ALLIANCE SOCIAL ENTERPRISES

AUSTRALIAN SOCIALVALUE BANK

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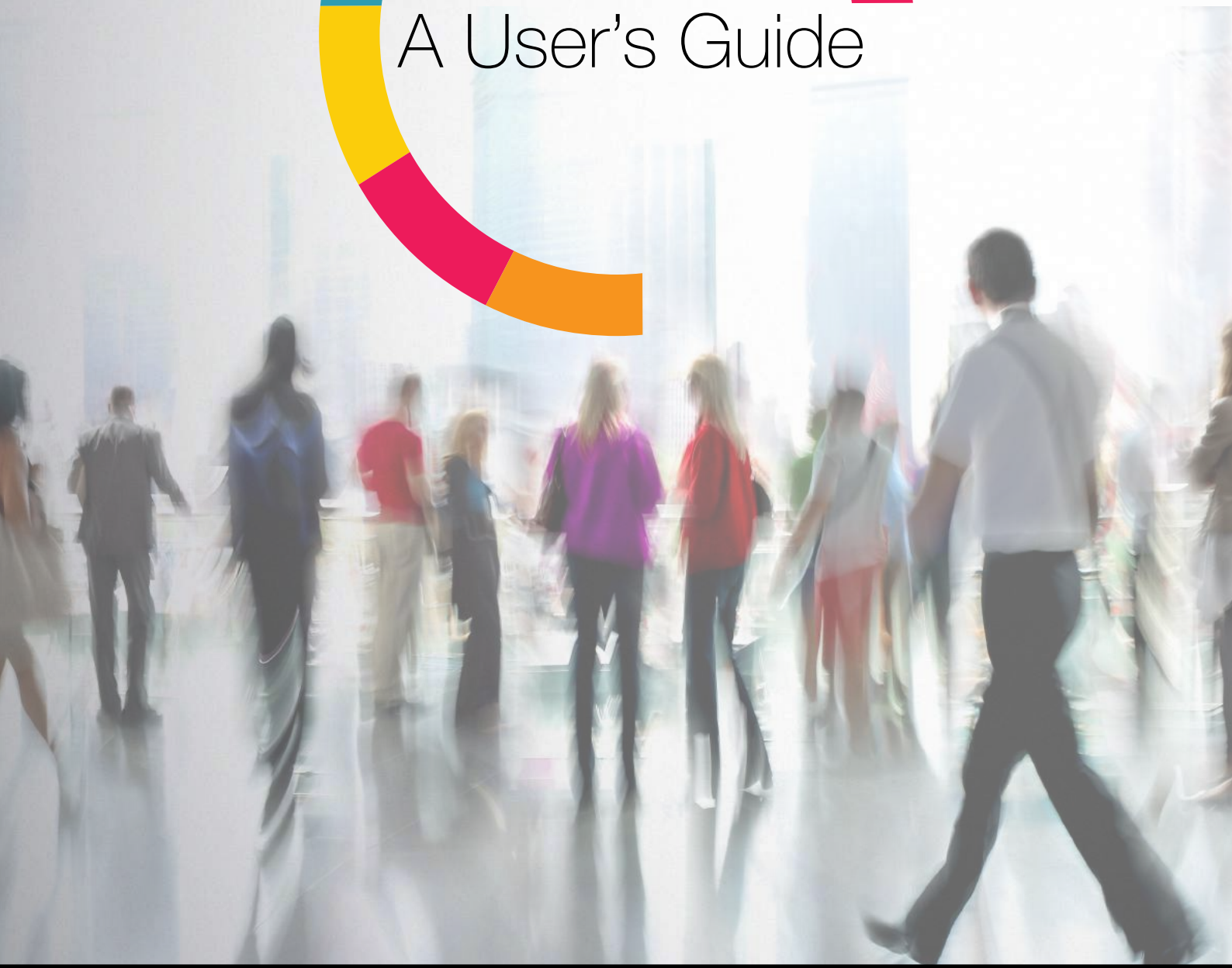
A User's Guide



60+ social values in health, employment, education, drug & alcohol, crime, housing and sport

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AUSTRALIAN SOCIALVALUE BANK

A User's Guide - Contents

1. Foreword

We believe the Australian Social Value Bank is a game-changer. In an environment where the value of every dollar spent by Government (and Corporations) is under scrutiny for the return it brings, it has not been easy to prosecute the case for investing in social outcomes, until now.

The Australian Social Value Bank (ASVB) is a tool which allows you to measure your social value in a straightforward and standardised way using a robust and consistent method which is recognised by the Organisation for Economic Co-operation and Development (OECD). It allows you to:

- Quantify the social difference you make as an organisation;
- Conduct rapid appraisals that compare the social impact of your different projects;
- Make quick and informed decisions about social investment, rather than basing decisions on what simply "feels right".

It does this by presenting a set of pre-populated values associated with common outcomes (such as entering into employment, or a healthier diet), that have been rigorously estimated using Australian data. The methodology has been extensively tested by a number of organisations including: the United Nations, the Canadian Government, the New Zealand Government, the UK Government and UK housing associations.[1]

The ASVB model provides a step towards developing a common language for measuring our social impact, improving on existing tools such as Social Return on Investment (SROI) and Social Audit which require considerable resource investment and whose results are often problematic to compare across projects.

We recognise that decisions about investment in social programs are inevitably shaped by a complex set of factors. It is our hope that this new approach provides a valuable additional tool to demonstrate the significant difference that is made through the delivery of such programs in Australia; ultimately providing the case to both attract additional funding and assisting to direct it to where it can have the greatest impact on the lives that need it most.

Robyn Hordern – Board Chairperson, Alliance Social Enterprises

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1 Work with the United Nations includes work in print on valuing the wellbeing impact of agricultural inputs and FAO (2014) "Food wastage footprint: full cost accounting" which establishes the cost of natural resources degradation and its impact on social wellbeing. The Canadian Government and New Zealand Government have used the methodologies internally. The New Zealand Government is beginning to use the ASVB to inform its investment decisions. The UK Government has used wellbeing evaluation in the Department for Media, Culture and Sport; Arts Council England; Arts and Humanities Research Council; English Heritage; Department for Business, Innovation & Skills (please see the Simetrica website (https://www.simetrica.co.uk/wwwsimetricacouk-resources). The majority of UK housing associations use the HACT-Simetrica Social Value Bank (http://www.hact.org.uk/value-calculator) which is based on the wellbeing valuation methodology.

2. What is the ASVB Value Calculator?

The ASVB is a repository of values already calculated for particular outcomes focusing on crime, drugs and alcohol, education, employment, health, home, social and community outcomes, and sport. The ASVB Value Calculator uses these values to calculate the social impact of a program through a methodology known as Cost-Benefit Analysis, which is the standard approach to policy-making across OECD governments. If your organisation operates programs in any of these areas and would like a simple and cost-effective yet methodologically robust way to value the impact of those programs, the ASVB is for you.

3. How to use this guide

This Guide helps you assess whether the ASVB is for you. In Section 4 and 5, we explain the benefits of measuring social impact and using the ASVB specifically. The list of outcomes in Section 6.1 will help you to understand whether the outcome your program focuses on is included in the ASVB. Please check the licensing conditions in Appendix F to understand whether your desired use of the ASVB is in line with the licensing requirements.

In Section 7, we outline the methodology behind the ASVB because we think understanding where the values come from is important, both for being able to use them in a way which is consistent with the methodology, and being able to use the values to the full effect. In Section 8 we outline the limitations of the ASVB.

Section 9 outlines what you need to know before starting to use the ASVB and Section 10 is a step-by-step guide walking you through using the ASVB Value Calculator to value the social impact of your program. This step-by-step guide should be used alongside the video tutorials. Section 11 goes through two worked examples so you can see how the Value Calculator works in practice, and Section 12 covers what measuring your social impact will mean for your organisation.

4. Why should I measure my organisation's social impact?

Many organisations do not solely exist to maximise profits but have a social imperative or purpose to improve people's wellbeing, life chances and opportunities. Whereas a purely profit-focused company can judge its success by looking at its bottom line, an organisation that delivers or promotes social outcomes will want to gain a measure of its social impact. Valuing an organisation's social impact in monetary terms provides a common currency and supports the organisation to understand and evidence your program through:

- Establishing a holistic view of what your program achieves;
- Comparing the costs of your program to the benefit it brings;
- Using robust evidence to inform budget allocation, prioritisation and target-setting decisions;
- Contributing to organisation-wide value-for-money assessments;
- Negotiating with external partners;
- Adding robust evidence to funding bids.

It is worthwhile thinking through the specific reason why your organisation might want to value its social impact at this current time. This awareness of the aim of measuring your social impact before using the Value Calculator allows you to plan when and how to use the results generated. For example, if you would like the results to feed into a management decision, then this allows you to plan for it to be ready by the quarterly meeting when such decisions are made. If you would like it to inform ongoing improvement to the design of your program, you may wish to accompany it by some more in-depth survey questions to participants to understand their experience of the program as well as whether they've benefited from the program in the way intended.

5. Why should I use the ASVB instead of another social impact measurement tool?

The ASVB has a number of key advantages over other social impact measurement tools:

- The ASVB has pre-populated social values for outcomes. Furthermore, all values are estimated using the same consistent and robust valuation methodology that is one of the endorsed methods used by international organisations and OECD governments. Other social impact models ask you to find or estimate social values. This is clearly much more resource-intensive and it is difficult to know whether you are on the right path in terms of coming up with accurate values. It also makes comparison between projects difficult because everyone estimates the values in their own idiosyncratic way. The ASVB is thus simpler to use, less resource-intensive and gives much more robust and consistent social impact valuations across different organisations and programs. This allows you to focus on the work you do rather than spending precious time and resources on valuing that work.
- The ASVB is the only social impact model in the world that contains primary values (values of outcomes to individuals) and secondary values (values to the state/government e.g. tax revenues). This means that the ASVB is the only model that can estimate the full social value of your organisation and its activities and programs. Other tools may undervalue what you do by excluding the primary or secondary values. Often what organisations care about the most is the impact on the beneficiary themselves – are they improving these people's lives? - rather than whether they are saving the government any money. However, other tools predominantly focus on the secondary benefits and so ignore what most organisations consider to be the most important impact of the work: the impact on the beneficiary. The ASVB allows you to capture this primary impact.
- Whilst the overall social impact calculation in the ASVB combines the primary values and secondary values, it can also estimate these values separately and show the proportion of social value created that goes to individuals and the proportion that benefits the government (and indirectly individuals) through reduced government expenditure and/or increased revenue. This can help influence negotiations with government or other external parties, depending on their interest. No other social impact model can do this because no other model covers both primary values and secondary values.
- The tool is flexible in that it can act as a stand-alone tool, conducting a Cost-Benefit Analysis for a program but the values can also be fed into other methodologies. For example, the values can act as methodologically-robust estimates of financial proxies in Social Return on Investment (SROI), and the secondary values can be used to measure impact for Payment By Results (PBR) and Social Impact Bonds (SIBs) programs. This flexibility is helpful if you are already committed to using these other methodologies but would like a helping hand with the input into these methodologies.

6. Is the outcome my program focuses on included in the ASVB?

Section 6.1 presents all outcomes that are included in the Australian Social Value Bank[2]. For more detail on how these values are calculated, please see Section 7 or the companion Technical Reference Paper. The "Evidence Required" column describes the evidence you need to collect in order to use this value. We will go into this in much more detail in Section 10.4 when we talk about how to estimate the number of beneficiaries. For now, please focus on the outcome and description column to check whether there is an outcome which is relevant to your program. If multiple outcomes are relevant to your program, we discuss in Section 10.2 how to prioritise which outcome to use. It is worth noting that we define a program as a set of structured activities with a particular aim rather than the entire set of activities that your organisation does. It may be that you identify different "programs" within your organisation even though you don't usually think of them as such, and that different outcomes are relevant to the distinct activities you run. Again, this is discussed in more detail in Section 10.2.

6.1 List of outcomes

Crime

Outcome	Description	Evidence Required [3]
Reduced problems with anti-social behaviour	This outcome shows the social impact of fewer people in the participant's neighbourhood acting in a hostile or aggressive manner.	Use Question Q1 from the crime surveys (for before and after your program)
Reduced problems with teenagers hanging around	This outcome shows the social impact of fewer teenagers hanging around on the streets of the participant's neighbourhood.	Use Question Q2 from the crime surveys from before and after program
Reduced problems with vandalism/graffiti	This outcome shows the social impact of fewer instances of vandalism and deliberate damage to property occurring in the participant's neighbourhood.	Use Question Q3 from the crime surveys (for before and after a program)
Increased sense of personal safety	This outcome shows the social impact associated with participants feeling safer in their everyday life.	Use Question Q4 from the crime surveys (for before and after a program)
Prevented reoffending	This outcome shows the social impact gained from not being detained in a jail/correctional facility, having already been detained previously.	Check prison records or Question Q5 from the crime surveys (for before and after the program)

Drugs and Alcohol

Outcome	Description	Evidence Required
Ceased smoking — social smoker	This outcome shows the social impact from no longer smoking occasionally (i.e. from no longer smoking less often than on a weekly basis).	Use Question Q1 from the drugs and alcohol surveys (for before and after a program)
Ceased smoking — full-time smoker	This outcome shows the social impact from no longer smoking regularly (i.e. from no longer smoking daily or at least weekly).	Use Question Q2 from the drugs and alcohol surveys (for before and after a program)
Freedom from alcohol problems	This outcome shows the social impact of no longer having alcohol problems as defined as having at least four standard drinks on more than four occasions in the last month.	Use Question Q3 from the drugs and alcohol surveys (for before and after a program)
Ceased using cannabis	This outcome shows the social impact of stopping using cannabis.	Use Question Q4 from the drugs and alcohol surveys (for before and after a program)
Ceased injecting illegal street drugs	This outcome shows the social impact of stopping injecting illegal street drugs. This includes amphetamines, such as speed and ice, heroin, cocaine, ecstasy and any illegal drug aside from cannabis.	Use Question Q5 from the drugs and alcohol surveys (for before and after a program)
Treated for drug and alcohol problems	This outcome shows the social impact of successfully completing treatment for drug/alcohol problems.	Use treatment records or Q6 from the drugs and alcohol surveys (for before and after a program)

2 Please note that the list of outcomes presented in this guidance document is subject to change, as new outcomes may be added to the model over time.

3 This refers to evidence required about an organisation's program of interest in order to assess the program in the ASVB

Education

Outcome	Description	Evidence Required
Qualification Obtained — Certificate level III and IV	This outcome shows the social impact of successfully obtaining a Certificate level III or IV.	Use college records or Q4 from the education surveys (for before and after a program)
Completed Year 12	This outcome shows the social impact of successfully completing Year 12.	Use school records or Q3 from the education surveys (for before and after a program)
Improved numeracy	This outcome shows the social impact of improving the participant's level of mathematical skills from poor/average to good/very good, when compared to the average Australian.	Use Question Q5 from the education surveys (for before and after a program)
Adequate computer skills	This outcome shows the social impact of improving the participant's level of computer skills such that they meet their present needs.	Use Question Q6 from the education surveys (for before and after a program)
Improved English language skills for non-native speakers	This outcome shows the social impact of improving the participant's level of English (applicable to individuals for whom English is not the main language of their country of birth).	Use Question Q7 from the education surveys (for before and after a program)
Commenced education — Certificate level I or II	This outcome shows the social impact of studying for a Certificate level I or II.	Use education records or use Q1 from the education surveys (for before or after a program)
Commenced education — Certificate level III or IV	This outcome shows the social impact of studying for a Certificate level III or IV.	Use education records or Q2 from the education surveys (for before and after a program)

Employment

Outcome	Description	Evidence Required
Obtained full-time employment	This outcome shows the social impact of a participant moving from unemployment to full-time employment. Permanent full-time employment is defined as working for at least 38 hours per week, and being entitled to sick pay and annual leave.	Use Question Q2 from the employment surveys (for before and after a program)
Obtained part-time employment	This outcome shows the social impact of a participant moving from unemployment to part-time employment. Permanent part-time employment is defined as working fewer than 38 hours per week, and being entitled to sick pay and annual leave.	Use Question Q2 from the employment surveys (for before and after a program)
Became self-employed	This outcome shows the social impact of a participant moving from unemployment to self-employment.	Use Question Q2 from the employment surveys (for before and after a program)
Obtained casual employment — equivalent full-time hours	This outcome shows the social impact of a participant moving from unemployment to casual employment with equivalent full time hours. This is defined as working for at least 38 hours per week, and not being entitled to sick pay or annual leave.	Use Question Q2 from the employment surveys (for before and after a program)
Obtained casual employment — equivalent part-time hours	This outcome shows the social impact of a participant moving from unemployment to casual employment with equivalent part-time hours. Casual employment with equivalent part time hours is defined as working fewer than 38 hours per week, and not being entitled to sick pay or annual leave.	Use Question Q2 from the employment surveys (for before and after a program)
Improved job readiness	This outcome shows the social impact of the participant receiving support to help them prepare for work.	Use Question Q1 from the employment surveys (for before and after a program)
People with injuries, illness or disability obtained employment	This outcome shows the social impact of participants moving from unemployment (due to an injury, illness or disability) to employment (full-time, part-time or self-employment).	Use Question Q2 from the employment surveys (for before and after a program)

Social and Community

Outcome	Description	Evidence Required
Good neighbourhood — Neighbours do things together	This outcome shows the social impact of participants being socially active with their neighbours.	Use Question Q1 from the social and community surveys (for before and after a program)
Good neighbourhood — Neighbours help each other	This outcome shows the social impact of participants having neighbours who commonly help each other out.	Use Question Q2 from the social and community surveys (for before and after a program)
Improved condition of neighbourhood homes and gardens	This outcome shows the social impact of participants finding that the homes and gardens in their neighbourhood are in good condition.	Use Question Q3 from the social and community surveys (for before and after a program)
Reduced litter problem	This outcome shows the social impact of less rubbish and litter lying around the participant's neighbourhood.	Use Question Q4 from the social and community surveys (for before and after a program)
Meets friends regularly	This outcome shows the social impact of participants meeting friends/relatives more regularly.	Use Question Q5 from the social and community surveys (for before and after a program)
Joined a social group	This outcome shows the social impact of participants being an active member of a social group and/or attending events that bring people together regularly.	Use Question Q6 from the social and community surveys (for before and after a program)
Volunteers	This outcome shows the social impact of participants doing at least one hour of volunteer/charity work per week.	Use Question Q7 from the social and community surveys (for before and after a program)
Talks to neighbours regularly	This outcome shows the social impact of participants who chat regularly with their neighbours.	Use Question Q8 from the social and community surveys (for before and after a program)
Adequate contact with a non-resident child	This outcome shows the social impact of participants who are satisfied with the amount of contact they have with a non-resident child/children (aged under 16).	Use Question Q9 from the social and community surveys (for before and after a program)
Increased involvement in decision making	This outcome shows the social impact of participants who feel involved with decision making in their local neighbourhood and home.	Use Question Q10 from the social and community surveys (for before and after a program)

