

REPORT | OUR COMMUNITIES DIALOGUE – CONSULTATION
REPORT

PROJECT | OUR COMMUNITIES DIALOGUE

CLIENT | Our Communities Dialogue Working Groups (via Department of
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info@ahaconsulting.net.au
www.ahaconsulting.net.au

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Executive Summary

One of the McGowan Government's 2017 election commitments was to produce a biennial Our Communities Report to provide a snapshot of the health of the community. The Supporting Communities Forum has been tasked with the establishment of this report and has set up the "Our Communities Dialogue" Working Group to develop a blueprint for how this report might be achieved.

Part of the working group's discussions established that the physical/online report was only one element of the overall project. It was noted that regardless of the structure of the physical/online report, there was a need for well-developed engagement with the community and broader stakeholders to ensure the process engenders an ongoing dialogue, rather than simply communicating the report findings.

This report represents the findings of a consultation process and literature review conducted by Aha! Consulting and CGM Communications between November and December 2018, to assist the "Our Communities Dialogue" Working Group to establish a blueprint for delivery of the first report by November 2019. As part of this report it has been established by the "Our Communities Dialogue" Working Group that for the Our Communities Report and accompanying engagement process to be considered successful it would be;

A process that offers:

- A snapshot of the current state of the WA communities
- A combination of data and lived experience
- Insights into what is working and what is needed

How the process gets used:

- Informs policy, budgets and program development
- Informs communities, government, sector and collective action

What the whole process communicates:

- This is about us (it is the community's dashboard, not a government report)
- There are people working on what matters to all of us
- There are ways you can make a difference

This document draws on the lessons learnt from other jurisdictions and provides a series of engagement and communication options along with the consultants' recommendations for which options are most likely to deliver the desired outcomes.

This consultation report was used as a guide to gain further feedback and direction from the Outcomes Framework Working Group and from Minister Simone McGurk in December 2018. That guidance has been incorporated into the final "Our Communities Dialogue" Blueprint.

When reviewing the various options, there was acceptance from the Outcomes Framework Working Group of models of engagement that deliver the more deliberative style of engagement. Deliberative models of engagement are proven to deliver more meaningful insights, greater community support and in the format recommended, deliver opportunities to harness the enthusiasm and interest that a report of this nature is likely to generate.

Instead of placing the focus on each report being an endpoint, there was support for the more deliberative approach which helps to ensure the report is simply another step in the overall conversation driven by the community about enhancing its social fabric.

Our Brief and Methodology

Aha! Consulting and CGM Communications were asked to assist the “Our Communities Dialogue” Working Group to establish the blueprint for delivery of the first Our Communities Report by November 2019. Between November and December 2018, a mixed methodology was used, including consultation, interviews and a literature review.

This report is informed by the following activities:

- **Literature Review**
 - A review of five like models in other jurisdictions to capture insights and lessons learnt
- **1-1 interviews**
 - A series of interviews were conducted with 11 people to explore what success looks like and ensure alignment with other initiatives and projects
- **Stakeholder Mapping Workshop**
 - A stakeholder mapping workshop was conducted with 10 people from government and community sectors to explore who and how you might engage during the process of developing and delivering a report of this kind
- **Outcomes Framework Working Group Meeting**
 - A meeting with the Outcomes Framework Working Group to explore the alignment between their work, the Our Communities Report and mapping some of the data timelines
- **Engagement Mini-Hackathon**
 - A workshop with six engagement and communications professionals to explore multiple methods to engage the broader community during the process of developing and delivering a report of this kind
- **Our Communities Working Group Workshops**
 - Meetings with the working group to map out the project deliverables and refine the Our Communities Report priorities and objectives

One limitation of the report is the number of people consulted. The time of year and the timeline for the report impacted the participation rate and thus limited the diversity of people engaged. That said, there were important insights gained through the consultation process and engagement has been achieved with people from various community sector organisations, people representing the broader community sector, government, Aboriginal people, people from CALD background and people working with people with a disability.

Learning from stakeholders

As mentioned, a series of workshops and 1-1 interviews were conducted to glean broader insights into the success measures for the Our Communities Report and how community and stakeholder engagement could be achieved.

In total, 36 people have been part of the consultation in various forms. Appendix One provides the list of people approached, interviewed or participated in workshops.

A group of 15 people were approached for interviews with 10 interviews completed. Adding to this is a further 18 people from the various workshops and eight people at the Outcomes Framework Working Group meeting.

These are some of the key themes from the 1-1 meetings and workshops held during the consultation process:

- Comparing region to region may be inappropriate as community wellbeing in the Kimberley is different to wellbeing in the South West region, for example. The view was that value would come from supporting each region to set targets for themselves, based on the benchmarks established in the report
- Ensure the report is useful for those most likely to be engaged in taking positive action towards the outcomes. People more engaged are likely to already have access to high level data about their personal areas of interest. The report data needs to assist those engaged to take the next step, think holistically outside their personal areas of interest and to inform those less engaged
- The over reliance on data can lead to a skewed report as the data in some instances does not exist, especially for CALD and other communities where the general data is inaccurate and/or not coded to the level that would represent the CALD communities
- Data would need to be able to be disaggregated to at least the nine Regional Development Commission boundaries and the metro area, and that the most desirable level would be Local Government Area
- Data sharing and data aggregation will require intensive efforts in terms of the required alignment of boundaries, and possibly require some legislative change
- There is value in reporting on both gaps and strengths. One stakeholder noted that most of what the Aboriginal community see is an over-representation and reporting of the deficits and problems with their communities. While these statistics are real, there was value in ensuring the narrative also highlighted the strength and health.
The word “report” sounds like a static document that sits on a shelf and has limited use. Stakeholders preferred words that demonstrated the iterative nature of wellbeing measures and reporting, words like “dialogue” or “conversation”.

What is the Our Communities Report/Dialogue?

The McGowan Government made an election commitment to deliver a biennial Our Communities Report to provide a snapshot of communities in WA. This would report on the state of community wellbeing in a similar way that the budget reports on the financial status of WA. The Our Communities Report will be related to the Outcomes Framework domains and indicators which are currently in development for delivery in mid-2019. There may also be some cross-over between this report and the whole of government targets, however, it is expected that these whole of government targets will be a more focused set of targets and that the Our Communities Report will have a broader range of domains and indicators.

The Supporting Communities Forum has been established to create an environment where government and the community services sector work together to maximise every opportunity to deliver quality services to communities. As such, the forum has been tasked with the production of the Our Communities Report. To this end, the Our Communities Report Working Group was established by the forum with the understanding that this group would work closely with the other working groups, particular the Outcomes Framework Working Group.

Many stakeholders felt that the current draft set of domains and indicators from the Outcomes Framework would most likely form the basis for the Our Communities Report. That said, while the Outcomes Framework has been developed with the community in mind, its primary purpose was to help government and community sector services understand service priorities. As such, there is value in confirming with communities that these are the domains and indicators the community wants reported on.

Some stakeholder feedback regarding to the current draft version of the Outcomes Framework emphasised the need to have clearly articulated goals and/or objectives for each domain and for the communities report overall.

Which raises the critical question of “What is the report trying to achieve?”

What does success look like?

As part of the consultation process the following description of the report and dialogue process was developed and largely supported.

A process that offers:

- A snapshot of the current state of communities in WA
- A combination of data and lived experience
- Insights into what is working and what is needed

How the process gets used:

- Informs communities, government and collective action
- Informs policy, budgets and program development

What the whole process communicates:

- This is about us (it is a community dashboard, not a government report)
- There are people (in government and community sector and government) working on what matters to all of us
- There are ways you can make a difference, and that community wellbeing starts with self

The main feedback on these points was the need to clarify what was meant by community and/or communities, and that the process could aim to do more than simply inform policy, with co-designing policy seen as being a valuable goal.

It is also suggested that the Our Communities Report needs to be:

- **Insightful/Visionary:** Delivers insights that are meaningful for policy, community program development and the wider community
- **Credible:** Evidence-based, robust, accurate, transparent, representative and inclusive
- **Influential:** Is being used by communities and in policy, program and budget development; independent of political cycle
- **Strengths Based:** Tracking success and what's next
- **Inclusive:** Not excluding any segment of society, and deliberately focusing on engaging underrepresented groups

The above provides a clear set of 'design specifications' not only for the physical structure of the report itself but how the engagement and dialogue process shapes meaningful contribution and use of the reporting.

The desire for a process that delivers an increase in community understanding, clear community action and ownership suggested that the engagement element become essential.

Therefore, from an engagement point of view the key questions that would influence the engagement process would be;

Is the primary aim to develop a report that triggers a community conversation or have a community conversation that delivers a report?

From the consultants' point of view and based on the consultation carried out, there is value in bringing communities into the conversation to develop and deliver the report, as this increases the chance of community ownership. Community activation requires extended and multiple points of contact to seed, nurture and sustain activity and interest.

The more traditional approach of using a report to start a conversation, could miss the opportunity for long-term buy in. That could increase the likelihood of criticism about what the report does and doesn't do and what the government has and hasn't been doing.

What level of investment is warranted/advisable in engaging the community in the design and establishment of the look, feel and functionality of the report and the outcome statement for each domain and the WA community as a whole?

As above, there is clear value in investing in upfront engagement to ensure the end product is part of a cycle of conversation and not simply an announcement that gets washed away with the next news cycle.

Consultation revealed the depth and consideration required to engage the "whole" community. Community is no longer bound simply by geography, but by country of origin or languages spoken, shared interests, age, socioeconomic or education status, and many other diverse factors.

How confident are decision makers that the Outcomes Framework Domains match what the community wants to measure?

Engagement is based on the premise that while organisations and departments often come with positive intent, they can at times become locked into their own ways of thinking.

To date community input to the Outcomes Framework has been limited and has been led by feedback from community services sector and government agencies.

Some stakeholders expressed a desire to have a balance between focusing on gaps and focusing on strengths.

The “Report”

This section explores what can be learnt from other jurisdictions about the development of a report/framework/ dashboard of this kind, its functionality, the process for how they were developed, and the kinds of outcomes achieved. The full literature review can be found in Appendix Two of this report.

The exemplars examined were;

- Scotland’s National Performance Framework (NPF)¹
- UK Office of National Statistics (ONS) Measuring National Wellbeing consultation process “Measuring What Matters”²
- Measures of Australia’s Progress (MAP) run by the Australian Bureau of Statistics (ABS) in Australia³
- New Zealand’s Living Standards Frameworks (LSF) run by the Treasury of New Zealand ⁴
- Community Advancement Network (CAN) based in Austin, Texas USA⁵

Of note, for four of the projects the owner of the outcomes framework and dashboard/report is the data custodian or a central government agency like the Treasury.

The purpose

Both the Scottish and New Zealand frameworks were originally developed to be an internal tool to help government agencies collaborate better and to determine national wellbeing and provide accountability for government.

The purpose of the UK framework was summarised by former UK Cabinet Secretary Gus O’Donnell saying it was about “developing new and better ways to understand how policy and public services affect well-being”.

The UK and Australian frameworks were inspired by a global shift towards seeing more subjective measure of wellbeing being considered in tandem with economic measures of growth and health. They are both designed to capture moments in time or attitudes and aspirations from a fixed point, rather than being a tool for an ongoing two-way conversation.

The CAN dashboard from Texas was designed to shift from static reporting of issues, to something that encouraged collaboration and action to support community challenges.

¹ <https://nationalperformance.gov.scot/>

² <https://www.ons.gov.uk/ons/guide-method/user-guidance/well-being/wellbeing-knowledge-bank/understanding-wellbeing/measuring-what-matters--national-statistician-s-reflections-on-the-national-debate-on-measuring-national-well-being.pdf>

³ <http://www.abs.gov.au/ausstats/abs@.nsf/mf/1370.0>

⁴ <https://treasury.govt.nz/information-and-services/nz-economy/living-standards/our-living-standards-framework/measuring-wellbeing-lsf-dashboard>

⁵ <http://canatx.org/dashboard/>

The data

All projects started the outcomes measurement with assessing and aligning to the OECD and Sustainable Development Goals. Being comparable to international standards at a domestic level is viewed as a minimum requirement for measuring wellbeing.

Most projects started with what data was available, reported on that, and noted the information gaps. Where there were data gaps, a plan was put in place to determine next steps to identify how sufficient information could be collected and represented.

One piece of advice from the Scottish National Performance Framework experience was to be wary of only measuring what you have access to, rather than what is an appropriate measure. While that path is more convenient, the inaccurate representation of community wellbeing simply does not help achieve the intended purpose or create buy-in from diverse groups.

- Of particular note was the process the ONS in the UK used to develop the indicators and measures.⁶

The first step was to collate all existing inputs which included government initiatives, international measurements like the OECD, other established measures, and all the measures discussed in the national debate consultation.

The next step was to evaluate measures based on the following criteria:

- robust – that is they meet the standard statistical requirements of accuracy, reliability and validity
- comparable internationally
- available for a past time series of reasonable length
- relatively up-to-date
- likely to be available in the future
- capable of disaggregation for specific groups of people and geographical areas
- considered to be acceptable by experts in the area

The measures were subject to further refinement to produce a shorter set for consultation. The following criteria were used to assist selection:

- effective coverage of the domains to be identified in the framework; without overlap or duplication
- provision of a coherent and consistent picture within the domains
- relevance for measuring well-being or an aspect that can be shown to be related to well-being
- relevant stakeholder endorsement
- they are rated highly against other potential measures for measuring well-being

⁶ <https://www.ons.gov.uk/ons/guide-method/user-guidance/well-being/wellbeing-knowledge-bank/understanding-wellbeing/measuring-what-matters--national-statistician-s-reflections-on-the-national-debate-on-measuring-national-well-being.pdf>

- the ability to be analysed across priority areas such as different geographies or sub-groups of the population
- sensitivity to effective policy interventions without being readily susceptible to manipulation
- receive public acceptance, interest and understanding

When collecting data and even when consulting, it could be advisable to dovetail with other ongoing consultations and data interactions from government. Adding one universal question about subjective wellbeing to recorded interactions at hospitals, schools, and any other point of data collection would greatly assist with measuring subjective wellbeing and increasing the quantity of information available.

At the local level there would be value in considering the linkages with;

- Department of Communities Framework
- WA Primary Health Network Framework
- Lotterywest Social Impact Framework

Existing National Frameworks such as;

- Closing the Gap
- Australian Early Development Index
- Australian Early Development Census

How are the different frameworks structured and created?

UK – Measuring What Matters

In 2010, the Office of National Statistics (ONS) in the UK commenced developing national outcomes to measure wellbeing. A five-month consultation was conducted with the community and sector consulted, involving online surveys, submissions and events. This input focused on helping to shape the vision for the framework asking question like;

- What things in life matter to you?
- Of the things that matter, which should be reflected in measures of national well-being?
- Which of the following sets of information do you think help measure national wellbeing and how life in the UK is changing over time?
- Which of the following ways would be best to give a picture of national well-being?
- How would you use measures of national wellbeing?

This input (approx. 7,900 responses to the consultation paper plus other inputs through online channels and 175 events around the country with 7,250 people attending) was used to develop the draft framework over a further six-month period.

Scotland – National Performance Framework



In 2007, Scotland developed the National Performance Framework (NPF) as an election commitment for the first-time governing party the Scottish National Party. The NPF has 11 national outcomes with 81 indicators. These outcomes and indicators were reviewed in 2011 and 2016 with minor changes. A major review and consultation was conducted in 2017 resulting in the NPF's purpose changing from solely informing and measuring the government's work, to also informing and measuring outcomes for all of Scotland.

The Scotland approach acknowledged that the level of transparency being offered by the framework, would at times become a pressure point for respective governments but that this was a positive tension to have. As such, the use of the framework is now enshrined in legislation to de-politicise its application.

In 2018, a new version of the framework was released offering live time data and a much more detailed ability to drill into different segments of the community including 8 different cross-tabs (e.g.: Age, Disability, Ethnicity, Gender, Religion, Socio-Economic status, Transgender).

