



WOODSIDE DEVELOPMENT FUND

Mid-Term Impact Management Report
Impact of WDF 2014 - 2019

PART OF
A BETTER
FUTURE



“There has been a huge shift since we started... no one understood place-based models or framework[s], what was needed, who were needed to come together. This has shifted and Woodside has been an important part of that journey.”

ECD Sector Leaders Focus Group

Woodside Development Fund

Established in 2014, the Woodside Development Fund (WDF)

was designed after extensive research and significant engagement with experts and leaders in the Early Childhood Development Sector.

The WDF recognises the role of earlier intervention and of collaboration in addressing complex social issues.

WDF has a bold goal – Zero to Eight, Life’s Great! – working towards outcomes where every child thrives in their learning, development and life.

Woodside made a commitment of A\$20 million over 10 years to achieve impact in early childhood development. This approach represents a significant shift from transactional, single partner community investment, and is recognised by business and the broader community as a bold attempt to work towards greater outcomes through collective impact.

Since 2014, WDF has invested \$10.8 million to date into 13 organisations globally across the three core investment themes; Collaborate, Energise and Advocate.

CORE INVESTMENT THEMES



Support community-led, long term collaborative partnerships.

WDF supports organisations who work collaboratively and are well equipped to meet the needs of families.

Under the Collaborate theme, WDF has supported community-led and place-based programs. Many of these have utilised a collective impact model. This funding helps to overcome a competitive and siloed not-for-profit sector, uniting the sector to share learnings and better complement one another.



Build capability and capacity of the community and services.

WDF invests in partners who facilitate communities working together to enable better access, uptake and quality of services for families with young children.

Under the Energise theme, WDF has successfully supported organisations to build understand and support for ECD in the community, build service provider capacity and capability and influence organisational practice in terms of generating community buy-in and effective collaborative practice.



Enhance leadership and advocacy to drive systems change.

WDF collaborates with organisations who work to make national practice better informed and more responsive.

Under the Advocate theme, WDF has supported organisations who have successfully grown the national understanding and support for ECD.

WOODSIDE DEVELOPMENT FUND IMPACT MEASUREMENT REPORT



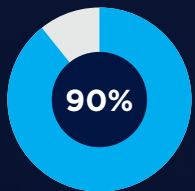
4,157

parents and carers
educated about improving
their child's development



3,822

service provider staff have
attended training.



of staff self-reported they
had improved knowledge,
which improves the quality
of ECD service delivery.



