit for monitoring and measuring Reef stewardship

This toolkit is designed to support organisations delivering community Reef stewardship initiatives to monitor the key enabling conditions for stewardship and understand the outcomes of stewardship for people. It is designed to complement monitoring of ecological outcomes.

The Reef 2050 Long-term Sustainability Plan's Stewardship objective is that 'People and communities taking individual and collective action to maintain Reef resilience.' This toolkit seeks to provide a practical guide to support organisations doing Reef stewardship work with their communities to monitor and demonstrate their contributions towards this objective.

Recognising that stewardship is a diverse practice, the toolkit offers a core set of indicators and ways to measure them, as well as optional add-ons to tailor the approach for your work.

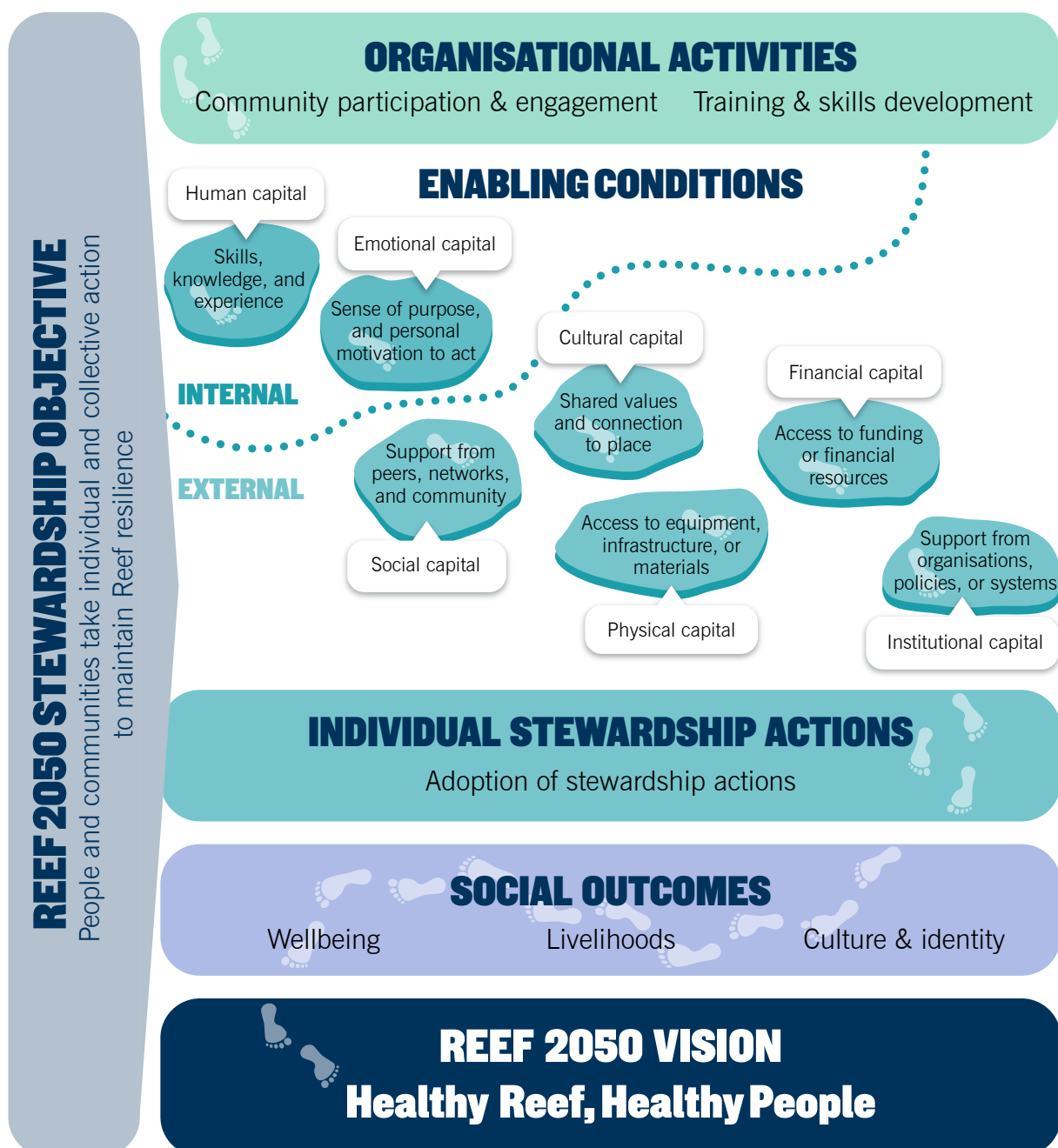
Reef stewardship encompasses all voluntary actions that contribute to positive environmental, social, cultural, and economic outcomes for the Great Barrier Reef. The actions people undertake range from on-ground restoration to social actions like raising awareness, advocacy and encouraging others.



How to use this toolkit

Step 1: Review and adopt the core stewardship indicators and monitoring plan

The toolkit outlines a set of [core stewardship indicators](#) that are relevant for most types of stewardship programs or initiatives. These indicators are designed to reveal how your activities build motivation, capacity, and opportunities for Reef stewardship, while also measuring broader social benefits like community connection and wellbeing. These indicators can show the impacts of stewardship, align with [Reef 2050 Plan objectives](#), and inform adaptive planning.



Step 2: Tailor your stewardship monitoring plan

To ensure the information meets the specific needs of your project or goal, a [monitoring plan template](#) is provided. This plan is based on a core set of indicators which can be captured using the [Reef Stewardship Monitoring Survey](#).

The plan sets out:

- What questions need to be answered
- What data to collect
- How to collect the data (i.e., method)
- When to collect, and from whom

It also includes links to optional template to tailor your monitoring plan for your unique needs, including suitable data collection methods.



[Tier 1 measures include essential insights into activities and actions](#)



[Tier 2 measures provide a deeper understanding of the impacts of your activities](#)

The monitoring plan template is designed to monitor those aspects of your program or project that are specific to stewardship for the Reef and may form part of a larger monitoring and evaluation plan.

