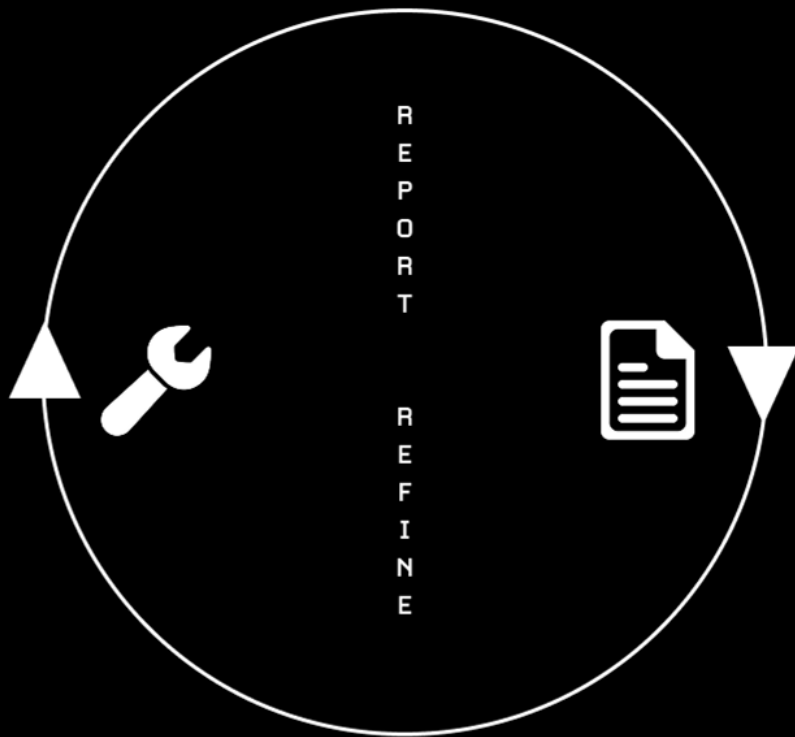
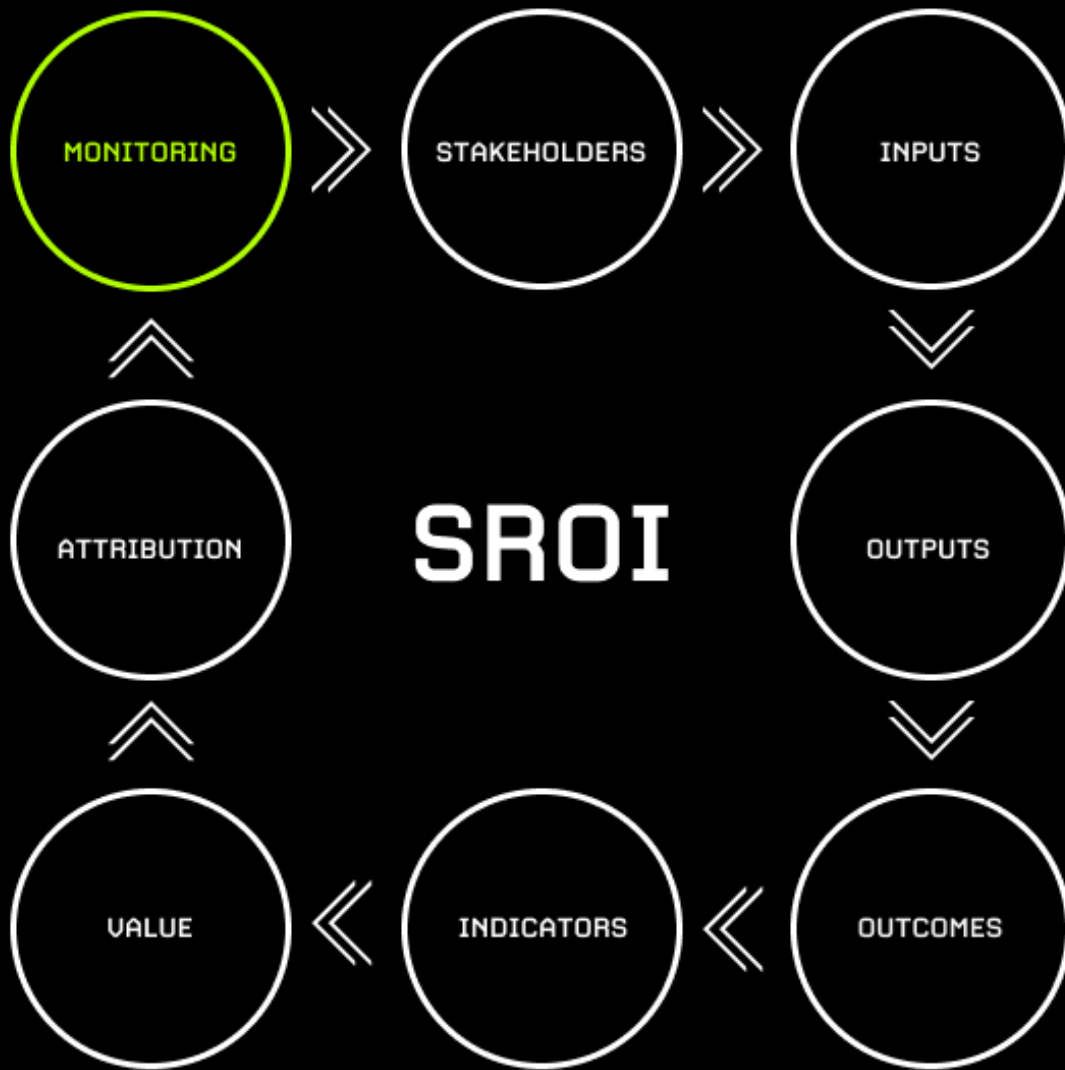