Scottish Government and its Agencies collect, analyse and publish equality evidence across a wide range of policy areas. Using the **Evidence Finder** below you can find evidence by:

 Equality Evidence Finder		Age	Disability	Ethnicity	Gender	Religion	Sexual Orientation	Socio-Economic Status	Transgender
	Business, Enterprise & Tourism	i	i	i	i	i	i	i	i
	Children & Families	i	i	i	i	i	i	i	i
	Crime & Justice	i	i	i	i	i	i	i	i
	Culture, Communities & Society	i	i	i	i	i	i	i	i
	Demographics	i	i	i	i	i	i	i	i
	Employability, Skills & Lifelong Learning	i	i	i	i	i	i	i	i
	Health, Social Care & Sport	i	i	i	i	i	i	i	i
	Housing & Regeneration	i	i	i	i	i	i	i	i
	Income & Poverty	i	i	i	i	i	i	i	i
	Labour Market & Social Security	i	i	i	i	i	i	i	i
	Local Government & Third Sector	i	i	i	i	i	i	i	i

Australia – Measures of Australian Progress

In 2002, the first version of Measures of Australian Progress (MAP) framework had three domains which were Health, Society and Environment. In the 2012 the fourth domain Governance was added. Within each of the four domains sit themes with a single aspiration statement per theme. These themes are then broken down into elements and indicators.

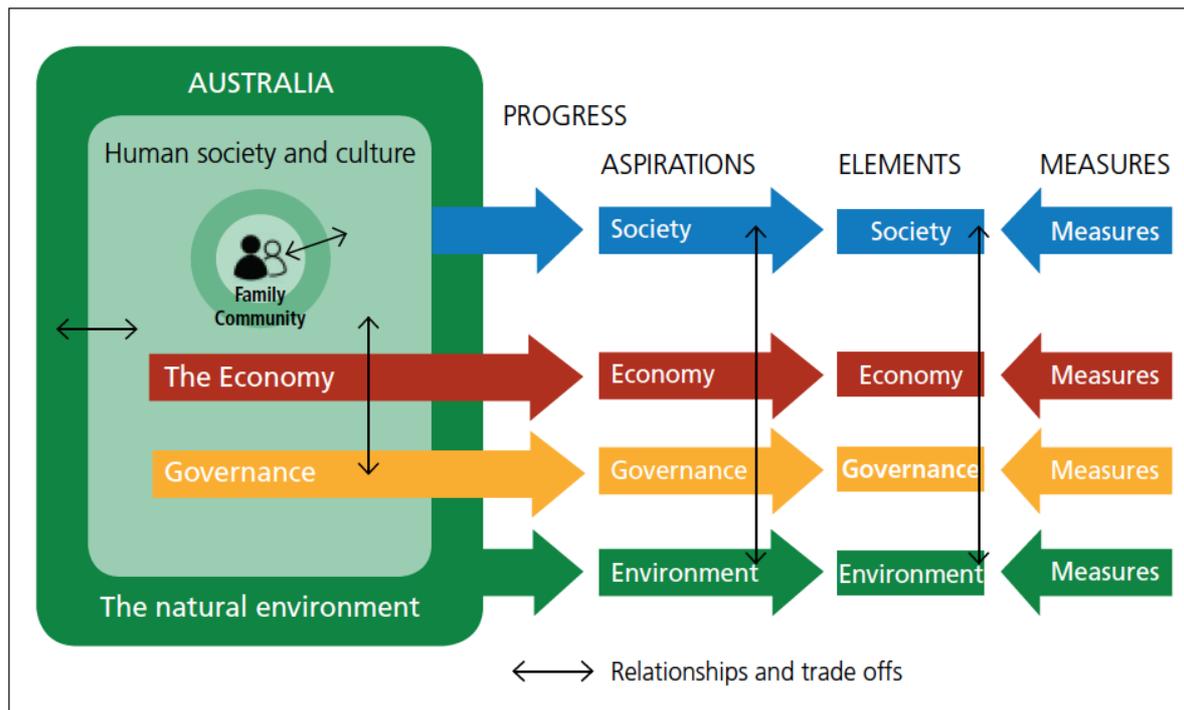
Structure of the consultation results

Domain	Society
Theme	Health
Aspiration	Australians aspire to good health for all
Element	Physical health Mental health and wellbeing Quality health services Healthy lifestyles Healthy environments
Progress Indicator*	To be developed

*Indicators are to be developed in the next stage

The consultation process was largely guided by feedback from the MAP Expert Reference Group and the consultation model was designed to illustrate how all the pieces of Australian society move together towards improvement.

The ABS, like the UK, noted the importance of measures of this kind being driven by an understanding of the broader community aspirations. The ABS encouraged participants to focus on the ends (or aspirations) rather than the means of achieving the ends.



In 2011, there was a 10-week consultation process that involved traditional media, online and social media engagement of the wider community (115 responses). To raise awareness and create a focused conversation in the media, popular Australian ambassadors were recruited to speak about the process in public forums, blog posts, in the news and on talkback radio.

Through this process the aspirations for each domain were developed and reviewed by Topic Advisory Panels. These expert panels then assisted with the development of the respective elements, indicators and measures.

The Australian MAP framework is relatively high level in its reporting and on the dashboard represents the information in a number of different ways

- Breakdown by each of the four themes areas (Governance, Society, Economy and Environment)
- Breakdown by levels of progress (Progress, Regress, Not change, Data Gaps)
- Description for each indicator explaining the measures.

Of note is that there has not been a significant update to this report since 2013.

New Zealand – Living Standards Framework

Like Australia, different versions of the New Zealand model have been in place since 2002. Their model aligns to a number of international measures for social well-being like the OECD How's Life initiative.

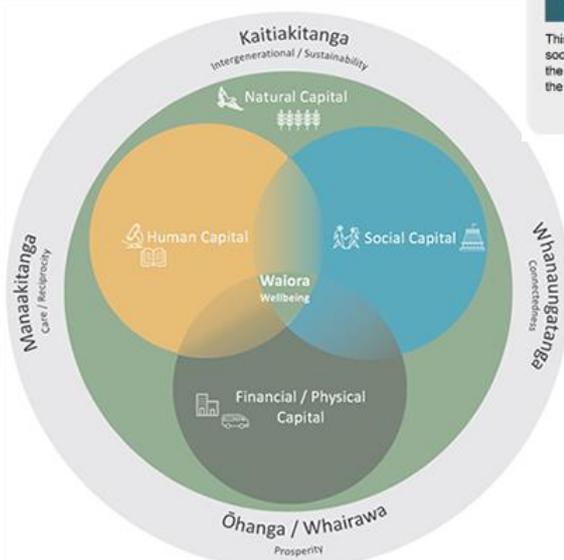
In 2017, there was a major review that was informed by a series of consultation process including a discussion paper, online surveys with 500 responses and 60 formal submissions mainly from organisations and institutions, and an expert working group.

They also held an international conference on well-being and public policy (Sept 2018).

The result of this process was the updated Living Standards framework (LSF) and dashboard released on December 2018. Their framework is divided into three key elements:

1. The current measures of wellbeing
 - Featuring 12 domains (Civic Engagement and Governance, Cultural Identity, Environment, Housing, Income and consumption, Jobs and Earnings, Knowledge and Skills, Safety, Social connections, Subjective Well-being, Time Use)
2. Future measure of wellbeing
 - Featuring four capitals (Natural, Human, Social, Physical/Financial)
3. Risk and resilience
 - This considers the risks to the four capitals

The reporting has a range of ways to disaggregate data by gender age, region etc. and to compare different identities side by side.



The Four Capitals

Intergenerational wellbeing relies on the growth, distribution, and sustainability of the Four Capitals. The Capitals are interdependent and work together to support wellbeing. The Crown-Māori relationship is integral to all four capitals. The LSF is being continually developed and the next iteration of the framework will consider the role of culture, including Māori culture, as part of the capitals approach in more detail.

<div style="background-color: #4CAF50; color: white; padding: 5px; margin-bottom: 10px;"> Natural Capital </div> <p style="font-size: x-small;">This refers to all aspects of the natural environment needed to support life and human activity. It includes land, soil, water, plants and animals, as well as minerals and energy resources.</p>	<div style="background-color: #FF9800; color: white; padding: 5px; margin-bottom: 10px;"> Human Capital </div> <p style="font-size: x-small;">This encompasses people's skills, knowledge and physical and mental health. These are the things which enable people to participate fully in work, study, recreation and in society more broadly.</p>	
<div style="background-color: #009688; color: white; padding: 5px; margin-bottom: 10px;"> Social Capital </div> <p style="font-size: x-small;">This describes the norms and values that underpin society. It includes things like trust, the rule of law, the Crown-Māori relationship, cultural identity, and the connections between people and communities.</p>	<div style="background-color: #3F51B5; color: white; padding: 5px; margin-bottom: 10px;"> Financial / Physical Capital </div> <p style="font-size: x-small;">This includes things like houses, roads, buildings, hospitals, factories, equipment and vehicles. These are the things which make up the country's physical and financial assets which have a direct role in supporting incomes and material living conditions.</p>	

Of note is the care taken to connect the framework to the language, culture and history of the Maori peoples.

How is the information being used?

The frameworks seem to become tools for ongoing decision making within government, especially in relation to policy making and funding allocation. Outcomes that are shared across multiple government departments encourages collaboration to achieve change together and address challenges holistically.

Some of the consultation processes generated media interest, though due to the largely internal nature of these outcomes measurement reports the media attention lasted for only a short duration.

In the Australian example there has not been an update for the last 5 years and the updated New Zealand dashboard and reporting has only been released at the time of writing in December 2018.

All reports started as government and sector reporting, but now are moving towards a programmatic or policy response and community ownership. They are exploring what is government's response to the information and what is the community response.

As mentioned at the start of this section, it is the CAN model from Austin, Texas that has the evidence of the most engagement and local level activation. The framework itself becomes a tool to inform and then empower and activate the community through deliberative dialogues and training programs, respectively.

Key Risks and Mitigation

In considering both the engagement and development of the report itself, the following risks stood out. The level of risk identified is a subjective assessment designed as a conversation starter, more than it is a definitive risk assessment. The assessment used the traditional model of likelihood and consequence along a 5-point scale of Very Low, Low, Moderate, High, Very High.

Risk	Level of Risk	Mitigation
It becomes a political report/score card rather than community conversation	High	<ul style="list-style-type: none"> • Prepare government that there will always be a self-reflection in any benchmarking process. • Consider who releases the report. It is released by government, the Supporting Communities Forum, WACOSS or a collection of peaks? • Maintain some level of independence from the reporting process • Ensure alignment, conduct engagement with all major political parties • Early engagement with the wider community • Ensure there are mechanisms to harness the energy created by the report and channel it into the development of the response strategy
The report measures information not seen as relevant or representative of communities	Yr. 1 – Very High	<ul style="list-style-type: none"> • Early engagement with the wider community to confirm measures • Delay release of yr. 1 report until there is confidence that the level of disaggregation and quality of data can be achieved • Develop a parallel process that captures and works through data gaps with each iteration of the process
The report is not visual or useful as a planning tool	Yr. 1 - Very High	<ul style="list-style-type: none"> • Invest time in defining the desired/required visualisation and aggregation/disaggregation of information • Ensure plain English and visual interface • Use community stories and case studies to make the narrative more accessible
Insufficient buy in from government departments to support the required data collection	Moderate - High	<ul style="list-style-type: none"> • Map legislative and other systemic barriers to data sharing • Consider which agency will be the custodian of the data that will make data sharing easier (e.g.: Central government agencies like Treasury may be able to

Risk	Level of Risk	Mitigation
		aggregate data more easily, or an agency with political will like Department of Premier and Cabinet)
Insufficient buy in and awareness about the project in the wider community	Depends on the engagement approach	<ul style="list-style-type: none"> • Invest in early engagement in the design of the report • Invest in representative and broad engagement • Give local communities the opportunity to design and deliver local responses to the report outcomes
Insufficient follow through on the outcomes of the report (How is 'my life' different as a result of the report)	High	<ul style="list-style-type: none"> • Ensure the reporting process is complimented by the development of a strategy/response paper • Assign some budget to be able to deliver some programmatic responses • Get community involved in the identification and selection of these programmatic responses at a local level • What is the role of engagement, if it is not reporting at a level that makes sense to the community?

Blueprint considerations

In the development of the blueprint there are a number of factors to consider.

1. Project phases
2. Timelines
3. Engagement Approach
4. Communications Approach

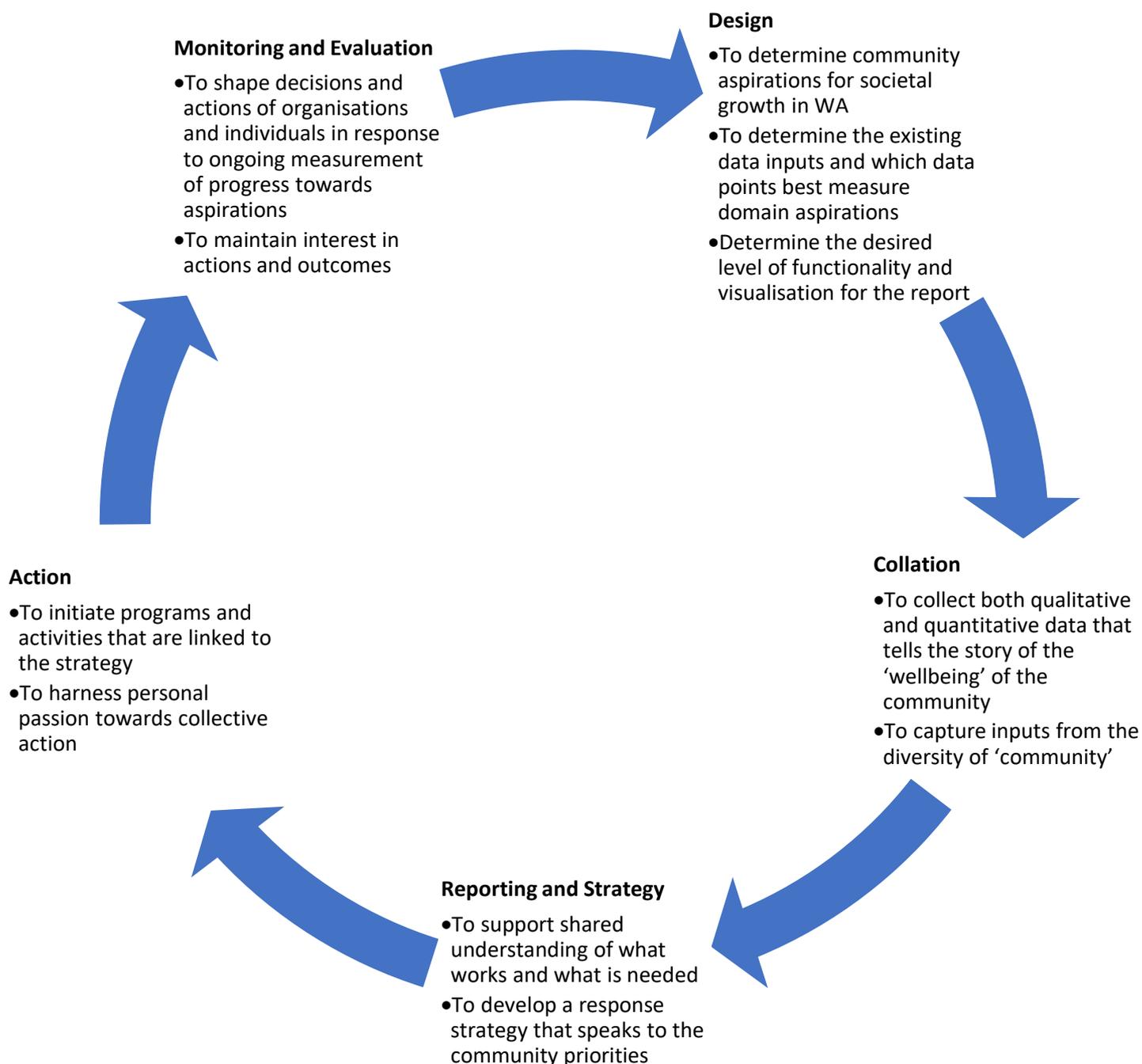
Three options have been developed to provide an indication of the type of engagement and communications activities that would create the desired outcomes. Ball park costings have been developed for each of the three options. These costs do not include elements such as venue, catering, participant management, funds for projects that might flow out of the initiative etc.

The other consideration is how these options will be assessed. The following five criteria have been used to assess the options presented. The assessment used a seven-point scale; where 1 was the lowest least desirable score and 7 was the highest and most desirable score. The “resources” criteria was reversed scored, in that it is assumed that more expensive is less desirable. The maximum possible score is 35.