Step 3: Collect, analyse and report on the data

A range of methods have been suggested that can be used to collect stewardship indicator data, as per your monitoring plan. Select the most appropriate methods based on your indicators and audience:

Indicators	Method	Best for...	Challenges
People	Survey	High level, quantitative insights	Survey fatigue
Enabling conditions			Limited depth
Actions			
Actions	Most significant change interviews	Capturing personal stories and narratives	Time consuming
Outcomes			
Enabling conditions	Impact Logs	Tracking observed changes and impacts	Depends on sustained and regular use
Actions			
Outcomes			



Other resources

We have also provided a list of other useful resources including:

- [Privacy and Consent](#)
- [Online data collection tools](#)
- [Ingredients for Change: A guide to Reef stewardship](#)
- [A glossary of terms](#)

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ABOUT THE REEF STEWARDSHIP TOOLKIT

What is Reef stewardship?

Reef stewardship encompasses all voluntary actions that contribute to positive environmental, social, cultural, and economic outcomes for the Great Barrier Reef. In this definition, the Great Barrier Reef (the Reef) includes all land and water from the beaches on the coast, the bays and creeks, the islands, the shoals and seafloor, the open waters, and of course the coral reefs.

A [conceptual stewardship framework](#) has been developed by the People and Reef Organisations Tackling Environmental Change Together (PROTECT) (Figure below). The framework identifies key elements of the Reef stewardship system that can guide monitoring.

The framework acknowledges the diversity of actions people undertake to care for and protect the Reef. It also considers the enabling conditions—both internal and external—that influence people’s motivation, capacity, and opportunity to engage in stewardship.

Additionally, the framework acknowledges that these actions yield a range of outcomes, not just for the Reef and its ecosystem but also for the people involved. It categorises these outcomes under “Healthy Reef” and “Healthy People,” as defined in the [Reef 2050 Long Term Sustainability Plan](#).

The framework also recognizes that Indigenous perspectives extend beyond the Western notion of ‘stewardship’ and seeks to complement Indigenous-led governance frameworks, including [the Strong Peoples – Strong Country Framework](#).



Who should use this toolkit?

This toolkit has been designed for groups or organisations that are involved in delivering or enabling Reef stewardship projects or initiatives. It is designed to help these groups create a monitoring plan for community Reef stewardship, as well as provide guidance on data collection methods and tools.

Use this toolkit if you answer **yes** to any of the following:

- ☒ Are you part of a group or organisation delivering a project or initiative that supports or enables Reef stewardship?
- ☒ Do you work with volunteers, community members, or your own staff/members to take action that benefits the Reef?
- ☒ Are you interested in understanding and measuring the outcomes or impacts of these stewardship activities?
- ☒ Are you looking for practical guidance on how to collect and use data to improve or report on your initiative?



Photo: Ben and Di

Background to the toolkit

The [Reef 2050 Long-term Sustainability Plan \(the Reef 2050 Plan\)](#) outlined five human dimensions objectives including Stewardship, which aims for 'People and communities taking individual and collective action to maintain Reef resilience.' However, no systematic framework existed to monitor progress on this objective. To address this gap, the Reef Trust Partnership funded the PROTECT project to develop monitoring tools for organizations working with communities on Great Barrier Reef protection and restoration.

Between 2022 and 2025, the PROTECT project and the Reef Trust Partnership (RTP) Community Reef Protection Program collaborated with partners to develop and trial tools for measuring the outcomes and impacts of Reef stewardship initiatives. To help us design the tools, we spoke with them about their [priorities, motivations, and the challenges](#) they face when monitoring stewardship. While monitoring is often driven by reporting requirements, the groups that we spoke to told us that it also offers valuable benefits:



Understanding the outcomes and impact of your initiatives



Helping to identify opportunities for improvements



Recognising and celebrating stories of success



Building awareness of Reef stewardship

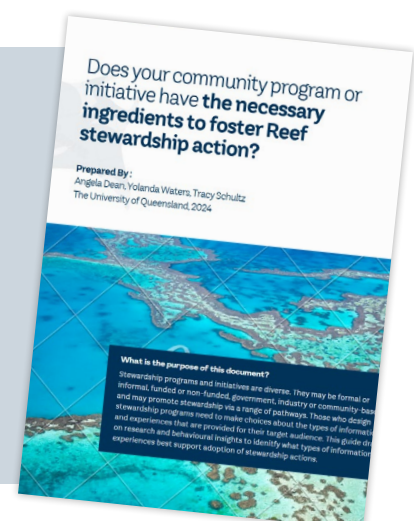
This toolkit brings together those shared insights and is designed to be a practical resource for community Reef stewardship practitioners and those who support them.

If you would like to know more about how to design programs and initiatives that will lead to increased Reef stewardship, the PROTECT project has also developed a guide:



Does your community program or initiative have the necessary ingredients to foster Reef stewardship action?

The guide recognises that while Reef stewardship programs and initiatives are diverse, those who design stewardship programs need to make choices about the types of information and experiences that are provided for their target audience. This guide draws on research and behavioural insights to identify what types of information and experiences best support adoption of stewardship actions. Visit www.barrierreef.org/what-we-do/reef-trust-partnership/community-reef-protection/community-reef-protection-toolkit to download.



What is People and Reef Organisations Tackling Environmental Change Together (PROTECT)?

