

STRATEGIC PRIORITIES

2019–2022*



* Revised by the Board March 2021
following a mid-term review of the Strategy

AES STRATEGIC PRIORITIES

2019–2022

CULTURAL CAPACITY

Indigenous and non-Indigenous capacity in culturally safe evaluation theory, practice and use

PATHWAYS

Clear professional and career pathways

VITALITY

An organisation meeting diverse member needs today and tomorrow

RELATIONSHIPS

Collaboration and partnerships to strengthen the field of evaluation

WHAT WE WANT TO DO...

CULTURAL CAPACITY

Indigenous and non-Indigenous capacity in culturally safe evaluation theory, practice and use

The work in this domain is supported by Indigenous Board members and a growing Indigenous Culture and Diversity Committee (IC&D) represented by a diversity of Indigenous peoples from Australia and South Pacific region. Our Reconciliation Action Plan provides us with clear direction and supports our commitment to Indigenous evaluation and growing capacity. We are committed to supporting emerging Indigenous evaluators through the conference support grant process and promoting excellence in Indigenous evaluation through the annual awards process.

GOALS/DESIRED OUTCOMES (WHAT WE WANT TO DO)

- Strong community of Indigenous evaluators
- Career pathways for Indigenous evaluators
- All evaluators embark on a journey towards culturally safe evaluations
- Commissioners value culturally safe evaluation
- Evaluations are culturally safe in both process and product
- Cultural safety is an essential evaluation competency
- Ethical practice is followed

PROPOSED PRIORITIES (HOW WE WILL DO IT) INCLUDE

- Implement, review, and refresh the Reconciliation Action Plan (RAP)
- Develop a cultural safety framework for evaluation in and with Indigenous communities as a stand-alone document alongside the AES Competency Framework
- Cultural safety training for members and evaluators
- Support and ongoing commitment to Indigenous evaluators
- Continue to strengthen our relationships with Indigenous evaluators across the Pacific

PATHWAYS

Clear professional and career pathways

The past five years have seen an increasing focus on evaluation by government and non-government organisations alike, and as our sector grows so too does our focus on professionalisation. Our new strategy will build and expand on our existing frameworks and resources to promote excellence in evaluation practice and support professional pathways for evaluators.

GOALS/DESIRED OUTCOMES (WHAT WE WANT TO DO)

- A vibrant and evolving learning program
- Evaluation is a desirable and rewarding career choice
- Opportunities for growth and development for evaluators
- Clear frameworks for guiding excellence in professional practice

PROPOSED PRIORITIES (HOW WE WILL DO IT) INCLUDE

- Develop key components of a learning and professional practice framework that will include:
 - clearly defined competencies
 - a self and/or peer assessment model
- A mentoring pilot
- Follow-up options for post-conference support for AES Conference Grant recipients e.g. internships, mentoring
- New forms of support for evaluators
- A clear policy on evaluation standards

HOW WE WILL DO IT

RELATIONSHIPS

Collaboration and partnerships
to strengthen the field of evaluation

Positive, mutually beneficial relationships within and outside the evaluation sector have enhanced the standing of the AES and positioned it to better promote evaluation theory, practice and use. We will continue to build partnerships and alliances with a range of stakeholders, use our voice and engage in consultation and other processes to benefit members and the broader community.

GOALS/DESIRED OUTCOMES (WHAT WE WANT TO DO)

- Strong collaborations and partnerships within and beyond the evaluation sector
- Mutually supportive networks with other evaluation associations
- We are a strong, valued and respected voice
- Evaluation is central to planning, delivery and performance across all sectors

PROPOSED PRIORITIES (HOW WE WILL DO IT) INCLUDE

- Engage with stakeholders within, across and outside the evaluation sector
- Develop agreed policy positions
- Advocate on issues relevant to members and the sector
- Communicate via a range of mechanisms
- Identify and build on opportunities to collaborate with sister evaluation associations and other organisations for mutual benefit

VITALITY

An organisation meeting diverse
member needs today and tomorrow

We have gone from strength to strength in terms of our financial stability and capability, with five successive years of growing both membership numbers and member funds. Harnessing these solid foundations we are committed to an agenda of transformation, to become a dynamic, future-focussed organisation.

GOALS/DESIRED OUTCOMES (WHAT WE WANT TO DO)

- An inclusive society where all members are welcome
- Understand the needs and issues of our membership and the communities they work with
- Digital transformation to enhance our services, and to better reach our geographically diverse membership
- Agile and sound governance structures to maximise volunteer engagement and wellbeing
- Evaluation that reflects the diversity of our community

PROPOSED PRIORITIES (HOW WE WILL DO IT) INCLUDE

- Develop a digital strategy
- Invest in online service offerings
- Create a proactive participation strategy for member involvement
- Sustainable management of funds, including strategic investment
- Develop and implement an inclusion and diversity strategy

ABOUT AES

VISION • MISSION • VALUES • AIMS

The Australian Evaluation Society (AES) is a member based organisation which exists to improve the theory, practice and use of evaluation for people involved in evaluation, including evaluation practitioners, managers, teachers and students of evaluation, and other interested individuals. It has more than 1000 members involved in all aspects of evaluation and performance measurement. The AES is governed by a Board of directors and managed by a Chief Executive Officer and staff.

Members represent diverse areas of evaluation practice and sectors and meet regularly through regional networks and Special Interest Groups. The AES offers professional development through an annual international conference and regular workshops and seminars, as well as a peer-reviewed journal.

→ OUR VISION

Quality evaluation that makes a difference

→ OUR MISSION

To strengthen and promote evaluation practice, theory and use

→ OUR VALUES

Our Code of Ethics guides the activities and behaviour of our members. In essence the guiding principle is that:

When commissioning, conducting or reporting an evaluation, members should strive to uphold the ethical principles and associated procedures endorsed by the AES in the guidelines for the ethical conduct of evaluations.

OUR AIMS

- Establish and promote ethics and standards in evaluation practice
- Encourage advances in the theory and practice of evaluation
- Provide education and training related to evaluation
- Provide forums for networking, professional development and the discussion of ideas
- Increase understanding of evaluation and advocate for quality evaluation
- Be inclusive of Indigenous and all cultural perspectives
- Have governance systems that reflect and incorporate best practice
- Provide a forum that allows the diverse voices of the community to be heard, including those who commission the evaluations, those who carry them out and the evaluands
- Undertake other activities consistent with these aims



Australian Evaluation Society Ltd
PO Box 476, Carlton South VIC 3053
100 Leicester Street, Carlton VIC 3053

www.aes.asn.au