

An evaluation is only as good as its use. There is little value investing time in analysing your data and writing a report if no-one bothers to read it or if people are nodding off during your presentation. A well-presented evaluation is more likely to be read and subsequently used than a poorly-presented one.

Remember that the key to an evaluation report is to make a "value judgement" based on the monitoring data that you have collected along the way.

Evaluations may have several audiences, each with different requirements both in terms of the questions asked, and the way the answers are presented.

If you have developed a [monitoring and evaluation plan](#) you should have identified:

- the different evaluation stakeholders,
- the evaluation questions they want answered,
- key dates for reporting your findings.

You can download the [M&E Audience and Evaluation Questions Template](#).



Evaluation Audience and Questions Template

Audience (Who wants to know)	Questions (What do they want to know)	Time (When do they want to know it by)

Reporting Styles

Now that you have undertaken your evaluation, you can decide on the best way to report back your findings. Evaluation reports have traditionally been considered long, dry reads, but they do not necessarily have to be so.


It is important to understand the evaluation audience and how best to present the key evaluation findings to them in a format that is meaningful to them – that is, one which will lead to action.

For example, you may want to prepare a short table that outlines your evaluation audience and the most appropriate evaluation formats.


Full Evaluation Report	Evaluation Snapshot (short summary)	Powerpoint presentation
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Websi

Project team



Funding agency



Councillors





Target audience



External stakeholders



The presentation of evaluation findings should not just be based on reporting data collected. Your presentation, be it a report or slide presentation needs to reflect on what the data means for the project and analyse how it informs a response to the key evaluation questions. Where appropriate the evaluator can also hypothesise 'why' certain outcomes were or were not achieved.

Don't confuse presenting data with presenting your evaluation findings

This is NOT evaluation This IS evaluation

36 people attended the workshop The workshop did not attract as many participants as planned. Only 36 people attended the workshop.
86% of the participants have agreed to try the new product The project delivery team was successful in driving more sustainable behaviour change.

An overview of what should be included in a detailed evaluation report, and how it can be formatted, is presented [here](#) .

Examples of Different Ways to Present Your Evaluation Results

The [Castlemaine 500](#) project developed a storybook to present their findings. Storybooks provide the evaluation information in a manner that is visually appealing and less dry than standard evaluation reports.



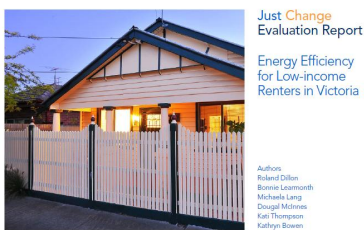
The [City of Whitehorse Sustainable Ambassador](#) program used short storybooks to present the participants projects.



There are three story books you can look at:

- [Story book 1](#)
- [Story book 2](#)
- [Story book 3](#)

[Just Change Evaluation Report: Energy Efficiency for Low-income Renters in Victoria](#)



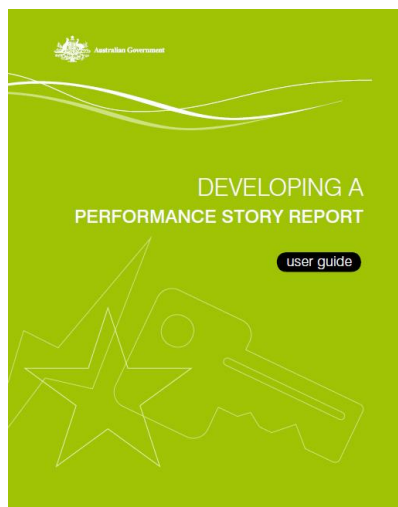
[Environment Victoria Sustainable Living Program Evaluation Reports](#)

Links & Further Resources

[Basics of Good Evaluation Reporting, from the University of Wisconsin](#)

[Tips on how to use graphics to report your evaluation results, from the University of Wisconsin](#)

[Developing a Performance Story Report](#)



[Storytelling Best Practices: Websites by Andy Goodman](#)

