**Your presenters**

Brentyn Parkin (M SocSc, BEd, BA) has led and worked with community sector organisations nationally and overseas for over 15 years and runs a social enterprise that uses up-to-date technologies to increase the usability of community information. Brentyn is passionate about assisting community organisations, government and business to show how they make a difference. He has developed several tools to improve the flow of information and the collection of data, including My Community Directory which now has over 8000 entries and over 40,000 visitors a month. He has rallied organisations across Australia to develop the Australian Community Data Standards which form a common platform for information about community services, reducing the time to find services and identify service gaps. Brentyn is Fellow of the School for Social Enterprise.

Marion Norton (PhD, Masters in Public Policy and Management, BEd, BA) has participated in and led complex evaluations and organisational reviews over 20 years in the Queensland public service – in the education, vocational training and community services sectors. She has a strong interest in improving access to data at both strategic and organisational levels, to link actions to goals, to understand what is working and how to achieve the best outcomes. She teaches evaluation in the School of Pubic Health and Social Work and tutors in the School of Management at the Queensland University of Technology. Marion has worked with organisations, small businesses and industry leaders to skill workforces to adapt to major structural change. She is a co-developer of the national community services data standards, a board member of Community Information Support Services and the Australasian Evaluation Society Queensland Regional Convenor

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1  **Subject of the data**  eg staff, volunteers, clients, stakeholders, benefactors; policies, meeting records, performance reports, financial reports, organisation | 2  **Items contained in data**  eg contact details, attendance/ leave/ pay, demographics, case notes, process data - service delivered; minutes; accounts; history, functions, services | 3  **How is it stored? Format?**  eg in a filing cabinet, separate files, digital, spreadsheet, tailored database, people’s heads, website | 4  **What do you use it for?**  eg business management, performance monitoring, reporting to hierarchy/ others, watching trends, evaluation, keeping in touch/ communication, quality control | 5  **Access**  open, restricted  (Rate 1 to 10 where 1 is very restricted, few can see to 10 where public can see) | 5  **Comment on the data quality. Explain whether it is good or bad** | 6 |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

**Internal data ­ What do we have? What state is it in? What value is it?**