What is involved in Impact Demonstration Lifecycle 7

Purpose of this document

The purpose of the Impact Demonstration Phase is to receive outcomes or benefits back to SMI, collaborators or the Sponsor as a result of the project. This is usually a post project closure activity. But a key phase that needs to be factored in to the original scope of the project proposal back in Phase 3 - Project Development if possible (especially in terms of a budget allocation).

The term impact is used variously to refer to the direct influence on industry of the research findings and also in reference to the metrics that are collected through UQ’s HERDC return. Impact is an opportunity for the project and the Institute to receive some well-deserved publicity so SMI Communications and Marketing might also be involved to assist in showcasing results and case studies.

For details on specific roles and responsibilities by activity please refer to the Project Management Framework Overview. UQ procedures for Impact Demonstration are reported through HERDC returns.

What is considered to be a ‘Great’ Impact Demonstration Phase?

- Impact demonstration is factored into the restricted budget and completed prior to project closure
- Publications or other positive benefits come out of the research
- Repeat business coming back to the Institute
- Involvement of Project Sponsors in future promotion of the Institute
- The benefits that were originally stated are measured

What are the Key Activities?

1. Conduct post project review (if applicable)
   - Complete monitoring and evaluation (M&E) framework with impact indicators
   - Conduct project evaluation survey of sponsor/participants (eg in training)

The post project review is an optional process that normally would be scheduled as part of the project development. In some projects there will be the requirement to complete formal monitoring and evaluation to test baseline impact indicators against those post project completion. This might be as part of second round of funding and contracting for the project.

2. Identify budget for Impact Demonstration

As part of the impact demonstration phase, if budget had not been factored in as part of the formal ‘restricted’ budget for the project, then a request may be made in some cases for Impact Demonstration budget from SMI Operational Budget lines. This will require a funding proposal internally to SMI leadership to determine if there is a suitable budget to match the impact likely to be received. This activity might link to formal business development activities.

3. Prepare marketing and communications plan (if applicable)

The Marketing and Communications Officer can assist in communicating and marketing the outcomes of your project or the impact event. Communications materials may include:
- Website updates and videos
4. Complete chosen method of Impact Demonstration

This will vary and can be on a continuum from a publication, to the renewal of project funding. Other formal demonstrations might also be created in the form of patents or input into external documents such as policy statements for industry or government. The Program Leader might have some additional ideas or projects outcomes so in some cases Impact Demonstration might be linked across a number of projects. Renewal of project funding might also take you back to Project Development and Contracting Phases.

**What tools and templates might I use?**

Will vary based on the project type, results and funding source:

<table>
<thead>
<tr>
<th>Outputs</th>
<th>Communications</th>
<th>Impact Evidence</th>
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| • Publications  
• Reports | • Course workshop/materials  
• Website updates and videos  
• Evaluation Report  
• Media releases  
• SMI impact statement for Marketing and Communications | • Demonstration of end user uptake e.g. workshop evaluations, documented Sponsor feedback  
• Patents  
• Commercialisation Plan  
• Plenary or keynote lecture invitations  
• External documents – policy statements from gov’t or industry  
• Marketing and Communications Plan |