Health

Outcome	Description	Evidence Required
Improved overall health	This outcome shows the social impact of improving the health of participants, such that their health is now considered excellent/very good/good.	Use Question Q1 from the health surveys (for before and after a program)
Feels in control of life	This outcome shows the social impact of participants agreeing that they feel in control of their life.	Use Question Q2 from the health surveys (for before and after a program)
Relief from depression/anxiety	This outcome shows the social impact of participants no longer suffering from depression or anxiety.	Use Question Q3 from the health surveys (for before and after a program)
Increased hope for the future	This outcome shows the social impact of participants agreeing that Australia offers a great future for their children.	Use Question Q4 from the health surveys (for before and after a program)
Reduced parental stress	This outcome shows the social impact of participants feeling less fatigued in meeting the needs of their children.	Use Question Q5 from the health surveys (for before and after a program)
Improved diet	This outcome shows the social impact of participants improving their diet such that it meets the recommended dietary guidelines (2 fruit and 5 vegetables a day).	Use Question Q6 from the health surveys (for before and after a program)
Improved self-esteem/ confidence	This outcome shows the social impact of participants having improved self-esteem and a higher level of confidence, in a range of scenarios.	Use Question Q7 from the health surveys (for before and after a program)
Free from sleeping problems	This outcome shows the social impact of participants improving the quality of their sleep.	Use Question Q8 from the health surveys (for before and after a program)
Increased sense of trust in other people	This outcome shows the social impact of participants agreeing that most people can be trusted.	Use Question Q9 from the health surveys (for before and after a program)
Relief from Type 2 Diabetes	This outcome shows the social impact of participants who were diagnosed with pre-diabetes, and no longer suffer from its symptoms meaning that they successfully avoided contracting diabetes.	Use Question Q10 from the health surveys (for before and after a program)
No longer obese	This outcome shows the social impact of participants moving from being “obese” (having a BMI of 30 and greater) to “overweight” (BMI of 25 to less than 30) or to a “normal range” (BMI of 18.5 to less than 25).	Use Question Q11 from the health surveys (for before and after a program)
Accessed family violence services	This outcome shows the social impact of participants who were victims of family violence, receiving assistance from public/private family violence services.	Use Question Q12 from the health surveys (for before and after a program)
Accessed gambling support services	This outcome shows the social impact of participants who receive assistance from gambling support services.	Use Question Q13 from the health surveys (for before and after a program)
Accessed free meal programs	This outcome shows the social impact of participants who have accessed meal programs (services that provide free meals - e.g. by the Salvation army) at least twice in the last four weeks.	Use Question Q14 from the health surveys (for before and after a program)
Accessed support for people who were sexually assaulted as an adult	This outcome shows the social impact of individuals (who suffered from sexual assault as an adult) accessing advice or support from their doctor, counsellor, crisis/ legal help, family/friends, the police or any other support, including a telephone help line.	Use Question Q15 from the health surveys (for before and after a program)
Relief from Post Traumatic Stress Disorder (PTSD)	This outcome shows the social impact of participants who were diagnosed with PTSD (post-traumatic stress disorder), no longer suffering from the symptoms of PTSD.	Use Question Q16 from the health surveys (for before and after a program)

Home

Outcome	Description	Evidence Required
Housing Quality — Reduced impact of noise	This outcome shows the social impact of participants who are no longer affected by loud traffic noise and noise from airplanes, trains or industry when they are at home.	Use Question Q1 from the home surveys (for before and after a program)
Able to make ends meet	This outcome shows the social impact of participants moving from being unable to pay their electricity, gas or telephone bills on time due to a shortage of money, to being able to "make ends meet" (i.e. able to pay all bills on time).	Use Question Q2 from the home surveys (for before and after a program)
Housing is no longer overcrowded	This outcome shows the social impact of participants having adequate space in their household.	Use relevant records or use Question Q3 from the home surveys (for before and after a program)
Homelessness to temporary accommodation	This outcome shows the social impact of participants moving from homelessness to temporary accommodation.	Use relevant records or use Question Q4 from the home surveys (for before and after a program)
Homelessness to secure accommodation	This outcome shows the social impact of participants moving from homelessness to secure accommodation.	Use relevant records or use Question Q4 from the home surveys (for before and after a program)
Homelessness to Social Housing	This outcome shows the social impact of participants moving from homelessness to social housing.	Use relevant records or use Question Q4 from the home surveys (for before and after a program)
Temporary accommodation to Social Housing	This outcome shows the social impact of participants moving from temporary accommodation to social housing.	Use relevant records or use Question Q4 from the home surveys (for before and after a program)
Temporary accommodation to secure accommodation	This outcome shows the social impact of participants moving from temporary accommodation to secure accommodation.	Use relevant records or use Question Q4 from the home surveys (for before and after a program)
Improved condition of Social Housing property	This outcome shows the social impact of improvement in a participants' home.	Use relevant records or use Question Q5 from the home surveys (for before and after a program)

Sport

Outcome	Description	Evidence Required
Participates in frequent moderate exercise	This outcome shows the social impact of participants who do at least 150 minutes (as recommended by the Australian Department of Health) of moderate physical activity such as brisk walking or cycling, per week.	Use Question Q1 from the sport surveys (for before and after a program)
Increased levels of walking	This outcome shows the social impact of participants who do at least 180 minutes of walking per week.	Use Question Q2 from the sport surveys (for before and after a program)

7. Where do the pre-populated benefit values in the ASVB come from?

The ASVB includes values for primary and secondary benefits. **Primary benefit values** are those impacts which affect the individual's quality of life directly. This can be financial (e.g. an increase in income) or non-financial (e.g. improved health or reduced crime). Primary values of non-financial outcomes are valued using the **Wellbeing Valuation method**. We refer to them in this guide as **wellbeing values**. Primary financial (income) outcomes are valued by assessing the increase in income due to an outcome. We refer to them in this guide as **income values**.

Secondary benefit values are measures of changes in government resources such as a reduction in government expenditure or an increase in tax receipts which result from individuals achieving outcomes. Secondary benefits allow government and its agencies to spend money on services to benefit other people in society which creates social value elsewhere and so they need to be accounted for in the overall social impact calculation alongside primary values. The secondary values are calculated using a different methodology and data to the primary values, and so we describe the methodologies separately.

7.1 Primary benefits valuation

Data sets used

The analysis conducted to generate the primary values of the ASVB uses two Australian national data sets that contain data on wellbeing and questions on a large number of aspects and circumstances of their lives which allowed us to estimate a wide range of values.

Household, Income and Labour Dynamics in Australia (HILDA)

The Household, Income and Labour Dynamics in Australia (HILDA) survey is an annual survey which follows the same individuals over time and is representative of the Australian population. It collects information about economic and personal wellbeing, labour market dynamics and family life. The survey started in 2001 (15 waves have been completed). It is funded by the Australian Government through the Department of Social Services, while the Melbourne Institute is responsible for the design and management of the survey[4].

Journeys Home: A Longitudinal Study of Factors Affecting Housing Stability

The Journeys Home survey followed nearly 1,700 individuals in Australia who were either homeless or at risk of becoming homeless over a period of two and a half years (generating six waves). It was designed to be representative of the group it covers, but not the general Australian population[5] and explored living and housing challenges in a range of areas. Journeys Home was funded by the Australian Government through the Department of Social Services, while the Melbourne Institute was responsible for the design and content of the survey.

4 For more information pleases see: http://melbourneinstitute.unimelb.edu.au/hilda

5 For more information, please see: http://melbourneinstitute.unimelb.edu.au/journeys-home

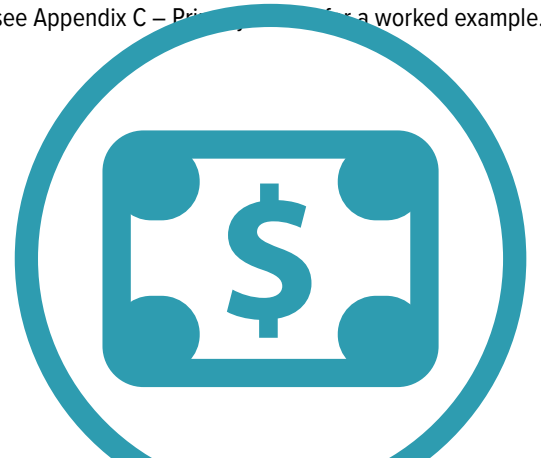
Non-financial outcomes: Wellbeing Valuation method

In the ASVB primary values of non-financial outcomes are valued using the **Wellbeing Valuation (WV) method**. We refer to them in this guide as **wellbeing values**.

The WV approach values a program by how it affects people's wellbeing. Rather than asking people about how much something has improved their life, which can introduce psychological biases and which also requires extensive data collection, the WV methodology analyses existing datasets of national surveys which instead reveal the effect of an outcome (for example, being employed) on wellbeing in a robust way. We can then value this by finding from the data the equivalent amount of money needed to increase someone's wellbeing by the same amount. We have information on people's actual experiences and so the values are based on how the outcomes impact people's lives as they live them. Please see Appendix C for a worked example.

Financial outcomes: Income impacts valuation

Primary financial (income) impacts are valued by assessing the increase in income due to an outcome. We refer to them in this guide as **income values**. There is usually an income impact associated with employment and some education outcomes. Please see Appendix C – Pri[illegible] for a worked example.



7. 2 Secondary benefits valuation

Secondary benefit values can be calculated for those outcomes which impact on government resources, such as a reduction in government expenditure or an increase in tax receipts. Secondary benefits allow Government and its agencies to spend money on services to benefit other people in society which creates social value elsewhere and so they need to be accounted for in the overall social impact calculation alongside primary values.

Whether the secondary benefits accrue to the Federal or State/Territory Government will depend on the policy area of the social benefit, and whether this policy area is funded by the Federal or State/Territory Government. The sources for the secondary benefits valuation differ according to the outcome of interest but are all based on Australian data from local or national government, academic papers or research from third sector organisations.

7. 3 How does the ASVB calculate the total social value of my program?

The ASVB Value Calculator calculates the net social benefit of the program using the methodology of Cost-Benefit Analysis. This involves an estimation of the costs of the program (provided by your organisation) and the benefits of the program.

As previously stated, the ASVB can act as a stand-alone tool or the benefit values can also be fed into other methodologies. For example, the values can act as methodologically-robust estimates of financial proxies in Social Return on Investment (SROI), and the secondary values can be used to measure impact for Payment By Results (PBR) and Social Impact Bonds (SIBs) programs. If using the ASVB benefit values as estimations of benefits for other methodologies, please use the ASVB Value Calculator as explained in Section 11. The results page will give you the estimation of the benefits required to feed into the other methodologies. Please then refer to the appropriate methodology to understand how to calculate the total social value of your program[6].

6 If feeding the values into SROI, please note that the values already have a deadweight applied, and so there is no need to estimate a further deadweight.

Total social benefits

To calculate the total social benefit:

1. The ASVB incorporates the information you have inputted on the number of beneficiaries and the duration of the benefit of each outcome to calculate the social benefit of each outcome associated with your program.

2. The total social benefit of your program is then simply the sum of the social benefits for each outcome.

As part of the first step, the Value Calculator also incorporates a "deadweight" to take into account what would have happened without the program. This is to take into account that the pre-populated benefit values give an estimation of the benefit value to the individual of achieving a particular outcome, but they say nothing about whether it is the program that has caused this benefit[7]. In the Value Calculator, we have directly included this in the calculation process and so you are not required to conduct additional calculations.

The total social benefit is thus calculated via two steps:

1. **Benefit (outcome) = [Number of beneficiaries] × [Deadweight] × [Primary and secondary values per person] × [Number of months the benefit endures]**
2. **Total social benefit = ∑Benefit(outcome)**

The ASVB Value Calculator presents the total social benefit but also broken down by the primary and secondary values, and by outcome.

Total social costs

The costs of running the program are provided by you, the user. Please see Section 10.5 to understand what to include in your estimation of the total costs of the program. The Value Calculator adheres to best practice guidance on policy evaluation in adjusting the costs of the program to account for:

1. Opportunity cost — which is the social value that would have been created with the next best use of the financial resources spent on the intervention or program. Here we assume that it is 8% of the cost.

2. Optimism bias — which is the tendency for project planners to be overly optimistic about costs, for example to underestimate how much staff time a project will take. Here we assume that it is 20% of the cost[8].

As a result, the costs of any program are automatically increased by 20% and then 8%[9] within the Value Calculator, and so the total costs of a program is calculated as follows:

Total costs = [Program Costs] × [Opportunity Cost and Optimism Bias]

Please don't artificially decrease your costs to overcome these corrections. Although it is tempting to think "The money could not have been spent in a better way" or "I am realistic when I make a budget for my program"; it is very likely that there is some program that would spend the money in a way to create more social value and research shows the optimism bias is very common.

7 The UK's Homes and Communities Agency (HCA) published the HCA Additionality Guide7 in January 2014.19 There is no Australian equivalent of the HCA, and therefore we use information provided by the HCA to calculate the deadweight estimates. The estimated deadweights come from beneficiary surveys and project manager consultations to estimate deadweights by type of project:
Training and access to labour market – 15%, Community and social – 19%, Crime prevention – 19%, Health – 27%

8 This is within the range of the 2008, 2007-8, and 2013-4 estimates for Australia in Table A7.1 of Dobes, L., Leung, J., & Argyrous, G. (2016). Social Cost-Benefit Analysis in Australia and New Zealand: The State of Current Practice and What Needs to be Done. ANU Press, The Australian National University, Canberra, Australia.

9 This is based on the UK's Supplementary Green Book Guidance – Optimism Bias (MacDonald, 2002) (Table 1).

opportunity cost

If you have calculated the opportunity cost of your own organisation, it is possible to switch off the opportunity cost adjustment to allow you to enter your own opportunity cost. However, for most organisations calculating one's own opportunity cost will be unfeasibly complex and it is strongly recommended to stay with the default 8%.

An example of how opportunity cost and optimism bias are applied to the program of choice, is shown below:

We see that for the example program "Alpha" (a program to conducts numeracy training as part of getting young people ready for work) the total cost of running the program is $300,000. However, when adjusting for opportunity cost and optimism bias, the cost of the program is increased by 20% and then 8% and the total cost of the program rises to $388,800. The Value Calculator includes this in the calculation process and so you are not required to conduct additional calculations.

Alpha

Numeracy training as part of job training

State: New South Wales

End Date: 26 Jul 2017

Key results

Net benefits (with deadweight adjustment)	Primary benefits (with deadweight adjustment)	Secondary benefits (with deadweight adjustment)	Total Benefit (with deadweight adjustment)	Total Cost	Total Cost (adjusted for Opportunity Cost & Optimism Bias)
$1,917,123	$1,058,718	$1,247,205	$2,305,923	$300,000	$388,800

Cost-Benefit Analysis

The ASVB uses the following formula to calculate the net benefit of a program taking into account the deadweight, opportunity costs and optimism bias:

$$\text{Net benefits} = b - c$$

The ASVB also displays the benefit-to-cost ratio, calculated by the following formula:

$$\text{Benefit cost ratio} = b/c$$

$$\text{Where } b = [\text{Number of beneficiaries}] \times [\text{Deadweight}] \times [\text{Primary and secondary values per person}] \times [\text{Number of months}]$$

$$c = [\text{Program Costs}] \times [\text{Opportunity Cost and Optimism Bias}]$$

The benefit-cost ratio gives an intuitive insight into the effectiveness of the program, however, the net benefit is preferable because it is not sensitive to whether one defines a saving as a benefit or a cost[10]. **Please see Section 10.6 for how to interpret the results.**

10 Boardman, A. E., Greenberg, D. H., Vining, A. R. & Weiner, D. L. (2005). Cost-Benefit Analysis: Concepts and Practice. Third Edition.

8. What are the limitations of the ASVB?

The ASVB is designed to provide a proportionate measure of your social impact, trading some precision for a reduced workload so that a good measure of social impact can be obtained without drawing excessively on resources. The following limitations accompany the ASVB:

- The methods used to calculate primary non-financial benefits do not seek to value each individual's experience of your program (e.g. a keep fit program) but instead represents the experience of the average person who experiences the outcome (e.g. an average person who keeps fit). This has the disadvantage that the values are not specific to the impact of your program; however, the values used do have the advantage of coming from large datasets, considering the experience of thousands of individuals, making them extremely robust. This makes the values perhaps more indicative of the impact of your program on average than a survey of your own program participants would be, especially if the number of participants you work with is small. On balance, this approach makes sense in the context of valuing social impact and planning activities with limited resources.
- Whilst there are methodological benefits to providing pre-populated values, the list of pre-populated values is of course limited. However, the set of pre-calculated values were selected to best cover the most popular program-related outcomes available within the data sets. The WV approach used also allows for the extension of the set of values in a consistent fashion for any other outcome, constrained only by the availability of relevant data. For more information on the types of values that could be added to the ASVB, please contact Alliance Social Enterprises on info@asvb.com.au.
- We use the average deadweight figure from HCA Additionality Guidance[11] because it is an appropriate and proportionate way to prevent over-claiming. By nature, sometimes the average will be more than applied, and sometimes less. We are, however, confident this approach achieves a satisfactory level of consistency. The same intuition holds for the average opportunity cost and optimism bias uprate.
- While the survey datasets are extensive, the approach remains limited by the questions asked within the available survey datasets. Future analysis could use other data sources, including designing and running bespoke surveys in Australia.
- The data quality inputting into the secondary benefit calculations varies across outcomes depending on data availability. There is some variability in the methodologies used to estimate the secondary benefits but all estimations have in common that they are based on resource savings or increased tax revenue/reduced benefit spending. If good quality data did not exist at the state level, the national level was reported. For future versions of the Value Calculator, we may work with the Australian Government to access more data.
- To reduce complexity when applying the values, they have all been calculated as simple binary values. This loses some precision but is conservative in that it makes it more likely to capture a real change instead of falsely recognising unexplained variation as an effect.

11 Homes and Communities Agency (2014, January 13). Additional Guide. Retrieved from https://www.gov.uk/government/publications/additionality-guide

9. What do I need to do before I start using the ASVB?

The tool allows the user to evaluate the impact of a program. We define a program as a structured set of activities, and not necessarily the entire work of an organisation. It is worth thinking through which activities of your organisation constitute a program as so defined to avoid the danger of trying to include too much in a valuation of a program. The ASVB Value Calculator requires three inputs from organisations in order to estimate the social impact of your program:

- Program costs;
- The age and region of the beneficiaries;
- The number of people that achieve the outcomes.

Please be aware that, depending on your outcome, you may need to collect data before the program begins to allow the estimation of the impact of the program. For some outcomes, you may not be able to use the ASVB if you have not collected this pre-activity data. This need to plan the social impact measurement before an activity begins is not specific to the ASVB, and is required in most attempts at estimating a causal impact of an activity. Please plan timelines and resources accordingly.

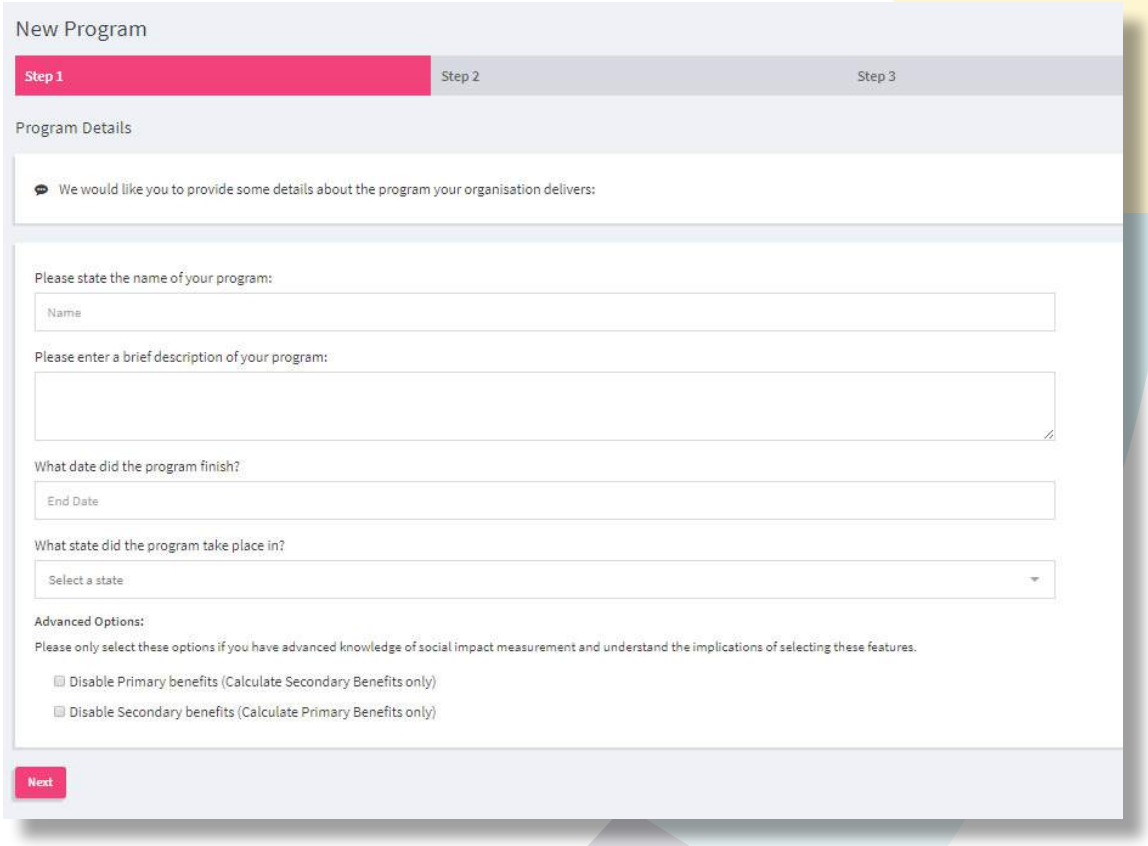
10. Step-by-Step Guide for How to Add a Program

The ASVB social values and associated Value Calculator can be accessed via the ASVB website (www.asvb.com.au). Please read and agree to the User Licence and Terms and Conditions of use if you have not done so already. Log-in and click "Create a new program" on the home screen. There are 5 simple steps to entering a program to find the results of the Cost-Benefit Analysis. These are described in detail below with guidance on decisions to be made. Please click "Next" to save your work and go to the next step. It is possible to edit the steps if you realise you have made a mistake by pressing the "Back" button or "Edit" once you have completed step 5.