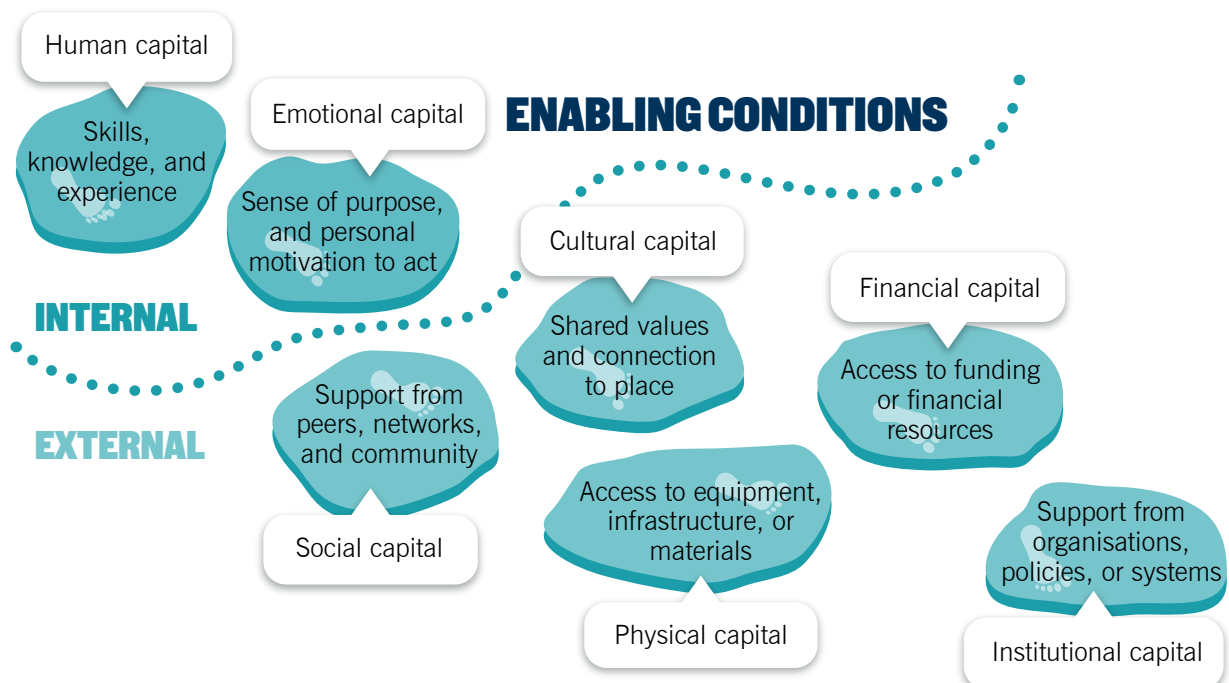
The University of Queensland worked with CSIRO and the Queensland University of Technology to deliver the PROTECT project develop plans, tools, and frameworks specifically for them and that can be used to monitor Reef stewardship. For more information on the project visit protect.qut.edu.au/about.

What are the core indicators of Reef stewardship?

When tracking our Reef programs and initiatives, it's not enough to simply count **how many people** took part in each activity. We also need to understand **what enabled their participation**, the **actions** they took, and the changes they experienced—such as **improvements in wellbeing or livelihoods**.

In particular, meaningful monitoring of Reef stewardship should consider which forms of 'enabling capital' your initiative supported. Past research has identified a set of factors—referred to as 'capitals'—that enable stewardship.

If you think about Reef stewardship as a pathway, the enabling capitals are the stepping stones. Each one plays a role in supporting people to step up and take action. There are two types: those that are related **internal** processes and those that are **external** to the individuals or groups.



As a minimum, we recommend that all Reef stewardship programs and initiatives monitor the [Tier 1 measures](#), which can be captured using the [Reef Stewardship Monitoring Survey](#). These provide essential insights into who participated, what directly enabled their involvement in terms of human and emotional capacity, and what stewardship actions they took.



Tier 1: What is necessary to measure?

ORGANISATIONAL ACTIVITIES

The number and types of activities you implemented (e.g., events or training workshops)

How many people you engaged with

ENABLING CONDITIONS

Effect of activity/ participation on:

- Emotional capital
- Human capital

INDIVIDUAL ACTIONS

Number of people/ households/businesses intending to adopt measurable actions

SOCIAL OUTCOMES

Effect of the activity on the wellbeing of the people involved

However, if you want a deeper understanding of the impact your activities are having—especially in terms of wellbeing and other broader social outcomes—we recommend including the [Tier 2 indicators](#). These require a broader set of methods, including adding the additional Tier 2 questions to the Reef Stewardship Monitoring Survey, Most Significant Change interviews, and impact logs, to capture richer insights.



Tier 2: What else should we measure?

ORGANISATIONAL ACTIVITIES

The different types of people or groups you engaged with

ENABLING CONDITIONS

Effect of activity/ participation on:

- Social capital
- Cultural capital
- Financial capital
- Physical capital

INDIVIDUAL ACTIONS

Number of people/ households/businesses adopting measurable actions

SOCIAL OUTCOMES

Effect of the activity/ initiative on:


- Livelihoods of the people involved.
- Culture and identity

Who needs to be involved, and when should I develop the monitoring plan?

Ideally, your monitoring plan should be developed alongside your program or initiative planning—not after it's already underway. But don't worry if that's not possible. You can still create a plan right up until your first event or activity. The responsibility for developing the plan usually sits with the project or initiative manager. However, others in your team or organisation may need to be involved or kept informed, depending on the type of monitoring you're doing.

Here are some additional roles and stakeholders who might need to be involved in developing a monitoring plan:

- **Community representatives** can provide local context, cultural sensitivity, and community buy-in. They can flag issues that internal teams might overlook and help ensure monitoring is culturally appropriate.
- **Implementation staff or field teams** understand practical challenges and can provide realistic input on what data can feasibly be collected and when.
- **Senior leadership and advisory boards** can provide strategic direction, ensure monitoring aligns with organisational goals, authorise necessary resources and can ensure monitoring insights are utilised.
- **IT support** can help design data collection systems, and ensure data quality and security.



We also recommend getting in touch with your program investor for support with aligning your monitoring with broader program goals, as well as getting advice on reporting requirements or evaluation expectations.

What do participants need to know?

Whenever you collect information from people, it's important to be open and transparent. At a minimum, you should let them know:


- What information you're collecting,
- Why you're collecting it, and
- What you plan to do with it.

If you're collecting any information that is considered private or personal under Australian privacy law, you'll need to get informed consent.

According to the Privacy Act 1988 (Cth), personal information is defined as:

“Information or an opinion about an identified individual, or an individual who is reasonably identifiable, whether the information or opinion is true or not, and whether the information is recorded in a material form or not.”

This includes names, contact details, photos, demographic information, or anything else that could reasonably identify someone.



If your data collection includes this kind of information, you **MUST** obtain their informed consent. For more detail on how to meet these requirements and a sample consent script, see [Attachment 1](#).

Are there special considerations for working with Traditional Owners?

This checklist was adapted from:

Before commencing any monitoring activities with Aboriginal or Torres Strait Islander communities, there are a number of things that you need to consider:

- ☐ Identify the appropriate [local group and individuals](#)
- ☐ Understand the specific cultural, social and political context
- ☐ Understand your obligations in relation to obtaining [Free, Prior and Informed Consent](#)
- ☐ Use an [appropriate level of engagement](#)
- ☐ Use culturally [appropriate tools and methods](#) to gather information and allow sufficient time for participation

What do I do with the collected the data?

