



Global Sisters Measuring what matters

Global Sisters is a not-for-profit organisation that works with women to investigate, develop and implement their business ideas with the aim of providing self-employment opportunities. They support women experiencing systemic and structural barriers to employment and financial wellbeing to achieve financial independence.

In four years the organisation has reached over 3,700 women (known as Sisters) via a three-year program that provides business education as well as start-up and business development support. The number of Sisters supported has almost tripled in 2020 and Global Sisters is seeking to grow even further over the next five years to reach 43,000 women across Australia by 2025.

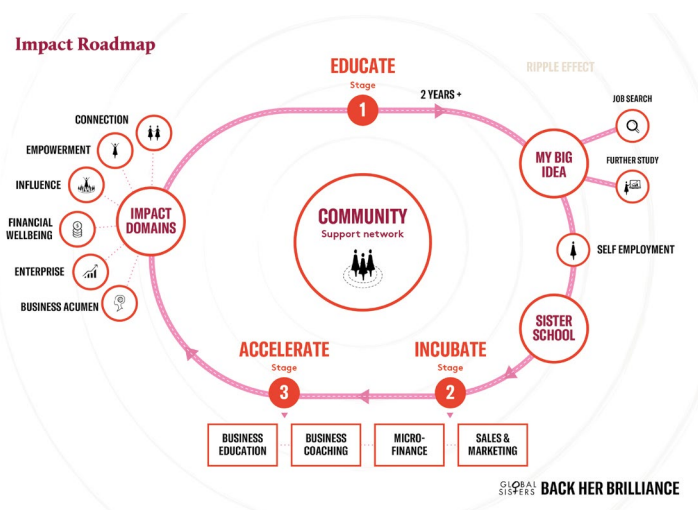
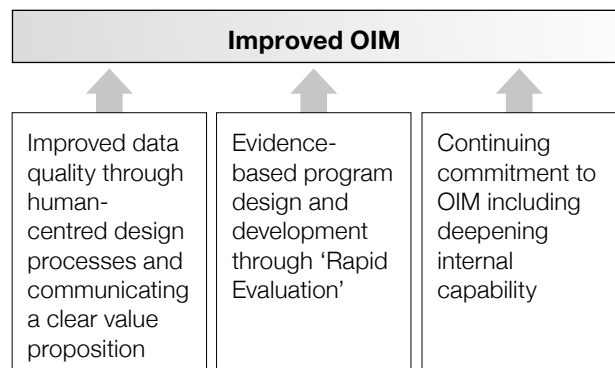
Development of a new approach to measuring outcomes and impact

In mid-2019 Global Sisters embarked on a year-long process to refine the program to support continuous improvement and significant growth in scale and operations over the next five years. This process also included updating the Global Sisters Social Impact Framework® which included a Theory of Change and Program Logic to guide outcome and impact measurement (OIM) activities. A Monitoring, Evaluation, Accountability and Learning (MEAL) Framework was also developed and launched in early 2020 to support consistent monitoring and reporting for accountability, impact tracking, learning and continuous improvement.

The development of this new approach took on board several learnings from previous OIM activity including:

- **Streamlining** - opportunities to streamline data collection to address consultation fatigue and poor data quality
- **Alignment** - improving the clarity and relatability of the data collection tools and helping develop an understanding by Sisters and staff regarding why data needed to be collected
- **Measurement and reporting** - continuing to focus and invest in measuring and reporting outcomes.

The process for developing the new approach reflected several key factors to support improved OIM within the organisation.



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The Impact Roadmap provides an overview of the long-term staged support provided to Sisters and the types of programs available to them.

Global Sisters has a strong focus on measuring and reporting on their outcomes and impact across six domains: business acumen, financial wellbeing, enterprise, empowerment, influence and connection.

For further insights and learnings visit dss.gov.au

This case study was funded by the Department of Social Service (DSS) to provide information to the social impact investing sector to better understand, define, measure and communicate their non-financial social outcomes and impact.