10.1 Step 1

Step one requests some introductory information about your program. Type in the name and a brief description of your organisation's program. In addition, state the approximate end date of the program and the geographical state that you are delivering the program in. There is also an advanced option which allows you to disable the primary/secondary values. This feature is explained in more detail below.

Please click "next" to save your work and move onto the next step.

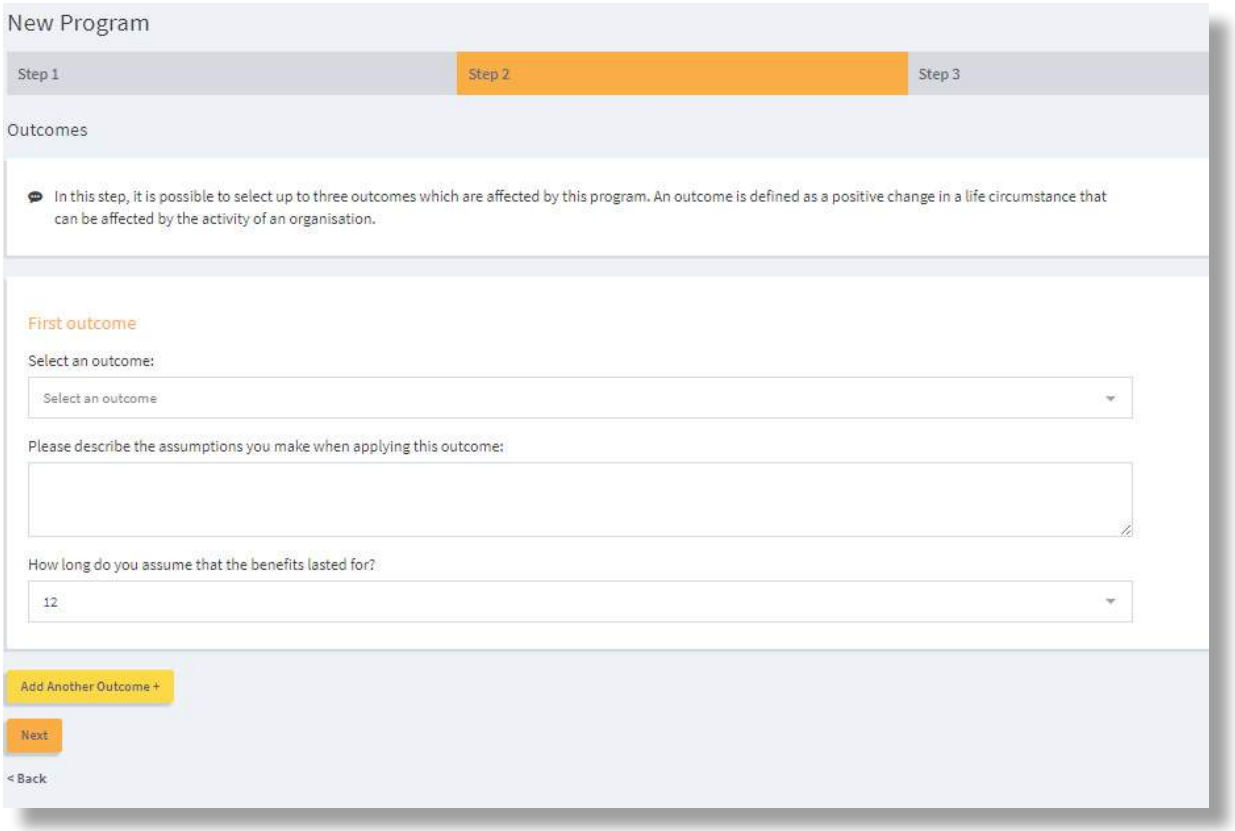


When to disable the primary or secondary benefits

It is possible to exclude either the primary or the secondary values from the calculation. It may be appropriate to exclude the secondary benefits, for example, if the government has withdrawn funding for the specific policy area. It may be appropriate to exclude the primary values if a policy decision requires only the consideration of secondary values. It may be desirable to turn off either the primary or secondary values as a form of sensitivity analysis. By this, we mean to see if the program is still worth doing if one only considers the primary benefits or only the secondary benefits.

10. 2 Step 2

Step two asks you to select the outcome(s) that your program has affected. Once you select an outcome in Step two, the Value Calculator will inform you of the "Evidence Required". Please ensure you have the appropriate evidence – remember that this may involve collecting data via a survey before your program starts. Do not select the outcome if you do not have the required evidence. Please see the "Surveys" section of the Value Calculator for the survey questions which are quoted in the "Evidence Required" section. It is possible to add up to three outcomes per program. Please see the guidance below on when it is and isn't appropriate to add more than one outcome.



Applying Multiple Outcomes

It is possible to select up to three outcomes per program in the ASVB Value Calculator when your program directly affects three different parts of someone's life. It is important that you apply multiple outcomes with care and attention, as one outcome might also be capturing the effect of another outcome and counting both would lead to double-counting and an overstatement of the program's social impact. This is because the value captures all of the associated effects on life satisfaction.

In order to avoid double counting, we recommend that you think through the following principles. A decision chart is provided in Figure 10.2.

Principle 1:

Which outcome is most relevant to your program?

You should choose the most relevant outcome by focusing on the aim of your project and should not let the relative sizes of values influence your choice. For an employment program, the most likely outcome is gaining employment. You should apply a value to an individual only once e.g. if someone goes on three training courses you only apply one "training course" value.

Principle 2:

Can I add multiple values for the same participant?

To answer this, ask yourself: does the value of my most relevant outcome also capture the benefit of the outcome I would like to add?

The answer to this second question of whether the value is captured will be "yes" when a second or third outcome is a result of the first outcome. For example, if finding employment also leads to improved confidence, in this case the second outcome (improved confidence) is just a result of the first outcome (employment) and so you cannot add the value of confidence for individuals who achieve employment.

The answer to this second question of whether the value is captured will be "no" when the different outcomes are as a result of a separate activity within the program, for example, when the creation of a social group for support creates long-lasting friendships whereby some participants "Meet friends regularly". In this example of the job readiness program, the resulting outcome is "obtaining full-time employment". In this case, it is possible to add this second value of "Meets friends regularly".

Principle 3:

Can I add multiple values for the program i.e. for different participants?

The answer will be "yes" where the participant did not achieve the most relevant outcome but did achieve another outcome. Staying with the job readiness example, it is possible to apply the confidence value for the participants who did not secure a job but who are more confident.

The answer will be "no" where the participant did not achieve another outcome. If the participants do not secure a job or become more confident, then you should not apply either the value for confidence or employment. You may consider a third outcome for the program (e.g. improved computer skills) and apply the value to those who improved their computer skills but did not increase their confidence or attain employment.

Principle 4:

Can I add more than three outcomes to a program?

The short answer is "no". The total number of outcomes claimed for a program should be no more than three. If you consider that the aim of the program incorporates more than three outcomes, then it may be that you're thinking of the program too broadly. We consider a program to be a structured set of activities aimed at a particular goal, not the entire work of your organisation. If the program can be separated out, for example, running the social group and support for jobs readiness in the above example, then it may be worth doing so in order to compare these programs. If you do separate out the program, you will need to have a clear idea of separating out the costs. For example, the room hire and the entertainment for the social group can be considered quite separately to the tuition for job training.

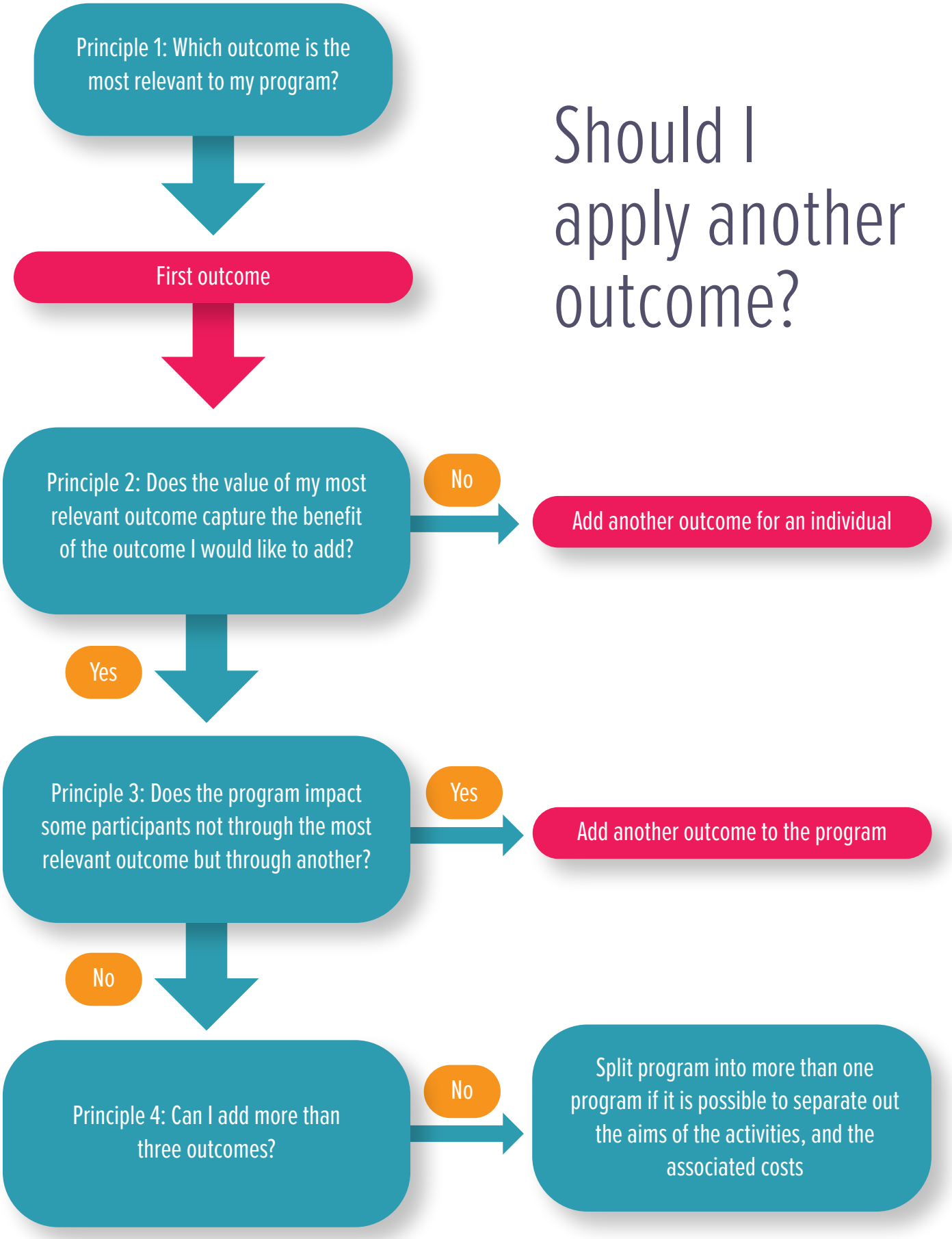


Figure 10.2: Should I apply another outcome

Assumptions

Please state any assumptions made when selecting the outcome. This guide and the ASVB Value Calculator provide thorough guidance but there may be gaps and you need to make an assumption. In this case, you should provide enough information that the reader knows what you have done. We ask you to make the assumptions explicit so it is possible to see where you may have departed from the ASVB methodology, and how this may affect the values.

The most common type of assumption is where data to evaluate the program has already been collected and does not exactly match the survey question from which the value was derived. Here the assumption would be that the value is a close enough proxy for the change that the organisation has data for. Another common type of assumption is that the value applies to the beneficiaries identified. Some of the values are derived from vulnerable populations (the Journeys Home survey respondents) whilst some are derived from a nationally representative sample (the HILDA survey respondents). Applying a value derived from Journeys Home to a non-vulnerable population or a value derived from HILDA to a vulnerable population is an inconsistency which should be made clear. Please see Appendix D for further guidance on this and a table indicating from which survey the values are derived. As another example, an assumption about a health intervention could include: assuming that the participants are sufficiently knowledgeable about their health condition to understand that they have been diagnosed. An assumption about a crime intervention could include: that the period over which the individual is answering is a typical representation of the anti-social behaviour in the local area. (If this assumption does not hold in practice, e.g. because there are security problems in the city over the time period of the intervention, then even if the intervention improves the safety of the local neighbourhood, the participants may not perceive this).

Duration of Benefits

The estimated length of time the benefits will last for is set at a minimum of one month and a maximum of 1 year. It is most conservative to assume that the value only lasts the length of time after the activity that the survey is taken, for example if the survey is taken three months later, then the value can be seen as lasting for (at least) three months. It is best to be conservative unless you have strong reason to believe that the value lasts longer.

However, it is recognised that organisations may survey participants immediately after the program, and in that case, will have to make a reasonable assumption about how long the benefits last. You will need to explain this in the text box for assumptions in step 2. You can estimate how long the benefits last from any data collected when running the program previously, or from external data about the program you run. It may be, for example, that you run a program to reduce the reoffending of young offenders and that none of the participants from last year have reoffended. You may then apply the value for the outcome “prevent reoffending” to this year’s program for 12 months. You may run a smoking cessation program, and desk research indicates that on average smokers quit smoking for three months before resuming smoking.

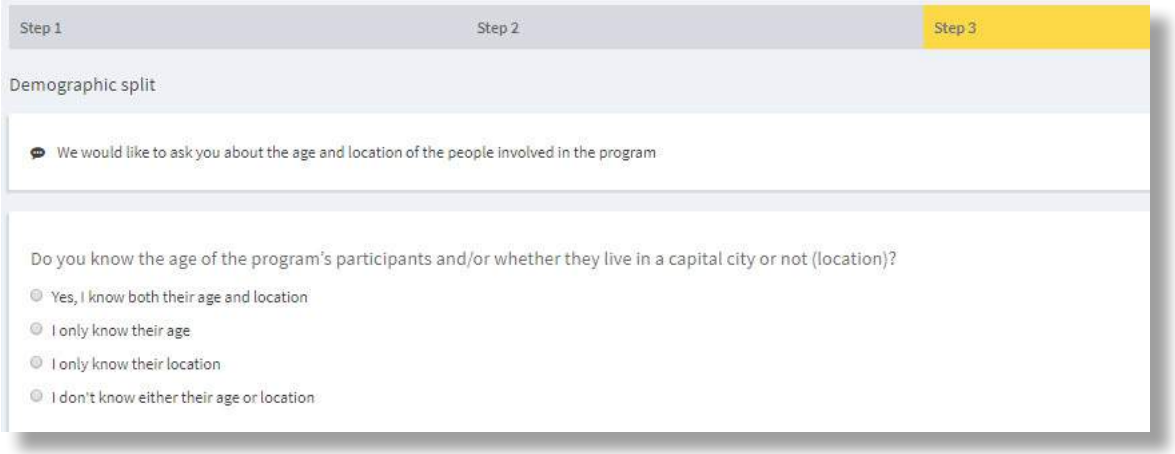
In this case, you would apply the outcome “Ceased smoking – full-time smoker” for 3 months. Please base your assumption on data as much as possible – whether this be your own data or secondary research – as this is much more defendable than your intuition. If you need to base it on your intuition, please explain where this intuition comes from, for example, if you run a social group for job-seekers for three months and you hear that they have continued to meet up six months after the organised program finished. In this case, you could apply the value for “Meets friends regularly” for nine months, which includes the length of the program, and the length of time you know the benefit lasts for after the program.

It is assumed that the social benefits last a maximum of one year because longer-term benefits become increasingly difficult to attribute to a specific program. For example, it is reasonable to assume that a program focusing on encouraging employment can assume some responsibility for more beneficiaries going into work but if they stay in work for five years; it is difficult to trace the fifth year of employment to the program as they will have developed skills on the job and maybe undergone further training.

10.3 Step 3

Step three involves stating if you know the ages of the people involved and whether they live in a state capital city or not. This will ensure that the value attributed to the outcome is as specific as possible (within the constraints of pre-populated values) to your participants. For each outcome, the value has been differentiated based on the region and age of the person experiencing it. The age categories are 16-25, 26-64 and 65+ years. If the primary benefits of an outcome were derived using the Journey's Home dataset, participants achieving that outcome in the 26-64 and 65+ categories, are assigned a primary value calculated from a sample of people aged 26 and over[12].

The region categories for the primary values are state capital, and non-state capital. There are also values available for the circumstance where the age and region are unknown, or if only the age or the region is known.



10.4 Step 4

Step four is about identifying the number of beneficiaries from your program and identifying their age and location. A beneficiary can be:

a. A participant in your program who achieves the outcome.
b. An individual in the local community who is not a participant in the program but achieves the outcome. For example, a program to reduce antisocial behaviour would work with those at risk from committing antisocial behaviour but benefit the neighbours in the local community.

There are various ways to identify the beneficiaries:

- **Attendance records:** where attendance is indicative of the outcome (e.g. enrolment in a certificate), you can simply refer to attendance records.
- **Other administrative data:** if you are counting outcomes anyway for your own records or through your partners, you will be able to refer to these records without having to do any further data collection.
- **Surveying participants and other potential beneficiaries:** in some instances, the only way of knowing whether an outcome has been achieved will be to ask the potential beneficiary through surveying them before the program starts and after the program finishes. Please see Appendix B for an explanation on how to carry out these surveys and understand the change observed.

In each case, it is useful to remember that because you are aiming to count the number of people who have gained some benefit, something must have changed for them. If the outcome you are counting is full-time employment, for example, the people must have been unemployed beforehand. Remember that the number of participants who benefited will always be lower (or equal to but this is unlikely) the number of people who participated. A potential mistake is to include all of the participants in the activity instead of just those who benefited– this would overstate the social impact.

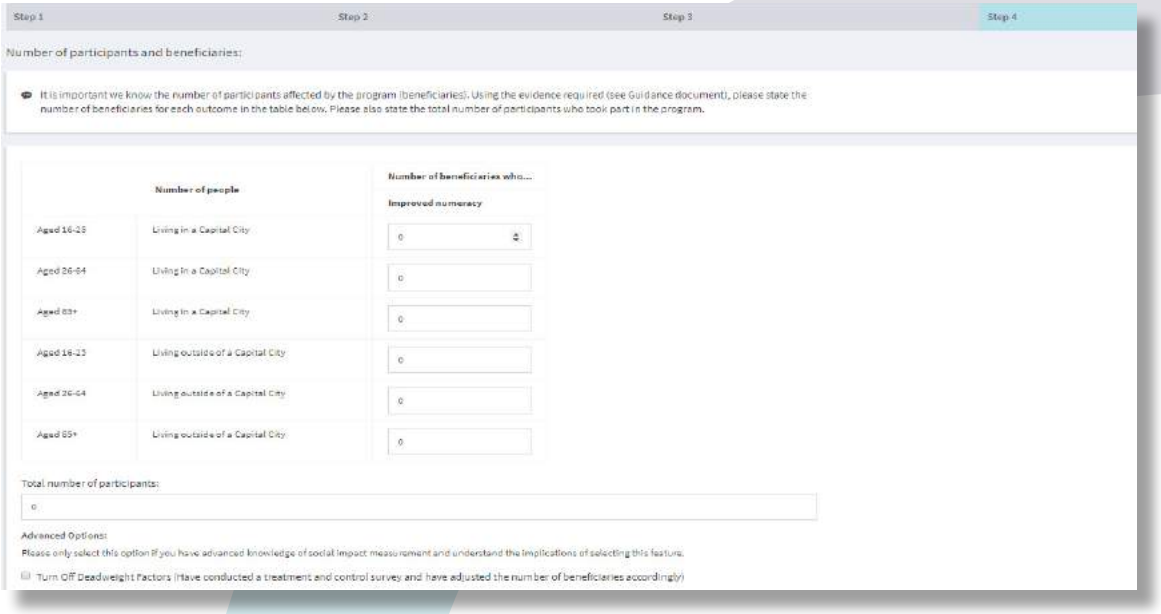
In general, we are interested in the outcome of the program as this is how the program has influenced your participants' lives. But it may be that you don't have the evidence to demonstrate that impact, for example, if you decided to use the ASVB after the program started and therefore couldn't do the before survey. To allow you to still value your program, the ASVB includes some values that represent the value of the activity itself instead of the outcomes it's potentially associated with. For example, you may run a gambling support service. You suspect that participants may feel more in control of their lives but you have not surveyed participants before the program. In this case, you could apply the value for "Accessed gambling support services" to all participants who accessed the service.