Once you've collected the data, it's time to analyse, interpret, and then describe what you discovered. This phase is critical because it turns data into insights, conclusions, lessons and recommendations.


A myriad of ways to analyse and interpret data exist depending on the indicator, the type of data collected, what method was used and what the data can be used for.

Once collected and analysed you can:

Report to funders

**Develop communications
to share information**

**Adapt and improve
your initiatives**



This [YouTube video](#), produced by the University of Melbourne, provides tips for analysing, interpreting and presenting data.

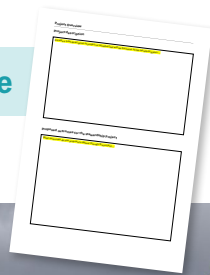


MONITORING PLAN TIER 1 TEMPLATE

The monitoring plan on the following pages serve as a template. We have provided a Tier 1 template which measures the bare minimum that we would recommend for monitoring Reef stewardship. We have also provided a Tier 2 monitoring plan template which includes all the measures in Tier 1 but with additional indicators if you want a deeper understanding of the impact your activities are having—especially in terms of wellbeing and other broader social outcomes. These require a broader set of methods, including adding the additional questions to the Reef Stewardship Monitoring Survey, Most Significant Change interviews, and impact logs, to capture richer insights. While we have included core indicators for Reef stewardship initiatives, not all may be relevant or appropriate for your initiative. Given the diversity of these initiatives and their broad focus areas, you may need to supplement the provided indicators to effectively capture the specific outcomes and impacts of your work.



[Download a blank template](#)





Project Overview

Project description

Provide a brief description of project or initiative that will be the focus of the monitoring plan....

Proposed outcomes for the stewardship project

What outcomes do you propose to deliver through the project....

Monitoring Overview

Monitoring principles

These principles can be used to guide your monitoring approach and act as a checklist to ensure that all monitoring activities align with the key principles. Modify or delete as appropriate.

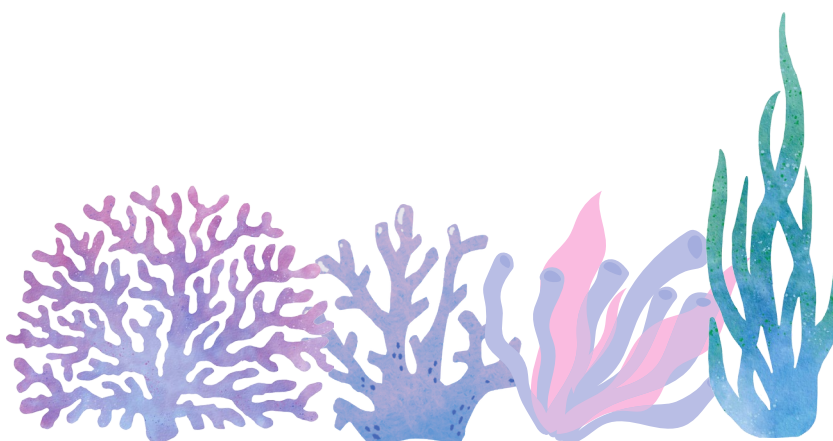
- Ensure all communications are clear, appropriate, relevant and timely.
- Approaches to monitoring are inclusive and appropriate (for example, identify and use communication channels that work for each community group/stakeholder).
- All participants will be made aware of the purpose of monitoring activity and will be provided with an opportunity to be informed of the results.
- Commit to continuous improvement – The plan will be dynamic and living document that will incorporate lessons, new information and changing circumstances.



Risks

Provide a list of risks to the implementation of the monitoring plan and describe how these will be addressed. Some common risks and issues have been provided below. Modify or delete as appropriate.

Risks and issues	Level of risk	Mitigation actions/strategy
Misconceptions about the purpose of the monitoring activity	High/Med/Low	Communicate with stakeholders from the beginning following the principles of an informed consent approach and ensure results are transparent and credible.
Risks to the health, safety and wellbeing of participants	High/Med/Low	All relevant WHS policies will be complied with. Each activity will be assessed for potential risks and appropriate mitigation strategies will be developed.
Poor response rates to data collection methods	High/Med/Low	Use incentives to encourage participation. Ensure data collection method is simple and straight forward and easy to complete.
Difficult to reach communities	High/Med/Low	Identify and use appropriate communication channels for diverse groups.
Unexpected team absences/ COVID impacts	High/Med/Low	Have a backup plan for all activities, roles and responsibilities.





Monitoring Action Plan

What do you want to know?	What indicator will you use to answer this question?	How will you monitor this? (Data collection tool or method)	When will you monitor this? (Frequency/Schedule)
ORGANISATIONAL ACTIVITIES			
How many stewardship activities were conducted as part of your program/initiative?	Number and type of activities completed (e.g., field days, education and outreach activities, behaviour change activities)	Program/initiative documentation	Ongoing cumulative reporting
How many people attended each planned stewardship activity?	Total participant engagements ¹	Participant register/records	Ongoing cumulative reporting
	Total number of participants that were new to the activity	Participant register/records	At each event/activity
	Total number of young people engaged		
	Total number of Indigenous/First Nations people engaged		
How long did people spend engaged in each stewardship activity?	Total number of hours volunteered	Participant register/records	At each event/activity

¹ This is the total number of people members that you have engaged through your planned activity/ies, acknowledging that people may have engaged in multiple activities.



What do you want to know?	What indicator will you use to answer this question?	How will you monitor this? (Data collection tool or method)	When will you monitor this? (Frequency/Schedule)
ENABLING CONDITIONS			
To what extent have the stewardship activities changed the human capital of the people involved?	Knowledge of Reef stewardship	Tier 1 Survey	At each event/activity
	Efficacy related to Reef stewardship	Tier 1 Survey	At each event/activity
To what extent have the stewardship activities changed the emotional capital of the people involved?	Motivation associated with Reef stewardship	Tier 1 Survey	At each event/activity
To what extent have the stewardship activities changed the cultural capital of the people involved?	Connection to the Reef	Tier 1 Survey	At each event/activity
INDIVIDUAL STEWARDSHIP ACTIONS			
What stewardship actions have people and/or organisations adopted through their involvement in the activities?	Number of participants demonstrating adoption (or intention to adopt) new, measurable stewardship actions, categorised by action type	Tier 1 Survey	At each event/activity

ATTACHMENTS

Attachment 1: Privacy and Informed Consent

Instructions

Sometimes you need to gather personal information. According to the Privacy Act, personal information is anything about a person that can identify them—even if it's just an opinion, isn't necessarily true, or isn't written down.