- **Breadth:** To what degree does this option deliver a wide-ranging representation of the WA communities
- **Quality of Input:** To what degree does this option deliver considered and meaningful insight to the reporting process and beyond
- **Activation:** To what degree is this option likely to deliver a community that is engaged in the process
- **Timeliness:** The degree to which the option is able to fit within the November timelines
- **Resource:** The level of resourcing required to deliver the proposed process
Note: this criterion was reverse scored, so that proposal that cost more, scored lower

Project phases

The options presented have been developed using five discrete stages of the overall initiative. There are opportunities and benefits to engagement at each of these stages;



Timelines

In terms of the critical path to deliver a report by November 2019, there are a number of considerations:

- The time required to get data that would be considered meaningful to broader communities, the 'engaged' community, sector and government agencies
- The nature of community involvement during the design of the report to engender the desired level of awareness and support
- The development of the data visualisation tools required for the information to be useful

All of these factors will influence the overall buy in of the project. Some of the stakeholders involved in the consultation made the point that for many of those who are 'engaged' in a specific sector the data is either already available or the data they most want is not currently captured. If the report simply repackages existing data, this could affect the long-term buy-in from the stakeholders who would otherwise be the most likely to support collective action.

There is a trade-off between the delivery of a report that produces information to a sufficiently disaggregated level to enable people to explore trends in their own areas of interest and the time required to build this data set.

The other factor to consider is the level of alignment between the existing domains and indicators developed in the Outcomes Framework and what the community is interested in seeing reported. While it is safe to assume the majority of indicators developed through the current draft of the Outcomes Framework would reflect the community sentiment, from a buy-in point of view, there is value in investing time confirming this with the community. This time can also be used to create the overarching statements of intent or aspirations for each domain.

The final element to consider is the time required to build in a level of functionality and visualisation in year one that will retain enough people's interest in year two and beyond.

The following timelines are based on meetings with the Outcomes Framework Working Group and other stakeholders. Feedback suggested the indicators should be finalised by the end of the current financial year.

The risk matrix identifies the compressed timeline as a risk to the project's ability to deliver a report that meets the 'dialogue and engagement' goals. Looking at the development timelines from the case study, a minimum six months would be wise to invest in the design phase, including community engagement. This would mean that by August/September 2019, there would be an announcement of the consultation findings, report design and timelines for the first report to be delivered in February/March 2020

The other timing consideration is when is it best to deliver the report based on existing government budget and programming processes.

Timelines currently being considered

	2019										2020						
Stage	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Design	#1	#1.1															
Collation					#2												
Reporting and Strategy								#3									
Action												#4					
Monitoring and Evaluation	#5																

#1: WACOSS is planning to have its indicators completed by end of 2018/19 FY. This doesn't factor in time to check in with the wider community to consider the statement of intent for each domain

#1.1: There has been no allowance of time for the design, procurement and development of the data visualisation platform that would be used

#2: Three months for the data to be collated, aggregated and the draft report to be developed

#3: Two months for final report to be developed, designed and signed off

#4: The launch of the engagement to support localised action

#5: An ongoing process to check for data gaps that may be filled in ensuing years

Timeline recommended

	2019										2020						
Stage	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Design																	
Collation																	
Reporting and Strategy																	
Action																	
Monitoring and Evaluation																	

Engagement Option A - Deliberative

In this option, while there are a number of engagement methods being suggested, the unique methods suggested in this model are two deliberative models of engagement. Deliberative models are a powerful tool to fostering deeper conversation, understanding and ownership of topics or issues. The first approach is a citizen panel and the second is participatory budgeting.

A citizen panel is an engagement process that has two key qualities. (1) Citizen's panels are a randomly sampled representative group of the general public; and (2) They are deliberative in nature, in that panellists are given time and information to make decisions beyond the top of mind input that comes from shorter duration engagement methods.

This deliberative process is becoming more widely used, due to the ability to deliver meaningful input, increased public trust in the final outcome and increased civic engagement beyond the panel process.

In this instance a group of 150 panel members is being suggested who would meet to 2-3 times throughout the process.

- Design
- Report
- Monitoring (Optional)

The random sampling would be built around a weight stratification of the community based on the ABS data. Weight stratification is being suggested to better account for representation of more marginalised groups. For example, Aboriginal people represented approximately 3.1% of the WA population according to the 2016 ABS census data. This would mean a representative sample is 5 people on a panel of 150 people. Weighted stratification could increase this to 8-10 people to improve the representation of this sector on the panel.

Suggested indicators for representation would be;

- Age
- Gender
- Geography (suggesting the nine Regional Development Commission Boundaries and Perth Metropolitan area)
- Aboriginal
- Torres Strait Islander
- Culturally and linguistically diverse (CALD)
- Accessibility (People with Disability)
- Socio-Economic poverty

This citizen panel would be augmented by targeted engagement with community-based organisations and government agencies throughout the process.

The other key element for this option is the inclusion of a participatory budgeting (PB) process as a means of engaging the whole community in the seed funding for a range of initiatives linked to the report. PB is a process of community identification and selection of projects. This is a more involved form of grant making that gives the community more responsibility for balancing the various needs and can support harnessing local action.

The reason for this recommendation, is that it will enable the activation of local ownership and initiatives to tackle some of the issues and concerns raised. It is a powerful way to direct the energy created from the release of the report towards meaningful action.

The Victorian Government have just completed a PB process across the state that incorporated a \$30 million spend allocated by the wider community. A range of tools and criteria were used to ensure the funds were purposeful and fairly distributed.

PB is used globally as a means of citizen engagement and activation. In Scotland it is regularly being used at both the national and local government levels.

More information on these processes can be found at:

Citizens Panels

www.newdemocracy.com.au

www.vlga.org.au/files/assets/public/resources/policy-and-advocacy/v4-citizen-juries-an-overview.pdf

Participatory Budgeting

<https://www.participatorybudgeting.org/>

<https://pickmyproject.vic.gov.au/>

<https://pbscotland.scot/what-is-pb/>

Engagement Sequence - Option A

The following engagement sequence would be complimented by a communications plan, the communications options can be found on page 37.

Stage	WHAT	WHO
<p>Design</p> <ul style="list-style-type: none"> To determine community aspirations for societal growth in WA To determine the existing data inputs and which data points best measure domain aspirations Determine the desired level of functionality and visualisation for the report 	<p>Citizen Panel: A 1-2 day panel is held to</p> <ul style="list-style-type: none"> Define the domain aspirations and overall goals of the report Input into the look and feel of the report and data visualisation <p>Sector/Gov Workshops: 6 x 3hr with the NFP's and government agencies linked to each domain to map data sets and plan for the progression to data aggregation</p>	<p>Representative weighted sample of 150 members of the Western Australian Community</p> <p>Sector/Gov</p> <ul style="list-style-type: none"> Community services Business Local Government State Government
<p>Collation</p> <ul style="list-style-type: none"> To collect both qualitative and quantitative data that tells the story of the 'wellbeing' of the community Capture inputs from the diversity of "community" 	<p>'Most Significant Change': A qualitative evaluation process, gathering qualitative stories about</p> <ul style="list-style-type: none"> "What's the most significant change you have seen in yOur Communities the past 5 years?" "What's the most significant change you would like to see in yOur Communities in the next 5 years? That you'd like to see in the future X years?" <p>In Depth Interviews: 600 x 45-minute phone interviews</p> <p>Online engagement: Use of online engagement platforms to foster discussion about topics and conduct a broad scale survey</p>	<p>Panel members, the NFP sector and government organisations are asked to host a series of 'structured conversation'</p> <p>This could use the most significant change model</p> <p>Random sample of people from across the state, using a call center</p> <p>Available to whole community that has online access</p>

Stage	WHAT	WHO
<p>Reporting and Strategy</p> <ul style="list-style-type: none"> To support shared understanding of what works and what is needed To develop a response strategy that speaks to the community priorities 	<p>Citizen Panel #2: The same group reconvenes for a 1-2 day panel to</p> <ul style="list-style-type: none"> Review the report and develop recommendation for the strategy moving forward <p>Sector/Gov forum: One day forum with the sectors and government agencies linked to review the report and develop recommendation for the strategy moving forward</p>	<p>The same panel reconvenes</p> <p>Sector</p> <ul style="list-style-type: none"> Community services Business Local Government
<p>Action</p> <ul style="list-style-type: none"> To initiate programs and activities that are linked to the strategy To harness personal passion towards collective action 	<p>Participatory budgeting: A sum of money, distribute around the state is allocated for actions that would support the strategy developed through the reporting phase. This would involve a broad communication campaigns and be supported by both print and online tool kits</p>	<p>Broad public campaign</p>
<p>Monitoring and Evaluation</p> <ul style="list-style-type: none"> To shape decisions and actions of organisations and individuals in response to ongoing measurement of progress towards aspirations To maintain interest in actions and outcomes 	<p>Citizen Panel #3 (optional): The same group reconvenes for a 1 day panel to</p> <ul style="list-style-type: none"> Review the process, recommend priorities for data gaps in the next report <p>Sector/Gov forum: One day forum with the sectors and government agencies linked to review the process, identify and recommend priorities for data gaps in the next report</p>	<p>The same panel reconvenes</p> <p>Sector/Gov</p> <ul style="list-style-type: none"> Community services Business Local Government State Government

Assessment - Option A

The following assessment was made using a 7-point scale; where 1 was the lowest least desirable score and 7 was the highest and most desirable score. The resources criteria was reverse scored, in that it is assumed that more expensive is less desirable. The maximum possible score is 35.

Criteria	Score	Rationale
<ul style="list-style-type: none"> Breadth: To what degree does this option deliver a wide ranging representation of the WA community 	7	<p>This option presents a way to achieve the desired breadth in a time efficient manner. The use of a citizen panel, brings a representative sample of the community together at key stages of the process and build the credibility of the outcome</p> <p>The participatory budgeting and 45min interview also provide a mix of opportunities for broad scale engagement</p>
<ul style="list-style-type: none"> Quality of Input: To what degree does this option deliver a considered and meaningful insight to the reporting process and beyond 	7	<p>The use of the two deliberative processes helps to ensure there is more considered input into the process</p>
<ul style="list-style-type: none"> Activation: To what degree is this option likely to deliver a community that is engaged in the process 	5	<p>The participatory budgeting provides a mechanism to ensure the process does not stop at the delivery of the report and helps to ensure there is a continuing dialogue and action</p>
<ul style="list-style-type: none"> Timeliness: The degree to which the option is able to fit within the November timelines 	6	<p>Depending on the design specification for the data needing to be collected, the proposed option can fit desired timelines</p>
<ul style="list-style-type: none"> Resource: The level of resourcing required to deliver the proposed process 	1	<p>It will take more resources to achieve the breadth and quality of input and activation.</p>
Total	26	

Engagement Option B - Consultative

This option takes a traditional approach to engagement, using face to face workshops in each region as the main point of contact with the broader community and supported by a series of workshops with the NFP and Government sectors.

The main effort for broader engagement is in the design phase of the process to help ensure buy in and meaningful data collection.

Participatory budgeting is also being recommended to maintain some broader engagement once the report is delivered and to support local action and community activation.

Engagement Sequence - Option B

The following engagement sequence would be complimented by a communications plan, the communications options can be found on page 37.

Stage	WHAT	WHO
Design <ul style="list-style-type: none"> To determine community aspirations for societal growth in WA To determine the existing data inputs and which data points best measure domain aspirations Determine the desired level of functionality and visualisation for the report 	<p>Community Workshops: Conduct five workshops in each of the nine WA regions (total of 45 workshops) and 8 workshops in Perth area. Workshop seek input into - drafts of the domain aspirations and overall goals of the report</p> <p>Sector/Gov Workshops: 2 x 1 day workshops with the sectors and government agencies linked to each domain to map data sets and plan for the progression to data aggregation.</p>	Broad promotion and invitation through NFP and government to dedicated workshops with the following target groups; 1x CALD 1x Aboriginal 1x PWD 2x General Sector/Gov <ul style="list-style-type: none"> Community services Business Local Government State Government
Collation <ul style="list-style-type: none"> To Collect both qualitative and quantitative data that tells the story of the 'wellbeing' of the community 	<p>In Depth Interviews: 600 x 45-minute phone interviews</p> <p>Online engagement: Use of online engagement platforms to foster discussion about topics and conduct a broad scale survey</p>	Random sample of people from across the state, using a call center Available to whole community that has online access Target communities will depend on the framing of the initiative.

Stage	WHAT	WHO
<ul style="list-style-type: none"> Capture inputs from the diversity of “community” 	Supporting by communications activities such as photo/video submission competitions etc	
Reporting and Strategy <ul style="list-style-type: none"> To support shared understanding of what works and what is needed To develop a response strategy that speaks to the community priorities 	Sector/Gov forum: One day forum with the sectors and government agencies linked to review the report and develop recommendation for the strategy moving forward	Sector/Gov <ul style="list-style-type: none"> Community services Business Local Government State Government
Action <ul style="list-style-type: none"> To initiate programs and activities that are linked to the strategy To harness personal passion towards collective action 	Participatory budgeting: A sum of money, distribute around the state is allocated for actions that would support the strategy developed through the reporting phase. This would involve a broad communication campaigns and be support by both print and online tool kits	Broad public campaign
Monitoring and Evaluation <ul style="list-style-type: none"> To shape decisions and actions of organisations and individuals in response to ongoing measurement of progress towards aspirations To maintain interest in actions and outcomes 	Sector/Gov forum: One day with the sectors and government agencies linked to review the process, identify and recommend priorities for data gaps in the next report	Sector/Gov <ul style="list-style-type: none"> Community services Business Local Government State Government

Assessment - Option B

The following assessment was made using a 7-point scale; where 1 was the lowest least desirable score and 7 was the highest and most desirable score. The resources criteria was reverse scored, in that it is assumed that more expensive is less desirable. The maximum possible score is 35.

Criteria	Score	Rationale
<ul style="list-style-type: none"> Breadth: To what degree does this option deliver a wide-ranging representation of the WA community 	7	This is a more time intensive option but achieves broad reach across the state, going to communities where people live
<ul style="list-style-type: none"> Quality of Input: To what degree does this option deliver a considered and meaningful insight to the reporting process and beyond 	5	The use of 2hr workshops, while common, tends to elicit more top of mind responses and can be difficult to engender deeper insights and understanding
<ul style="list-style-type: none"> Activation: To what degree is this option likely to deliver a community that is engaged in the process 	6	The participatory budgeting provides a mechanism to ensure the process does not stop at the delivery of the report and helps to ensure there is a continuing dialogue and action
<ul style="list-style-type: none"> Timeliness: The degree to which the option is able to fit within the November timelines 	2	The proposed option would be very difficult to deliver within the current timelines
<ul style="list-style-type: none"> Resource: The level of resourcing required to deliver the proposed process 	1	It takes more resources to achieve the breadth and quality of input and activation.
Total	22	

Engagement Option C - Informative

This option provides a simplified approach that covers the minimal amount of engagement, supported largely by online and communication activities. The work with the NFP and Government sectors becomes the main focus of the engagement.

The main effort for the broader engagement is directed to the design phase of the process to help to ensure buy in and meaningful data collection.

Engagement Sequence - Option C

The following engagement sequence would be complimented by a communications plan, the communications options can be found on page 37.

Stage	WHAT	WHO
Design <ul style="list-style-type: none"> To determine community aspirations for societal growth in WA To determine the existing data inputs and which data points best measure domain aspirations Determine the desired level of functionality and visualisation for the report 	<p>Community Focus Group: Conduct 4 workshops in metro area and 4 in regional north, south and east (total 16 groups)</p> <p>Online engagement: Use of online engagement platforms to foster discussion about topics and conduct a broad scale survey</p> <p>Sector/Gov Workshops: 2 x half day workshops with the sectors and government agencies linked to each domain to map data sets and plan for the progression to data aggregation.</p>	Broad promotion and invitation through NFP and government to dedicated workshop with the following target groups; 1x CALD 1x Aboriginal 1x PWD 2x General Sector/Gov <ul style="list-style-type: none"> Community services Business Local Government State Government
Collation <ul style="list-style-type: none"> To Collect both qualitative and quantitative data that tells the story of the 'wellbeing' of the community Capture inputs from the diversity of "community" 	<p>In Depth Interviews: 300 x 45-minute phone interviews</p> <p>Online engagement: Use of online engagement platforms to foster discussion about topics and conduct a broad scale survey</p>	Random sample of people from across the state, using a call center Available to whole community that has online access
Reporting and Strategy	Sector / Gov forum: 2 x one day forums with the sectors	Sector/Gov <ul style="list-style-type: none"> Community services

Stage	WHAT	WHO
<ul style="list-style-type: none"> To support shared understanding of what works and what is needed To develop a response strategy that speaks to the community priorities 	and government agencies linked to review the report and develop recommendation for the strategy moving forward	<ul style="list-style-type: none"> Business Local Government State Government
Action <ul style="list-style-type: none"> To initiate programs and activities that are linked to the strategy To harness personal passion towards collective action 	Action plan to come through respective government departments	Audiences as determined by government agencies
Monitoring and Evaluation <ul style="list-style-type: none"> To shape decisions and actions of organisations and individuals in response to ongoing measurement of progress towards aspirations To maintain interest in actions and outcomes 	Sector/Gov forum: 1 x one day with the sectors and government agencies linked to review the process, identify and recommend priorities for data gaps in the next report	Sector/Gov <ul style="list-style-type: none"> Community services Business Local Government State Government

Assessment - Option C

The following assessment was made using a 7-point scale; where 1 was the lowest least desirable score and 7 was the highest and most desirable score. The resources criteria was reverse scored, in that it is assumed that more expensive is less desirable. The maximum possible score is 35.