When not to use the deadweight

It is not necessary to use the deadweights applied here when you have conducted a treatment and control study to ascertain the causal effect of your program. In other words, if you have asked the before and after survey questions to those who took part in your program, and a suitable number of people who did not take part in the program. This treatment/control design would need to be administered by a person with the relevant training in statistics. In the case where you have conducted this design, it is possible to turn off the deadweight for a program and input the numbers of people who causally achieved outcomes as a result of the program.

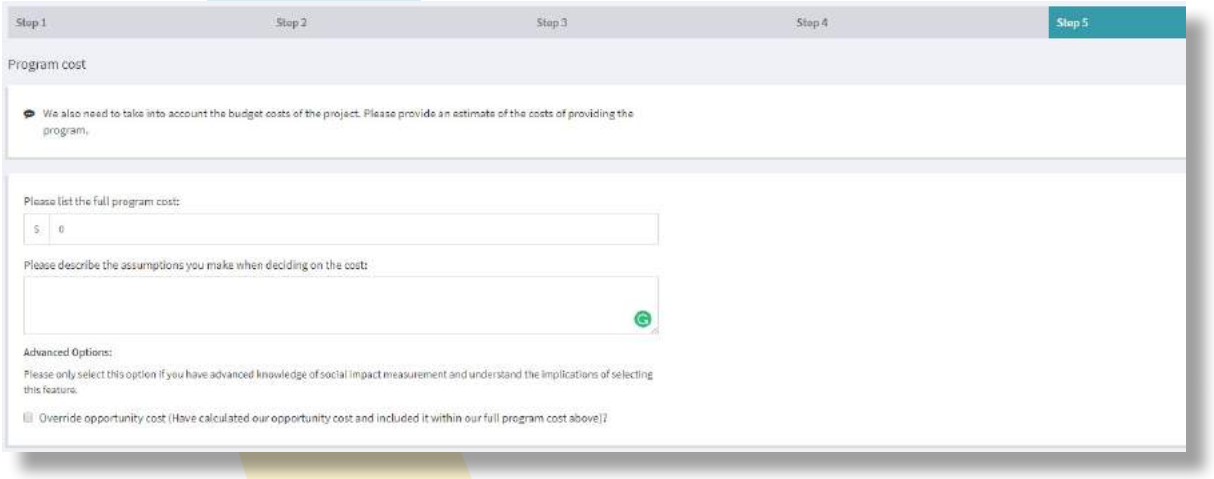
12 This is because the sample available in Journeys Home for people over 65 was too low for calculating a separate value for the 65+ group.

(Please note that the screenshot below assumes that you know both the age and location of the programs participants, and that there is only one outcome).



10.5 Step 5

Step five involves inputting the full cost associated with your program and any associated assumptions. There is also an advanced option to override the opportunity cost factor and state one that is specific to your own organisation's activities.



Estimating Costs

This should include any variable costs, overhead costs and capital investment required to deliver the program. Note that it is the cost of delivering the program to all participants including the ones that did not achieve the outcome. It is essential to know the budget that is allocated for each program so that social returns can be compared to the investment (total cost) of the program in question. If the program lasts longer than a year, please estimate the annual cost of running the program. If the program lasts less than a year, please estimate the cost of running the entire program.

Please include a valuation of any in-kind donations received e.g. volunteer time, subsidised office space etc. One way to do this is to try to estimate the market value of the good or service received in-kind, for example, if a web developer does the website pro bono; the value is the market rate s/he would have charged. With regards to volunteers, what would you have had to pay an employee to do the equivalent (volunteer) work? Placing a monetary value on the work carried out by volunteers or on in-kind donation does not undermine these gifts, and it is not suggested that you present these costs to your volunteers in this way but the approach is used simply to get an idea of the true social cost of running the program.

Please remember to include the appropriate proportion of the overheads as well as the direct cost of running the program. If the program is a subset of programs that your organisation runs, please calculate the proportion of the overheads attributable to the program. We suggest that the percentage of overheads (e.g. accounting fees, advertising, insurance, interest, legal fees, rent, taxes, telephone bills, utilities, oversight from senior management) attributed to the program be the same as the percentage of staff working on the program. For example, if 20% of the staff worked directly on a program, we should attribute 20% of overhead costs to the program in addition to the staff costs and any other direct costs. Please note that the Value Calculator inflates the costs for optimism bias and opportunity cost (see Section 8.3).

Assumptions

State any assumptions made when deciding on the cost. Full calculations are not necessary but please give enough information to allow someone to follow your logic. You may like to include a table of your calculations in an addendum to the Social Impact Valuation Statement if you would like to provide more detail than is possible within the text box.

When to Override Opportunity Costs

It is not necessary to use the opportunity costs assumed by the value calculator when you have an estimate of the opportunity cost for activities conducted by your organisation. This information may have been calculated directly for your organisation, or for the industry/sector in which you operate. In the cases where you have this information available we recommend you use it to override the opportunity cost as it makes the analysis in the value calculator more relevant to the program. The override permits you to state your opportunity costs ranging from 0 – 1. The program cost will then be adjusted for optimism bias and then multiplied by 1 plus the stated opportunity cost.

10. 6 Results

When you save the program, you will find the results of your program. The results section has two tabs: "Overview" and "Detailed Breakdown".

Overview

The "Overview" tab includes:

- Summaries of the outcomes chosen and the assumptions made.
- Graphs to demonstrate the benefits, costs and net benefits for a) the program as a whole ("Headline Results") and b) per participant ("Participants").
- Pie charts to demonstrate the breakdown of the benefits by a) primary and secondary benefits ("Division of Primary and Secondary Benefits"), and b) by outcome ("Total Benefits by Outcome"). These pie charts will not appear if the primary or secondary benefits are switched off, or if there is one outcome (as appropriate).
- "View Statement & Download" which allows you to download the Social Impact Valuation Statement to include in reporting.

Interpreting the Graphs and Pie Charts

If you hover the mouse over the graphs, they display the values that the bars represent. The total benefits represent the value your program creates for all the beneficiaries through all of the outcomes considered over the time that the benefits are assumed to last and appropriately adjusted to allow for the what would have happened anyway without the program. As stated earlier, the total benefits (b) are calculated through the following calculation:

$$b = [\text{Number of beneficiaries}] \times [\text{Deadweight}] \times [\text{Primary and secondary values per person}] \times [\text{Number of months}]$$

The total costs are the costs inputted by you in Step 5, and adjusted for opportunity cost[13] and optimism bias. The total costs should include everything required to deliver the program. The total costs are calculated as follows:

$$c = [\text{Program Costs}] \times [\text{Optimism Bias}] \text{ X } [\text{Opportunity Cost}]$$

The net benefit is simply:

$$\text{Net benefits} = b - c$$

If the net benefit is positive, shown on the "Headline Results" and the "Participants" graph as the "Net Benefits" bar being above $0, this indicates that the program returns more social benefit than it costs. The "Participants" graph shows the average benefits per participant. This includes participants who did not achieve any of the outcomes. It may be that one participant achieves two outcomes and gets the full value of those benefits, and another participant does not achieve either outcome and so gets the value of $0. It is not representative to just look at the participants who achieved the outcome. The average may be roughly representative of the benefit that each participant experiences if the number of beneficiaries is not far short of the number of participants. On the other hand, the average may be made up of some large benefits for a few people and no benefits at all for the majority of participants. This will be the case if the number of beneficiaries you enter in Step 4 is much lower than the number of participants in the program. If this is the case, it may feed into decision-making about targeting the program, or improving the design of the program for the different types of participants.

13 In some circumstances, the opportunity cost can be overridden. Please see Section 10.5 for when this is appropriate

Secondary Benefits" may help inform decisions about whom to seek funding from. For example, if you see that the majority of the benefits are secondary, then it may be worthwhile seeking money from government. On the other hand, if you previously measured just secondary benefits and had a suspicion that you were undervaluing your program by missing out the primary value, this pie chart can help demonstrate the extra benefit you're capturing through the Value Calculator that you hadn't captured previously.

The pie chart called "Total Benefits by Outcome" gives you an idea of where the value you're creating through your program comes from. This may confirm or disconfirm your understanding of your program. For example, a community gardening program may have previously recognised the physical health benefits of gardening but not realised the how large a proportion of their total benefits came from mental health benefits. This may be the case because the effect on the participants' mental health will be less visible and it is often under-appreciated how much mental health affects one's wellbeing.

Social Impact Valuation Statement

It is possible to download a Social Impact Valuation Statement by clicking on the button at the bottom of the page ("View Statement & Download"). The Social Impact Valuation Statement certifies the social impact of your program. It summarises the information about your program in the Value Calculator. The Statement can be included in accountability reports and funding applications to demonstrate the social value created by your program. The assumptions are included automatically within the Statement but if you have used any sampling techniques in the calculation of social impact (i.e. assessing the impact for fewer than 100% of the participants and scaling up) then you should provide clear details of your method in a paragraph accompanying the statement. At a minimum, this should include the size of the overall population, the sample size and a brief description of how you created the sample. Please see Appendix A for a paragraph to accompany the Statement which explains to those unfamiliar with the ASVB what the Statement contains.

Detailed Breakdown

The "Detailed Breakdown" tab is made up of tables of the results. The tables show the same information as the graphs but broken down further and with some extra information:

- Key results: this shows the total costs and benefits with the appropriate adjustments, broken down by primary and secondary benefits, and the net benefits.
- Key results per program participant: this shows the benefits and costs with the appropriate adjustments and the net benefits per participant. It also shows the benefit-to-cost ratio, which is calculated as follows:

$$\text{Benefit cost ratio} = b/c$$

  Where b = benefits and c = costs. A cost-benefit ratio of greater than one indicates that the program creates more social benefits than it costs.
- Primary and secondary benefits per outcome: this shows the breakdown of primary and secondary benefits over the outcomes. As above, knowing the breakdown by primary and secondary benefits may make you think about pursuing funding from government.
- Break down of benefits by outcome, age and location: this shows the breakdown of value by beneficiary characteristics (age and location) as well as by outcome. This gives you a greater insight into who is benefiting from your program amongst the participants and may feed into decisions about targeting the program or designing the program differently to support different groups. As above, knowing the breakdown by outcome may also be helpful to understand how the program impacts different groups differently.
- Beneficiaries: this displays the number of beneficiaries inputted at Step 3. This gives you a greater insight into who is benefiting from your program amongst the participants and may feed into decisions about targeting the program or designing the program differently to support different groups.
- "Download CSV report" allows you to download all of the results into a CSV document. You may wish to store the data in this way if you are using the Value Calculator to plan for next year and so providing different costings and beneficiaries to test different scenarios. For example, you may complete the Value Calculator with the data from this year, download the CSV, and then edit the program within the Value Calculator to see the net benefit created if you reduced the cost by 5% to see how that would change the expected net benefit for next year.

Interpreting the Results

The results ultimately try to answer "Are we meaningfully valuing the program we are running?" The valuation itself is mainly useful for the purpose of advocating the program to funders and policy-makers. The main results to pay attention to for the purposes of advocacy are the net benefit and the cost-benefit ratio as both give an indication of how the benefits created compare to the costs incurred. As stated above, a positive net benefit or a cost-benefit ratio of greater than one indicates that the program creates more social benefits than it costs. Conversely, if there is a negative net benefit or a cost-benefit ratio of less than one, this represents that the program costs more than the social benefit it creates. However, it is important to remember that all of the benefits won't necessarily be captured by the cost-benefit analysis. For this reason, the benefit-cost ratio should be considered as only one way to feed into decisions.

The results which break down the value by outcome and beneficiaries give you more of an insight into your program, whether it achieves the desired outcomes, and for whom. These breakdowns also enable better advocacy for your program by demonstrating benefits for particular interest groups, but they also may help you adjust the programs to take advantage of any surprises, such as a gardening program impacting mental health as above, and deal with any negative unintended outcomes, for example, benefits not being present amongst a group you thought your program particularly targeted.

You can access your program results at any time and compare your results across programs using the "Programs" screen. For more information on how to make the most of the Value Calculator, please watch the guidance videos.

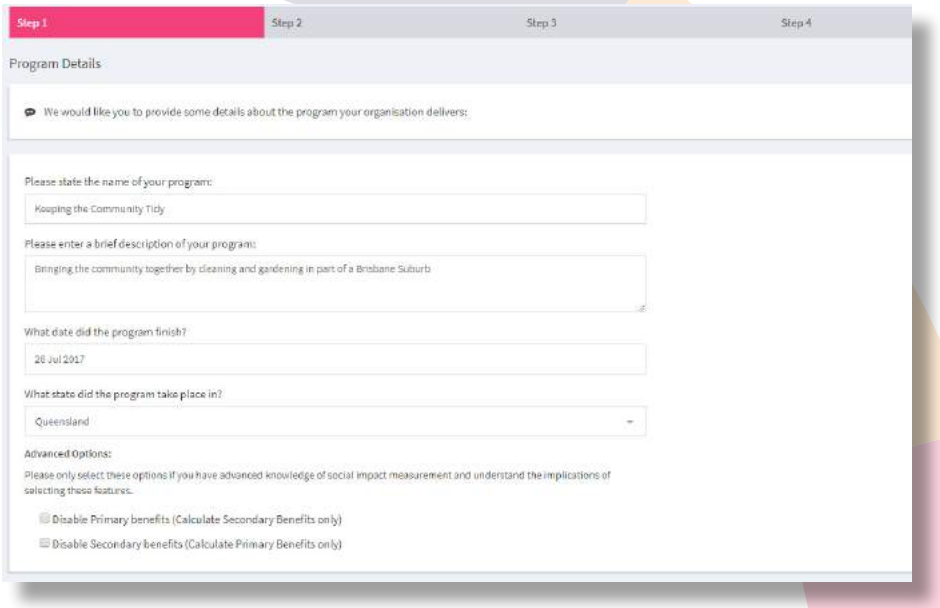
11. Worked Examples

Social and Community Program Example

An organisation, "Beautiful Brisbane" runs a program called "Keep the Community Tidy" in a particular street, which brings the community together by cleaning and gardening in part of a Brisbane Suburb. 35 adults took part in cleaning up their street.

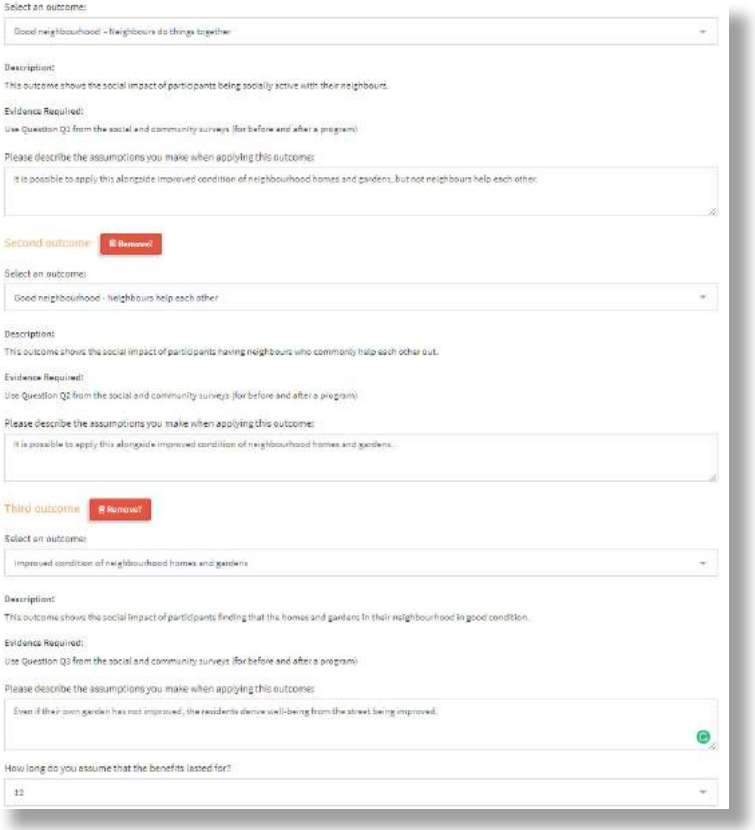
Step 1

Beautiful Brisbane puts in the name, a description, the location of the program and the date it finished. They know from further follow-up surveys from a previous program that the desired outcomes of this program tend to last at least 12 months, and so they assume that these outcomes will last for 12 months as well. They are interested in both the outcomes for the beneficiaries and for the government and so they stay with the default of including both primary and secondary benefits.



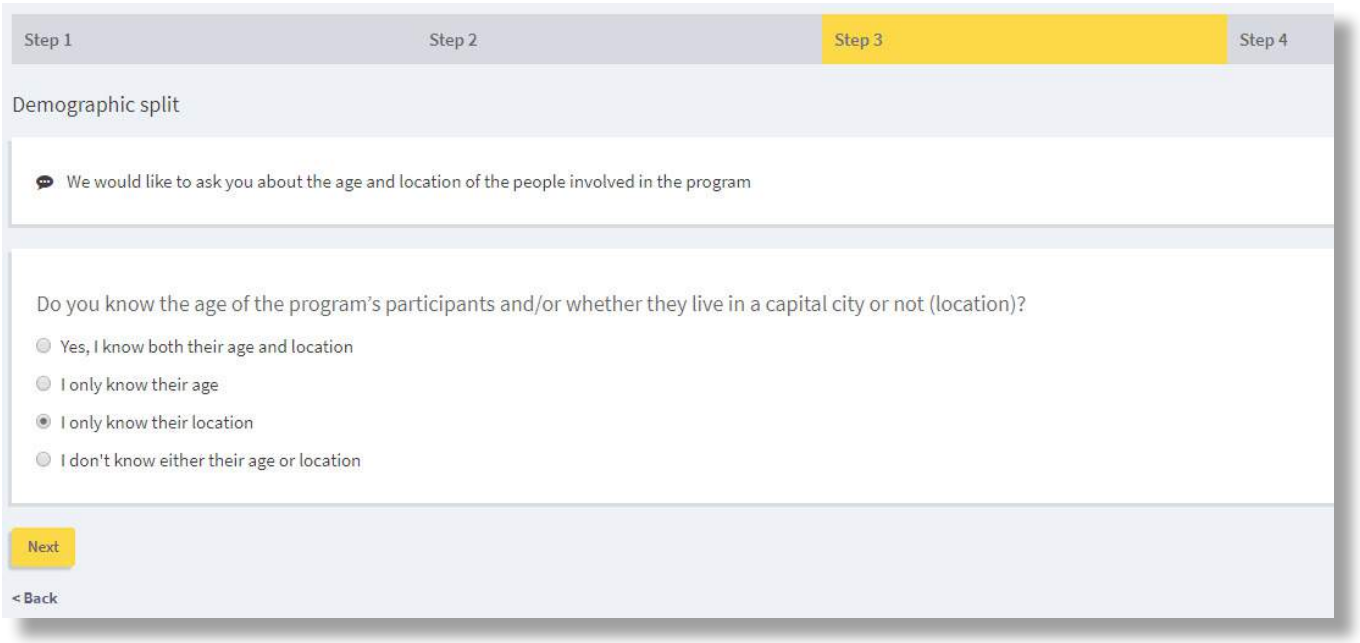
Step 2

Following Principle 1 set out in Section 10.2, Beautiful Brisbane asks themselves which is the most relevant outcome for their program. They decide the most relevant outcomes for Keeping the Community Tidy is "Neighbourhood homes and gardens were in good condition". Beautiful Brisbane reasons that everyone in the street benefits from gardens being in good condition even if it is not their garden. This may be because it might be more pleasant to walk down the street or it might increase their house price. For this reason, they survey all the residents on the street and include all the residents of the street who reported achieving this outcome, and not just those who participated in the program. The benefit of "Neighbours help[ing] each other" is not included within the benefit residents get from the homes and gardens being in good condition as neighbours helping each other out does not happen as a result of the gardens being in good condition. Beautiful Brisbane thus concludes that it is possible to add these values together if an individual achieves them both based on Principle 2 in Section 10.2. Beautiful Brisbane also wishes to apply "Neighbours do things together" but understands that this is included within the benefit of "Neighbours help[ing] each other" because helping each other presumes that the neighbours are doing something collaboratively. For this reason, they do not apply "Neighbours do things together" and "Neighbours help[ing] each other" to the same individuals. However, following Principle 3, they reason that they can apply "Neighbours do things together" to individuals who do not achieve the outcome "Neighbours help each other" (even if they achieve the outcome: "Neighbourhood homes and gardens were in good condition").