Some of the more common types of personal information are names, email addresses, or someone's image.

Before collecting any personal information, you must have their permission before starting using an informed consent process. Getting the permission can be done in different ways – verbally or using a consent form. Your knowledge of the people and risks involved is important when deciding what is right to do.

Whether you are seeking verbal or written consent you must provide enough information so that people can make an informed decision. This should include:

- ☒ What you plan to do
- ☒ The types of personal information that you will be collecting
- ☒ Who else is involved
- ☒ When you plan to do it
- ☒ How long the activity will take
- ☒ What you plan to do with the collected information. For example, do you plan to use specific quotes or stories obtained in reports or communications?
- ☒ What or how will the community benefit

Can you give me an example?


On the following page is an example of the type of information that you might provide if you plan to collect any type of personal information



Where can I find more information?

[What is personal information? | Office of the Australian Information Commissioner](#)

[What does informed consent involve? | Office of the Australian Information Commissioner](#)



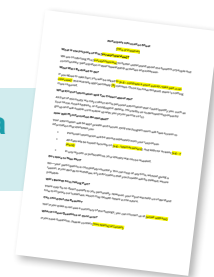
If you plan to use any method that involves capturing someone's image or voice, you must undertake an informed consent process.

Participant Information Sheet

[Title of initiative]



Download a
copy



What is the purpose of this [survey/interview]?

We are conducting this [survey/interview] to better understand about the benefits of people and communities' participation in Reef stewardship activities and initiatives.

What Will I Be Asked to Do?

If you agree to take part, you will be asked to [e.g., complete a short survey / take part in an interview]. This will take approximately [X] minutes. Once you have finished, there is nothing more required.

What Kind of Information Will You Collect About Me?

As part of this study, we may collect some personal information that could identify you, such as your name, email address, or demographic details. This helps us understand responses by group and will enable us to follow up with you (if you permit us to).

How Will My Information Be Handled?

Your information will be kept private and secure. Only the program team will have access to information that identifies you.

- Personal information will be stored separately from your responses.
- All data will be stored securely on [e.g., internal servers], and kept for at least [e.g., 7 years].
- In any reports or publications, your identity will not be revealed.

Do I Have to Take Part?

No—your participation is completely voluntary. You can stop at any time, without giving a reason. If you decide to withdraw, any information that you provide will be deleted, where possible.

Will I Benefit from Taking Part?

There may be no direct benefit to you personally. However, your input will help us understand how to improve our initiatives, which may benefit others in the future.

Can I Find Out the Results?

Yes! If you'd like to receive a summary of the findings, you can contact us at [email address].

What If I Have Questions or Concerns?

If you have questions, please contact [Your Name] at [email].

Attachment 2: Monitoring Reef Stewardship Survey

This survey measures the [core indicators of Reef stewardship](#). These standardised indicators enable consistent measurement across the many different Reef stewardship projects and initiatives.

The Tier 1 survey measures those indicators that are considered essential to having a basic understanding of the impact of your program in terms of who participated, what directly enabled their involvement in terms of human and emotional capacity, and what stewardship actions they plan to adopt as a result of their participation.

However, if you want a deeper understanding of the impact your activities are having—especially in terms of wellbeing and other broader social outcomes—we recommend including the Tier 2 survey questions.

We have created an online [Tier 1](#) and [Tier 2](#) survey templates in Microsoft Forms that you can copy and customize for your own use. Access the templates using the links below.

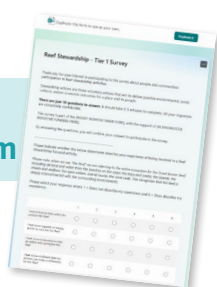


There is extensive survey fatigue amongst the volunteer and Reef community. This can make it very challenging to collect an adequate number of responses.

To maximise participation, encourage people to complete the survey on the day. This could be done by having a dedicated staff member or volunteer conducted brief interviews directly or having dedicated time in your session for people to complete the survey.



Go to the Tier 1 online survey form



Go to the Tier 1 and Tier 2 online survey form





Tier 1 Survey Questions

T1.1. Please indicate whether the below statements describe your experience of being involved in a Reef stewardship focused activity.

Please note, “the Reef” refers to the Great Barrier Reef including all land and water from the beaches on the coast, the bays and creeks, the islands, the shoals and seafloor, the open waters, and of course the coral reefs.

Please select your response where 1 = Does not describe my experience and 6 = Does describe my experience.

I learnt how to take action to care for the Reef	1	2	3	4	5	6
I feel more capable of taking action to care for the Reef	1	2	3	4	5	6
I feel more motivated to take an active role caring for the Reef	1	2	3	4	5	6
I feel more confident that my actions can make a difference for the Reef	1	2	3	4	5	6
I feel more able to contribute to a network of people caring for the Reef	1	2	3	4	5	6
I feel more connected to the Reef	1	2	3	4	5	6

T1.2 Has this experience led you to a new understanding of how you can make a difference for the Reef’s future? Please describe what you discovered and how you might act on it:

T1.3. How likely are you to take this action in the future? NOTE: If you already do this, please select “Extremely likely.”

Not at all likely	Somewhat likely	Moderately likely	Very likely	Extremely likely
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T1.4. Is there anything else you would like to tell us about your participation in Reef stewardship focused activities?

T1.5 Would you be open to us contacting you for a short follow-up interview about your experiences? Please provide your email address below and we will be in contact with you.



Additional Tier 2 Survey Questions

T2.1 As a result of participating in this activity, how satisfied are you with the support or resources available to help you take action for the Reef. NOTE: This may include things like funding, equipment, information, or training?

Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied
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T2.2 To what extent has your participation in this activity changed how strongly you feel the following emotions?

Pride

Hope

Sadness

Much less than before	A little less than before	No change	A little more than before	Much more than before
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T2.3 To what extent did this activity increase your awareness of what others are doing to protect the Reef?