Criteria	Score	Rationale
<ul style="list-style-type: none"> Breadth: To what degree does this option deliver a wide-ranging representation of the WA community 	3	<p>This option could leave the government open to accusations of tokenism and lack of engagement.</p> <p>The over reliance on online engagement is not advised, due to the sections of the community who would not be able to participate.</p>
<ul style="list-style-type: none"> Quality of Input: To what degree does this option deliver a considered and meaningful insight to the reporting process and beyond 	3	<p>The input from the respective sector and government representatives would be a reasonable quality, the input from the wider community would tend to be top of mind thinking and not achieve a deeper level of insight</p>
<ul style="list-style-type: none"> Activation: To what degree is this option likely to deliver a community that is engaged in the process 	1	<p>There is low confidence that this approach would engage wider community interest</p>
<ul style="list-style-type: none"> Timeliness: The degree to which the option is able to fit within the November timelines 	6	<p>The limited engagement makes this a time efficient process</p>
<ul style="list-style-type: none"> Resource: The level of resourcing required to deliver the proposed process 	6	<p>The limited engagement makes this a cost-efficient process</p>
Total	19	

Communications Options

The following suite of communication tools and options is presented in three levels of intensity and engagement high, medium and low. The communications options could be mixed with any of the engagement options, though we would not recommend the low intensity communications activity for engagement options A or B.

Methods	High Intensity	Medium Intensity	Low Intensity
Brand package <ul style="list-style-type: none"> Develop brand for Our Communities Report Recommend change name - Community Wellbeing Dashboard, Our Future History, Our Communities Conversation, Dialogue Use for all promotion and consultation collateral 	X	X	X
Media Campaign <ul style="list-style-type: none"> Identify media talent to speak to TV, radio, print and online publications about the Our Communities Report Can be executed during design, reporting, and action phases Media talent can include popular or influential Australian personalities, and community members who participate in engagement activities in design phase Requires messaging and media briefing 	X	X	
Online Advertising <ul style="list-style-type: none"> Promote Our Communities design consultation, qualitative data collection, and report launch through online banner advertising 	X	X	X
Social Media Campaign <ul style="list-style-type: none"> Promote Our Communities qualitative data collection and report launch through social media advertising Empower community participants and sector participants to promote through owned channels 	X	X	X
Report launch events <ul style="list-style-type: none"> Release reports at events throughout the nine regions to spread awareness Present findings, progress and next steps to community members Presentations are conducted by local community influencers, popular or influential Australians, and community engagement participants Mechanism to collect feedback is built into report launch event 	X (9 events)	X (1 event)	
Avatar			

Methods	High Intensity	Medium Intensity	Low Intensity
<ul style="list-style-type: none"> • Online platform to determine your personal avatar based on a series of questions • High engagement from younger and online audiences • Self-determination felt because individual can develop own avatar based on choices 			
Indicative Cost	\$115,000	\$70,000	\$45,000

Indicative Costing

The following cost estimates cover the main activities required for each of the options offered and associated travel/accommodation etc.

They do not cover item that would normally be provided by the host/organisation or department, such the project management, participant management, venue, catering, printing, graphic design etc

Engagement Costs

		Option A Deliberative (\$365,000)	Option B Consultative (\$280,00)	Option C Informative (\$160,000)
Communications Costs	High Intensity (\$115,000)	\$480,000	\$395,000	\$275,000
	Medium Intensity (\$70,000)	\$435,000	\$350,000	Not Recommended
	Low Intensity (\$45,00)	Not Recommended	Not Recommended	Not Recommended

Conclusions and Recommendations

The “Our Communities Dialogue” and report represents a significant opportunity for the government to engage the community in a conversation about the social fabric of society.

While there are risks inherent with any project of this nature to be turned into a critique of the government of the day, the practice of benchmarking and monitoring performance as a whole community provides the opportunity to reframe the conversation. The traditional thinking is that the government and the not-for-profit sectors have sole responsibility to create the kind of community that we want to live in. However, this process can provide an opportunity to move towards a conversation where the social fabric is everyone’s responsibility. The shift to self-determination of wellbeing can empower people at the local level to take action for meaningful change.

There is an important distinction to be made between the practical goal of delivering a report and the broader engagement and relational goals of generating the desired community dialogue and involvement. For some stakeholders even the compressed nature of this project (the blueprint development) began to raise concerns about how collaborative the final output would be.

Change through consultation and conversation requires people willing to initiate and sustain that conversation. Community activation likewise requires tacit permission to act, through the provision of influence and resources.

As such, the current timelines for the year one report present a real risk to the achievement of the desired engagement objectives.

The following recommendations are presented for consideration in the refinement of the blueprint for year one and beyond.

Recommendations

1. Sufficient time is invested in getting the detail in the reporting to a level that communities, sectors and government will find useful. It doesn't need to be a perfect report in year one, but it needs to be deemed 'useful' by the stakeholders to engender interest in the future iterations. Simply re-packaging data that is currently available would not be considered useful by many stakeholders.
2. The report is able to be disaggregated to the Local Government Authority (LGA) level or similar to increase its usefulness for local action and planning. At a minimum, it is suggested to be disaggregated to the nine Regional Development Commission boundaries and the metro area.
3. Sufficient time is invested in establishing with communities what measures they want and the desired outcome and aspirations for each domain.
4. Sufficient time is invested in establishing with communities the optimal look and feel of the process.
5. The deliberative models be used to build representativeness and engagement in action in the lead-up to and following the release of the report.
6. The narrative encourages local level benchmarking, rather than comparison across regions, LGA areas etc. Leaderboards and the like are not useful comparisons when considering remoteness, socio-economic etc.
7. The monitoring and evaluation process capture data gaps to build a refinement process for future iterations of the report.
8. To maintain an optimistic narrative for the report, and balance indicators that report both gaps and strength.
9. Use early and ongoing engagement to demonstrate that it's "not another report" but a "conversation".
10. Community engagement is integral to create ownership over the vision and measures for community wellbeing
11. From a message point of view some of the key messages include;
 - a. The reporting is an ongoing conversation and iterative process with multiple cycles from design through to monitoring and evaluation.
 - b. Community wellbeing is everyone's responsibility, not just government or sector responsibility. Encourage self-determination of wellbeing.

Appendix One - Engagement Participants

Interview Participants

Interviews

Completed	Carol Petterson	Community member – Supporting Communities Forum
	Dave Signorini	National wellbeing Framework (Scotland)
	Julie Waylen	State Manager WA - National Disability Service
	Leon Mclvor	Department of Health
	Maria Osman	Community member – Supporting Communities Forum Executive Director - Community Advancement Network (Texas)
	Raul Alvarez	Deputy Director – National Performance Framework (Scotland)
	Tim Ellis	Department of Premier and Cabinet
	Robin Ho	Department of the Premier and Cabinet
	Sarah Norton	Department of Finance
	Stephen Hill	Community member – Supporting Communities Forum
Suzi Cowcher		
Approached	Jonathan Ford	CEO – Moorditj Koort Aboriginal Health and Wellness Centre
	Kate George	Community member – Supporting Communities Forum
	Paul Isaacson	Department for Communities
	Ross Wortham	CEO – Youth Affairs Council of Western Australia
	Vicki O'Donnell (CEO – Kimberley Aboriginal Medical Services

Stakeholder Mapping Workshop Participants

Denise Sullivan	Department of Health
Katie Stublely	Strategic Design – UWA Centre of Social Impact
Ramdas Sankaran	Ethnic Communities Council
Tina Holtom	CEO – Child Australia
Jennie Gray	WACOSS
Jennie Burns	Life without barriers
Suresh Rajan	Secretary ECCWA
Helen Creed	Supporting Communities Forum member
Suzi Cowcher	Supporting Communities Forum member
Taryn Harvey	WA Association of Mental Health

Hackathon Participants

Danielle Cattalini	City of South Perth - stakeholder engagement
Clare Mullen	Health Consumer Council
Karina Moore	Department of Health
Jane Elton	City of Armadale - community planning
Bec Doyle	Unions WA - campaign organiser
Susannah Wolz	Department of Health - communications

Appendix Two - Full Literature Review

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1 Summary

A small-scale literature review was conducted as part of the Our Communities Dialogue Blueprint process. Originally, three projects were scoped for review, but the ensuing research identified five projects that each bring different elements that are worthy of note.

The exemplars examined were:

1. **“Measuring what matters”** – A UK based initiative led by the Office of National Statistics that ran a broad consultation process in 2010 to develop national outcome
2. **“National Performance Framework”** – A Scottish initiative that is independent of the ‘Measuring what Matters’ research and has recently been updated
3. **“Measuring Australian Progress”** – An Australian initiative that started in 2002 and focusses on community wellbeing, using expert panels and some broader consultation. This has not been updated since 2013
4. **“Living Standards Framework”** – A New Zealand initiative focussing on current and future measures of well-being run by the Treasury and updated in December 2018
5. **Community Advancement Network** – A North American initiative based in Austin, Texas that started in 2007 as a way to define wellbeing; they launched their first dashboard in 2009.

There were variable levels of information available about each of the exemplar projects; as such, not every section will have content relating to all of the five exemplars. In some instances, we had to rely on what was organically available, other times we were able to speak directly to the custodians of the process and glean deeper insights.

The review of these case studies has revealed a diversity of processes and approaches to developing outcomes and measuring wellbeing.

All of these exemplars are different in the degree of consultation conducted and with whom, and how often the data is updated. Besides CAN, the owner of the outcomes measurement process and report was a central government agency.

All projects started with the intent of simply reporting on the existing and available data, yet over time each has seen the limitations of this approach and begun to develop the data sets that they feel they should be reporting on. This was a key finding across all five exemplars, the fact that the development of wellbeing outcomes and reporting is a long process that is always evolving. Some exemplars started in 2002 and in two instances (Scotland and New Zealand) have released updates to indicators and the way they visualised the data this year.

For the UK, Scotland, Australia and New Zealand examples, their frameworks are heavily based on international standards of wellbeing. At the beginning of the process they started with OECD measures and have since referenced the United Nations Sustainable Development Goals for their respective domestic contexts.

One element that was emphasised was that it is “a trap” just to focus on the data that is available rather than focussing on what data is best to measure in any given domain or indicator. The fact is that all the projects have gone through this same learning. All the projects are directing their attention to the data they need rather than the data they have and on ensuring the data can be disaggregated in different ways.

It was also emphasised that using indicators and outcomes in plain language that the average person can understand was preferred.

To summarize, each exemplar has its strengths.

The UK example conducted a big national “debate” on what the community wants to measure regarding wellbeing. Asking the question “What matters?” in a public way started a conversation in households and in the media that is still being discussed. The process of asking people to think about what matters to them, that process in itself created change and influenced individuals’ decision making and action.

In Australia, the engagement process conducted for government, policy and subject matter experts was thorough. The Topic Advisor Panels and full day forum provided a deeper level of analysis than a single group or entity alone defining the wellbeing measures.

Scotland’s National Performance Framework started in very similar circumstances to the Western Australia context. The dashboard they designed was one of the first wellbeing data sets, with new data or channels being updated regularly. In December 2018 the dashboard was updated and refreshed again, demonstrating the iterative process of developing, designing and presenting outcomes measures.

The way in which New Zealand considered, consulted and integrated First Nations ideas of wellbeing into the Living Standards Framework is a model example of inclusive design. In the dashboard released December 2018, identity data and demographics are compared side by side and selection is flexible for the user to look at what interests or applies to them personally.

The Community Advancement Network demonstrates how wellbeing information is the foundation for further action. More than just measuring and reporting on wellbeing, how that information can move into empowering and activating communities to improve individual and collective wellbeing.

2 Language Comparison

Language is important and especially when describing something aspirational for the community and evolving over a long period of time. This section provides a quick overview of the language used in each of the three exemplars we selected.

Comparing purposes

Scottish Government	<ul style="list-style-type: none"> • “To focus government and public services on creating a more successful country with opportunities for all of Scotland to flourish through increasing sustainable economic growth.”⁷ • “We are a society which treats all our people with kindness, dignity and compassion, respects the rule of law, and acts in an open and transparent way. Our Values describe the underpinning principles that we share as a nation, and the particular approach that we take to government and the delivery of public services in Scotland.”
Australia	<ul style="list-style-type: none"> • "This product is designed to help Australians address the question, 'Is life in Australia getting better?' Measures of Australia's Progress (MAP) provides a digestible selection of measures in answer to this question that Australians can use to form their own view of how our country is progressing.
New Zealand Treasury	<ul style="list-style-type: none"> • "Our vision to be a world-leading Treasury working towards higher living standards for New Zealanders." • “Provide effective economic and financial advice to the government of the day... Driven first and foremost by the obligation to ensure that our advice on improving living standards is as good as it can be.” • “Values of the report are to be transparent, objective and impartial.” • “A wellbeing framework for New Zealand needs to recognise the diversity of beliefs, assumptions, values and ideas that shape New Zealanders’ views of the world – in short, what they believe matters for wellbeing.” • “The LSF Dashboard is a tool within the LSF that provides an integrated empirical view of living standards.”
CAN	<ul style="list-style-type: none"> • “CAN has created a dashboard of 17 socio-economic indicators which provide an overview of the social health and well-being of Austin and Travis County. By tracking the indicators in this report over time, we identify areas where collective attention and action are needed.”

⁷ <http://nationalperformance.gov.scot/>

Comparing questions

UK	<ul style="list-style-type: none"> • “What matters to you?” • Called the consultation process a national “debate”
Australia	<ul style="list-style-type: none"> • “Is life in Australia getting better?” • “What is important to you for national progress?” • “What really are the most important things in your life, what do you care about or need the most?”
New Zealand	<ul style="list-style-type: none"> • “What are current outcomes?” • “Will these outcomes be sustained or improved?” • “How resilient is the system?⁸” <p>Note: these questions were answered in the development of the Living Standards Framework and not through community consultation as in the above examples.</p>

Comparing descriptions of the first iterations

UK	<ul style="list-style-type: none"> • “There is an appetite for the ONS program to start delivering measures, on an experimental basis.”
Australia	<ul style="list-style-type: none"> • “MAP is an evolving product.”
New Zealand	<ul style="list-style-type: none"> • “A positive early milestone amid a long -term work in progress.” • “[Dashboard] is the first version and is one milestone in an iterative process of developing measurement and analysis tools to improve the treasury’s advice.” • “Further work is needed to ensure the diverse worldviews of New Zealanders are sufficiently accommodated within the LSF.” • “Future work on addressing the (data) limitations and gaps will be incorporated in future versions.” • “Owing to the short development time frame and the availability of data, this version has a number of known limitations which we will work to address in the next version.”

“One would need to be mindful of the fact that “good governance” is ... a culturally loaded notion. In a multicultural society such as ours, it would therefore be useful to unbundle some of the more presumptive definitions of ‘good governance’”

*- quote from Australian council of Learned Academies submission,
 Mapping Australian Progress⁹*

⁸ <https://treasury.govt.nz/sites/default/files/2017-12/lst-pres-13dec17.pdf>

⁹ [http://www.ausstats.abs.gov.au/ausstats/subscriber.nsf/LookupAttach/1370.0.00.002Publication20.11.121/\\$File/Measures%20of%20Australia's%20Progress%20Consultation%20Report.pdf](http://www.ausstats.abs.gov.au/ausstats/subscriber.nsf/LookupAttach/1370.0.00.002Publication20.11.121/$File/Measures%20of%20Australia's%20Progress%20Consultation%20Report.pdf)

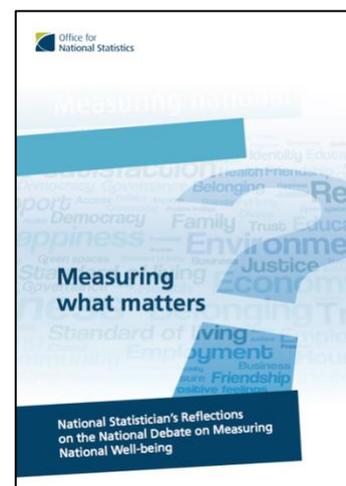
3 UK – Measuring What Matters

3.1 Purpose of measuring national wellbeing

In 2010 the UK started the process of measuring national wellbeing. This was informed by the OECD Works Forum on Statistics, Knowledge and Policy in 2007 which called for evidence-based measurement and value of national wellbeing to contrast or balance out traditional economic measures of prosperity.

