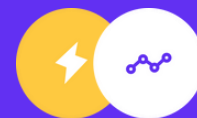


# 5 Tips for Measuring Impact in Housing



Focus on what matters • Use what you have • Keep it clear • Build internal capability • Share what you learn

## 1. Focus on what matters

Go beyond outputs

It's easy to count houses built or people housed - but these output metrics don't tell the full impact story. To truly understand the value of your housing service, you need to measure the outcomes that matter to the people you support. What changes in their lives? What does success look like to them?

**Tip:** Use interviews, surveys, or co-design workshops to identify meaningful outcomes like improved wellbeing, a sense of safety, stronger connections, or financial stability - and build your measurement around those.

## 2. Use what you have

And use it now

Don't wait for perfect data before taking action. You likely already collect valuable information through tenancy records, support logs, or satisfaction surveys. Start using this data to spot trends, test assumptions, and create feedback loops that inform real-time decisions.

**Tip:** Pick one or two key outcomes and track related data over time. Use what you learn to make small, meaningful changes - and build from there.



### Example: Finding value in the data you already have

Through the GoodMeasure Homes process, one housing provider realised that a quarter of all families' support needs were being recorded under the category "Other." Valuable insights were getting lost in the gaps.

**What they did:** They worked with their team to dig into what the key reasons within the "Other" category really meant - then updated their categories to better reflect family needs. The result was more useful data, better insights, and smarter support.

### 3. Keep it clear

Use a consistent framework

A consistent approach makes it easier to track progress, spot patterns, and improve over time. Choose a simple framework that links your day-to-day activities to the outcomes you care about - both short and long term.

**Tip:** Use tools like logic models, theories of change, or outcome-focused toolkits like GoodMeasure Homes, which are purpose-built for housing and community services.

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### 4. Build internal capability

And external alignment

Measuring impact is a team effort. Your staff need to understand why it matters and feel confident collecting, interpreting, and using data in a meaningful way. If you work with external partners to deliver wraparound support, ensure you have clear data-sharing agreements and a shared understanding of how data will be used to improve outcomes for whānau.

**Tip:** Invest in training, create simple dashboards everyone can use, and celebrate when impact insights lead to real change - inside your organisation or across partnerships.

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### 5. Share what you learn

Impact measurement isn't just about ticking boxes - it's a powerful tool for learning and growth. Share your insights openly, including what didn't go as planned. This builds trust, strengthens relationships, and helps lift practice across the sector.

**Tip:** Include your findings in newsletters, board reports, or cross-sector hui to create a culture of learning and transparency.

Built on a **global evidence base** and **tested by housing providers** across a diverse range of tenure types, the GoodMeasure Homes toolkit helps busy teams **measure what truly matters**, turning impact data into practical, actionable insights.



## Ready to take the next step?

Get in touch with our team today to learn more.

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