Not at all	Somewhat	Moderately	Very	Extremely
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T2.4. Thinking about your involvement with this initiative, what is the greatest benefit that you feel your involvement has generated **for you as a person**? *This can be broad or specific – there is no right or wrong answer.*

T2.5 To help us better understand who is taking part in this activity, please let us know if any of the following apply to you:

- ☐ I am under the age of 25
- ☐ I identify as Aboriginal and/or Torres Strait Islander
- ☐ This is my first time participating in this activity

Attachment 3: Best Practices for Survey Implementation

The following information provides guidance on three different methods for implementing surveys, helping you choose the approach that best balances response rates with efficiency.

Option 1: Email Survey Link ★

How it works: Create an online version of the survey using your preferred survey platform (e.g., Microsoft Forms) and send the survey link via email after the event.

✓ Pros: Low administrative burden, automated reminders possible, easy data collection

✗ Cons: Lowest response rates (typically less than 10%), delayed feedback, email fatigue.

Tips for success:

- Send within 24-48 hours while activity is fresh in memory
- Use compelling and personalised messages
- Explain why their response is important and valued
- Send 2 follow-up reminders at strategic intervals with a final time-limited (e.g., “The survey is closing in 24 hours”) nudge
- If possible, offer something in return to encourage participation and thank people for their time (e.g., offer to contribute \$5 to a Reef related charity for each response)

Option 2: In-Person Paper Survey ★★

How it works: Traditional paper survey distributed and collected on-site

✓ Pros: High response rates (80-100%), accessible to all participants, immediate completion

✗ Cons: High administrative burden, data entry required, storage issues

Tips for success:

- Distribute at event conclusion
- Ensure adequate writing surfaces
- Have sufficient staff to collect completed surveys
- Budget time and resources for data entry
- Use a paid service that can transform paper surveys into digital data (e.g., papersurvey.io)

Option 3: In-Person with QR Code ★★ ★

How it works: Create a QR code that links to your online survey. Participants can scan the QR code to access online survey immediately after event.

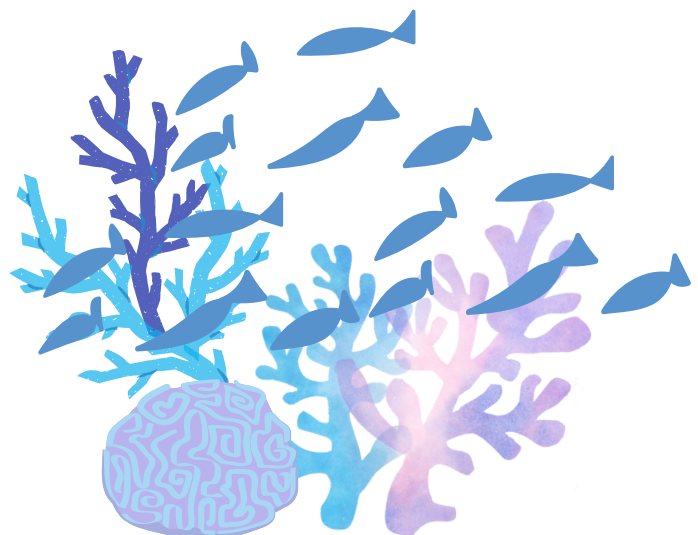
✓ Pros: Highest response rates (60-80%), immediate feedback, no paper handling and data entry, real-time data

✗ Cons: Requires smartphones/devices, brief tech support may be needed

Tips for success:

- Display the QR code prominently on a screen or somewhere highly visible to all participants. Test your QR code prior to the event.
- Provide brief verbal instructions before the event ends. Leave time to allow people to complete the survey before ending the event.
- Have backup options for those without smartphones

The method you choose should align with your audience demographics, event type, and capacity. When in doubt, the in person, QR code approach provides the best balance of effectiveness and efficiency.



Attachment 4: Most Significant Change (MSC) Interview/Survey Template

MSC technique is a form of participatory measurement and evaluation. It involves collecting stories about significant change directly from individuals. It is an appropriate tool when you are interested in the effect of the intervention on people's lives and keen to include the words of non-professionals.

Ask the following questions of your participants. Ideally, this would be done verbally as an interview. Unlike the Tier 1 Survey, which is best done 'on the day', this tool is best used for activities that involved a more extensive level of engagement and is best done at the end of that engagement as a follow up activity. Because you are trying to understand the extent to which this has impacted as a person, and this can take time.

This tool is best used as an interview. You may like to consider asking permission to record the responses as a "Vox Pop" style interview. As well as providing data and evidence that can be used for your monitoring plan, a "Vox Pop" interview can provide photos, content and/or videos for creating content in future communication and engagement materials. Be sure to include this additional purpose in your consent process! In the absence of being able to interview participants one on one, the questions can be completed as written form/online survey.

As well as the participants themselves, you can use these same questions to collect information from people involved in the delivery of the activity as active observers of the changes that might have occurred.

We have created an online Most Significant Change template in Microsoft Forms that you can copy and customize for your own use. Access the template using the link below.



Go to the online form



Where can I find more information?

[Most significant change user guide](#) | [Clear Horizon](#)

[What is a vox pop?](#) | [Vox Pops International Production Studio](#)

[What is a vox pop?](#) - YouTube

Most Significant Change (MSC) Interview/Survey Template

You recently attended an event hosted by [insert your organisation]. We would love you hear from you about what has been happening since the event and have six simple questions for you to answer. Your responses are important for us to understand the impact our organisation is having and to design better events in the future.

Q1. Please describe how you first became involved with [insert organisation name] and what your current involvement is?

The next set of questions are about what changes you have observed because of [insert program or initiative]. There may have been many changes, great and small, positive and negative. Choose the change that you feel is **most significant**. Describe who was involved, what happened, where and when. Include enough detail to make it understandable by someone not familiar with the organisation and to make it possible to follow up later to see if the change has continued.

Q2. Have you noticed any changes that have occurred to your own or others health and wellbeing?

If yes, tell us about a moment or experience that best illustrates this change. If no, continue to Q3.

Why was this story significant for you? Why did you choose this particular change?

How, (if at all) has the work of the [insert organisation name] facilitators and/or coordinators contributed to this?

Q3. Have you noticed any changes that have occurred to your own or others livelihoods, or the local economy?