Step 3

Beautiful Brisbane know that the residents are living in a Brisbane suburb but doesn't know their ages.



Step 4

- Beautiful Brisbane conducts a survey of the 120 adults before the program which asks three questions related to these values. (See survey "Social and Community" in annex.) These individuals included the participants in their program as well as adults who live on the street who are also potential beneficiaries of the program. The survey gives the baseline of how people perceive their local area and neighbours.
- Beautiful Brisbane identified the same individuals and surveyed them after the completion of the program.

The below table summarises the results of their surveys. The ticks represent the achievement of the outcome. The red ticks indicate the achievement of an outcome but that the individuals are not counted for this outcome to avoid double-counting. For example, ten beneficiaries believed that neighbourhood homes and gardens were in good condition after the program who did not believe this before the program but did not achieve the other two outcomes considered. Six beneficiaries agreed that neighbours help each other after the program and did not agree before the program, and also that neighbours do things together and did not agree before the program.

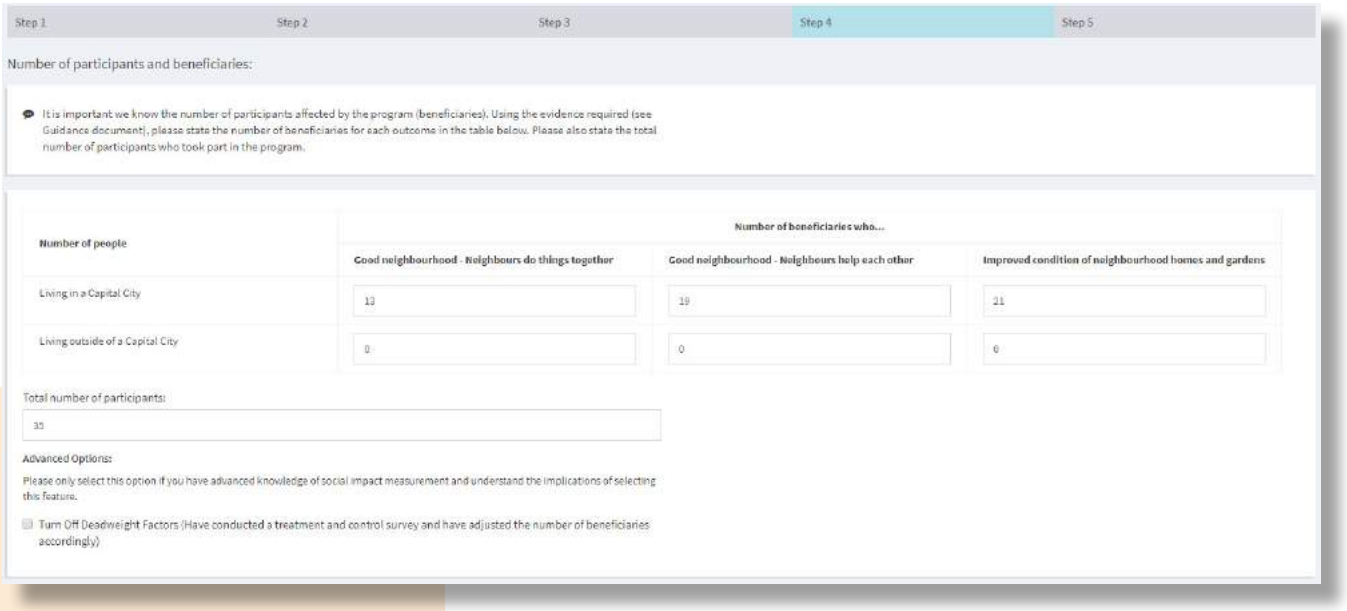
To identify the number of individuals who are counted as beneficiaries for each outcome:

- Following Principle 1, Beautiful Brisbane counts all beneficiaries who achieve the most relevant outcome ("Neighbourhood homes and gardens are in a good condition"), and so simply sums all beneficiaries who achieve it irrespective of what other outcomes they achieve.
- Following Principle 2, Beautiful Brisbane counts all beneficiaries who achieve the second outcome "Neighbours help each other" irrespective of what other outcomes they have achieved. This is because "Neighbours help each other" is not caused by "Neighbourhood homes and gardens [being] in a good condition" and so both these outcomes can be counted for the same individuals, and because this outcome takes priority over "Neighbours do things together".
- Following Principle 3, Beautiful Brisbane counts only those beneficiaries who achieve "Neighbours do things together" who have not already achieved "Neighbours help each other". This is because neighbours helping each other out requires collaboration and so including both outcomes would be double-counting.

The number of beneficiaries who achieve each outcome which is inputted into the Value Calculator is 21, 19 and 13 for the outcomes "Neighbourhood homes and gardens are in a good condition", "Neighbours help each other" and "Neighbours do things together" respectively.

One can see that a lot of careful thought goes into this step before the numbers are put into the tool. Since the maximum number of outcomes you can add is three; the combinations of outcomes achieved will not exceed seven, and so the complexity of understanding how many beneficiaries to count for each outcome should not get more complicated than this example.

Neighbourhood homes and gardens were in good condition that did not believe this before the program	Agreed that neighbours help each other and did not agree before the program	Agreed that neighbours do things together and did not agree before the program.	Number of beneficiaries
✓			10
	✓		7
		✓	8
✓	✓		4
✓		✓	5
	✓	✓	6
✓	✓	✓	2
21	19	13	



They haven't collected pre- and post-program surveys from a group not participating in the program and so we stay with the default of keeping the deadweight factor switched on.

Step 5

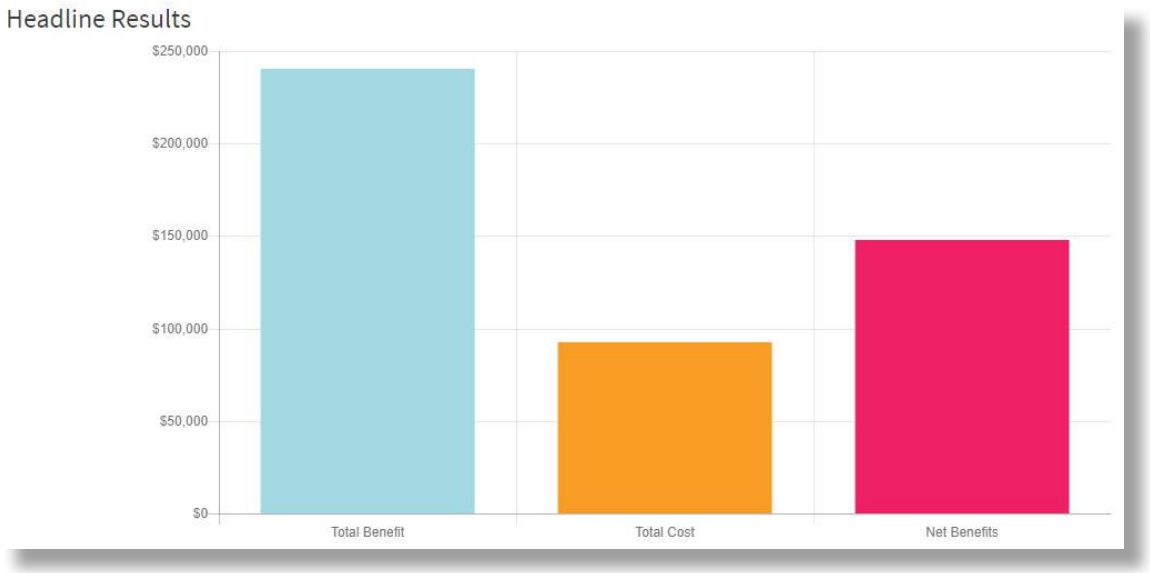
Beautiful Brisbane does the following calculations to arrive at a total program cost of $71,600. They write the accompanying assumptions (outlined in the table below) in the Assumptions box in the Value Calculator to demonstrate how they reached this figure for their costs.

Type of Expenditure	Cost ($)	Explanations
Direct costs	50000	Includes staff time organising the program, gardening equipment, transport costs for staff and volunteers.
Overheads	20000	10% of the overheads of the entire organisation because 10% of the staff work on this program.
Volunteer time	1600	Assume volunteer time has a market value of just above minimum wage ($20/hour). There were five volunteers working for 16 hours (eight hours over two days).
Total	**71600**	

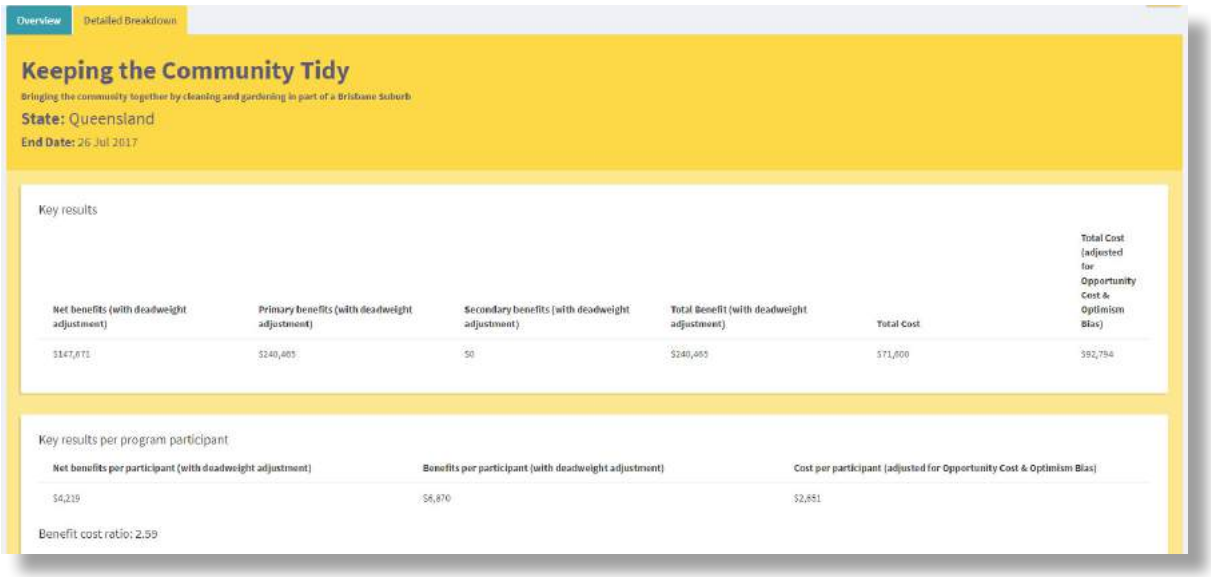
Beautiful Brisbane did not have an estimate of the opportunity cost for their activities and so did not choose the advanced opportunity cost override option which means that the value calculator assumes an opportunity cost for the program.

Results

Keeping the Community Tidy generates $147, 671 of net social impact (benefits minus the costs). It has a benefit-cost ratio of 2.59. Both these results indicate that the program produces more social impact than it costs.



Note that the Detailed Breakdown tab shows that the benefits have already had a deadweight applied to them, and that the costs of $71,600 are adjusted for opportunity cost and optimism bias. Note that there are no secondary benefits for these outcomes due to data availability.



Looking at the breakdown by outcome, age and location, the age and location don't tell us much because we don't know their age and everyone is based in a capital city. However, the breakdown by outcome gives some useful insights. We can see that most of the value from this program comes from neighbours helping each other out even though the number of beneficiaries is not the highest for this outcome. This may be a surprise for Beautiful Brisbane because they considered the most relevant outcome to the program to be "Improved condition of neighbourhood homes and gardens", and they may not have realised how important it was in facilitating the social capital of the street.

Break down of benefits by outcome, age and location

Number of people	Number of beneficiaries who...		
	Good neighbourhood - Neighbours do things together	Good neighbourhood - Neighbours help each other	Improved condition of neighbourhood homes and gardens
Living in a Capital City	$28,273	$124,505	$87,687
Living outside of a Capital City	$0	$0	$0

Beneficiaries

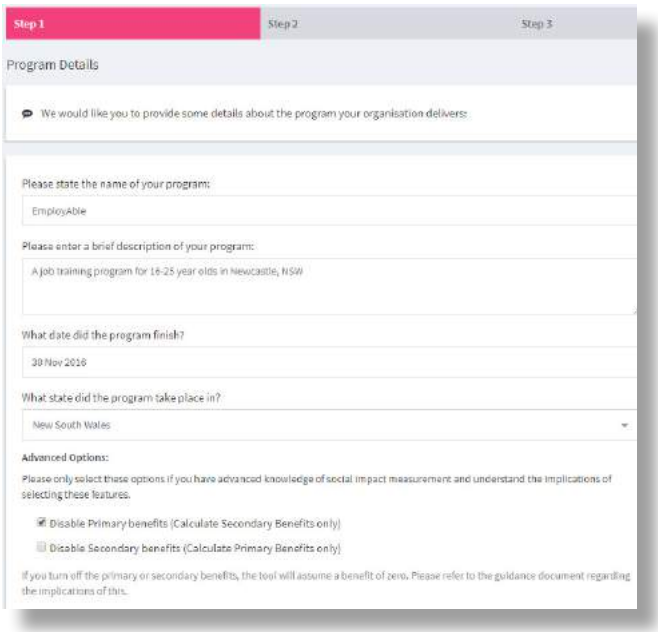
Number of people	Number of beneficiaries who...		
	Good neighbourhood - Neighbours do things together	Good neighbourhood - Neighbours help each other	Improved condition of neighbourhood homes and gardens
Living in a Capital City	13	19	21
Living outside of a Capital City	0	0	0

Total number of participants: 35

This can be seen even more clearly in the second pie chart.

Employment Program Example

An organisation "Youth Action" runs "EmployAble", a job training program for 16-25 year olds in Newcastle, New South Wales. In the last year, it worked with 100 young people in this program. Youth Action was particularly interested in the causal effect of their program to understand what it contributed to the employment prospects of these young people, and rule out the alternative explanation of an increase in employment being due to an upturn in the economy. They thus conducted a randomised control trial and randomly assigned its participants to take part in the program or to a waiting list. The people on the waiting list act as the control group, and the number of beneficiaries is counted as the difference between the number of participants who obtained employment and the number of those on the waiting list who obtained employment.



Step 1

Youth Action inputs the name, description and location of EmployAble, and the date it finished. The program finished in November 2016 and the follow-up survey took place in May 2017, and so the organisation assumes that the benefits last for at least 6 months. Whilst Youth Action cares immensely about the impact on the youth it works with; it is interested in demonstrating the potential benefits to government for an upcoming governmental funding bid, and so ticks disable primary benefits.

Step 2

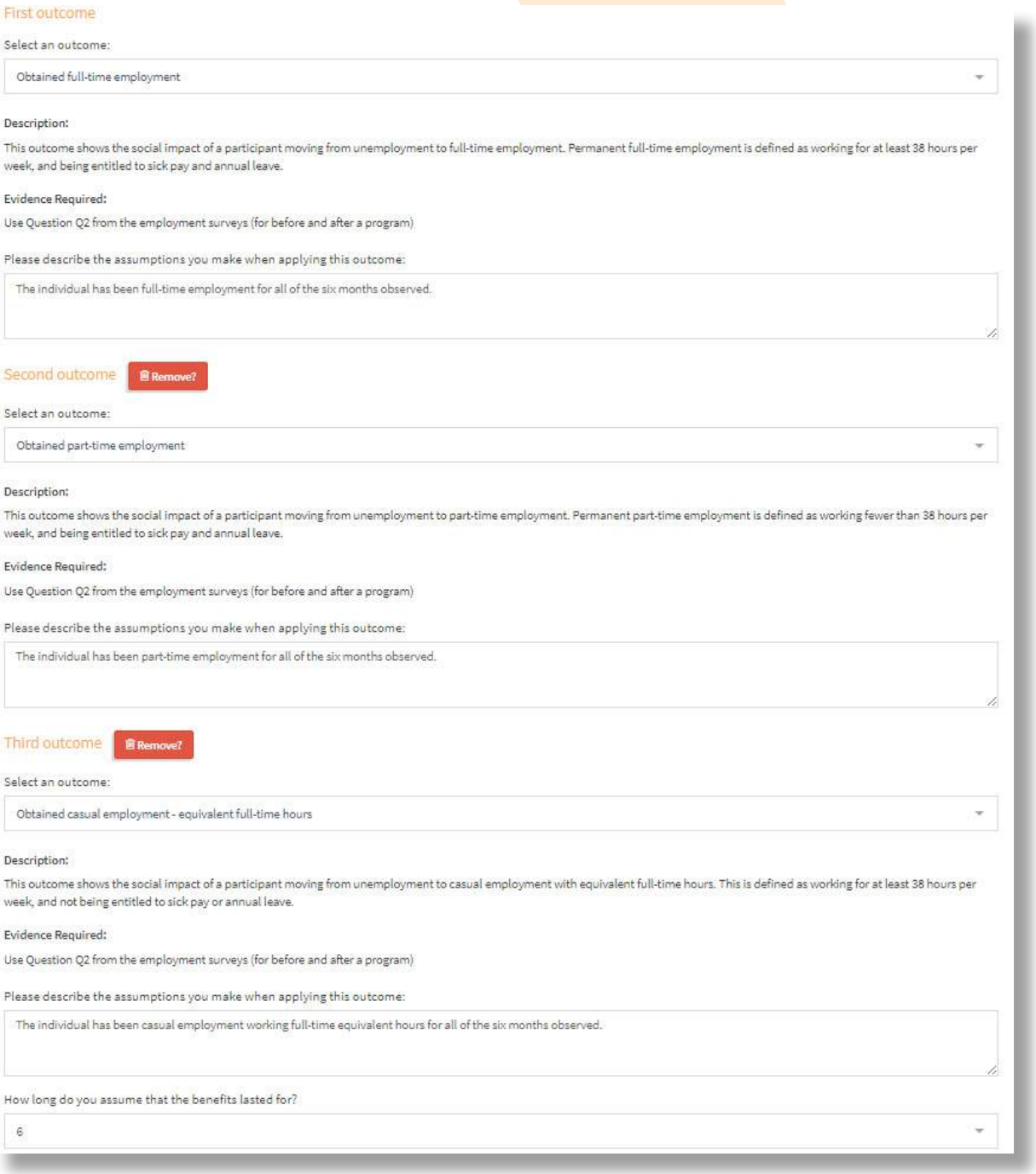
Youth Action aims to help the young people into full-time permanent employment; however, it knows that some of the young people it works with achieve part-time work or casual employment instead.

Following Principle 1 of Section 10.2, Youth Action therefore chooses full-time permanent employment as the most relevant outcome. Principle 2 isn't relevant as they do not want to apply the outcomes of full-time permanent employment and part-time permanent employment to the same individual (it's very difficult to be both full-time and part-time employed!) Principle 3 allows them to include the outcomes for different individuals. Principle 4 prevents Youth Action from adding the benefit associated with casual employment with hours equivalent to part-time. The Value Calculator only allows the inclusion of three outcomes per program, and Youth Action concludes that the casual employment equivalent to part-time hours is probably the least valuable outcome of their work because of the precariousness of such employment.