The report Australia’s Measures of Australia’s Progress (MAP) from 2002 is referenced as a source document that helped inform the thinking of the UK What Matters Debate and national wellbeing framework.

The UK undertook a broad consultation process during the development of the national wellbeing framework. The report *Measuring What Matters*¹⁰ was produced in 2011 to share the consultation process.



3.2 “What Matters?” Consultation Process

The UK started development of national measures of wellbeing late in 2010, led by the Office for National Statistics (ONS).

A five-month consultation was conducted from November 2010 to April 2011 and framed as a “debate” on “what matters to you”. The ONS put out a consultation paper for feedback with five questions:

- What things in life matter to you?
- Of the things that matter, which should be reflected in measures of national wellbeing?
- Which of the following sets of information do you think help measure national wellbeing and how life in the UK is changing over time?
- Which of the following ways would be best to give a picture of national well-being?
- How would you use measures of national wellbeing?

¹⁰ <https://www.ons.gov.uk/ons/guide-method/user-guidance/well-being/wellbeing-knowledge-bank/understanding-wellbeing/measuring-what-matters--national-statistician-s-reflections-on-the-national-debate-on-measuring-national-well-being.pdf>

This “debate” period of consultation resulted in the activity listed below. Included is a comparison of the UK’s population of 62,000,000 in 2010 to WA’s population of 2,500,000 in 2018 to get a sense of scale for WA:

- 7,900 responses to the consultation paper
 - Including 50 responses from organisations
 - Relative size to WA would be 3,185 responses
- 17,700 website visits and 1,200 online comments
 - Relative to WA is 7,137 visits and 484 comments
- 175 events with 7,250 attendees, which average to 41 people per event
 - Relative to WA this would be 71 events with 2,923 attendees overall

We consulted with a diversity of organisations including academics and university students, charities, people living in sheltered accommodation, people with health issues, disability groups, religious groups, employers, retired people, ethnic minorities, school children, hospital patients and carers, well-being experts, other government departments, young adults, parents including vulnerable mothers and youth affected by mental health issues.

The debate highlighted that the things that matter most were health, relationships, work and the environment.

Some interesting findings also include:

- Participants mentioned the importance of community spirit but that it was lacking.
- The need to capture children’s and young people’s wellbeing was highlighted in their own right but also because of the impact and effect it has on parents’ wellbeing.

“We need to capture the essence of what gives people a sense of purpose, a reason for being. In many cases, their lives may be dominated by just getting through, putting bread on the table.”

The common themes taken from the ‘debate’:

- Individual well-being is central to an understanding of national well-being. It includes objective circumstance, for example an individual’s employment status as well as subjective well-being which includes the individual’s experiences and feelings;
- national well-being is affected by how these circumstances, experiences and feelings are distributed across society and how well current levels of well-being can be sustained into the future or between generations;
- a set of domains, such as health and education will need to be established to help capture the individual measures which together determine national well-being
- local factors are also relevant to well-being, e.g. access to green spaces and strength of community involvement.

The purpose is summed up well in a quote from former UK Cabinet Secretary = Gus O’Donnell “developing new and better ways to understand how policy and public services affect well-being’.

The Measuring What Matters report was reporting on the findings of the debate and left finalising the measures and display of information to be determined six months later, by the end of the year.

3.3 Determining indicators and measures

The UK took a staged approach to determining measures of national wellbeing.



The foundation was to collate all existing inputs which included government initiatives, international measurements like the OECD, other established measures and all the measures discussed in the national debate.

The next step was to evaluate measures based on the following criteria:

- robust – meeting the standard statistical requirements of accuracy, reliability and validity
- comparable internationally
- available for a past time series of reasonable length
- relatively up-to-date
- likely to be available in the future
- capable of disaggregation for specific groups of people and geographical areas
- considered to be acceptable by experts in the area

The measures were then subject to further refinement to produce a shorter set for consultation.

The following criteria were used to assist the selection of indicators:

- effective coverage of the domains to be identified in the framework, without overlap or duplication
- provision of a coherent and consistent picture within the domains
- relevance for measuring well-being or an aspect that can be shown to be related to well-being
- relevant stakeholder endorsement
- rated highly against other potential measures for measuring well-
- the ability to be analysed across priority areas such as different geographies or sub-groups of the population
- sensitivity to effective policy interventions without being readily susceptible to manipulation
- public acceptance, interest and understanding ¹¹

¹¹<https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/articles/measuringnationalwellbeing/qualityoflifeintheuk2018>

At this stage gaps were identified which might require further research.

As far as displaying the data, the debate produced mixed results.

One third of participants in the online survey felt that a small selection of measures would be the best way to give a picture of national well-being. However, more than one quarter felt that a larger set of measures would be appropriate. Less than a fifth though the measures should be combined into a single number.

Great care went to getting data from particular communities or for specific kinds of information.

Subjective well-being was also featured as a valuable and necessary measure to inform policy. The Office for National Statistics conducted research to determine what questions and methods would best measure subjective well-being. Four questions with responses on a scale from 1-10 were selected:

- overall, how satisfied are you with your life nowadays?
- overall, how happy did you feel yesterday?
- overall, how anxious did you feel yesterday?
- overall, to what extent do you feel the things you do in your life are worthwhile?

These questions were embedded in the Integrated Household Survey, a social survey conducted by the ONS and is second largest data set collected after the census.

There was also dedicated consultation to measuring children's well-being. Visits to schools, colleges and universities, parental toddler groups and consulting with charities working with children were included.

"This exercise is crucial as our decision makers are to have real appreciation and understanding of the feelings of those living life at 'ground-level'."

The debate question "How would you use measures of National Wellbeing?" suggests that the community would like to better understand how to use these measures and how to compare across different areas and communities within the UK.

Many comments were made that the very process of thinking through "what matters to me?" has itself made a difference in their approach to everyday decisions and actions. The process alone created change in how individuals perceive and act within their communities.

"This survey/debate will bring the subject of national well-being to the fore. That awareness is the crucial next step towards getting individuals to focus on what is important to them and to make changes if the current results in their lives are not what they want."

After the debate the work began to develop the measures. It is described in the report as an appetite for the ONS to deliver measures “*on an experimental basis*” which illustrates the iterative nature of this scale of project.

3.4 What was the response?

Media

The wider community was awoken by this report. The public interest in this national debate out a focus on what the shared values and aspirations of the community are. There was a light communications strategy and communications strategies will be ongoing to continue reporting on progress.

Politicians

In Scotland, the politicians focussed on the persistence of the national performance framework. John Swinney, Cabinet Secretary for Finance, Employment and Sustainable Growth said in 2012, “The Government has maintained the framework from its first term into its second. I like to think that, in the utterly unlikely event that it was ever to be replaced by an Administration of a different colour – heaven forbid – the national performance framework would be retained as a long-term measure of how the country was developing.”

Government agencies

The ONS engaged with departments to help integrate these findings into existing responsibilities and to develop tools that would make the integration easier. Also, consultation to the national well-being measures continue to grow with input and feedback from government agencies.

Business sector

The debate highlighted that well-being is important to business in a number of ways. Well-being at work, the importance of work in people’s lives and the impact of work in people’s lives, social and community responsibility were listed. There was an emphasis on the value of engaging with business.

Not-For-Profit sector

It is worth noting that at the end of the debate consultation an advisory forum of over 40 members a technical advisory group were formed. The objective of this forum is to provide advice to the National Statistician and to deliver credible questions and presentations, measures of national and wider national well-being to meet policy and public needs.

4 Scotland – National Performance Framework

4.1 Purpose and evolution of the National Performance Framework

Scotland Performs and the National Performance Framework¹² were first published in 2007. It was an election commitment of the incoming Scottish National Party. That political will was met by an enthusiasm from the administration to reduce silos and collaborate more towards shared outcomes.

The Scottish Government had a few ambitions for the National Performance Framework. They wanted it to be

- valued by parliament, to provide accountability;
- valued by the public sector, to increase bite and impact;
- valued by Scotland’s people; and
- valued internationally.

The above list highlights challenges of a national well-being framework and went on to describe how they met those challenges in this table:

CHALLENGES	MEETING THE CHALLENGES
Measuring what matters	The right indicators
Longevity	Flexibility
Credibility	Leadership & commitment
Embedding the approach	Collaboration

13

It is also noted that longevity is achieved through legislation. As such, part of the focus was embedding this in legislation – it became the Community Empowerment (Scotland) Bill. The aim of the legislation was to place the outcomes framework in legislation, with engagement and transparency at the heart of it.

The Act requires Scottish Ministers to consult on, develop and publish a set of National Outcomes for Scotland (see Annex One for details). The Scottish Ministers must also regularly and publicly report on progress towards these outcomes and review them at least every five years.¹⁴

¹² <https://nationalperformance.gov.scot/>

¹³ <https://www.befs.org.uk/wp-content/uploads/2016/12/NPF - BEFS - 19 Nov 15 presentation-1.pdf>

¹⁴ http://www.parliament.scot/S5_Local_Gov/Inquiries/Updated_National_Outcomes.pdf

In March 2018 a report was tabled in Scottish Parliament outlining community consultation findings relating to the National Outcomes. Revisiting the national outcomes almost a decade after launch resulted in 11 new national outcomes being developed. The new outcomes focus on “human rights, fair work, poverty and culture, and re-focusing on an outcome for children”¹⁵.

This report has also resulted in a new values statement and a new purpose statement which shifts the purpose of the dashboard from being government outcomes focussed to including all of Scotland.

4.2 The National Performance Framework

The 11 national outcomes describe what the Scottish Government wants to achieve and the kind of Scotland “we want to see”.

These outcomes were selected after a review in 2016-2017. They were recommended as they:

- Better reflect the values and aspirations of the public, expert stakeholders and Ministers
- Improved the alignment with the United Nation's Sustainable Development Goals and with other Scottish Government Frameworks, such as Scotland's National Action Plan for Human Rights and Scotland's Economic Strategy
- Simplify the language and presentation of the National Performance Framework
- Allow to better track progress in reducing inequalities, promoting equality and encouraging preventative approaches.

The National Outcomes are as follows:

- We grow up loved, safe and respected so that we realise our full potential
- We live in communities that are inclusive, empowered, resilient and safe
- We are creative and our vibrant and diverse cultures are expressed and enjoyed widely
- We have a globally competitive, entrepreneurial, inclusive and sustainable economy
- We are well educated, skilled and able to contribute to society
- We value, enjoy, protect and enhance our environment
- We have thriving and innovative businesses, with quality jobs and fair work for everyone
- We are healthy and active
- We respect, protect and fulfil human rights and live free from discrimination
- We are open, connected and make a positive contribution internationally
- We tackle poverty by sharing opportunities, wealth and power more equally

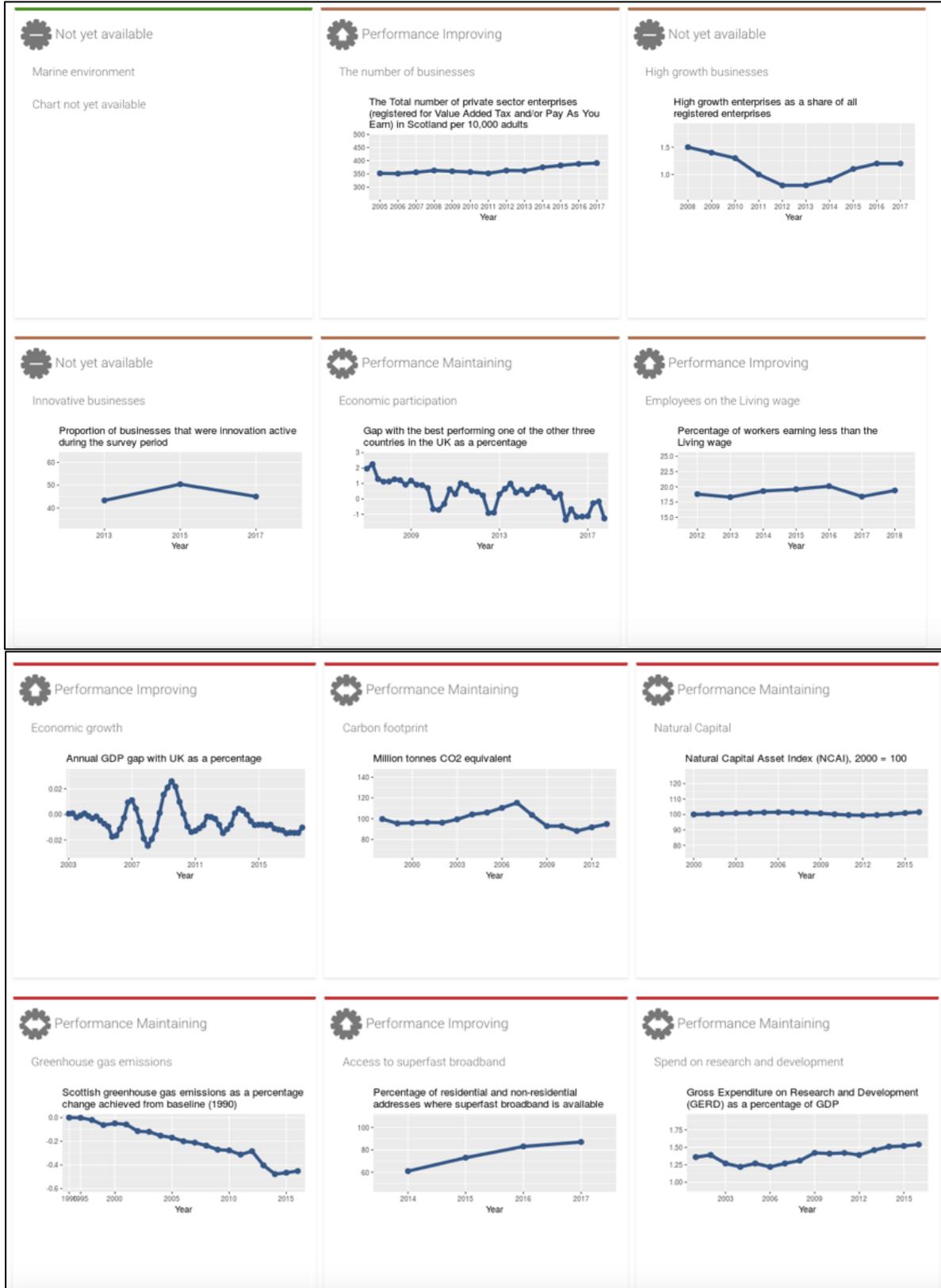
¹⁵ http://www.parliament.scot/S5_Local_Gov/Inquiries/Updated_National_Outcomes.pdf



4.3 The National Performance Framework Dashboard

<http://nationalperformance.gov.scot/>

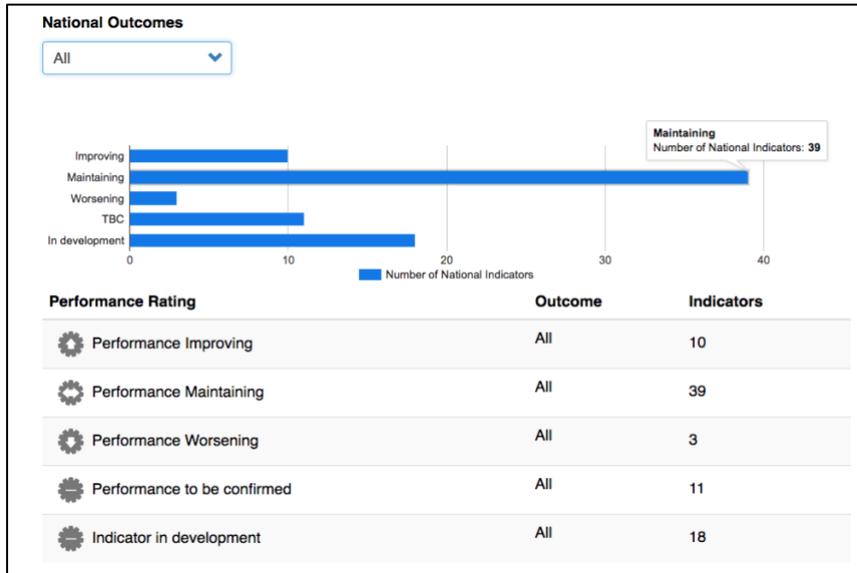
The version prior to 12th of December 2018 was a single scroll website with all 81 national outcome indicators laid out. The browser times out which suggests indicator measures are pulled in real time from available data sources.