If yes, tell us about a moment or experience that best illustrates this change. If no, continue to Q4.

Why was this story significant for you? Why did you choose this particular change?

How, (if at all) has the work of the [insert organisation name] facilitators and/or coordinators contributed to this?

Q4. Have you noticed any changes in your own or others' sense of identity or emotional attachment to the Reef or the place where the activity took place?

If yes, tell us about a moment or experience that best illustrates this change. If no, continue to Q5.

Why was this story significant for you? Why did you choose this particular change?

How, (if at all) has the work of the [insert organisation name] facilitators and/or coordinators contributed to this?

Q5. Is there any else you would like to tell us about your involvement?

Attachment 5: Impact Log/Tracker

All programs and initiatives receive feedback. The sentiment and perceptions of the people that you engage with can be systemically collected via short stories or instances of impact which are observed by you and your staff as they undertake activities. To gather those observations and insights, create an impact log. Recording the feedback in an impact log makes it easy access that feedback in future.

Unlike the other tools, this method is purely for those involved in the delivery of the program or initiative.

Information can be collected either by setting up a shared document (using the template below) and/or setting up a special email account so that staff or volunteers can quickly send emails to the account whenever they see something that could be a potential impact. Examples include noting what someone has said, describing what they saw, or taking a quick photo/video.

We have created an online Impact Tracker template in Microsoft Forms that you can copy and customise for your own use. Access the template using the link below.



Go to the online form

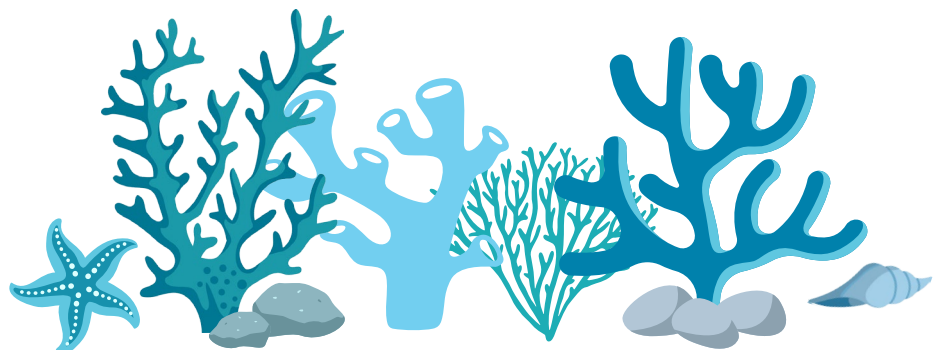


Where can I find more information?

[Learning and Impact Log | Oceanwatch](#)

[Impact logs: A basic introduction - Research to Action](#)

[Impact Log Template](#)



Impact Log/Tracker Template

What type of impact did you observe?	Change to the enabling conditions for Reef stewardship	Human Capital Emotional Capital Social Capital Physical Capital Financial Capital Cultural Capital
	Adoption of stewardship actions	Evidence of change in willingness Evidence of adoption of action
	Impacts on the people and communities involved	Health and Wellbeing Livelihoods and local economy Culture and identity
Where and when did it happen?		
Who observed the impact?		
What did you see/hear?		
How did it come about?		
Who was involved?		
Any evidence available (photos/docs/links)		
If personal information has been included, has consent for the information to be used in publications or reporting be granted?		

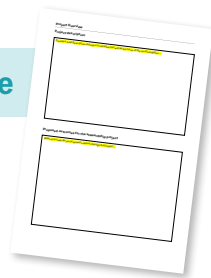
Attachment 6



MONITORING PLAN TIER 2 TEMPLATE



Download a blank template



AT A GLANCE

ABOUT

TIER 1 TEMPLATE

ATTACHMENTS





Project Overview

Project description

Provide a brief description of project or initiative that will be the focus of the monitoring plan....

Proposed outcomes for the stewardship project

What outcomes do you propose to deliver through the project....

Monitoring Overview

Monitoring principles

These principles can be used to guide your monitoring approach and act as a checklist to ensure that all monitoring activities align with the key principles. Modify or delete as appropriate.

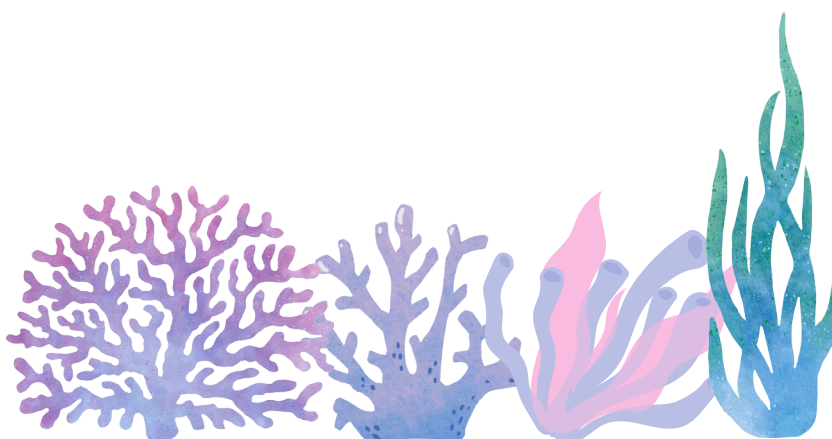
- Ensure all communications are clear, appropriate, relevant and timely.
- Approaches to monitoring are inclusive and appropriate (for example, identify and use communication channels that work for each community group/stakeholder).
- All participants will be made aware of the purpose of monitoring activity and will be provided with an opportunity to be informed of the results.
- Commit to continuous improvement – The plan will be dynamic and living document that will incorporate lessons, new information and changing circumstances.



Risks

Provide a list of risks to the implementation of the monitoring plan and describe how these will be addressed. Some common risks and issues have been provided below. Modify or delete as appropriate.

Risks and issues	Level of risk	Mitigation actions/strategy
Misconceptions about the purpose of the monitoring activity	High/Med/Low	Communicate with stakeholders from the beginning following the principles of an informed consent approach and ensure results are transparent and credible.
Risks to the health, safety and wellbeing of participants	High/Med/Low	All relevant WHS policies will be complied with. Each activity will be assessed for potential risks and appropriate mitigation strategies will be developed.
Poor response rates to data collection methods	High/Med/Low	Use incentives to encourage participation. Ensure data collection method is simple and straight forward and easy to complete.
Difficult to reach communities	High/Med/Low	Identify and use appropriate communication channels for diverse groups.
Unexpected team absences/ COVID impacts	High/Med/Low	Have a backup plan for all activities, roles and responsibilities.





