



# Request for Proposal

## Monitoring and Evaluation Consultant

### *Word on the Sheets National Expansion*

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#### **Contacts**

##### **Scott McNaughton**

*Manager, Community Partnerships and Priority  
Population Programs*  
Smcnaughton@acon.org.au  
(02) 9206 2000

##### **Katy Cao**

*Digital Engagement Officer, Word on the Sheets*  
kcao@acon.org.au  
(02) 9206 2000

#### **Introduction**

ACON Health (414 Elizabeth Street, Surry Hills, NSW, 2010, Australia) is seeking proposals from an experienced evaluation consultant to develop a comprehensive monitoring and evaluation (M&E) framework for the national expansion of Word on the Sheets—an online hub dedicated to providing inclusive, accessible, and evidence-based sexual and reproductive health information for LGBTQ+ women and their partners.

This evaluation will be both formative and summative, enabling real-time learning, mid-project improvements, and end-of-project impact assessment. It must align with the Department of Health and Aged Care grant reporting requirements, including key performance indicators (KPIs) related to health literacy, audience reach, digital engagement, inclusivity, and campaign effectiveness.

#### **About ACON and Word on the Sheets**

ACON is Australia's largest LGBTQ+ organisation, providing health promotion, inclusion initiatives, and HIV responses for people of diverse sexualities and genders (LGBTQ+ – lesbian, gay, bisexual, transgender, queer). Established in 1985, ACON works to create opportunities for people in our communities to live their healthiest lives.

LGBTQ+ women experience a number of health disparities when compared to the general population, including in the areas of mental health, sexual health, substance use and experiences of sexual, domestic and family violence. There is limited information on the health needs of LGBTQ+ women, due to a lack of research and data collection in service provision. This is why ACON has had programs for LGBTQ+ women aimed at understanding and improving their health outcomes since the 1990s.

Word on the Sheets (WOTS) is ACON's national digital initiative under its LGBTQ+ Women's Health Program, providing sexual and reproductive health content for LGBTQ+ women. Following a successful pilot in 2023, the platform is now expanding nationally with funding from the Department of Health and Aged Care.

For more information visit: [www.wordonthesheets.org.au](http://www.wordonthesheets.org.au)

## **Project Scope and Deliverables**

The consultant will support the project from July 2025 to May 2027 and deliver the following:

### **1. Monitoring and Evaluation Framework and Baseline Survey (July–September 2025)**

- Develop a project-wide M&E framework, aligned with Department of Health KPIs and ACON’s activity work plan
- Co-design tools for measuring health literacy, reach, inclusivity, and behavioural intentions
- Develop a national baseline survey to assess:
  - Sexual and reproductive health (SRH) knowledge
  - Attitudes and service access
  - Media and content preferences
- Assist in the recruitment of 300-500 participants to complete the national baseline survey, ensuring representation of LGBTQ+ women (cis and trans) from all states and territories of Australia, including regional and remote areas, and priority populations such as First Nations women, multicultural women, and women living with disabilities
- Define clear, trackable indicators across multiple audience segments
- Analyse and present findings and actionable recommendations to refine Phase 2 implementation

### **2. Midpoint Evaluation (May 2026)**

- Analyse user engagement and health literacy changes from baseline
  - Assist in the recruitment of 300-500 participants to complete a national survey, ensuring representation of LGBTQ+ women (cis and trans) from all states and territories of Australia, including regional and remote areas, and priority populations such as First Nations women, multicultural women, and women living with disabilities
- Evaluate performance of:
  - Website content and SEO performance
  - “Find a Service” geolocation tool
  - Community engagement efforts
- Analyse and present findings and actionable recommendations to refine Phase 3 implementation

### **3. Final Evaluation (May 2027)**

- Conduct full evaluation of project outcomes and impact, including:
  - Audience reach and demographic diversity
  - Engagement with digital tools and educational content
  - Outcomes of 2 national campaigns (July 2026 and March 2027)
- Analyse social media performance and Google Analytics data
- Analyse user engagement and health literacy changes from baseline
  - Assist in the recruitment of 300-500 participants to complete a national survey, ensuring representation of LGBTQ+ women (cis and trans) from all states and territories of Australia, including regional and remote areas, and priority populations such as First Nations women, multicultural women, and women living with disabilities
- Integrate qualitative data from community consultations, surveys, and feedback
- Deliver a plain English report for internal use, reporting to funders and public dissemination

### **4. Ongoing Contributions (2025-2027)**

- Collaborate in project planning and data interpretation
- Attend quarterly check-ins and 1–2 Expert Advisory Panel meetings
- Provide feedback on emerging data trends and monitoring dashboards
- Advise on improvements to the evaluation matrix and community-led indicators

## Key Deliverables

Deliverable	Due Date	Estimated Time
Draft M&E Framework + Baseline Survey	September 2025	40 - 50 hours
Baseline Report & Final M&E Framework	October 2025	30 - 35 hours
Midpoint Evaluation Report	May 2026	45 - 55 hours
Final Evaluation Report (including analysis of both campaigns and all content streams)	May 2027	60 - 70 hours
Ongoing support, consultations, and quarterly check-ins	July 2025 – May 2027	40 – 50 hours
<b>Total (approx.)</b>		<b>215 - 260 hours</b>

## Budget

Total available budget: **\$25,000–\$30,000 AUD** (incl. GST and expenses)

This includes all services and expenses across the contract period.

Payments will be milestone-based, subject to submission and approval of deliverables.

## Reporting

The successful applicant will:

- Report to the Team Leader of LGBTQ+ Women’s Health Programs.
- Sign an ACON consultancy contract (A draft copy of the contract is available on request).
- Meet with ACON project staff at regular intervals during the project timeline.

## Eligibility and Assessment Criteria

Required Qualifications:

- Demonstrated experience in designing and delivering evaluations for public health, community health, or social impact programs
- Proven ability to develop and implement monitoring and evaluation frameworks aligned with government reporting requirements
- Experience conducting inclusive research or consultation with LGBTQ+ and/or culturally diverse communities
- Strong mixed-methods skills (quantitative and qualitative), with the ability to analyse survey data and interpret results for a range of audiences
- Capacity to complete all deliverables within the agreed timeframe and budget
- Ability to manage M&E activities within a fixed budget that includes:
  - Development and distribution of surveys
  - Data collection and analysis
  - Stakeholder engagement
  - Report writing and presentation

#### Assessment Criteria:

- Demonstrated understanding of sexual and reproductive health promotion for LGBTQ+ women
- Quality and feasibility of proposed M&E methodology and timeline
- Evidence of successful delivery of similar projects (including plain-English reporting and consultation)
- Value for money, with realistic allocation of time and resources
- Commitment to culturally safe, inclusive, and accessible research practices

A successful applicant will be selected by a panel of internal ACON staff members, including:

- Scott McNaughton (he/him), Manager, Community Partnerships and Priority Population Programs
- Katy Cao (she/they), Digital Engagement Officer, Word on the Sheets
- Another ACON staff member, TBC

#### How to Apply

Please submit the following to **[wordonthesheets@acon.org.au](mailto:wordonthesheets@acon.org.au)** by **Friday 28th June 2025**.

1. A proposal (max 4 pages) outlining your methodology, timeline, and key deliverables
2. You and/or your team's current CV, including details of similar projects completed
3. Contact information for two referees for whom you have conducted similar work for
4. Description of your connection to LGBTQ+ communities or your experience working with LGBTQ+ communities

We look forward to receiving your application and working with a passionate researcher to contribute to this important project for LGBTQ+ women's health.