



Professional Development Program

Training, workshops and research briefings



2023





5 reasons to develop stronger research and evaluation skills:

- 1. The landscape is changing.** Research can help you stay on top of trends in the population, and ensure you stay ahead of the curve.
- 2. Expectations are higher.** Seeking feedback is essential to continuously improving your work, and asking the right questions is key.
- 3. Stakeholders want to manage risk.** Do you have a big goal? Harnessing evidence can help you manage risk and get stakeholders on board.
- 4. Competition for funding is increasing.** Data can help you build powerful cases for investment from government agencies, sponsors and philanthropists.
- 5. You can make a difference.** Have something to say? With research at your back, you've got more than just an opinion to share.

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Bio of Tandi Palmer Williams

This document outlines Patternmakers Professional Development Program for 2023.

For any questions or enquiries, please contact info@thepatternmakers.com.au



Free arts attract people
2009 to 2016

34%

2%

17%

Research Briefings: reliable evidence for strategic planning

What it is: An overview of the key statistical trends shaping audiences, to make sure your board, senior managers and/or committees have the strongest foundations for their decisions and plans. Look before you leap.

What you will learn: The latest evidence about audiences and communities, drawing from the ABS, the Audience Outlook Monitor and others.

The experience: Punchy and professional. A great addition to any strategic planning process.

Duration: 60 mins (45 mins plus Q&A) 4





Data Culture 101:

An introduction to working with evidence

What it is: An introductory briefing and mini workshop for leaders and staff, to help set the scene for growing data-informed practice and evaluative thinking in your organisation.

What you'll get out of it: Greater knowledge of when and how to use data, plus tip & tricks to apply to your organisation.

The experience: Informative, motivational, yet realistic.

Duration: 90-minute session





‘The information fed back to us after the session is practical, easy to understand and deliverable - which makes it very useful.’

Anthony Peluso
Programs Director
Country Arts SA



Data roadmaps:

A step-by-step guide to building an evidence base

What it is: For those familiar with the basics, this workshop will help Managers and Directors check the health of their existing work, review goals and KPIs and develop a roadmap for what data to collect over time.

What you will take away: A checklist of actions and opportunities, across all five domains of data-informed practice.

The experience: Collaborative and practical. Identify the building blocks that will take your program or organisation to the next level.

Duration: 120 mins



Data Masterclasses: skill up in key research and evaluation techniques

What it is: A masterclass series helping teams skill up in core research techniques. The Masterclasses has two streams: Audience Research and Evaluation.

What you will learn: A step-by-step guide, tips and tricks, and practical templates to apply to your organisation.

The experience: Learn by doing it.

Duration: Individual sessions vary from 90 mins to 2 hours, or combine all sessions in the series for a day-long training workshop.



DATA MASTERCLASSES: Audience research

Learn about best practice while applying your newfound knowledge to a live project

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Feedback surveying

Get started with feedback surveying in this masterclass.

If you know roughly what you want to find out, but don't know where to start, this class has you covered. Design a questionnaire, program it online, and get invitations out.

Duration: 90 mins

Pre-requisites: None

Stronger surveying

Like bootcamp for your surveys, this masterclass is all about getting your surveys performing.

Bring your existing survey questionnaire, as we get to work on building response rates, boosting reliability and fine-tuning your process.

Duration: 2 hours

Pre-requisites: Using surveying semi-regularly

Qualitative research

Complex ideas require qualitative research.

Interviews and focus groups can help you unearth new understanding, when a survey just isn't right for the job. Come along to plan your recruitment, design a discussion guide, and get moderating!

Duration: 2 hours

Pre-requisites: None

From data to action

Once you've collected your data, it's time for interpretation and planning.

Bring your data, as we learn simple ways to make meaning from numbers, and turn it into actionable insights.

Duration: 2 hours

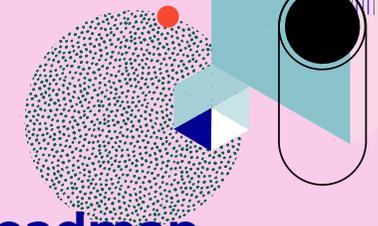
Pre-requisites: Completed masterclass on Feedback surveying or Stronger surveying.



DATA MASTERCLASSES: Evaluation

Learn about best practice while applying your newfound knowledge to a live project

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Program logic

The foundation of any evaluation is a program logic or 'theory of change' model.

Learn the components of these models and why they're so important. Work through some real examples.

Duration: 90 mins

Pre-requisites: None

Evaluation frameworks

Once you've mastered the basics of program logic, you're ready to start building evaluation frameworks that work.

Learn about how to design evaluation questions, prioritise areas of enquiry and identify success factors.

Duration: 2 hours

Pre-requisites: Program logic masterclass

Design your evaluation

Once you have an evaluation framework in place, this masterclass will help you to design the methodology and develop a realistic project plan.

Learn about how to choose the right methods for your framework and budget.

Duration: 2 hours

Pre-requisites: Evaluation Framework masterclass

Data roadmap

Once you've designed your evaluation framework, it's time to turn to the task of data collection.

Map out a step-by-step approach to building your evidence base, with roles and timelines.

Duration: 2 hours

Pre-requisites: Completed masterclass on Program Logic, Evaluation Framework and Design your evaluation.





‘The students are stimulated and excited by your content - and it frequently triggers a research topic or extends their research focus.’

Angharad Wynne-Jones
Lecturer, Cultural Leadership
National Institute of Dramatic Arts





About your facilitator

Tandi Palmer Williams is an Australian research consultant specialising in culture, creativity and community. As Founder and Managing Director of Patternmakers, she leads a team of researchers in helping good causes bring about positive change.

She is accredited as a Qualified Professional Researcher (QPR) and is an Associate of the UTS Institute of Public Policy and Governance. She is a trusted advisor of non-profits, public institutions and government agencies. Her work has been featured in the Daily Telegraph, the Australian, the Guardian, Wired (Japan), The Age, Sydney Morning Herald and 2DayFM.



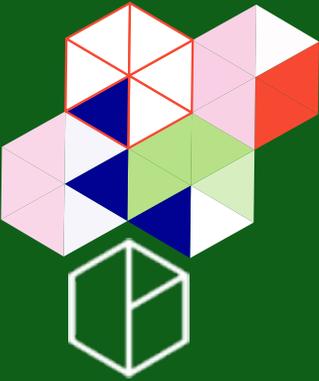


The session was excellent! Tandi was a compassionate, knowledgeable speaker – who knew her data inside out, and kept the human side of our current situation front of mind.

Organisations attending gained an understanding of audiences' needs and wants, and actions organisations can take now to support and engage with those audiences.

Ruth Gormely
Senior Manager
Creative Victoria





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