Reporting and Continuous Improvement

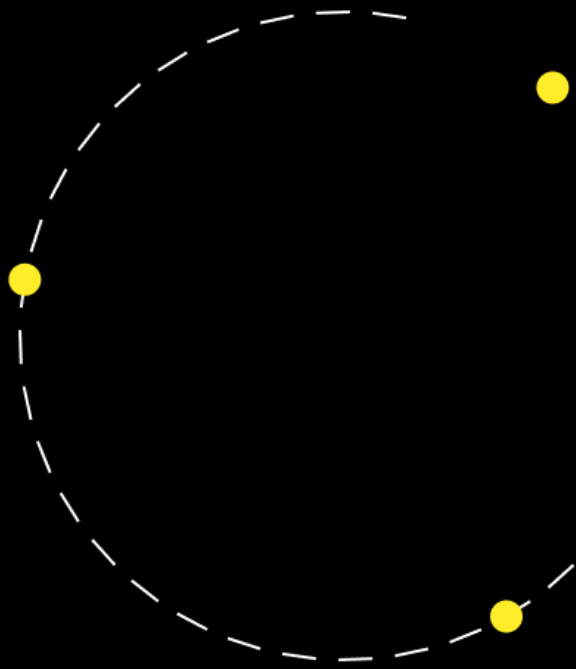
Sharing What You Found
and Getting Better





1. Introduction

How does Reporting help Improve?



Reporting works best when it sparks improvements. If you see that some areas produced better results than others, you can direct resources where they have the most significant effect.

Effective reporting helps translate information into insight by clarifying what's happening, why it matters, and where improvements can be made. When done well, reporting supports learning, accountability, and transparency across teams and stakeholders.

But it doesn't stop there. Continuous improvement means using those insights to make thoughtful, informed changes. It's about creating a feedback loop where reporting drives reflection, and reflection drives better practice over time.

Together, reporting and continuous improvement help organisations stay responsive, intentional, and committed to making a meaningful difference.



An impact report brings together your evidence of change in a clear and compelling way.

It should tell the full story of your initiative – what was done, who was involved, what changed, and how you know. Key components typically include:

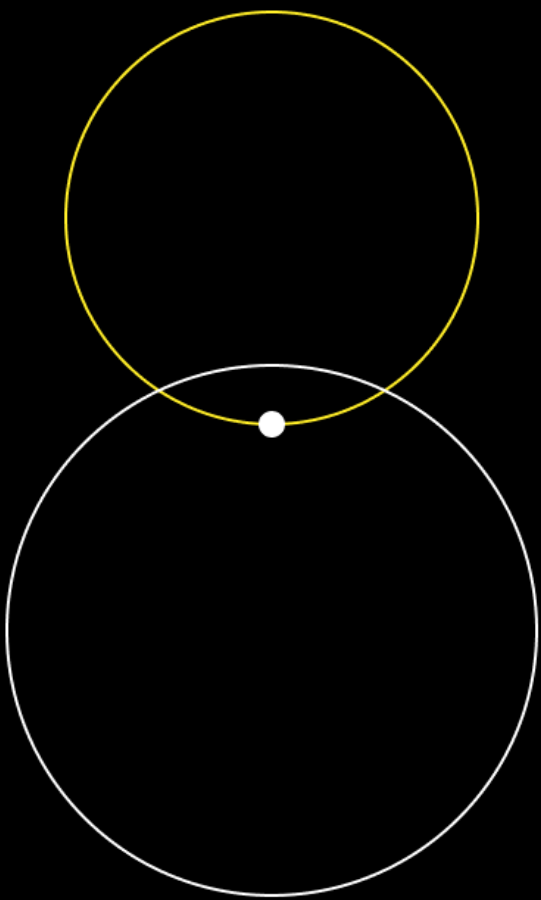
- **What You Did:** A summary of your core activities and outputs (e.g. services delivered, workshops held, people reached).
- **Who Was Involved:** The stakeholders who participated, contributed, or were affected.
- **What Changed:** The meaningful outcomes experienced as a result of your work, both intended and unintended.
- **How You Calculated Value:** Any methods used to quantify outcomes.
- **Which Part You Influenced:** The portion you can rightfully claim through attribution.