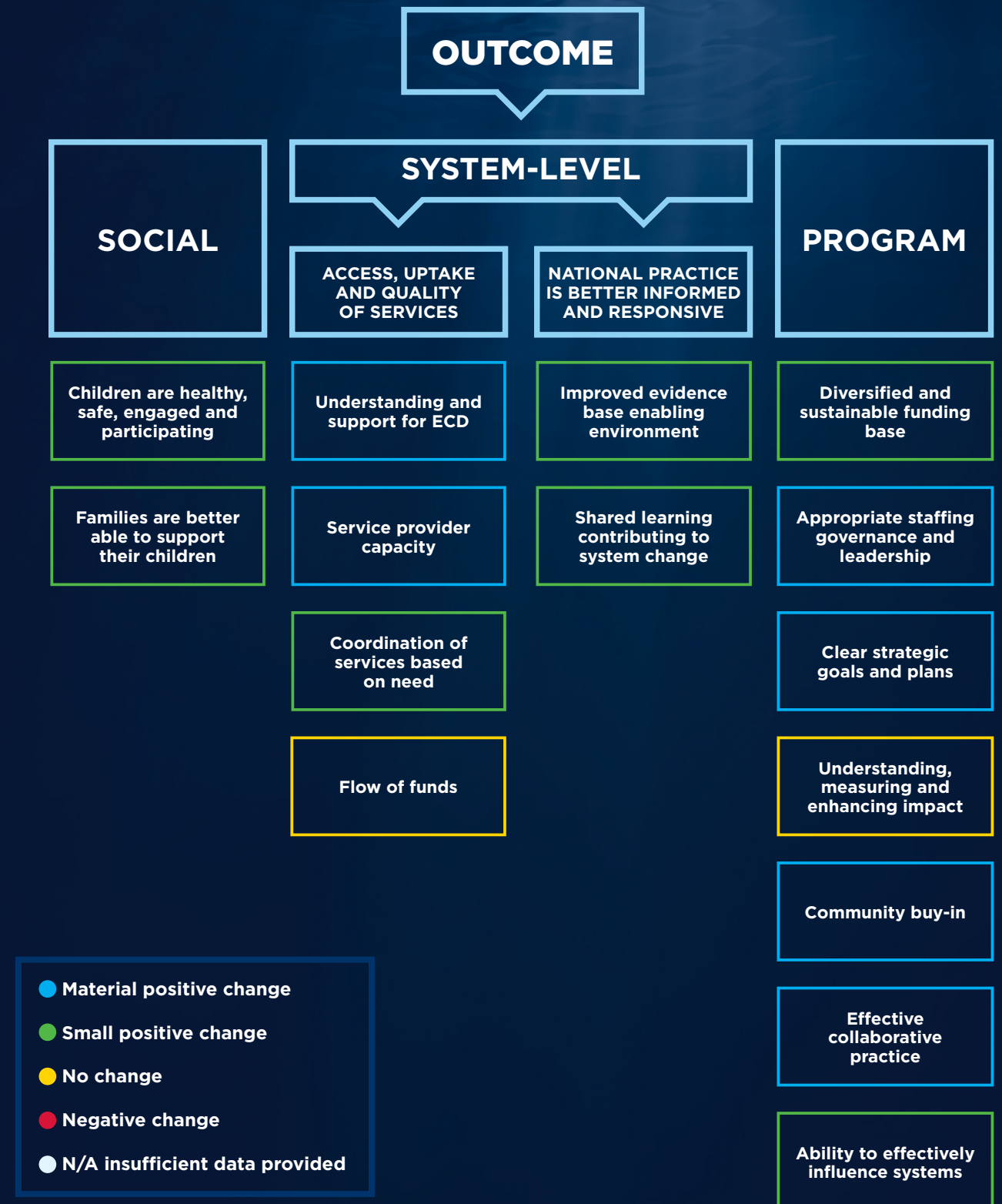
316

contributions to public forums,
keynote speeches and journal
articles.

33

contributions leading
to policy change
to create a more
enabling ECD system.

The Woodside Development Fund (WDF) is focused on achieving impact in Early Childhood Development (ECD). The diagram below represents WDF's key target outcomes, informed by a project logic designed by the sector. It is designed to create meaningful and lasting impact, helping WDF to achieve it's bold goal – Zero to Eight, Life's Great!



COLLABORATE

WAAPI

Woombooriny Amboon Angarriya Partnership Initiative (WAAPI) is a place-based initiative using a collective impact approach*. It is designed to mobilise and empower community to take ownership of improving early childhood outcomes in the four communities on the Dampier Peninsula.

As an Aboriginal designed and led initiative WAAPI employs six local people as Community Navigators. These Community Navigators work as community connectors to inform and guide social planning, ensure community priorities are the focus and work with service providers and Family Committees to co-design ECD projects and programs.

As a result of WAAPI, early childhood services for 0-4 year olds have more than doubled from 2015-2019. Additionally, there has been a very strong transfer of knowledge to the community with an ultimate goal to establish a self-sustaining governance framework in the community.

The Woodside/Save the Children Partnership in WAAPI received the Community Partnership Award at the 2019 Department of Mines, Industry and Safety's Resources Centre for Excellence. An insights paper on the WAAPI Community Navigator Model was published by Edith Cowan University's Nulungu Research Centre.

** As a place-based initiative, WAAPI is enabled by a backbone support group, represented by not-for-profit, government and Aboriginal organisations.*



ENERGISE

Family Connections

Goodstart Early Learning's Family Connections program improves the capacity of early learning centre educators and leaders to build more meaningful relationships with families and local community services. The program aims to educate them on the importance of ECD, with the ultimate goal to improve children's outcomes.

WDF supported Goodstart to establish Family Connections program in Western Australia. From 2016 - 2019, 304 people from 33 Goodstart centres and, for the first time, 11 other early childhood centres participated in the WA program. 89% reported improved knowledge and engagement skills.

The Program's independent evaluation established the evidence base, investigated the success of the

implementation in the centres and explored outcomes measurement for quality of centre-family relationships.

Due to the success of the program, Goodstart has adopted Family Connections as a foundational training program nationally. They have also collaborated with other organisations to expand the program in additional states to involve non-Goodstart centres.

A significant proportion of centres completing the program, who were then assessed according to the National Quality Standards tended to perform particularly well under Quality Area 5 (Relationships with Children) and Quality Area 6 (Collaborative Partnerships with Families and Communities). In 2019, Goodstart piloted a tailored version of the program in regional areas.



ADVOCATE

The Front Project

The Front Project (TFP), established in 2016, activates the business community to become advocates and leaders in the ECD sector among policy and public stakeholders. It enhances the leadership and advocacy for early education to drive systems change which will result in better social outcomes for children in the long term.

WDF provided TFP with seed funding in 2016 to allow them to establish their governance, leadership and staffing structures. Ultimately, this has allowed TFP to build momentum and presence in the sector so they can attract additional funding and support.

The Front Project have successfully leveraged WDF's funding to secure an additional A\$10.4 million to date. They

have built relationships with over 80 organisations in the business community and assisted in building sector capacity by facilitating training master classes and forums for sector leaders including government and service providers.

Since inception, TFP has fostered key relationships with public policy influencers at state and federal levels, including the Minister for Early Childhood and Secretary of the Department of Education.

They have made 21 contributions to policy submissions and engaged in a total of 103 public forums, keynote speeches and online articles. They have become a respected advocate of ECD and made a significant contribution to the national policy dialogue.



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