

Purpose	To collect learnings and instances of impact as they are observed by seafood industry businesses, organisations and associations.
When?	<ul style="list-style-type: none">In line with your existing reporting or communication timeframes
Resources	<ul style="list-style-type: none">Time required depends on level of resourcing
Rating	

Reporting the evaluation findings

We understand that different seafood industry operators have different reporting structures. Whether or not you choose to report on your M&E is up to you. However, we generally find that reporting can help to bring together all the evidence generated through M&E and clarify what improvements can be made. Our advice is to keep any reporting as light-touch as possible and where possible, use existing reporting systems. For example, if your organisation produces an annual report, you might want to use your M&E to inform the section on community engagement.

If you would like to write up the evaluation findings in a separate report, below is an example contents page of an evaluation report:

- Executive summary (including any recommendations)
- Introduction:
 - Purpose and scope of the evaluation
 - Evaluation methodology
 - Limitations of the evaluation
- Evaluation findings (these are normally structured by KEQ, where an evaluative judgement is made at the KEQ level of progress made, and evidence is listed under each sub-question)
- Conclusion (including any recommendations)

Communicating the evaluation findings

Regardless of whether you formally report the evaluation findings, it is best-practice to communicate the evaluation findings to key stakeholders and evaluation participants (wherever possible). Communication methods relevant to the different evaluation audiences are suggested in Table 7 below.

Table 7 Communication methods for the different evaluation audiences

Audience	Potential communication methods
Primary audiences – people making decisions based on the M&E findings	
Seafood industry associations Seafood sector organisations OceanWatch and other delivery partners Project funders (where relevant)	<ul style="list-style-type: none"> • Evaluation report • Provide evaluation findings in the Annual report • Presentation of evaluation findings to key stakeholders •
Secondary audiences – people who might be interested in the M&E findings	
Fishers / Producers FRDC and other research organisations Natural Resource managers (including fisheries and resource managers) Government and politicians NGOs	<ul style="list-style-type: none"> • A summary of relevant evaluation findings reported in existing communication activities such as: <ul style="list-style-type: none"> • Newsletters • On your organisation’s or association’s website or social media page(s)