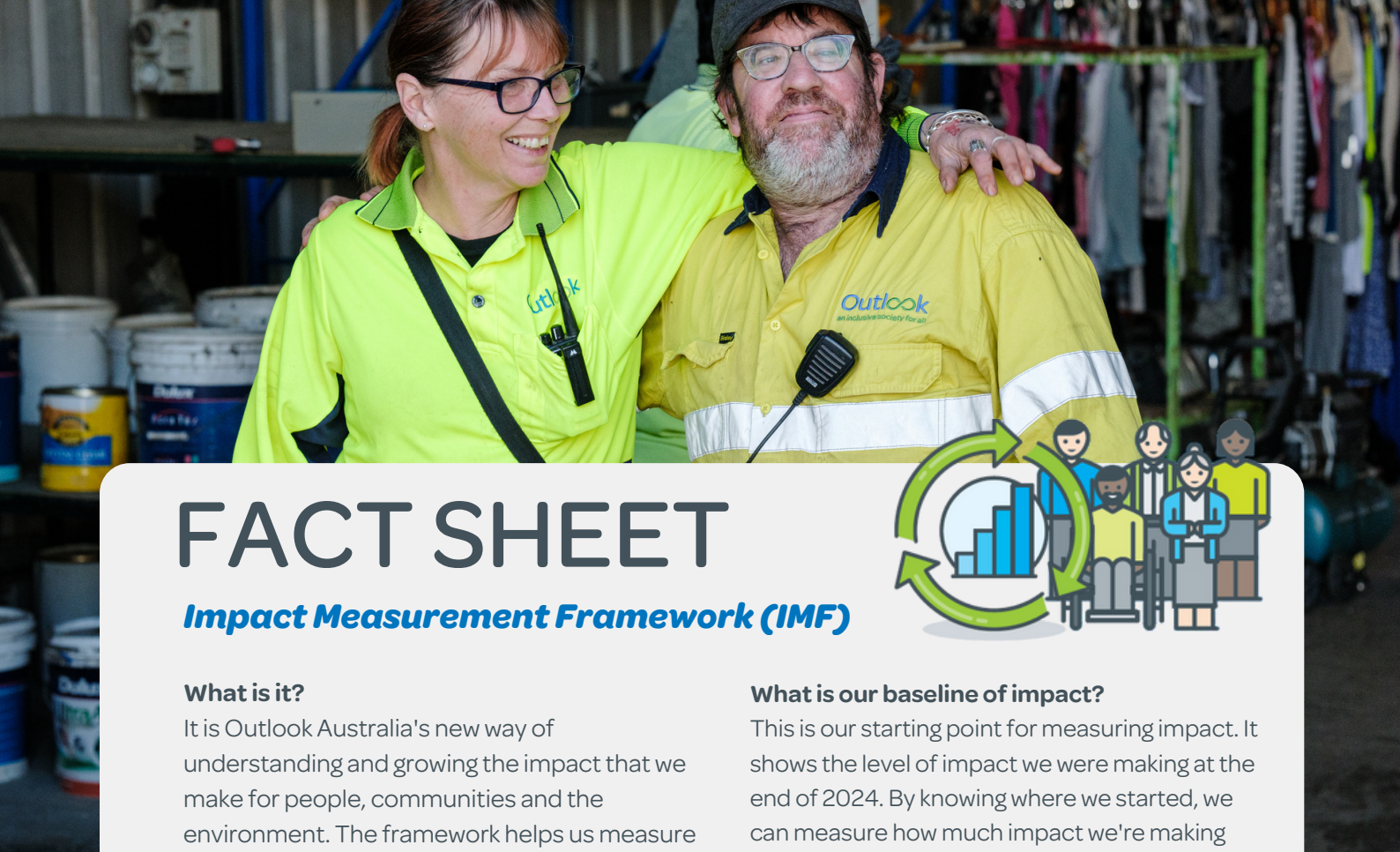




FACT SHEET

Impact Measurement Framework (IMF)



What is it?

It is Outlook Australia's new way of understanding and growing the impact that we make for people, communities and the environment. The framework helps us measure what's working well and where we can improve.

Why did Outlook create it?

We've set a big goal to grow our impact ten times by 2030. To get there, we need to know exactly where we're starting from and how to measure our progress along the way.

What is our baseline of impact?

This is our starting point for measuring impact. It shows the level of impact we were making at the end of 2024. By knowing where we started, we can measure how much impact we're making each year. The baseline includes feedback from our staff, clients and carers.

In 2024, Outlook created 35,250 impact units of positive change. Most of this came from improving personal wellbeing (56%) and skills & employment (23%).

The framework includes:

- Our theory of change - a clear picture of how Outlook creates change.
- The key outcomes we measure for people and communities.
- Simple tools to collect stories, data, and feedback.
- A guide to track progress and share results each year.

How will we measure impact?

Each year, Outlook will collect data from staff, customers, clients and carers using surveys and informal discussion. We will ask questions about how different areas of their lives have been impacted by Outlook, and how important those changes are to them. This will help us generate an impact score. **Our target for 2030 is 352,500 impact units!**

In 2025, Outlook worked with social impact experts **Think Impact** to build tools for measuring our impact. We spoke with people across Outlook, including clients, carers and staff, to make sure it reflects real experiences.

Want to know more? Visit www.outlookaust.org.au/impact