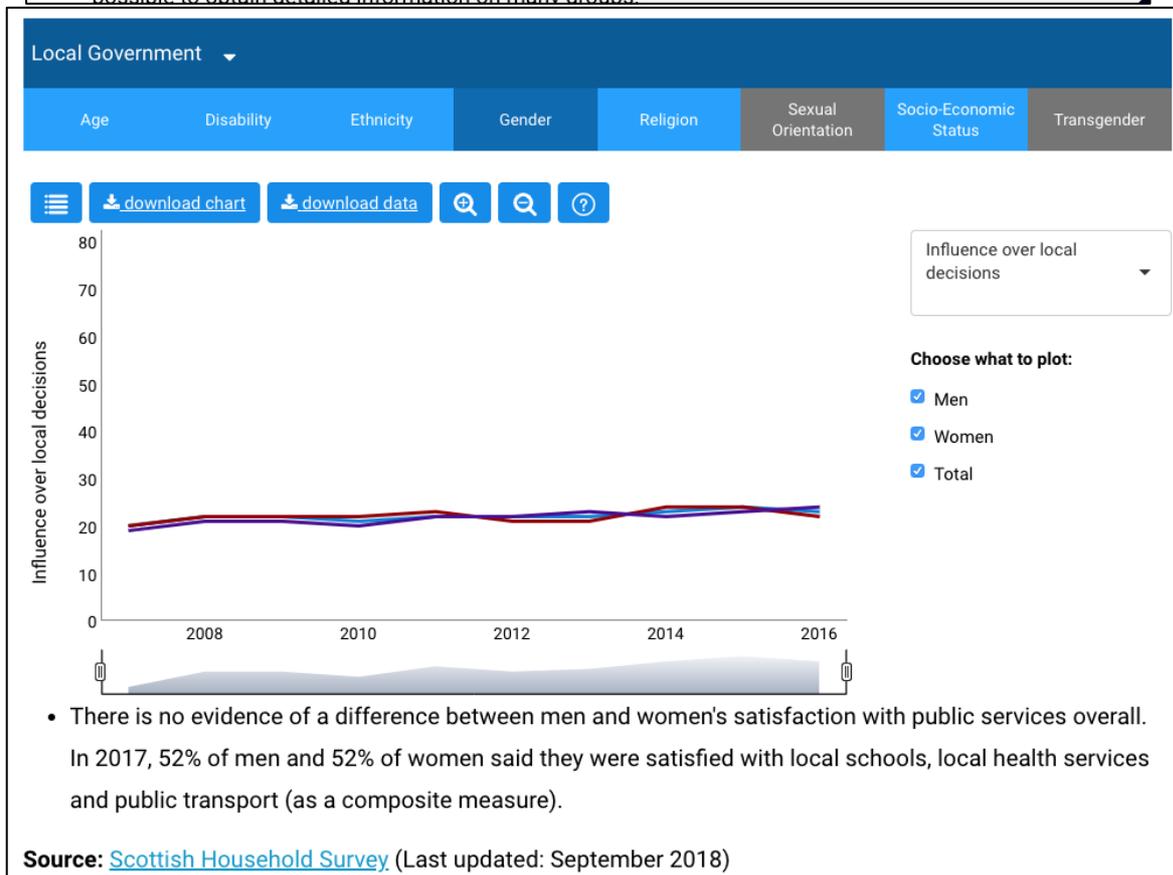
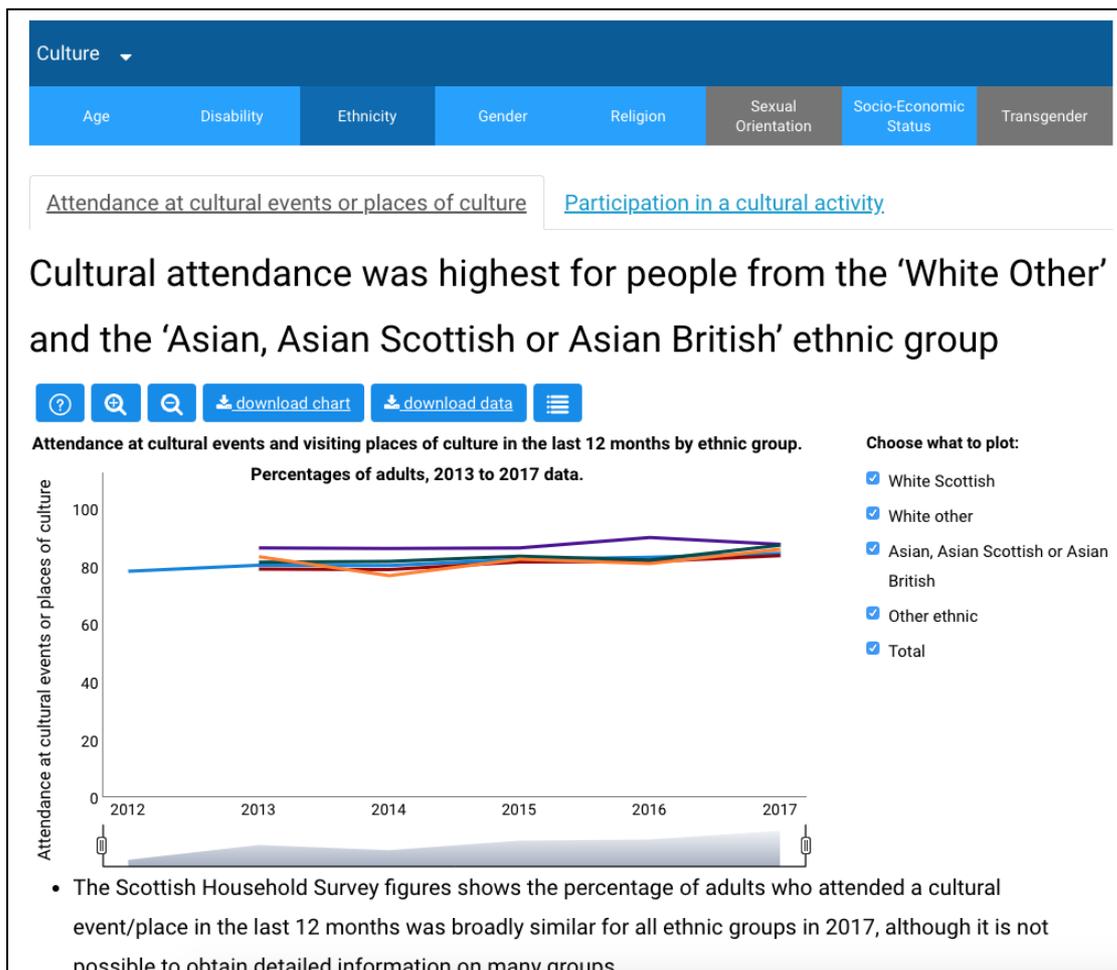
Version after 12th of December 2018:

This new version brought greater emphasis to the ability to cross tab and disaggregate the data using the 'equality evidence finder'.

<https://scotland.shinyapps.io/sg-equality-evidence-finder/#equality-npf-top>



	Age	Disability	Ethnicity	Gender	Religion	Sexual Orientation	Socio-Economic Status	Transgender
Equality Evidence Finder	(i)	(i)	(i)	(i)	(i)	(i)	(i)	(i)
Business, Enterprise & Tourism	(i)	(i)	(i)	(i)	(i)	(i)	(i)	(i)
Children & Families	(i)	(i)	(i)	(i)	(i)	(i)	(i)	(i)
Crime & Justice	(i)	(i)	(i)	(i)	(i)	(i)	(i)	(i)
Culture, Communities & Society	(i)	(i)	(i)	(i)	(i)	(i)	(i)	(i)
Demographics	(i)	(i)	(i)	(i)	(i)	(i)	(i)	(i)
Employability, Skills & Lifelong Learning	(i)	(i)	(i)	(i)	(i)	(i)	(i)	(i)
Health, Social Care & Sport	(i)	(i)	(i)	(i)	(i)	(i)	(i)	(i)
Housing & Regeneration	(i)	(i)	(i)	(i)	(i)	(i)	(i)	(i)
Income & Poverty	(i)	(i)	(i)	(i)	(i)	(i)	(i)	(i)
Labour Market & Social Security	(i)	(i)	(i)	(i)	(i)	(i)	(i)	(i)
Local Government & Third Sector	(i)	(i)	(i)	(i)	(i)	(i)	(i)	(i)
Rural & Environment	(i)	(i)	(i)	(i)	(i)	(i)	(i)	(i)
School Education	(i)	(i)	(i)	(i)	(i)	(i)	(i)	(i)
Transport & Travel	(i)	(i)	(i)	(i)	(i)	(i)	(i)	(i)



5 Australia – Measures of Australia’s Progress

5.1 Purpose and evolution of MAP

The Australian Bureau of Statistics (ABS) released the *Measures of Australia’s Progress*¹⁶ (MAP) in 2002, well ahead of its time in measuring holistically national well-being. In 2012 the ABS wanted to compare well-being measures a decade later. They initiated a consultation, evaluation and review process to build on and confirm the existing measures.

One of the reasons for conducting a large consultation process in 2012 was the feeling that “proposing aspirations for national progress is the role of the Australian Public, rather than that of the ABS.” The ABS took a role in facilitating and synthesising the aspiration statements received from the consultation process.



Measures of Australia's Progress (MAP) highlights where there are “data gaps for aspects of progress that may be significant to Australians. In this way, MAP points to where development may be needed in order to find suitable measures for these areas of progress. Gaps in the availability of measures occur for a number of reasons; for example, some areas of progress are inherently subjective and hence difficult to measure reliably. In other cases, the concept we want to measure is not yet sufficiently developed, or the concept is important for progress but may not lend itself to meaningful measurement. The quality of data or availability of data from only one point in time may also mean that there is no appropriate current measure of progress. And then there are areas of interest which have yet to be measured.”¹⁷

In Australia the Australian Bureau of Statistics (ABS) conducted the consultation and was responsible for the design and implementation of the report.

One of the aspirations for government as stated in a submission made by the Department of Infrastructure and Transport was that “MAP could potentially provide the underpinning framework and core indicators for a range of Commonwealth Government indicator projects, so as to increase the coherence and integration of these projects and minimize duplication.”

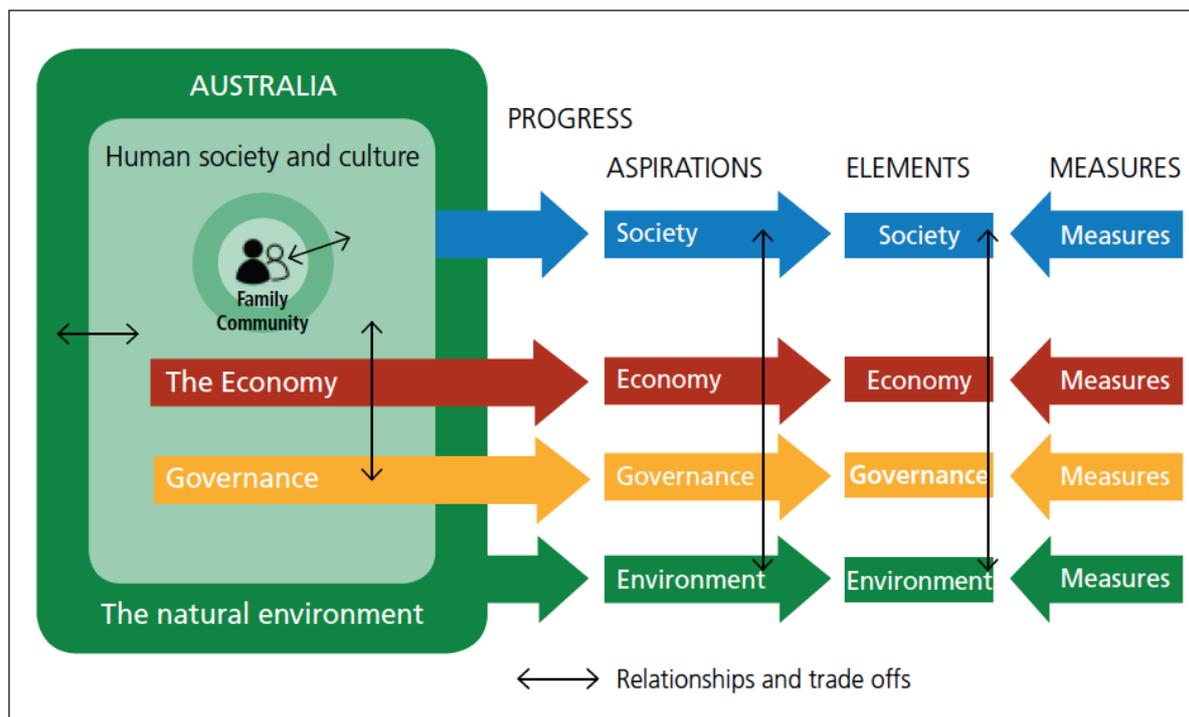
¹⁶ [http://www.ausstats.abs.gov.au/ausstats/subscriber.nsf/LookupAttach/1370.0.00.002Publication20.11.121/\\$File/Measures%20of%20Australia's%20Progress%20Consultation%20Report.pdf](http://www.ausstats.abs.gov.au/ausstats/subscriber.nsf/LookupAttach/1370.0.00.002Publication20.11.121/$File/Measures%20of%20Australia's%20Progress%20Consultation%20Report.pdf)

¹⁷ <http://www.abs.gov.au/ausstats/abs@.nsf/Lookup/1370.0>

5.2 Consultation Process

Working from the MAP framework set up in 2002, the consultation process was largely guided by feedback from the MAP Expert Reference Group chaired by Australian statistician Brian Pink.

The consultation model was designed to illustrate how all the pieces of Australian society move together towards improvement, and to that end the aspirations of the community.

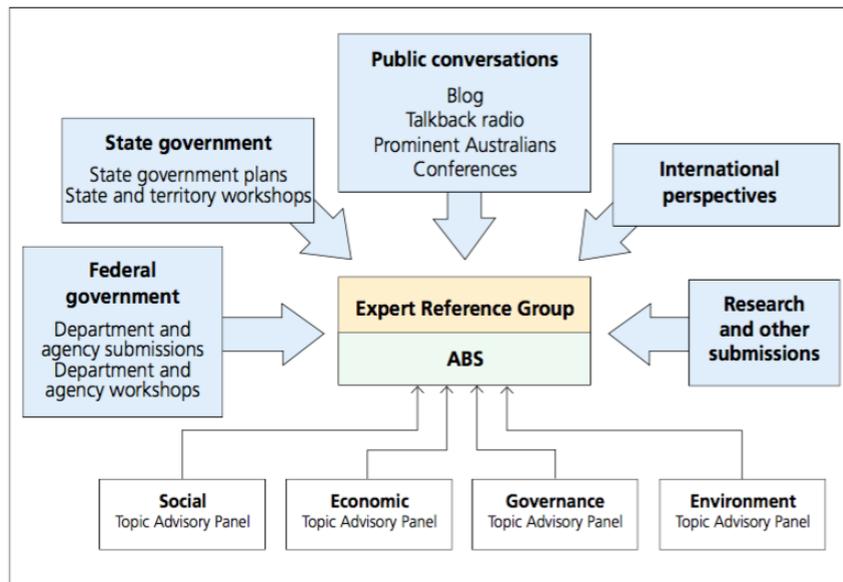


The ABS report stated “conceptualising progress in this way clarifies that in order to measure whether Australia is progressing, it is important to understand the broad aspirations Australians hold for their country”.

The ABS encouraged participants to focus on the ends (or aspirations) rather than the means of achieving the ends.

Through the consultation process the aspirations were further refined to define the underlying progress measures.

The actual consultation channels and inputs looked like this:



The consultation process public feedback was facilitated through a social media campaign. The campaign was focussed over a 10-week period and engaged the media and the public in conversation through regular blog posts on MAP2.0 Blog, social media posts and advertising and through engaging well-known Australians to discuss the issue in public spaces. It was intentionally kept short to focus the dialogue.

From the launch on 29 August 2011 to closing on 31 December 2011 the site received around 13,500 website visitors who left around 116 comments.

Other media engagement was conducted to support this intensive campaign including talk-back radio sessions on ABC, regional papers asking for submissions and posts in youth organisations like the Australian Youth Forum.