It therefore prioritises the other three types of employment:

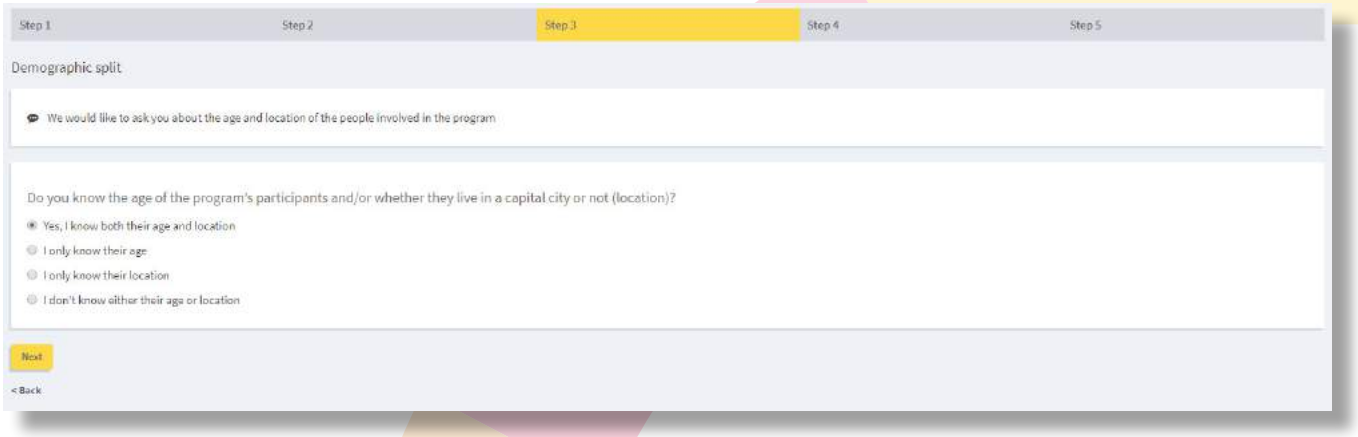
1. Full-time employment
2. Part-time employment
3. Casual employment equivalent to full time hours

In this instance, it is not possible to split EmployAble into multiple programs to evaluate because there is no set of activities that aim specifically to get people into casual employment equivalent to part-time hours instead of the other types of employment and so it is not a separate program under the definition of a program as a set of activities with a common aim. Youth Action knows from the surveys that there are a few young people who got casual employment equivalent to part time hours and so acknowledges that the final results do underestimate the impact of the program. It explains this in a paragraph accompanying the Social Impact Statement.



Step 3

Since the program was targeted at 16-25 year olds in New South Wales, the organisation knows both the age and location of the beneficiaries.



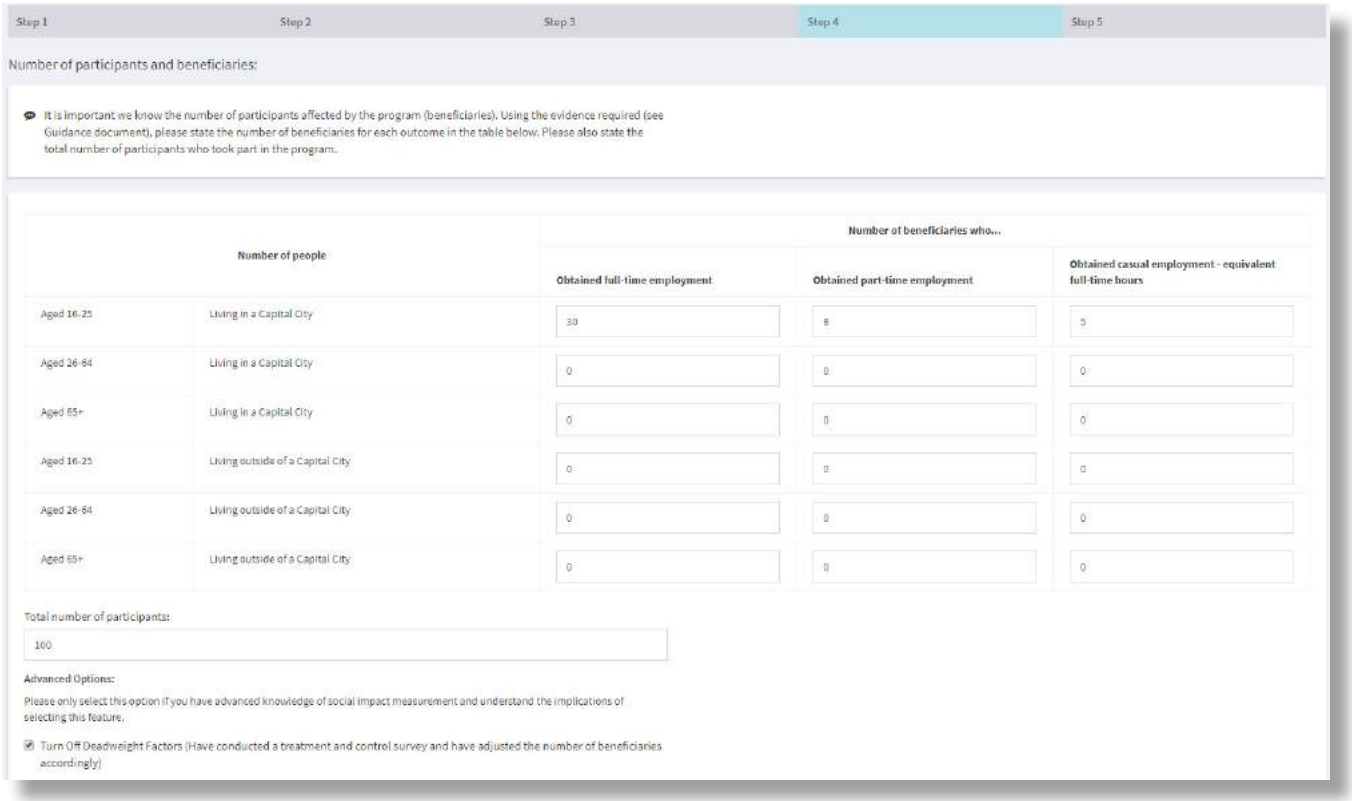
Step 4

Youth Action targets unemployed young people and so knows that the participants were unemployed before taking part in the EmployAble program. A follow-up survey 6 months later shows that:

- 30 more of the participants are in full-time permanent employment when compared to those on the waiting list
- 8 more of the participants obtained part-time permanent employment when compared to those on the waiting list
- 5 more of the participants obtained full-time casual employment when compared to those on the waiting list

All of the outcomes refer to different individuals and so the outcomes can be counted for all of the beneficiaries who achieve them. Because the evaluation was a randomised control trial; the numbers above refer to the number of beneficiaries that Youth Action can claim to have caused to gain employment. For this reason, they turn off the Deadweight Factors.

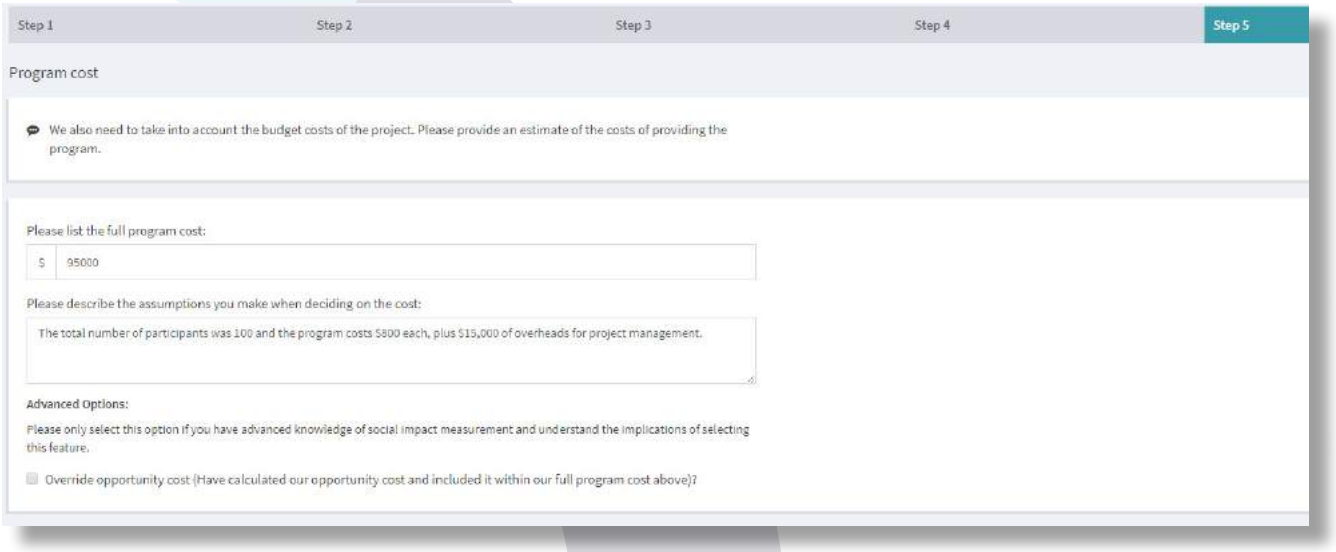
Obtained full-time employment	Obtained part-time permanent employment	Obtained full-time casual employment	Number of beneficiaries
✓			30
	✓		8
		✓	5
30	8	5	



Step 5

Youth Action had previously calculated that the package of support that they offer to each participant costs $800. To provide the program to 100 young people, it thus costs $80,000. They add a further $15,000 to take into account the overheads for project management.

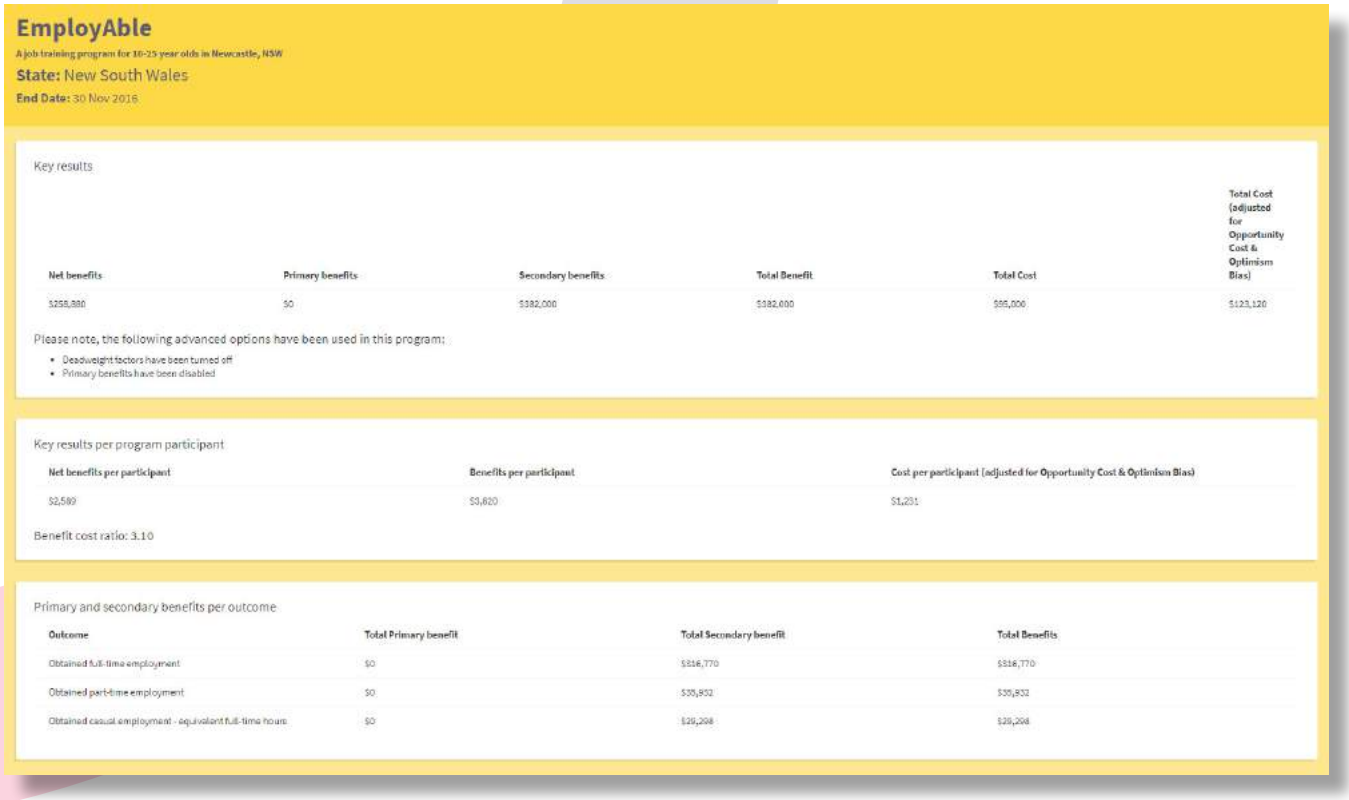
Youth Action did not have an estimate of their opportunity cost and so did not choose the advanced opportunity cost override option which means that the value calculator assumes an opportunity cost for the program.



Results

The Value Calculator demonstrates a net benefit of $66,952 and a benefit-cost ratio of 1.54. One can see on the "Detailed Breakdown" tab that the costs are adjusted for optimism bias and opportunity cost but that the benefits are not adjusted by a deadweight. This is because the numbers inputted in Step 4 are those individuals who've been caused to gain employment by the program. The finding that the full-time permanent employment generates the largest impact confirms Youth Action's understanding of employment and their program.

If Youth Action wanted to conduct some sensitivity analysis, they could edit the program and see how much social value they create for the young people they work with in the form of primary benefits too. Often, and in this case, the primary benefits are substantially higher than the secondary benefits.



12. What are the implications for my organisation?

12. 1 Using the results

How you use your results is crucial. Without a clear plan of how results will be considered and the decisions they will inform, you risk all your hard work going to waste.

Getting your organisation to consider social impact alongside traditional financial accounts and performance indicators, may require engagement with people at all levels from various departments. You may be asking people to think in a different way, and it may take time and engagement to do this.

The following questions can be useful to help think about how to introduce and implement social impact thinking into the structure and processes of your organisation:

- Who within the organisation is aware of this work and welcomes the approach?
- What will be done with the results and analysis? Who will see them?
- How will the results be considered? What decisions could/ will they inform?
- What other information would be needed to be viewed with them?
- What will happen next year?

Once you are able to answer these questions you are on the right road to your social impact measurement making a real difference.

Your social impact results are unlikely to be the only source of information to inform these decisions. However, areas that may have previously been informed by anecdote are now measurable. While breaking new ground and being hugely informative, the limitations of the approach should not be forgotten. For example, we should not ignore the knowledge and experience of people on the ground. Similarly, it is not to say that understanding your beneficiaries' wants and needs is not important. The WV approach adds a new dimension to help your organisation understand how it impacts on the lives of beneficiaries as they experience and live them.

This framework is designed to provide insight into the social impact of your work and to inform decision making. It is at the moment limited to the values in the Value Calculator but there is scope for this list to grow. These results should be considered alongside other documents and evidence such as:

- Strategic Plan
- Performance Management
- Budget analysis
- Financial accounts
- Satisfaction survey results
- Your staffs' knowledge of your participants and local communities

12. 2 Next steps

You can take steps to make sure you get the most from your social impact measurement and to make your results more meaningful and useful:

Short-term

1. Keep doing it! If you measure your results each year you will begin to build up a picture of the change you are making
2. Implement or improve data collection systems to increase the accuracy of your social impact calculations.
3. Formalise and systematise how your results feed into decision-making and workflows. This will increase the prominence of the work in your organisation and the likelihood your social impact results will influence change.
4. Communicate your results internally and externally. You are at the cutting edge of social impact measurement.
5. Use your evidence when commissioning or procuring services.

Longer term

6. Embed a social impact approach across your organisation to keep up with the shift in the sector towards understanding and measuring a broader concept of value.
7. Introduce wellbeing questions into your regular participant surveys. This would provide insight into understanding the life satisfaction of your participants and what influences this, including how satisfied they are with your activity.
8. Alliance Social Enterprises plans to continue to work with Simetrica to develop values for the social impact of a large number of new activities.

13. FAQs

1. What is social impact?

Social impact is the difference that you make through the work that you do. Social value is generally used interchangeably with social impact.

2. What do the values actually capture?

The ASVB calculates the overall benefit of an individual achieving the relevant outcome. First, the overall benefits include a calculation of primary wellbeing values which represent the uplift in wellbeing the average individual experiences from taking part in your activity, or the change they feel afterwards. The monetary value is the amount of cash that you would have to take away from a beneficiary to leave them in their initial position before they benefited from the program. Second, employment outcomes and some education outcomes include primary income values, which calculate the uplift in an individual's income resulting from gaining an employment-related or education-related outcome. Finally, the overall benefit also includes information on the secondary benefits that an outcome can bring. That is, the benefits to the government in the form of increased revenue or reduced expenditure. For more information on the methodology used see the companion Technical Reference Paper.

3. What data do I need to collect?

This varies depending on the value you want to apply. When you select an outcome in the Value Calculator, it states the evidence required. This information is also set out in Section 10.2. The evidence required ranges from your records such as registers or records of movement into employment to survey questions for the values about change e.g. not worried about crime or financial comfort.

4. How do the surveys work?

Appendix B – Surveys sets out all of the questions which directly link to the outcomes and need to be asked before and after a program. You can do the surveys as they are, or include the questions within your own surveys. The surveys determine whether or not you can apply a value. We provide versions of the surveys to be administered to program participants which are available in the Value Calculator.

5. More than one value applies to my activity? What should I do?

Please refer to Section 10.2 for more information on applying multiple values.

6. A value does not exactly match my outcome but is very close, what can I do?

In certain cases, it may be necessary for you to apply a value that it is calculated from data which does not exactly match the circumstances of your program. In these instances, please state the assumptions that you make when applying the value in the Value Calculator. For example, the data used to calculate "Qualification Obtained - Certificate levels III and IV" compares individuals who obtained the qualification with those who completed year 12. You may wish to apply the value for people that did not already complete year 12, and therefore would write in the assumptions textbox "Assuming that the wellbeing impact is similar for people that did not complete year 12". It is important that any assumptions made are defendable, as they will be included in your Social Impact Valuation Statement.

7. I do not know for sure how many people came to the activity. Is this a problem?

You can estimate how many people turned up, or use the values to set targets. You must, however, be transparent and state any estimates, assumptions or judgements you have made in your analysis.

8. What is this about age group and location?

Analysis revealed that age is something that significantly influenced how much something affects someone's wellbeing. If you have captured age data on your participants you can apply the age-specific values to your participation data. There are values for 16-25, 26-64 and 65+. If you have not collected this data you can simply use the "age unknown" value instead. There is also the option to specify if the activity happened in a state capital city or not which we've found also influences how much an outcome affects one's wellbeing.

9. How long after an activity should I record results?

This depends on when it is relevant and appropriate to do so. If you already have a follow up contact with the participants then this is a good opportunity to do it, for example, if you have a review a month after employment training. Otherwise, do the survey at the last contact you have with the individual. This question relates to how long the activity can be assumed to endure, which is covered in Section 10.2.

10. What time period do these values cover?

These values represent the increased wellbeing experienced by one individual for the time specified (for a minimum of one month, and a maximum of a year). Please see Section 10.2 for more information on how to determine the duration of the benefits.

11. How often is "regular" or "frequent" as described in the values?

This varies from value to value. Please see the "Evidence Required" in Step 2 when a specific outcome is selected. In general, it points towards the question in the surveys. The survey questions do not offer guidance as to what "regular" or "frequent" mean in quantitative terms, but as long as the survey respondents are answering the before and after surveys with a consistent belief about what these terms mean, the values will accurately reflect the change.

