



The Centre for Impact & Change provides research, evaluation and impact measurement expertise to the Australian social sector.

The Centre is committed to addressing the complex challenges that face Australian communities and supporting organisations to seize opportunities and maximise their impact.

Led by Maria Tchan and Allison Salmon, The Centre places people and evidence at the heart of organisation's strategies and services.

Maria and Allison have curated a team of diverse and talented collaborating partners who specialise in:

- ✓ Research and Evaluation
- ✓ Evidence Translation
- ✓ Digital Strategy and Data Analytics
- ✓ Impact Measurement
- ✓ Learning and Development
- ✓ Design and Communication



About Us

Maria and Allison have created an innovative, for-purpose enterprise that addresses complex problems and supports social sector organisations to show their impact and create change.

The Centre for Impact & Change is driven by a shared commitment to putting people and evidence at the centre of our work.

We work across and with the not-for profit, government and philanthropic sectors to drive impact and change. Our projects span health, alcohol and other drugs, suicide prevention, mental health, youth, disability, aged care, LGBTIQ+, community services.

"The Centre's work combines research with real-life experiences to understand complex challenges and define impact. We do this to improve services and build stronger communities."

- Maria, Director of Impact

"We both have the energy and expertise to dive in and help create a social sector that listens to community needs and to measure what matters."

- Allison, Director of Change



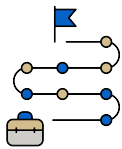
Our Vision

We strive to be a trusted partner that equips the Australian social sector to provide evidence-informed services, measure what matters and build stronger communities.

Our Purpose

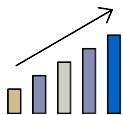
We support the Australian social sector to place people and evidence at the centre of decision-making.

Our Services



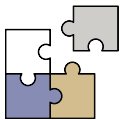
Strategy & Design

We partner with organisations to embed a culture of strategic thinking, build strategic plans, and design new services, frameworks, and practices.



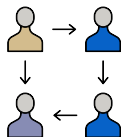
Impact Measurement

Our approach is design-led, and we deliver clear impact frameworks that start with a theory of change to drive meaningful and measurable outcomes.



Evaluation

We support organisations to design and deliver rigorous and insightful evaluations using participatory methods, place-based approaches, and quality improvement cycles.



Capability Building

We offer mentoring and training in strategy, evaluation and impact measurement to frontline workers, service managers, and leadership teams. We aim to inspire immediate action and give participants 'starter tools' and actionable steps to measure and showcase impact.





Maria Tchan

Maria (B. Nursing, MPH) has championed social sector change for over two decades. Her diverse experience has equipped her with the drive, skills, and a deeply held passion to help tackle complex and challenging problems and design and implement effective services that have real and lasting impact.

She has worked extensively with vulnerable populations across remote, regional, and metropolitan Australia. Maria has worked within the sector she supports as a clinician and not-for-profit senior leader. Prior to her work with the Centre, she led not-for-profit services and developed special interest and expertise in primary care and community health, digital mental health, and working alongside people from culturally and linguistically diverse backgrounds.

As Co-Founder and Director of Impact, she brings expertise in facilitation, co-design and community engagement, service design and implementation, impact measurement and evaluation.

“I am driven by a firm commitment to strategic thinking and the integration of living and lived experiences.”

Maria’s approach is collaborative, flexible and puts people at the centre.

Maria lives and works on Wallumedegal country.

Dr Allison Salmon

For over 25 years, Dr Allison Salmon (B. Psych, MPH, PhD) has been passionate about using evidence and innovation to change health policies, systems and practices. As a leading public health researcher, evaluator, and practitioner she combines her senior leadership experience and academic training to drive and measure impact across the Australian social sector. As Co-Founder and Director of Change, she brings a wealth of experience to evaluations, strategic planning, stakeholder consultation, gap analyses, and impact measurement.

“In the Australian social sector, change is the catalyst for progress, and impact is the measure of our collective commitment to a more inclusive and equitable future.

Together, we can find pathways to positive transformation that feel right for communities and that can endure through meaningful systems change.”

Prior to her work with the Centre, Allison has led complex research and evaluation projects and supported research governance. Her content expertise includes alcohol and other drugs - including drug consumption spaces, overdose prevention and tobacco control - mental health, quality use of medicines, and applied epidemiology – [click to view Allison’s peer review publications across these areas.](#)

Allison’s approach is strategic, informed and collaborative.

Allison grew up on Gudjala country, Far North Queensland, and now lives and works on Gadigal land.





Our Approach

- ✓ We prioritise people and relationships.
- ✓ We believe in the value of system innovation to achieve positive change.
- ✓ We foster collaborative alliances by bringing together the right people.
- ✓ We proactively address challenges and opportunities in an ever-evolving sector.
- ✓ We explore novel solutions with strategic thinking.
- ✓ We embrace complexity and complexity-informed approaches.

Our Strengths

- ✓ Deep understanding of the social sector enabling us to navigate the complex landscape.
- ✓ Ability to address client challenges by quickly grasping complex problems and facilitating hard conversations.
- ✓ Effective relationship building skills to inspire and motivate others to achieve positive change.
- ✓ Expertise to work alongside people with lived and living experience and ensure the integration of their unique perspectives.
- ✓ Experience in combining scientific rigour and participatory design to measure and communicate social sector impact.



Contact

Email :	hello@centreforimpact.com
Website :	www.centreforimpact.com
Linkedin :	linkedin.com/company/the-centre-for-impact-change

The Centre
for Impact
& Change