Another arm of the consultation process was the Topic Advisory Panels for each of the four domains. These bodies selected experts from a range of industries and backgrounds and encouraged to think broadly across the four domains. The TAPs met three times over the consultation process and provided valuable insight to help define aspirations, clarify details and work through potential measures for the aspirations.

States and Territories were consulted through existing ABS client networks in each of the capital cities. In addition, state or regional planning documents were considered due to the degree of consultation often conducted to create those documents.

Australian Government submissions covered all four domains, with most agencies submitting an aspiration for each of the four domains from their perspective. It was interesting to see the interpretations across different agencies, and most put aspirations through the frame of their focus. For example, the Department of Justice worded the aspirations through a rule of law lens, stating in

one aspiration “Justice and safety outcomes for Indigenous Australians are improved. It is important to measure the success of laws which impact Indigenous Australians when considering progress”.¹⁸

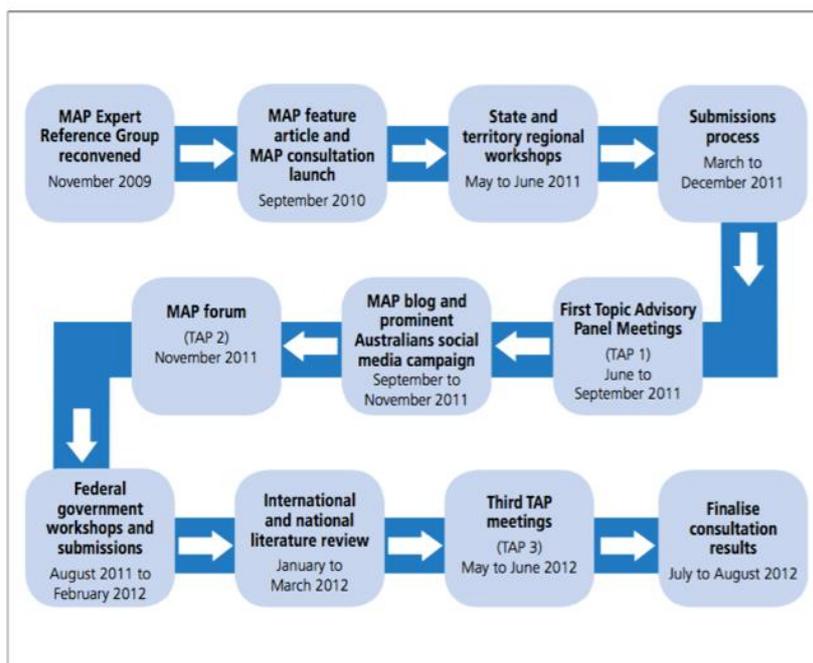
Additionally, a review of international examples and indicators and measure for wellbeing were incorporated. These short reviews are all listed in the MAP document.

Culminating much of the consultation activity was a MAP forum held on 18 November 2011 in Canberra to bring together diverse participants. The forum goal was to “further refine the aspirations for national progress by identifying gaps and discussing issues where there was not consensus”. The MAP forum raised some key issues including (taken directly from report):

- “Process and data gaps: Forum participants expressed appreciation for ABS’s consultative approach and confidence in the direction MAP was taking. They endorsed the process of first considering what aspects of life Australians think are important for national progress – and then developing measures to address these. It was felt this would allow gaps in statistical measurement to be identified and that this was an important task in itself.
- Simple language: Forum participants emphasised the need for the final aspirations to be expressed in nonbureaucratic everyday language that would resonate with the Australian community. They hoped the aspirations would be relevant across generations.
- Progress for different groups: Other desirable outcomes of the MAP consultation would be the inclusion (in the refreshed MAP product) of disaggregation of the national indicators to show how progress varied across different groups of people and regions. The idea of displaying longer time series for some indicators where possible was also discussed.
- Subjective wellbeing: The value of using subjective wellbeing data was endorsed, particularly as a complement to objective data and as a way of rounding out the understanding of issues such as crime, safety and health.
- The MAP 2011 dashboard: the group discussed the 2011 MAP dashboard. Some suggested there may be indicators that correlate with progress in more than one domain and therefore would be particularly informative. Others felt that linkages between the domains were complex and best represented by a range of indicators as currently stands.
- Cross-cutting ideas: Several important ideas were identified as recurring across the four MAP domains including: resilience, sustainability, equity, opportunity, connectedness and efficiency. Other cross-cutting themes identified throughout the consultation included global citizenship, infrastructure and well-being.
- A separate governance domain: The various discussion groups at the forum discussed and strongly endorsed the inclusion of governance as a separate domain within the MAP framework. They agreed with our representation of governance as an enabler of societal progress (MAP Consultation).”

The consultation process and milestones looked as follows:

¹⁸ <http://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/1370.0.00.002Main+Features12011-12?OpenDocument>



After each consultation period or milestone, careful analysis of key themes was conducted to articulate the important elements of those ideas and refine the aspirations. This continuous documentation after each consultation enabled the ability to both systematise feedback and accurately portray the details in qualitative feedback provided.

5.3 The Measures of Australia’s Progress framework

There were four domains that served as the overarching structure for consultation. They were Health, Society, Environment and Governance. The consultation processed revealed the themes that sat within the domains as well as the aspiration statement. The elements and indicators were developed by the topic advisory panel (TAP) for each of the four domains.

At the end of the consultation process, MAP had structured consultation results into the following hierarchy:

Structure of the consultation results

Domain	Society
Theme	Health
Aspiration	Australians aspire to good health for all
Element	Physical health Mental health and wellbeing Quality health services Healthy lifestyles Healthy environments
Progress Indicator*	To be developed

*Indicators are to be developed in the next stage

The consultation results were structured as follows.

Detailed consultation results

Society



Health

Australians aspire to good health for all.

- Physical health
- Mental health and wellbeing
- Quality health services
- Healthy lifestyles
- Healthy environments

Throughout the MAP consultation, being healthy was seen as one of the most significant factors affecting an individual's wellbeing. While health conditions and disabilities will always exist, people felt that it was still possible for people to optimise their health and have a feeling of wellness. Health was seen as multidimensional, relating not just to someone's physical condition but also to their mental, emotional and social wellbeing. Lifestyle factors and the living, working, urban and natural environments were also thought to play an important role in health. The health of individuals was seen to affect relationships, particularly those relationships associated with caring for people who are ill, elderly or have disabilities. Wider societal and community wellbeing can also be influenced by health. For example, the provision of quality health care services and programs can impact community health and cohesion. Many people in the consultation saw society as having a collective responsibility to plan for the costs of providing adequate health care.

Here is a summary of the aspirational statements summarised from consultation:

Summary consultation results	
Society	Environment
<p>Health Australians aspire to good health for all.</p> <p>Close relationships Australians aspire to a society that nurtures families and other close relationships that support people.</p> <p>Home Australians aspire to have secure places to live that provide a sense of belonging and home, and are adequate to their needs.</p> <p>Safety Australians aspire to a society where people are safe and feel safe.</p> <p>Learning and knowledge Australians aspire to a society that values and enables learning.</p> <p>Community connections and diversity Australians aspire to support each other and embrace diversity.</p> <p>A fair go Australians aspire to a fair society that enables everyone to meet their needs.</p> <p>Enriched lives Australians aspire to value all aspects of life that are important to people and enrich their lives.</p>	<p>Healthy natural environment Australians aspire to a healthy natural environment.</p> <p>Appreciating the environment Australians aspire to appreciate the natural environment and people's connection with it.</p> <p>Protecting the environment Australians aspire to care for and protect our natural environment.</p> <p>Sustaining the environment Australians aspire to manage the environment sustainably for future generations.</p> <p>Healthy built environments Australians aspire to healthy built environments.</p> <p>Working together Australians aspire for government, business and communities to work together locally and globally for a healthy environment.</p>
Economy	Governance
<p>Opportunities Australians aspire to have the economic opportunities they need to thrive.</p> <p>Jobs Australians aspire to an economy that provides them with quality jobs.</p> <p>Prosperity Australians aspire to a prosperous and efficient economy.</p> <p>A resilient economy Australians aspire to an economy in which people can manage risk and be resilient to shocks.</p> <p>A sustainable economy Australians aspire to an economy that sustains or enhances living standards into the future.</p> <p>Fair outcomes Australians aspire to an economy that supports fair outcomes.</p> <p>International economic engagement Australians aspire to fruitful economic engagement with the rest of the world.</p>	<p>Trust Australians aspire to institutions and processes they can trust and hold to account.</p> <p>Effective governance Australians aspire to governance that works well.</p> <p>Participation Australians aspire to have the opportunity to have a say in decisions that affect their lives.</p> <p>Informed public debate Australians aspire to well-informed and vibrant public debate.</p> <p>Peoples' rights and responsibilities Australians aspire to a society where everyone's rights are upheld and their responsibilities fulfilled.</p>

5.4 The Measures of Australian Progress Dashboard

<http://www.abs.gov.au/ausstats/abs@.nsf/mf/1370.0>

This representation is broken down into the four domains and themes at a glance and then also organised by status. Clicking through a theme offers a deeper look to further explain the indicator and measures.



Measures of Australia's Progress

Is life in Australia getting better?

The MAP Dashboard
...by status
What is MAP? - video
Summary Brochure

Society	Economy
<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Health <input type="checkbox"/> Close relationships <input type="checkbox"/> Home <input checked="" type="checkbox"/> Safety <input checked="" type="checkbox"/> Learning and knowledge <input type="checkbox"/> Community connections and diversity <input type="checkbox"/> A fair go <input type="checkbox"/> Enriched lives 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Opportunities <input checked="" type="checkbox"/> Jobs <input checked="" type="checkbox"/> Prosperity <input type="checkbox"/> A resilient economy <input checked="" type="checkbox"/> Enhancing living standards <input type="checkbox"/> Fair outcomes <input checked="" type="checkbox"/> International economic engagement
Environment	Governance
<ul style="list-style-type: none"> <input type="checkbox"/> Healthy natural environment <input type="checkbox"/> Appreciating the environment <input type="checkbox"/> Protecting the environment <input type="checkbox"/> Sustaining the environment <input checked="" type="checkbox"/> Healthy built environments <input type="checkbox"/> Working together for a healthy environment 	<ul style="list-style-type: none"> <input type="checkbox"/> Trust <input type="checkbox"/> Effective governance <input checked="" type="checkbox"/> Participation <input type="checkbox"/> Informed public debate <input type="checkbox"/> People's rights and responsibilities



Measures of Australia's Progress

Is life in Australia getting better?

[The MAP Dashboard](#) | [...by status](#) | [What is MAP? - video](#) | [Summary Brochure](#)

Progress	Regress
<input checked="" type="checkbox"/> Health	<input checked="" type="checkbox"/> A resilient economy
<input checked="" type="checkbox"/> Safety	<input checked="" type="checkbox"/> Sustaining the environment
<input checked="" type="checkbox"/> Learning and knowledge	
<input checked="" type="checkbox"/> Opportunities	
<input checked="" type="checkbox"/> Jobs	
<input checked="" type="checkbox"/> Prosperity	
<input checked="" type="checkbox"/> Enhancing living standards	
<input checked="" type="checkbox"/> International economic engagement	
<input checked="" type="checkbox"/> Healthy built environments	
<input checked="" type="checkbox"/> Participation	

Not changed greatly	Data gap
<input type="checkbox"/> Close relationships	<input type="checkbox"/> A fair go
<input type="checkbox"/> Home	<input type="checkbox"/> Enriched lives
<input type="checkbox"/> Community connections and diversity	<input type="checkbox"/> Healthy natural environment
<input type="checkbox"/> Fair outcomes	<input type="checkbox"/> Protecting the environment
<input type="checkbox"/> Appreciating the environment	<input type="checkbox"/> Working together for a healthy environment
<input type="checkbox"/> Trust	<input type="checkbox"/> Effective governance
	<input type="checkbox"/> Informed public debate
	<input type="checkbox"/> People's rights and responsibilities



Health

Australians aspire to good health for all

Overall progress?

Physical

Mental

Services

Lifestyles

Environments

Health in Australia has progressed over the last decade

Indicator: Life expectancy at birth

Why is this theme important?

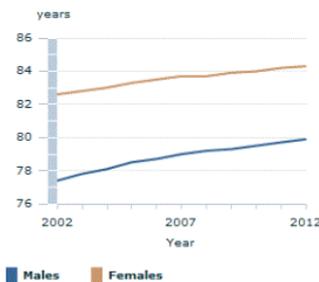
Australians told us that being healthy was one of the most significant factors affecting an individual's wellbeing. While health conditions and disabilities will always exist, people felt that it was still possible for people to optimise their health and have a feeling of wellness. Health was seen as multidimensional, relating not just to someone's physical condition but also to their mental, emotional and social wellbeing. Lifestyle factors and the living, working, urban and natural environments also play an important role in health for Australians. The health of individuals was seen to affect relationships, particularly those relationships associated with caring for people who are ill, elderly or have disabilities. Wider social and community wellbeing can also be influenced by health. For example, the provision of quality health care services and programs can impact community health and cohesion. Many people in the consultation saw society as having a collective responsibility to plan for the costs of providing adequate health care.

Good health improves the wellbeing of individuals and the broader community through direct and indirect means. For an individual, good health means a life free of the burdens of illness, which can include pain, social isolation, financial costs, and restrictions to lifestyle choices. For the nation, a healthy population is more able to contribute to society in various ways, such as through participation in employment, education and social or community activities. A good level of health also brings about reduced direct costs to the community, such as through lower health care costs and reduced death rates.

Please install or enable flash on you browser.



Life expectancy at birth(a)



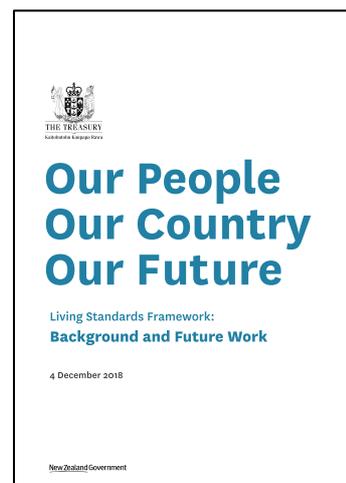
Footnote (a) Life expectancy has been calculated using data for the three years ending in the reference year.
 Source ABS Deaths, Australia, 2012 (cat. no. 3302.0)

6 New Zealand – Living Standards Framework

6.1 Purpose and evolution of Living Standards Framework

New Zealand has been developing its Living Standards Framework (LSF) since 2010 and began to assess and consult around publishing a Living Standards Dashboard in early 2017.

A recent part of that process was commissioning a proposal for the dashboard, which was developed by international expert in measuring well-being Conal Smith¹⁹. The report was released in June 2018 and public consultation about the proposed dashboard was conducted. The Living Standards Dashboard launched in December 2018 with feedback from the community documented to inform future changes to better incorporate suggestions.



New Zealand Treasury owns and produces the Living Standards Framework and the LSF dashboard.

6.2 Process for developing the LSF and LSF Dashboard

There is a long history of assessing well-being in New Zealand which started in 2002 and today is quite aligned to international standards of frameworks used to define and assess well-being. A significant milestone in its history was the result of consultation around the Royal Commission 1988 which placed the Treaty of Waitangi at the forefront. An outcome of this was developing the General Social Survey (GSS) which is an important data source for the LSF Dashboard.

The GSS is run by Stats NZ every two years and polls approximately 8,000 individuals in households. The next GSS survey is scheduled over the period from April 2018 to March 2019.

Developing the recent review of the LSF has been conducted over four overlapping stages (from background report²⁰):

- **Developing the approach:** In mid-2017 a draft LSF framework was presented. This framework drew from existing New Zealand work and international research and was largely based on OECD definitions of well-being.
- **Discussion papers:** In the first half of 2018 a series of discussion papers were released to dig into each of the four capitals and explore relationships between them and Te Ao Maori Pasifika and Asian perspectives on well-being.

