



From little things, big things grow

**Results Based Accountability (RBA) : harnessing local
community action to achieve a collective impact**

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**MEASURABLE RESULTS
FOR CLIENTS AND COMMUNITIES**



Gather round people, let me tell you a story. . .

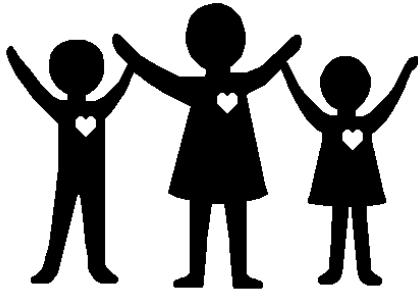
- Building local community action and programs into sustained community-wide change
- South Australia: a small State in a big country
- Community centres: small local community based organizations working with people and programs to make big changes



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Small actions/big impact



For individual clients. .

- Started working with 11 organizations in 2009 to help improve (& prove) outcomes for clients using RBA performance questions:
 - How much?
 - How well?
 - Is anyone better off?
- 9 organizations documented improved outcomes



But how about whole communities. . .?

- One person, one community: Murraylands
- One person, one major funding opportunity
- One organization leading a collective impact effort

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One person: Improving Children's lives in the Murraylands regions

- Inspired by Mark Friedman, community center manager started to use RBA to improve own programs using RBA performance measures
- But then asked - what do we want for ALL our children? (Results)
- And where's the data? What's it telling us? (Indicators)
 - The Australian Early Development Index (www.aedi.org.au)
- Started telling the story, connecting with others and creating sense of urgency (story, causes)
- Attracted local Government, families to build a Coalition (partners)
- But – no process to move from talk to action
- One year on. . . Collective and concerted action with RBA!

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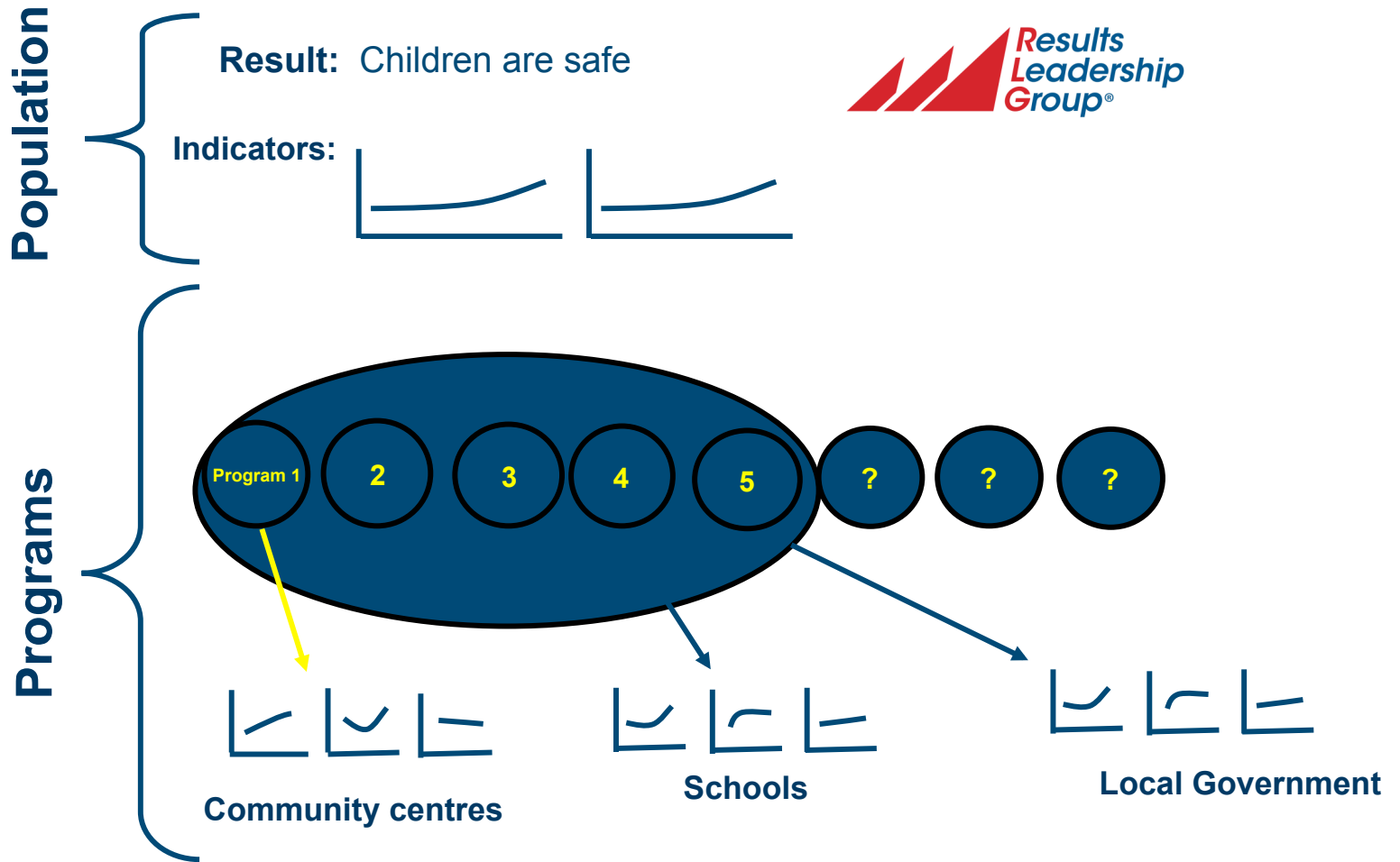


One organization - Together South Australia (www.togethersa.org.au)

- Led by Community Centres South Australia
- Founding partners (community organizations, Government, philanthropy organizations) invested AUD \$230 000 in a small 'backbone organization'
- All passionate about doing things differently, initially working with 3 communities
- Planning to use Turn the Curve process and supporting software to support community conversations, partner planning and shared measurement and action to achieve collective impact, starting in the Murraylands

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