2. Communicating Your Findings



3. Transparency



Transparent communication and reporting means being honest not only about what worked, but also about what didn't. This helps with the following:

- **Explaining your contribution clearly:** Show how your initiative influenced outcomes, using attribution or contribution analysis to avoid over-claiming.
- **Sharing limitations and shortfalls:** If certain outcomes weren't achieved, being upfront shows maturity, integrity, and a commitment to learning.
- **Backing claims with evidence:** Transparency doesn't mean having all the answers, but it does mean showing your reasoning, your data, and your process.
- **Strengthening stakeholder confidence:** Funders, partners, and communities are more likely to support organisations that report openly and thoughtfully.

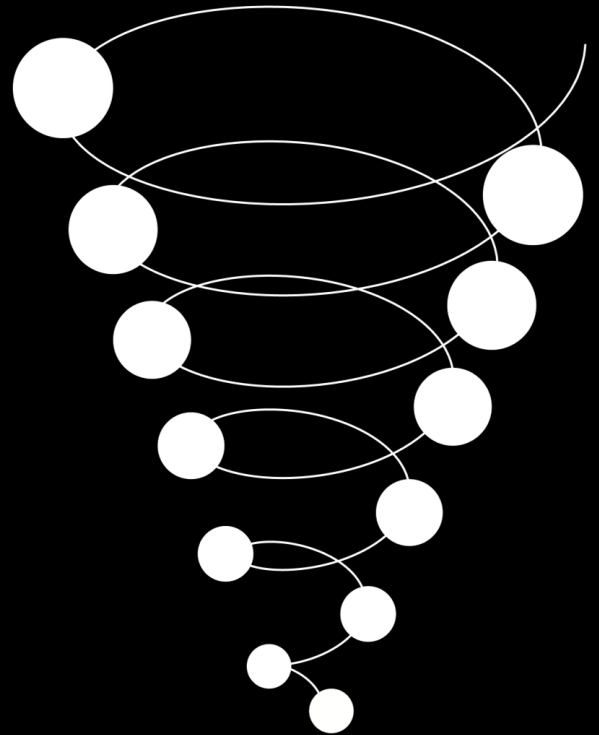


Impact measurement is not just about accountability it is also a powerful tool for learning and adaptation.

When insights are used effectively, they can help your organisation evolve, improve outcomes, and better meet the needs of your communities. This helps:

- **Identify what works:** Pinpoint areas that delivered strong results and consider how these practices can be strengthened or scaled.
- **Respond to gaps:** If results reveal unmet needs or poor outcomes, use this to refine your approach.
- **Focus resources wisely:** Direct time, funding, and energy toward areas and people where you can make the greatest difference.
- **Adapt to change:** Stay flexible and responsive to emerging evidence, shifting community needs, or new policies.
- **Strengthen relationships**
Funders and stakeholders value organisations that demonstrate learning and improvement-not just reporting success.

4. Learning and Improving



5. Involving Stakeholders

Stakeholder involvement strengthens both the accuracy and impact of your reporting and the quality of your improvements. Those closest to the work such as participants, partners, staff, and communities can offer valuable insights into what's working, what matters, and what could be better.

Reporting and Communicating:

- **Sense-making:** Engage stakeholders in interpreting results - what do the findings mean in context?
- **Validation:** Check whether reported outcomes reflect lived experiences.
- **Shared storytelling:** Include stakeholder perspectives to bring qualitative depth and credibility to the report.

Learning and Improvement:

- **Co-design:** Involve stakeholders in shaping next steps, adaptations, or new initiatives.
- **Feedback loops:** Create mechanisms for ongoing input (e.g. hui, surveys, advisory groups).
- **Equity and relevance:** Ensure improvements meet the actual needs of those most affected not just organisational priorities.



6. Conclusion

Reporting and continuous improvement are not standalone tasks they are part of a dynamic, interrelated process that drives accountability, learning, and growth. When you report transparently and use those insights to adapt and strengthen your work, you build trust with stakeholders, demonstrate impact, and stay responsive to changing needs.

By involving stakeholders throughout, grounding your claims in evidence, and focusing on outcomes that matter, you create a meaningful feedback loop one that not only proves value but also improves it over time. In doing so, your organisation becomes better equipped to deliver lasting, equitable outcomes and make a greater difference in the lives of those you serve.

Matatihi has delivered dozens of social impact assessments across diverse sectors, from valuing the impact on Māori of 5G spectrum ownership to assessing the benefits of mentoring and many other meaningful projects along the way.

Our approach combines rigorous methods aligned with New Zealand Treasury standards, government expectations, and specific funding criteria, ensuring that your outcomes are clearly understood and valued appropriately.

Feel free to reach out anytime - I'd love to kōrero about your aspirations and explore how Matatihi can support your goals.

Dr. Jay Whitehead

Economist and Founder at Matatihi

Ōraka Aparima | Ngāi Tahu | Kāti Māmoe