¹⁹ <https://treasury.govt.nz/sites/default/files/2018-06/smith-living-standards-dashboard-jun18.pdf>

²⁰ <https://treasury.govt.nz/sites/default/files/2018-12/lstf-background-future-work.pdf>

- **Dashboard consultation:** In June 2018 Treasury released a proposed dashboard for New Zealand, which was a report commissioned from international well-being expert Conal Smith. Consultation around the proposed dashboard received 500 survey responses and 60 large submissions from a range of private organisations from the business and NGO sectors. Treasury also established a Challenge Group whose members are experts in well-being. They would critic and analyse the dashboard and provide feedback.
- **Third International Conference on Well-Being and Public Policy:** In September 2018 the Treasury, together with Victoria University of Wellington and the International Journal of Wellbeing, hosted an international conference on well-being that attracted 300 participants from around the world. The conference provided a forum for robust discussion of research on measurement and policy pertaining to well-being. Conference discussion showed the considerable level of interest from around the world in New Zealand’s experience as a leader in embedding concepts of well-being and associated tools at the core of government policy processes.
- **LSF and its dashboard:** The Treasury has brought together these sources to produce the LSF and its dashboard.²¹

6.3 The Living Standards Framework

The Living Standards Framework (LSF) was developed by local experts and by sourcing international examples, largely influenced by the OECD’s How’s Life initiative.

The LSF divides national outcomes into current and future wellbeing.

Current wellbeing domains are:

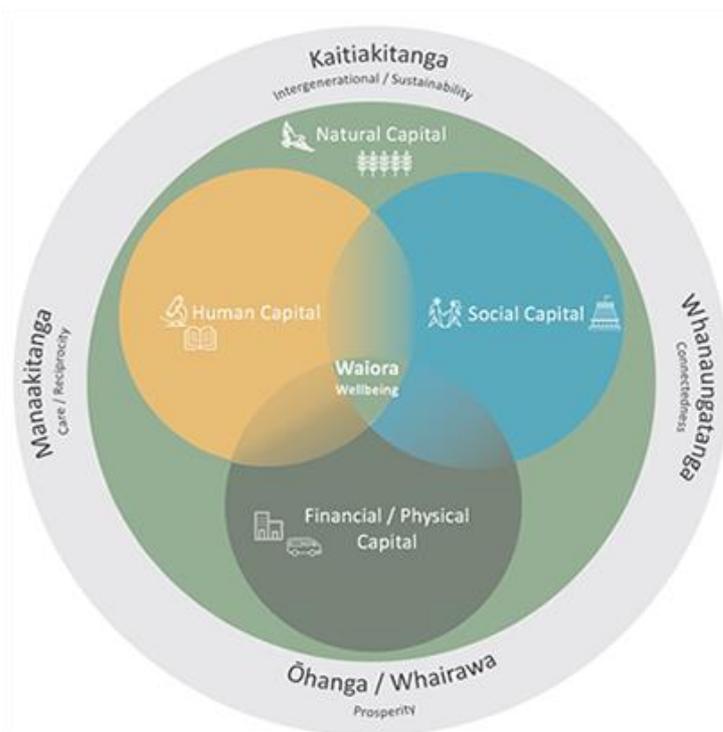
Domain	Definition
Civic engagement and governance	People’s engagement in the governance of their country, how “good” New Zealand’s governance is perceived to be and the procedural fairness of our society.
Cultural identity	Having a strong sense of identity, belonging and ability to be oneself, and the existence value of cultural taonga.
Environment	The natural and physical environment and how it impacts people today (this is different from the natural capital stock, which is measured elsewhere).
Health	Our mental and physical health.
Housing	The quality, suitability and affordability of the homes we live in.
Income and consumption	People’s disposable income from all sources, how much people spend and the material possessions they have.
Jobs and earnings	The quality of people’s jobs (including monetary compensation) and work environment, people’s ease and inclusiveness of finding suitable employment and their job stability and freedom from unemployment.
Knowledge and skills	People’s knowledge and skills.
Safety	People’s safety and security (both real and perceived) and their freedom from risk of harm, and lack of fear.
Social connections	Having positive social contacts and a support network.
Subjective wellbeing	Overall life satisfaction and sense of meaning and self.
Time use	The quality and quantity of people’s leisure and recreation time (that is, people’s free time when they are not working or doing chores).

And the foundations for future wellbeing are the four capitals:



The third element is risk and resilience. This considers the risk to the capital stocks and what can be done to mitigate that risk and enable the country to be more resilient to certain situations.

The four capitals have then been translated into First Nations terminology and sentiment to better integrate with Maori peoples' values and way of life.



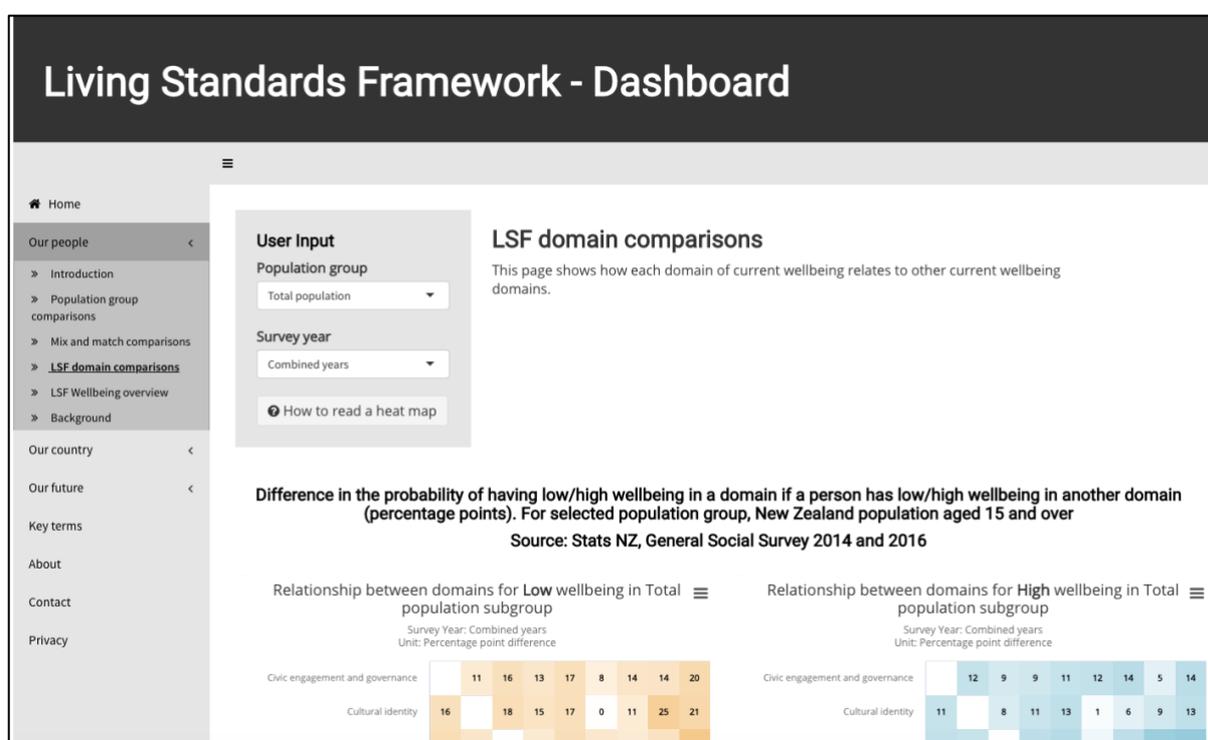
6.4 The Living Standards Dashboard

<https://nztreasury.shinyapps.io/lstdashboard/>

The dashboard was organised into three categories: Our People, Our Country, Our Future.

Indicators are fed from the New Zealand General Social Survey (GSS) which is updated every two years, and the dashboard pulls from years 2014 and 2016 to start.

Details of indicator measures are on page 44 of Background LSF paper.²²



²² <https://treasury.govt.nz/publications/tp/living-standards-framework-background-and-future-work>

- Home
- Our people
- Our country
- Our future
- » Introduction
- » Natural capital
- » Social capital
- » **Human capital**
- » Financial & physical capital
- » Background
- Key terms
- About
- Contact
- Privacy

Human capital

Human capital is an individual's skills, knowledge, mental and physical health that enable them to participate fully in work, study, recreation and in society more broadly.

People build their knowledge and skills through training (formally and informally) and their health through healthy habits, the use of health services and less controllable factors such as their income, houses and natural environment. It is important to note there can be structural barriers, or other circumstances, that may prevent people from acquiring as much Human capital as they otherwise might. Additionally, there can also be barriers to people's use of their Human capital.

Cognitive skills at age 15

Programme for International Student Assessment (PISA) mean score for reading, mathematics and science

● OECD Distribution ● NZ

Source: How's Life? (OECD)

Educational attainment of the adult population (tertiary)

Percentage of adults aged 25-64 with a Bachelor's degree or higher qualification

— Total NZ

Source: Treasury analysis of the Household Labour Force Survey (Stats NZ)
Note: Results prior to 2015 were sourced from the MSD Social Report

Differences in the probability of having low and high wellbeing across LSF domains compared to the rest of the population (percentage points). By population characteristic, New Zealand population aged 15 and over.

Source: Stats NZ, General Social Survey 2014 and 2016

Female

Survey Year: Combined years
Unit: Percentage point difference

— Low — High — Rest of the population

Source: Stats NZ, General Social Survey

Male

Survey Year: Combined years
Unit: Percentage point difference

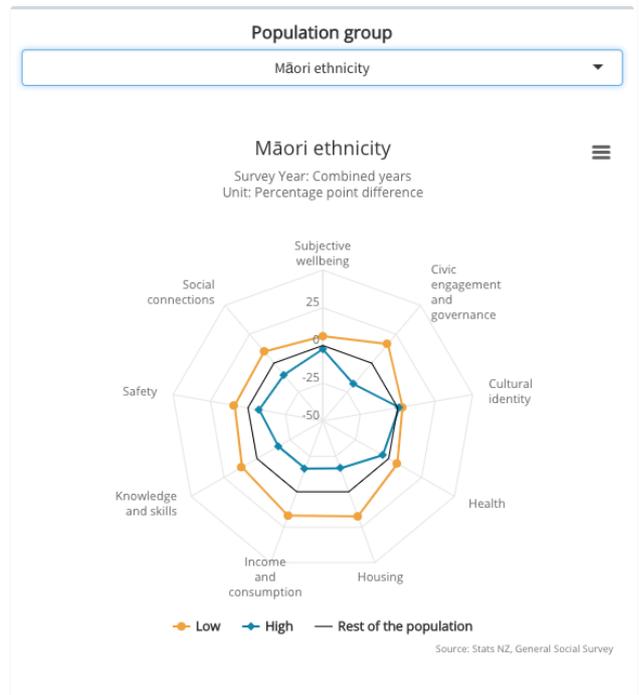
— Low — High — Rest of the population

Source: Stats NZ, General Social Survey

The information demonstrated is quite in depth but may not be very user friendly. The comparisons across demographics is really interesting and a good way to compare “communities” not just by geography but by population and socioeconomic factors.

Difference in the probability of having low and high wellbeing across LSF domains (percentage points). For selected population groups, New Zealand population aged 15 and over

Source: Stats NZ, General Social Survey 2014 and 2016



7 Texas - Community Advancement Network

7.1 Purpose and evolution of Community Advancement Network measures

In Austin, Texas the Community Advancement Network (CAN) has been operating for more than 25 years. It is a collaborative network of partners across government and community services sector and is the central hub for measuring shared outcomes across the five counties surrounding Austin. Most of the information provided here comes from a phone interview conducted with Executive Director Raul Alvarez on 14 December 2018.

Before 2007, CAN was producing regular reports on specific community issues. Research, writing and publicising reports on topics like Mental Health or Incarceration specific to the Austin Metro area was where they started to measure change.

In 2007 it became apparent that reports were not enough to generate action and create the changes needed in local communities. Thus, they set about making a holistic community indicators report.

The first year they focussed on defining purpose. What were they trying to achieve, and why were they collaborating in the first place? From that process the network came up with the four values statement (domains).

Year two was about defining the indicators. Starting with over 100 indicators they narrowed it down to 15. The focus was on reporting what would best measure the outcome at a root cause level.

The dashboard was first published in 2009 and is approaching 10 years of development and iteration.

There is a CAN Dashboard Steering Committee which is responsible for monitoring the data inputs. They ensure the data is accurate and conduct regular reviews of the inputs.

At a minimum, data is available on a county level, but some data can be demonstrated on a map. This has been useful to target action to specific neighborhoods.

While race and ethnicity data are not collected for all indicators, it is collected for some. That data is split off into a Race Equity section to break down and compare different communities where possible.

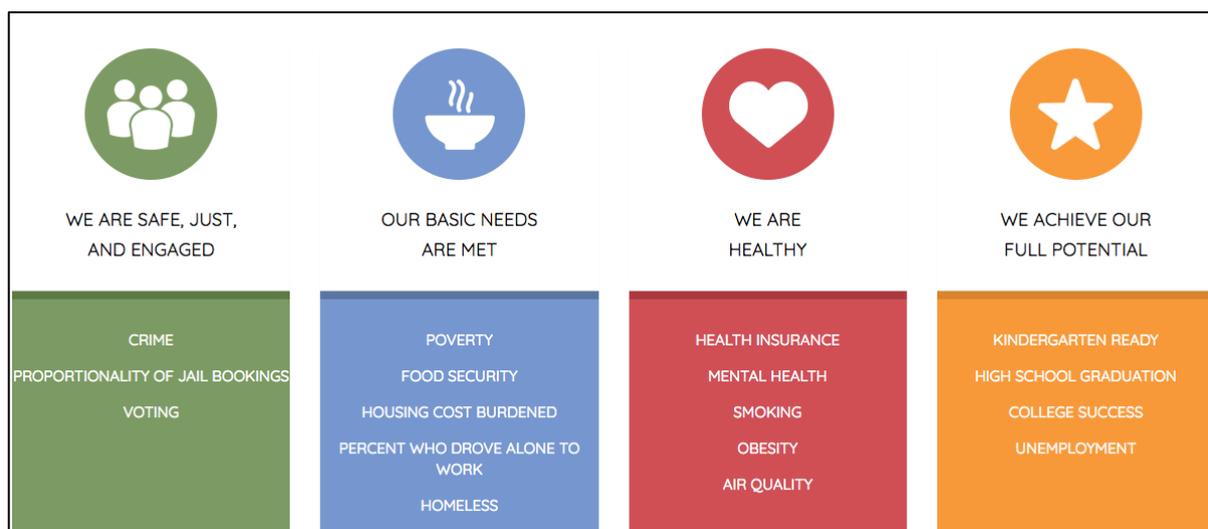
There is an expectation that the reporting body is also responsible for delivering change. The most common question the CAN Executive Director gets asked is, "What are we doing about this?" and his response invariably is, "This is a community indicators report, these are community challenges that require community support to resolve".

7.2 The CAN Framework

The Community Advancement Network has four domains and 17 indicators to measure well-being.²³

The four domains are:

- We are safe, just and engaged
- Our basic needs are met
- We are healthy
- We achieve our full potential



CAN uses the dashboard to inform government and member organisations but takes it a step further with the purpose to engage and activate the local community and communities of interest.



²³ <http://canatx.org/dashboard/>

7.3 The CAN Dashboard

<http://canatx.org/dashboard/>

The CAN uses state and federal data, census data and some data provided through its partnership network. It does not collect or produce its own data.

The CAN dashboard excels at being friendly, approachable and using plain language to describe the outcomes, the indicators and what that means for creating change.

OUR BASIC NEEDS ARE MET

- We live in a community where the basic needs of all are met.
- We live in affordable and stable housing with access to open space and public amenities.
- We have safe, affordable, accessible, and reliable transportation.

	5 YEARS BASELINE	MOST RECENT	TARGET	5 YEARS TREND	ON TRACK TO TARGET?
Percent who live in poverty	18% in 2012	12% in 2016	10% in 2020	BETTER	YES
Percent of residents who live in food insecure households	18% in 2012	15% in 2016	15% in 2020	BETTER	YES
Percent of households that are housing cost-burdened	38% in 2012	34% in 2016	33% in 2020	BETTER	YES
Percent who drive alone to work	73% in 2012	74% in 2016	70% in 2020	UNCHANGED	NO
Number of people identified as homeless on a given day	1,987 in 2014	2,147 in 2018	1,000 in 2020	WORSE	NO

APPROXIMATELY

2,147

OF TRAVIS COUNTY RESIDENTS WERE HOMELESS ON A GIVEN DAY

Point-In-Time Count of People Experiencing Homelessness in Travis County

Source: Ending Community Homelessness Coalition (ECHO)

WHERE DO WE STAND?

The January 2018 annual Point-in-Time Count identified 2,147 people who were either staying in an emergency shelter, transitional housing, or who were living on the streets, in cars, or other areas not intended for human habitation. This annual count measures people who are experiencing homelessness on a specific day.

The Point-in-Time Count occurs nation-wide, as directed by the U.S. Department of Housing and Urban Development (HUD). Hundreds of local volunteers comb the community to identify people who are experiencing homelessness on that particular day.

End of document.

When will you have your next **Aha!** moment?