Monitoring Action Plan

What do you want to know?	What indicator will you use to answer this question?	How will you monitor this? (Data collection tool or method)	When will you monitor this? (Frequency/Schedule)
ORGANISATIONAL ACTIVITIES			
How many stewardship activities were conducted as part of your program/initiative?	Number and type of activities completed (e.g., field days, education and outreach activities, behaviour change activities)	Program/initiative documentation	Ongoing cumulative reporting
How many people attended each planned stewardship activity?	Total participant engagements ¹	Participant register/records	Ongoing cumulative reporting
	Total number of participants that were new to the activity	Participant register/records	At each event/activity
	Total number of young people engaged		
	Total number of Indigenous/First Nations people engaged		
How long did people spend engaged in each stewardship activity?	Total number of hours volunteered	Participant register/records	At each event/activity

¹ This is the total number of people members that you have engaged through your planned activity/ies, acknowledging that people may have engaged in multiple activities.



What do you want to know?	What indicator will you use to answer this question?	How will you monitor this? (Data collection tool or method)	When will you monitor this? (Frequency/Schedule)
ENABLING CONDITIONS			
To what extent have the stewardship activities changed the human capital of the people involved?	Knowledge of Reef stewardship	Tier 1 Survey	At each event/activity
	Efficacy related to Reef stewardship	Tier 1 Survey	At each event/activity
To what extent have the stewardship activities changed the emotional capital of the people involved?	Motivation associated with Reef stewardship	Tier 1 Survey	At each event/activity
	Specific emotions associated with the Reef	Tier 2 Survey	At each event/activity
To what extent have the stewardship activities changed the cultural capital of the people involved?	Connection to the Reef	Tier 1 Survey	At each event/activity
To what extent have the stewardship activities changed the social capital of the people involved?	Community participation and satisfaction in decision making relevant to stewardship	Program/initiative documentation Impact Log	At completion of initiative
	Awareness of pro-Reef norms	Tier 2 Survey	At each event/activity



What do you want to know?	What indicator will you use to answer this question?	How will you monitor this? (Data collection tool or method)	When will you monitor this? (Frequency/Schedule)
To what extent have the stewardship activities changed the financial capital of the people involved?	Extent of community access to additional financial resources to support stewardship activities (e.g., financial incentives granted engage in stewardship	Program/initiative documentation Impact Log	Ongoing cumulative reporting
	Satisfaction with access to financial resources to support stewardship actions	Tier 2 Survey	At each event/activity
	Type and amount of in-kind contributions	Program/initiative documentation	Ongoing cumulative reporting
To what extent have the stewardship activities changed the physical capital of the people involved?	Extent of community access to additional infrastructure/technology (e.g., access to boats to carry out stewardship activities, provision of laptops to support citizen science activities).	Program/initiative documentation Impact Log	Ongoing cumulative reporting
	Satisfaction with access to infrastructure/technology to support stewardship actions	Tier 2 Survey	—



What do you want to know?	What indicator will you use to answer this question?	How will you monitor this? (Data collection tool or method)	When will you monitor this? (Frequency/Schedule)
INDIVIDUAL STEWARDSHIP ACTIONS			
What stewardship actions have people and/or organisations adopted through their involvement in the activities?	Number of participants demonstrating adoption (or intention to adopt) new, measurable stewardship actions, categorised by action type	Tier 1 Survey	At each event/activity
SOCIAL OUTCOMES			
To what extent has participation in the stewardship activities impacted the wellbeing of the people involved?	Health and Wellbeing	Most Significant Change Tier 2 Survey	At completion of initiative
To what extent has participation in the stewardship activities impacted the livelihoods of the people involved?	Number of community people employed Number of indigenous people employed Number of rangers employed	Program/initiative documentation Impact Log	Ongoing cumulative reporting
To what extent has participation in the stewardship activities impacted the culture and/or identity of the people involved?	Place attachment and/or identity associated with the Reef	Most Significant Change Tier 2 Survey	At completion of initiative

Glossary of terms

Capacity	The ability of individuals and organisations to undertake activities effectively and efficiently.
Conceptual Framework	A conceptual framework is a way of organising ideas to help explain how something works. It's like a roadmap that shows the key parts of a system and how they connect. It helps people understand complex topics by breaking them down into clear components.
Cultural capital	Consists of people's attachments, identity and/or connections to a place of significance.
Emotional capital	Consists of people's attitudes, emotions and/or wellbeing.
Human capital	Consists of people's awareness, perceptions, knowledge, understanding, and/or skills.
Impact	A change in the condition of a value. Impacts are the longer-term results produced by the outcome of a project or activity. They include intended and unintended results, positive and negative, direct and indirect impacts.
Indicator	A qualitative or quantitative factor or variable that provides a simple and reliable basis for assessing a change.
In-kind	A non-cash contribution to achieving outcomes.
Legacy	The ensuring consequences of past investments, policies and/or actions.
Monitoring	To observe and check the progress or quality of (something) over a period.
Outcomes	The measurable results that you hope to see after you have finished.
Output	The items or actions that contribute to achieving an outcome.
Norms	Norms are rules or guidelines that reflect expectations of how group members should act and interact.
Project	An intervention that consists of a planned activities designed to achieve a defined outcome within a given budget and a specified period.
Social capital	Concerns the relationships and networks that enable the development of human capital in partnership with others.
Stewardship	All activities, interventions, programs, projects, and actions undertaken taken by individuals, or groups or networks of individuals (including organisations) that aim for positive outcomes for the Great Barrier Reef (the Reef) and its people.
Values	<p>A useful thing or quality; something that is important to someone. Types include:</p> <ul style="list-style-type: none"> • biophysical or natural (e.g., species abundance or habitat quality) • social (e.g., community wellbeing and resilience) • cultural (e.g., rituals and ceremonies associated with the Reef) • economic (e.g., sustainable tourism industries) • institutional (e.g., community participation in Reef decision making processes).