12. How does Wellbeing Valuation relate to other social impact measurement approaches?

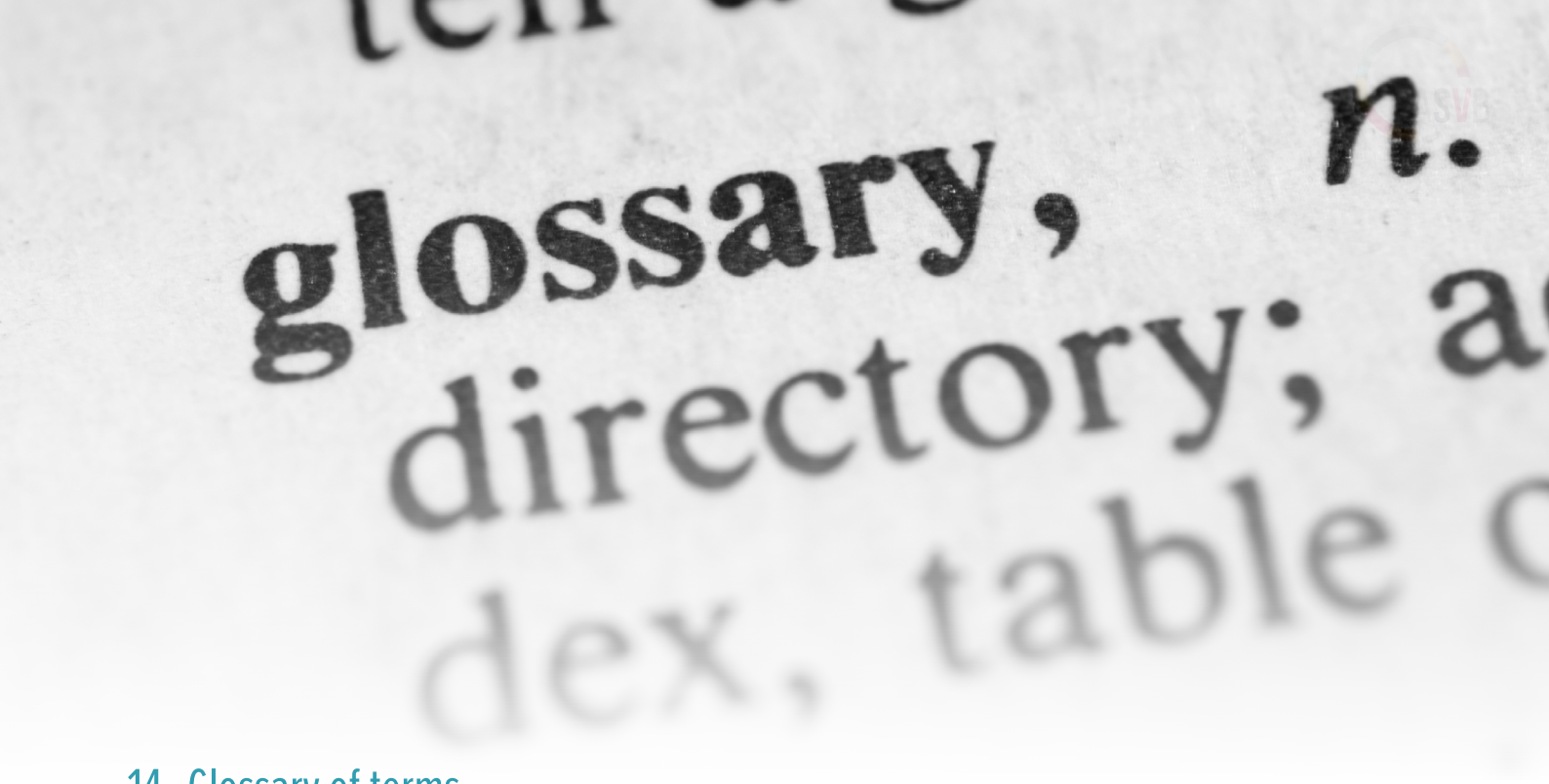
There is a range of possible non-market valuation techniques including revealed preference, Contingent Valuation and Wellbeing Valuation. These approaches feed values into social impact measurement approaches such as Social Return on Investment (SROI), Social Audit or Cost-Benefit Analysis (CBA). The values in this Guide can be used within an SROI or CBA.

13. We are putting the same value on similar activities as they contribute to the same outcome. How do we know which activity is the best?

Comparing the proportion of participants who achieve the outcome may give you some idea of the relative effectiveness of the programs but it is worth keeping in mind that one program may be working with participants who are more disadvantaged and have to undergo a bigger change to achieve the outcome. The Value Calculator does not take this into account because it assumes the same deadweight across programs of the same type e.g. health programs. The Value Calculator is designed to provide insight alongside other evidence and objectives; for example, your knowledge of your beneficiaries on the ground, satisfaction surveys and performance management data. The results from the Value Calculator should inform decisions rather than dictate them.

14. What if an individual participates in more than one program?

We do not ask you to keep records of the identity of each individual participating in your program, rather just to give them an ID so you can assess their before and after surveys. The assumptions of using the Value Calculator include that it is for an average person. You can add up the total net benefit of each program, which effectively treats each individual as a new person for each activity. While this compromises the accuracy of the values to a degree; we feel this is a worthwhile trade-off to minimise complexity.



14. Glossary of terms

Beneficiaries
The individuals who benefit from your program. This may be a subset of the participants (as it is unlikely that all participants will achieve the outcome) or individuals in the local community who benefit indirectly (e.g. through experiencing less antisocial behaviour).

Causality
The relationship between something that happened and the thing that caused it.

Community investment
Investment into communities with the aim of improving the life chances or situations of individuals within that community.

Cost-Benefit Analysis
A social impact measurement approach in which the costs and benefits of a specific intervention are quantified and compared.

Counterfactual
What would have happened in the absence of your intervention – "what would have happened anyway".

Deadweight
A measure of the amount of outcome that would have happened even if the activity had not taken place.

Econometric models
Statistical methods mainly used to assess cause and effect relationships in observational (non-experimental) data.

Outcomes
The single specific changes resulting from a program.

Participants
The individuals who take part in your program.

Proxy values
An approximation of value, typically obtained through preference-based methods e.g. willingness to pay, willingness to accept.

Program
A structured set of activities with a common aim.

Social Return on Investment (SROI)
A framework based on seven principles used to understand and measure change. See www.thesroinetwork.org for more details.

Social impact
The difference made to individuals through programs. It is "social" because it adds up the impact made to individuals, and it can include economic and environmental impacts too, to the extent that they influence the individual.

Social value
Generally used interchangeably with social impact.

Wellbeing Valuation
An approach to measuring social impact that assesses programs' impact through the impact they have on people's subjective wellbeing.

Wellbeing
A broad measure of how well someone's life is going.

Welfarist
A description of approaches to measuring social impact that assess changes to individuals' wellbeing as a measure of results.

Willingness to pay
Willingness to pay (WTP) is a monetary measure of the maximum amount a person would be willing to pay for a non-market good or service. Closely related is willingness to accept (WTA), which is the minimum amount a person would accept for a reduction in the level of a non-market good or service. WTP and WTA are regularly used in Cost-Benefit Analysis to estimate the benefits and costs of a change in non-market good or service provision and can be calculated in a number of ways. In the ASVB, we use Wellbeing Valuation to calculate WTP for outcomes.

Appendix

15. Appendix A – Social Impact Valuation Statement

The following paragraphs can be used to accompany the Social Impact Valuation Statement to explain it to those unfamiliar with the ASVB.

What is an Impact Valuation Statement?

This report has been prepared as an Impact Valuation Statement. Impact Valuation Statements are intended to give a true and accurate view of social impact related to an activity or program of activities. Due to the complexity of trying to measure all of the other things going on in people's lives at the time of the activities, it gives an indication of the impact that activities have contributed to, with some adjustments to seek to estimate the specific impact of the activities.

What are the simplifying assumptions used in creating an Impact Valuation Statement?

As noted above the Impact Valuation Statement measures overall improvements and does not directly identify the activities' specific contribution to it. To give a better estimate of the activities' specific impact an adjustment has been made that reduces the value by a percentage to try to account for the social improvements that would have happened anyway in the absence of the activities. This is known as a "deadweight adjustment", and is made on the basis of the average deadweight for different categories of activities. In addition, in line with best practice guidance on Cost-Benefit Analysis the program cost is adjusted to account for (i) opportunity cost[14] which is the social value that would have been created with the next best use of the financial resources spent on the intervention or program and (ii) optimism bias which is the tendency for project appraisers to be overly optimistic about costs.

14 In some circumstances, the opportunity cost is overridden. If this is the case, the Social Impact Statement will state this.

Social Impact Valuation Statement

This statement certifies the social impact of the Super Skills Program program delivered by Australian Social Value Bank, calculated using the Australian Social Value Bank. The values used in this Cost Benefit Analysis have been derived using the Wellbeing Valuation method from data gathered through the HILDA (Household, Income and Labour Dynamics in Australia) and Journeys Home surveys.

Program name: Super Skills Program

Description of program: An 8-week training course in numeracy and computer skills held in Sydney.

The program ran until 01 Jul 2017 and the total number of participants was 100. The following outcomes were achieved as a result of the program:

1. **Outcome name:** Improved numeracy

   Outcome description: This outcome shows the social impact of improving the participant's level of mathematical skills from poor/average to good/very good, when compared to the average Australian.

   Assumptions: We assume that the beneficiaries are using the same standard for comparison when answering the question in the before and after survey.

2. **Outcome name:** Adequate computer skills

   Outcome description: This outcome shows the social impact of improving the participant's level of computer skills such that they meet your present needs.

   Assumptions: N/A

The number of people achieving the outcomes during or after the intervention are described in the table below:

Number of people		Number of beneficiaries who...	
		Improved numeracy	Adequate computer skills
Aged 16-25	Living in a Capital City	0	0
Aged 26-64	Living in a Capital City	5	7
Aged 65+	Living in a Capital City	0	0

Number of people		Number of beneficiaries who...	
		Improved numeracy	Adequate computer skills
Aged 16-25	**Living outside of a Capital City**	**0**	**0**
Aged 26-64	**Living outside of a Capital City**	**0**	**0**
Aged 65+	**Living outside of a Capital City**	**0**	**0**

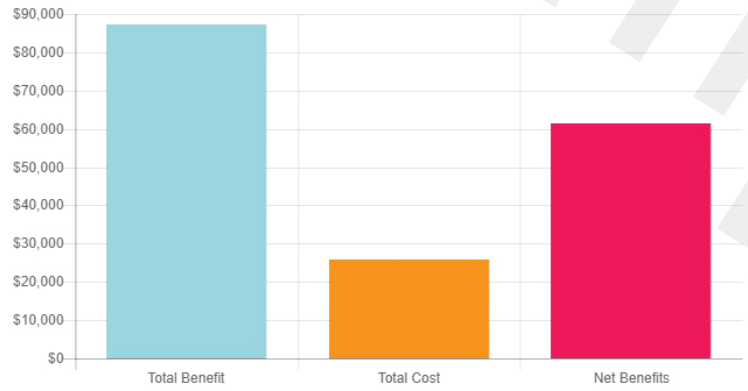
Total number of participants: 100

The results show the total benefits of the program over 12 months.

The total cost of the program is $25,920. This has been adjusted to account for opportunity cost and optimism bias.

Assumptions: This is the cost required to deliver the program to all 100 beneficiaries on an annual basis as we conduct one 8-week training program per year. It includes the variable costs (tutor time; costs of educational materials), overhead costs (project management time) and capital investment (renewal of computer equipment). We do not have any in-kind donations to consider.

The key results of the program are presented below:



The net benefits of the program are $61,447. This represents a benefit cost ratio of 3.37. The net benefit per participant is $614.

By downloading this statement I, ASVB Guide, of Australian Social Value Bank, confirm that this Impact Valuation Statement is, to the best of my knowledge, a true and accurate record of the social impact of this program, and that the relevant rules of application have been followed.

The values used in these calculations, provided by the Australian Social Value Bank, are owned by Alliance Social Enterprises (www.asvb.com.au). They have been produced by Simetrica, using best practice methodology for policy evaluation. These values are used under licence # [N5zB5Z]

Surveys

16. Appendix B – Surveys

As previously noted in Section 10.4, there are multiple ways to understand whether an outcome has been achieved. One of these is through a before and after survey. The questions below demonstrate the questions to include in the before and after survey, and should be used to determine whether the individual achieves the outcome and can be counted as a beneficiary.

A beneficiary is seen as achieving an outcome if they move from an answer with an asterisk in the before survey to an answer with an asterisk in the after survey. For example, a beneficiary answering “Fairly common” to the question “How commonly are people in your neighbourhood hostile and aggressive?” in the before survey but “Not common” in the after survey would be counted as having achieved the outcome, and hence as a beneficiary.

The plain before and after surveys (i.e. without asterisks) are available in the Value Calculator under the “Surveys” tab. It is important to use the plain versions of the surveys to avoid the risk of confusing or biasing the participant with the asterisks.

User Survey

Name/Person ID _____ **Postcode** _____ **Date** _____

Age 16-25 ☐ 26-64 ☐ 65+ ☐

Crime

Crime – Q1 (Reduced problems with anti-social behaviour)

Before a program:

How commonly are people in your neighbourhood hostile and aggressive?

1 = Never happens 2 = Very rare 3 = Not common 4 = Fairly common 5 = Very common

After a program:

How commonly are people in your neighbourhood hostile and aggressive?

1 = Never happens * 2 = Very rare* 3 = Not common* 4 = Fairly common 5 = Very common

Crime – Q2 (Reduced problems with teenagers hanging around)

Before a program:

How commonly do teenagers hang around on the streets in your neighbourhood?

1 = Never happens 2 = Very rare 3 = Not common 4 = Fairly common* 5 = Very common *

After a program:

How commonly do teenagers hang around on the streets in your neighbourhood?

1 = Never happens * 2 = Very rare * 3 = Not common* 4 = Fairly common 5 = Very common

Crime – Q3 (Reduced problems with vandalism/graffiti)

Before a program:

How commonly does vandalism and deliberate damage to property occur in your neighbourhood?

1 = Never happens 2 = Very rare 3 = Not common 4 = Fairly common* 5 = Very common *

After a program:

How commonly does vandalism and deliberate damage to property occur in your neighbourhood?

1 = Never happens * 2 = Very rare* 3 = Not common * 4 = Fairly common 5 = Very common

Crime – Q4 (Increased sense of personal safety)

Before a program:

How satisfied are you with how safe you feel in your everyday life? Pick a number between 0 and 10 that indicates your level of satisfaction. The more satisfied you are, the higher the number you should pick. The less satisfied you are, the lower the number.

Totally dissatisfied — Neither satisfied nor dissatisfied — Totally satisfied

0 * 1 * 2 * 3 * 4 * 5 * 6 7 8 9 10

After a program:

How satisfied are you with how safe you feel in your everyday life? Pick a number between 0 and 10 that indicates your level of satisfaction. The more satisfied you are, the higher the number you should pick. The less satisfied you are, the lower the number.

Totally dissatisfied — Neither satisfied nor dissatisfied — Totally satisfied

0 1 2 3 4 5 6 * 7 * 8 * 9 * 10 *

Crime – Q5 (Prevented reoffending)

Before a program:

Have you been detained in a jail/correctional facility in the last year?

1 = Yes * 2 = No

After a program:

Have you been detained in a jail/correctional facility in the time period since the program began?

1 = Yes 2 = No *

Drugs and Alcohol

Drugs and Alcohol – Q1 (Ceased smoking — social smoker)

Before a program:

Do you smoke occasionally? (i.e. do you smoke less often than on a weekly basis?)

1 = Yes * 2 = No

After a program:

Do you smoke occasionally? (i.e. do you smoke less often than on a weekly basis?)

1 = Yes 2 = No *

Drugs and Alcohol – Q2 (Ceased smoking — full-time smoker)

Before a program:

Do you smoke regularly? (i.e. do you smoke daily or at least weekly?)

1 = Yes * 2 = No

After a program:

Do you smoke regularly? (i.e. do you smoke daily or at least weekly?)

1 = Yes 2 = No *

Drugs and Alcohol – Q3 (Freedom from alcohol problems)

Before a program:

Have you exceeded four standard drinks on more than four occasions in the last four weeks?

1 = Yes * 2 = No

After a program:

Have you exceeded four standard drinks on more than four occasions in the time period since the program began?

1 = Yes 2 = No *

According to the Australian Government Department of Health, a standard drink is any drink containing 10 grams of alcohol. One standard drink always contains the same amount of alcohol regardless of container size or alcohol type, that is beer, wine, or spirit. An average serving of wine (150ml) or a stubbie of 375ml beer (5% volume) is 1.5 standard drinks.

Drugs and Alcohol – Q4 (Ceased using Cannabis)

Before a program:

Have you used cannabis in the last four weeks?

1 = Yes * 2 = No

After a program:

Have you used cannabis in the time period since the program began?

1 = Yes 2 = No *

Cannabis can also be known as marijuana, dope, weed, grass, ganja, yandi, hash, bud.

Drugs and Alcohol – Q5 (Ceased injecting illegal street drugs)

Before a program:

Have you injected illegal street drugs in the last four weeks?

1 = Yes * 2 = No

After a program:

Have you injected illegal street drugs in the time period since the program began?

1 = Yes 2 = No *

This includes amphetamines, such as speed and ice, heroin, cocaine, ecstasy and any illegal drug aside from cannabis.

Drugs and Alcohol – Q6 (Treated for drug and alcohol problems in last year)

Before a program:

Have you been successfully treated for drug/alcohol problems in the last four weeks?

1 = Yes 2 = No *

After a program:

Have you been successfully treated for drug/alcohol problems in the time period since the program began?

1 = Yes * 2 = No

Education

Education – Q1 (Commenced education — Certificate level I or II)

Before a program:

Are you currently in education, studying for a Certificate level I or II?

1 = Yes 2 = No *

After a program:

Are you currently in education, studying for a Certificate level I or II?

1 = Yes * 2 = No

Education – Q2 (Commenced education — Certificate level III or IV)

Before a program:

Are you currently in education, studying for a Certificate level III or IV?

1 = Yes 2 = No *

After a program:

Are you currently in education, studying for a Certificate level III or IV?

1 = Yes * 2 = No

Education – Q3 (Completed Year 12)

Before a program:

If you have completed Year 11, did you complete Year 12?

1 = Yes 2 = No * 3 = Not applicable

After a program:

If you have completed Year 11, did you complete Year 12?

1 = Yes * 2 = No 3 = Not applicable

Education – Q4 (Qualification Obtained - Certificate levels III and IV)

Before a program:

If you have completed Year 12, did you obtain a Certificate level III or IV?

1 = Yes 2 = No * 3 = Not applicable

After a program:

If you have completed Year 12, did you obtain a Certificate level III or IV?

1 = Yes * 2 = No 3 = Not applicable

Education – Q5 (Improved numeracy)

Before a program:

Compared to the average Australian, how would you rate your mathematical skills? Pick a number between 0 and 10 that indicates your mathematical skill relative to the average Australian. The more satisfied you are with your mathematical skill, the higher the number you should pick. The less satisfied you are, the lower your number.

Very poor					Average					Very good
0*	1 *	2 *	3 *	4 *	5 *	6	7	8	9	10

After a program:

Compared to the average Australian, how would you rate your mathematical skills? Pick a number between 0 and 10 that indicates your mathematical skill relative to the average Australian. The more satisfied you are with your mathematical skill, the higher the number you should pick. The less satisfied you are, the lower the number.

Very poor					Average					Very good
0	1	2	3	4	5	6 *	7 *	8 *	9 *	10 *

Education – Q6 (Adequate computer skills)

Before a program:

Do you agree that your level of computer skills meets your present needs? Pick a number between 1 and 7 that indicates whether you agree that your level of computer skills meets your present needs. The more you agree, the higher the number you should pick. The less you agree, the lower the number.

1 * = Strongly disagree 2 * 3 * 4 * 5 6 7 = Strongly agree

After a program:

Do you agree that your level of computer skills meets your present needs? Pick a number between 1 and 7 that indicates whether you agree that your level of computer skills meets your present needs. The more you agree, the higher the number you should pick. The less you agree, the lower the number.

1 = Strongly disagree 2 3 4 5 * 6 * 7 * = Strongly agree

Education – Q7 (Improved English language skills for non-native speakers)

Before a program:

How well would you say you speak English? (only individuals for whom English is not the main language of their country of birth)

1 = Very well 2 = Well 3 * = Not well 4 * = Not at all

After a program:

How well would you say you speak English? (only individuals for whom English is not the main language of their country of birth)

1 * = Very well 2 * = Well 3 = Not well 4 = Not at all

Employment

Employment – Q1 (Improved job readiness)

Before a program:

Did you receive support to help you prepare for work? (i.e. pay for clothing or pay for personal assistance such as counselling, rehabilitation, grooming, medical or dental services).

1 = Yes 2 = No *

After a program:

Did you receive support to help you prepare for work? (i.e. pay for clothing or pay for personal assistance such as counselling, rehabilitation, grooming, medical or dental services).

1 = Yes * 2 = No

Employment – Q2 (Full-time employment, Part-time employment, Self-employment, Casual employment (Full time hours), Casual employment (Part time hours) & people with injuries, illness or disability which prevented them from working)

What is your current employment status?

1 = Full-time employment (doing at least 38 hours of work per week and entitled to sick pay and annual leave)

2 = Part-time employment (doing fewer than 38 hours of work per week and entitled to sick pay and annual leave)

3 = Self-employed

4 = Casual worker – full time equivalent (not eligible for sick pay or annual leave and doing at least 38 hours of work per week)

5 = Casual worker – part time equivalent (not eligible for sick pay or annual leave and doing fewer than 38 hours of work per week)

6 = Student

7 = Unemployed (i.e. did not work more than one hour last week, actively looked for work in the last four weeks, and available to start work next week) *

8 = Unemployed due to an injury, illness or disability *

9 = Other

After a program:

What is your current employment status?

