



A National Conference on *Evaluation of Behaviour Change* for Sustainability

**Abbotsford Convent, 1 St Heliers Street, Abbotsford**  
Melways 44 G5

**4 - 5 May 2010**

*with full-day post-conference workshops on Thursday 6 May 2010*

Behaviour change and evaluation are both complex and fascinating fields. With an increasing awareness of the need to implement community-wide change towards a more sustainable society, there are numerous endeavours working to change people's behaviours. But how do we know what is working? Many of us claim that our programs are successful ... but are they really?

**"Show Me The Change!"**

And what should we be focusing on when evaluating change programs? What tools are available to help us? **Show Me The Change** is not just a stocktake of tools and tactics ... it's a space where we can explore worldviews and revisit the goals and values that underpin our work.

**Are we asking the right questions?**

Now is the right time for this event. We recognise that evaluating behaviour change is complex. As our understanding about complexity grows, so too does our need to experiment with new ways. We want you to share your experiences, and together we can learn and move towards a better understanding of how to evaluate behaviour change projects.

**What Difference Will *Show Me The Change* Make?**

Now that's a complex question! Different people will take different things away. A few things we know for sure include ...

- Spaces where you learn new skills and approaches to evaluating behaviour change in a complex world
- Opportunities to discuss and share the topics and questions that matter most to you
- Opportunities to form new networks and strengthen relationships with people from across the field of practice
- Opportunities to explore both the tangible and intangible elements of evaluating behaviour change

A few of our aims for the **Show Me The Change** include ...

- The people who participate, leave the conference working together
- The conversations at the conference start now and continue right up to, and beyond
- That people who participate challenge their own worldview about evaluating behaviour change ... and some *will* walk away changed
- The post conference workshops will *build on* the program designed for days 1 & 2

<b>TUESDAY 4 MAY 2010</b>			
08.30	<i>Welcome cuppa</i>	13.00	Open Space: <b><i>Understanding evaluation tools, questions and co-creating new edges: the issues &amp; opportunities</i></b>
09.00	Official <b>Welcome</b>  <b>Introductions &amp; Overview</b>		
10.00	Scene Setting: <b><i>Opening up to Complexity</i></b>  Plenary Session: <b><i>What are the implications of complex contexts for changing behaviour and measuring progress?</i></b>	14.00	Open Space <b>Session 1</b>
		15.30	<i>Break</i>
		15.45	Open Space <b>Session 2</b>
		17.15	Plenary Gathering
		17.30	<i>Free Time</i>
12.00	<i>Lunch</i>		

### CONFERENCE DINNER

National Institute of Circus Arts, Chapel Street, Prahran  
7.00 – 10.30 pm

<b>WEDNESDAY 5 MAY 2010</b>			
08.30	<i>Welcome cuppa</i>	13.30	<b>Bringing together the tools, answers to our questions &amp; new edges in evaluation of behaviour change</b>
09.00	Plenary <b>Gathering</b> – add any new open space topics		
09.30	Open Space <b>Session 3</b>	14.30	<b>Playback Review</b> of the Conference
11.00	<i>Break</i>	15.30	<i>Break</i>
11.15	Open Space <b>Session 4</b>	15.45	Maintaining <b>Connections</b> and <b>Closing</b>
12.30	<i>Lunch</i>	16.30	<i>Finish</i>