1 = Full-time employment (doing at least 38 hours of work per week and entitled to sick pay and annual leave) *

2 = Part-time employment (doing fewer than 38 hours of work per week and entitled to sick pay and annual leave) *

3 = Self-employed *

4 = Casual worker – full time equivalent (not eligible for sick pay or annual leave and doing at least 38 hours of work per week) *

5 = Casual worker – part time equivalent (not eligible for sick pay or annual leave and doing fewer than 38 hours of work per week) *

6 = Student

7 = Unemployed (i.e. did not work more than one hour last week, actively looked for work in the last four weeks, and available to start work next week)

8 = Unemployed due to an injury, illness or disability

9 = Other

Health

Health – Q1 (Improved overall health)

Before a program:

Thinking about the last three months, how would you say that your health has been on the whole, compared to people of your own age?

1 = Excellent 2 = Very good 3 = Good 4 = Fair * 5 = Poor *

After a program:

Thinking about the last three months, how would you say that your health has been on the whole, compared to people of your own age?

1 = Excellent * 2 = Very good * 3 = Good * 4 = Fair 5 = Poor

Health – Q2 (Feels in control of life)

Before a program:

Do you agree that you are in control of your life? Pick a number between 1 and 7 that indicates whether you agree that you feel in control of your life. The more you agree, the higher the number you should pick. The less you agree, the lower the number.

1 * = Strongly disagree 2 * 3 * 4 5 6 7 = Strongly agree

After a program:

Do you agree that you are in control of your life? Pick a number between 1 and 7 that indicates whether you agree that you feel in control of your life. The more you agree, the higher the number you should pick. The less you agree, the lower the number.

1 = Strongly disagree 2 3 4 * 5 * 6 * 7 * = Strongly agree

Health – Q3 (Relief from depression/anxiety)

Before a program:

Do you suffer from depression or anxiety?

1 = Yes * 2 = No

After a program:

Do you suffer from depression or anxiety?

1 = Yes 2 = No *

Health – Q4 (Increased hope for the future)

Before a program:

Do you agree that Australia offers a great future for our children?

1 = Strongly disagree * 2 = Disagree * 3 = Neutral * 4 = Agree 5 = Strongly agree

After a program:

Do you agree that Australia offers a great future for our children?

1 = Strongly disagree 2 = Disagree 3 = Neutral 4 = Agree * 5 = Strongly agree *

Health – Q5 (Reduced parental stress)

Before a program:

Do you agree that you feel tired, worn out or exhausted from meeting the needs of your children? Pick a number between 1 and 7 that indicates whether you agree that you feel exhausted from meeting the needs of your children. The more you agree, the higher the number you should pick. The less you agree, the lower the number.

1 = Strongly disagree 2 3 4 * 5 * 6 * 7 * = Strongly agree

After a program:

Do you agree that you feel tired, worn out or exhausted from meeting the needs of your children? Pick a number between 1 and 7 that indicates whether you agree that you feel exhausted from meeting the needs of your children. The more you agree, the higher the number you should pick. The less you agree, the lower the number.

1 * = Strongly disagree 2 * 3 * 4 5 6 7 = Strongly agree

Health – Q6 (Improved diet)

Before a program:

Do you follow the recommended dietary guidelines (2 fruit and 5 vegetables) each day?

1 = Yes 2 = No *

After a program:

Do you follow the recommended dietary guidelines (2 fruit and 5 vegetables) each day?

1 = Yes * 2 = No

Health – Q7 (Improved self-esteem/ confidence)

Before a program:

Please state your level of agreement with the following statements, where:

1 = Strongly disagree, and 7 = Strongly agree.

(In this case, the crosses show the range of responses which lead individuals to be labelled as confident. As a result, the participant must have a score outside the allowed range for at least one of the questions before a program for them to be labelled as "not" confident by the survey question)

		Strongly disagree 1	2	3	4	5	6	Strongly agree 7
a.	I start feeling anxious if I do not understand a problem immediately	☒	☒	☒	☐	☐	☐	☐
b.	Even when nobody is watching, I feel anxious in new situations	☒	☒	☒	☐	☐	☐	☐
c.	In difficult situations where a lot depends on me, I am afraid of failing	☒	☒	☒	☐	☐	☐	☐
d.	I feel uneasy about undertaking a task if I am unsure of succeeding	☒	☒	☒	☐	☐	☐	☐
e.	I am afraid of tasks that I cannot work out or solve	☒	☒	☒	☐	☐	☐	☐
f.	I like situations where I can find out how capable I am	☐	☐	☐	☐	☒	☒	☒
g.	I am attracted to tasks that allow me to test my abilities	☐	☐	☐	☐	☒	☒	☒
h.	I enjoy situations that make use of my abilities	☐	☐	☐	☐	☒	☒	☒
i.	When confronted by a difficult problem, I prefer to start working on it straight away	☐	☐	☐	☐	☒	☒	☒

After a program:

Please state your level of agreement with the following statements, where:

1 = Strongly disagree, and 7 = Strongly agree.

(The crosses show the range of responses which lead individuals to be labelled as confident.)

		Strongly disagree 1	2	3	4	5	6	Strongly agree 7
j.	I start feeling anxious if I do not understand a problem immediately	☒	☒	☒	☐	☐	☐	☐
k.	Even when nobody is watching, I feel anxious in new situations	☒	☒	☒	☐	☐	☐	☐
l.	In difficult situations where a lot depends on me, I am afraid of failing	☒	☒	☒	☐	☐	☐	☐
m.	I feel uneasy about undertaking a task if I am unsure of succeeding	☒	☒	☒	☐	☐	☐	☐
n.	I am afraid of tasks that I cannot work out or solve	☒	☒	☒	☐	☐	☐	☐
o.	I like situations where I can find out how capable I am	☐	☐	☐	☐	☒	☒	☒
p.	I am attracted to tasks that allow me to test my abilities	☐	☐	☐	☐	☒	☒	☒
q.	I enjoy situations that make use of my abilities	☐	☐	☐	☐	☒	☒	☒
r.	When confronted by a difficult problem, I prefer to start working on it straight away	☐	☐	☐	☐	☒	☒	☒

Health – Q8 (Free from sleeping problems)

Before a program:

In the past four weeks, how would you rate your sleep overall?

1 = Very good 2 = Fairly good 3 = Fairly bad * 4 = Very bad *

After a program:

In the time period since the end of the program, how would you rate your sleep overall?

1 = Very good * 2 = Fairly good * 3 = Fairly bad 4 = Very bad

Health - Q9 (Increased sense of trust in other people)

Before a program:

Do you agree that generally speaking, most people can be trusted? Pick a number between 1 and 7 that indicates whether you agree that most people can be trusted. The more you agree, the higher the number you should pick. The less you agree, the lower the number.

1 * = Strongly disagree 2 * 3 * 4 * 5 6 7 = Strongly agree

After a program:

Do you agree that generally speaking, most people can be trusted? Pick a number between 1 and 7 that indicates whether you agree that most people can be trusted. The more you agree, the higher the number you should pick. The less you agree, the lower the number.

1 = Strongly disagree 2 3 4 5 * 6 * 7 * = Strongly agree

Health – Q10 (Relief from Type 2 Diabetes)

Before a program:

Have you been diagnosed with pre-diabetes?

1 = Yes * 2 = No

After a program:

If you have been diagnosed with pre-diabetes before, do you still have the symptoms of pre-diabetes?

1 = Yes * 2 = No

Health – Q11 (No longer obese)

Before a program:

Where does your current BMI place you on the weight range scale?

1	2	3	4
Underweight (BMI of less than 18.5)	Normal range (BMI of 18.5 to less than 25)	Overweight (BMI of 25 to less than 30)	Obese (BMI of 30 and greater) *

After a program:

Where does your current BMI place you on the weight range scale?

1	2	3	4
Underweight (BMI of less than 18.5)	Normal range (BMI of 18.5 to less than 25)*	Overweight (BMI of 25 to less than 30) *	Obese (BMI of 30 and greater)

BMI can be calculated by dividing your weight in kilograms (kg) by your height in metres (m) and then dividing the answer by your height again. https://www.heartfoundation.org.au/your-heart/know-your-risks/healthy-weight/bmi-calculator

Health – Q12 (Accessed family violence services)

Before a program:

Have you used family violence services?

1 = Yes 2 = No *

After a program:

Have you used family violence services in the time period since the end of the program?

1 = Yes * 2 = No

Health – Q13 (Accessed gambling support services)

Before a program:

In the last four weeks, have you used gambling support services? (That is, free services that assist with problem gambling)

1 = Yes 2 = No *

After a program:

Have you used gambling support services in the time period since the end of the program? (That is, free services that assist with problem gambling)

1 = Yes * 2 = No

Health – Q14 (Accessed free meal programs)

Before a program:

Have you used meal programs at least twice in the last four weeks? (This includes any services that provide free meals - e.g. The Salvation Army.)

1 = Yes 2 = No *

After a program:

Have you used meal programs at least twice a month in the time period since the end of the program? (This includes any services that provide free meals - e.g. The Salvation Army.)

1 = Yes * 2 = No

Health – Q15 (Accessed support for people who were sexually assaulted as an adult)

Before a program:

If you have suffered from sexual assault as an adult, have you ever received advice or support from a doctor, counsellor, crisis/legal help, family/friends, the police or any other support, including a telephone help line?

1 = Yes 2 = No *

After a program:

If you have suffered from sexual assault as an adult, have you ever received advice or support from a doctor, counsellor, crisis/legal help, family/friends, the police or any other support, including a telephone help line?

1 = Yes * 2 = No

Health – Q16 (Relief from post-traumatic stress disorder (PTSD)

Before a program:

Have you been diagnosed with PTSD (post-traumatic stress disorder)?

1 = Yes * 2 = No

If you have been diagnosed with PTSD (post-traumatic stress disorder) before, do you still suffer from the symptoms of PTSD?

1 = Still suffer 2 = No longer suffer *

Home

Home – Q1 (Housing Quality - Reduced impact of noise)

Before a program:

How common is it for you to hear loud traffic noise and noise from airplanes, trains or industry in your home?

1 = Never happens 2 = Very rare 3 = Not common 4 = Fairly common* 5 = Very common *

After a program:

How common is it for you to hear loud traffic noise and noise from airplanes, trains or industry in your home?

1 = Never happens * 2 = Very rare * 3 = Not common* 4 = Fairly common 5 = Very common

Home – Q2 (Able to make ends meet)

Before a program:

In the past four weeks, were you ever unable to pay your electricity, gas or telephone bills on time because of a shortage of money?

1 = Yes * 2 = No

After a program:

In the time period since the end of the program, were you ever unable to pay your electricity, gas or telephone bills on time because of a shortage of money?

1 = Yes 2 = No *

Home – Q3 (Housing is no longer overcrowded)

Before a program:

Is there adequate space in your household? (e.g. for a married couple with a child, assuming the married couple shares one bedroom, do the couple and child each have their own room?)

1 = Yes 2 = No *

After a program:

Is there adequate space in your household? (e.g. for a married couple with a child, assuming the married couple shares one bedroom, do the couple and child each have their own room?)

1 = Yes * 2 = No

Home – Q4

Before a program:

Which of the following options best describes your current accommodation?

1 = I currently sleep rough (in the street, a park, a tent, a train station, improvised shelter, your car, other vehicle, or living in a squat or abandoned building) *.

2 = I currently live in temporary accommodation (boarding house / rooming house / hostel, hotel, motel, crisis accommodation or refuge, health, treatment, or rehabilitation centre / facility) *.

3 = I currently live in social housing (a house, apartment or flat provided by the government/public housing authority or Community Housing provider).

4 = I currently live in secure housing (a house, apartment, flat, granny flat, unit, or caravan).

After a program:

Which of the following options best describes your current accommodation?
*(In this case, answer 2 = I currently live in termporary accommodation** is only valuable if the participant initially answered 1 = I currently sleep rough* in the survey before the program.)*

1 = I currently sleep rough (in the street, a park, a tent, a train station, improvised shelter, your car, other vehicle, or living in a squat or abandoned building).

2 = I currently live in temporary accommodation (boarding house / rooming house / hostel, hotel, motel, crisis accommodation or refuge, health, treatment, or rehabilitation centre / facility) **.

3 = I currently live in social housing (a house, apartment or flat provided by the government/public housing authority or Community Housing provider) *.

4 = I currently live in secure housing (a house, apartment, flat, granny flat, unit, or caravan) *.

Home – Q5 (Improved condition of social housing property)

Before a program:

Is your current home in good condition?

1 = Yes 2 = No *

After a program:

Is your current home in good condition?

1 = Yes * 2 = No

Social and Community

Social and Community – Q1 (Good neighbourhood - Neighbours do things together)

Before a program:

How common is it for neighbours in your neighbourhood to do things together?

1 = Never happens * 2 = Very rare* 3 = Not common * 4 = Fairly common 5 = Very common

After a program:

How common is it for neighbours in your neighbourhood to do things together?

1 = Never happens 2 = Very rare 3 = Not common 4 = Fairly common * 5 = Very common*

Social and Community – Q2 (Good neighbourhood - Neighbours help each other)

Before a program:

How common is it for neighbours in your neighbourhood to help each other out?

1 = Never happens * 2 = Very rare * 3 = Not common* 4 = Fairly common 5 = Very common

After a program:

How common is it for neighbours in your neighbourhood to help each other out?

1 = Never happens 2 = Very rare 3 = Not common 4 = Fairly common* 5 = Very common *

Social and Community – Q3 (Improved condition of neighbourhood homes and gardens)

Before a program:

How common is it to find homes and gardens in your neighbourhood in good condition?

1 = Never happens * 2 = Very rare * 3 = Not common * 4 = Fairly common 5 = Very common

After a program:

How common is it to find homes and gardens in your neighbourhood in good condition?

1 = Never happens 2 = Very rare 3 = Not common 4 = Fairly common * 5 = Very common *

Social and Community – Q4 (Reduced litter problem)

Before a program:

How common is it to find rubbish and litter lying around in your neighbourhood?

1 = Never happens 2 = Very rare 3 = Not common 4 = Fairly common * 5 = Very common *

After a program:

How common is it to find rubbish and litter lying around in your neighbourhood?

1 = Never happens * 2 = Very rare * 3 = Not common * 4 = Fairly common 5 = Very common

Social and Community – Q5 (Meets friends regularly)

Before a program:

How often do you get together socially with friends/relatives who are not living with you?

1 = Every day

2 = Several times a week

3 = About once a week

4 = About 2 or 3 times a month *

5 = About once a month *

6 = Once or twice every 3 months *

7 = Less often than once every 3 months *

After a program:

How often do you get together socially with friends/relatives who are not living with you?

1 = Every day *

2 = Several times a week *

3 = About once a week *

4 = About 2 or 3 times a month

5 = About once a month

6 = Once or twice every 3 months

7 = Less often than once every 3 months

Social and Community – Q6 (Joined a social group)

Before a program:

Are you currently an active member of a sporting, hobby or community-based club or association who attends events that bring people together? (e.g. fetes, shows, festivals or other community events)

1 = Never * 2 = Rarely * 3 = Occasionally * 4 = Sometimes * 5 = Often 6 = Very often

After a program:

Are you currently an active member of a sporting, hobby or community-based club or association who attends events that bring people together? (e.g. fetes, shows, festivals or other community events)

1 = Never 2 = Rarely 3 = Occasionally 4 = Sometimes 5 = Often* 6 = Very often *

Social and Community – Q7 (Volunteers)

Before a program:

Do you undertake at least an hour of volunteer/charity work per week?

1 = Yes 2 = No *

After a program:

Do you undertake at least an hour of volunteer/charity work per week?

1 = Yes * 2 = No

Social and Community – Q8 (Talks to neighbours regularly)

Before a program:

In general, how often do you chat with your neighbours?

1 = Never * 2 = Rarely * 3 = Occasionally * 4 = Sometimes * 5 = Often 6 = Very often

After a program:

In general, how often do you chat with your neighbours?

1 = Never 2 = Rarely 3 = Occasionally 4 = Sometimes 5 = Often * 6 = Very often *

Social and Community – Q9 (Adequate contact with a non-resident child)

Before a program:

What is your opinion regarding the amount of contact you have with a non-resident child or non-resident children (aged under 16)? Select the option which best reflects your situation.

1 = Nowhere near enough * 2 = Not quite enough * 3 = About right

After a program:

What is your opinion regarding the amount of contact you have with a non-resident child or non-resident children (aged under 16)? Select the option which best reflects your situation.

1 = Nowhere near enough 2 = Not quite enough 3 = About right *

Social and Community – Q10 (Increased involvement in decision making)

Before a program:

Do you feel involved in local decision making relating to your housing or neighbourhood?

1 = Yes 2 = No *

After a program:

Do you feel involved in local decision making relating to your housing or neighbourhood?

1 = Yes * 2 = No

Sport

Sport – Q1 (Participates in frequent moderate exercise)

Before a program:

Do you do at least 150 minutes of moderate physical activity (such as brisk walking, yoga, cycling) per week? (as recommended by the Australian Department of Health)

1 = Yes 2 = No *

After a program:

Do you do at least 150 minutes of moderate physical activity (such as brisk walking, yoga, cycling) per week? (as recommended by the Australian Department of Health)

1 = Yes * 2 = No

Absolute moderate intensity has been defined by public health experts as any activity that expends 3.5 to 7 calories per minute.

Sport – Q2 (Increased levels of walking)

Before a program:

Do you walk for at least 180 minutes per week?

1 = Yes 2 = No *

After a program:

Do you walk for at least 180 minutes per week?

1 = Yes * 2 = No

17. Appendix C – Primary Values

Wellbeing Valuation

To demonstrate the Wellbeing Valuation approach, we use the example of the value of volunteering – that is the value that people gain in terms of enhanced wellbeing through volunteering. To conduct this analysis, we first need a definition and measure of wellbeing or quality of life. As is the standard in the WV approach we use life satisfaction (measured on a scale of 0-10 where 0 is "highly dissatisfied" and 10 is "highly satisfied") as the measure of wellbeing. The life satisfaction measure has been validated in many studies and it has been found to be highly responsive to many life circumstances, events and episodes (see Fujiwara and Campbell (2011)[15] and Dolan and Fujiwara (2016)[16] for a full discussion).

There are two stages in the WV approach:

i. We first look at data on people's self-reported levels of life satisfaction and infer how this is impacted upon by the act of volunteering (say once per week). Since there may be other underlying factors (known as confounding factors) that could drive the correlation between life satisfaction and volunteering, we control for the key drivers of wellbeing as recommended in the UK Government guidance (Fujiwara and Campbell, 2011)[17] and the OECD (2013)[18] guidance. (There is currently no Australian Government guidance on this). This first step is performed through multivariate regression analysis (see the Technical Reference Paper for more details). This first step might show, for example, that volunteering leads to a 10% increase in people's life satisfaction on average.

ii. Second, we want to know the amount of money that would induce the same 10% increase in life satisfaction and this can also be estimated using the same type of statistical methods with a focus on income data. Let us assume that the analysis finds that $1,800 per year in extra income would also induce a 10% improvement in life satisfaction for the average person.

These results can then be used in the WV approach to value volunteering (in this instance, volunteering once per week). Since volunteering (once per week) and the additional income of $1,800 both have the same impact on life satisfaction they are equally valuable to the individual. Hence, we can deduce that the value of volunteering (once per week) is worth on average $1,800 per year in terms of the improvement to the individual's wellbeing. This is the wellbeing value for that activity. This is a purely illustrative example using dummy numbers but it sets out the process undertaken in the ASVB to estimate non-financial primary values for the 62 outcomes in the model.

Because of its ability to present methodologically-consistent values of an individual's actual experience with regard to a particular outcome, WV methodology is one of the fastest-growing areas of social impact measurement worldwide. It is also a firm part of OECD recommendations on wellbeing analysis in public policy. The WV methodology has been tested particularly thoroughly in the UK: the values are consistent with the HM Treasury Green Book guidelines, the UK Government's core guide to policy evaluation, and are compatible with approaches to valuation used by central government departments, local authorities and other public-sector bodies as well as the UK's Office for National Statistics' National Wellbeing Program and so have been used extensively[19] [20] [21].

For detailed information about the wellbeing valuation method, please refer to the accompanying the Technical Reference Paper.

Income Values

Income values are calculated by subtracting the average post-tax income of an unemployed person from the average post-tax income of a person employed in a given category (e.g. full-time employment) for the employment outcomes. For the education outcomes, it is calculated by comparing the income of those with the qualification and those without it. For example, we estimate that the average annual post-tax income for a person in full time employment in wave 13 in HILDA was $65,654 and the annual post-tax and benefit income for a person who is unemployed to be $21,914. The income value for full-time employment is $43,739 which is the difference between the employed and unemployed income adjusted for inflation.

15 Fujiwara and Campbell (2011). Valuation Techniques for Social Cost-Benefit Analysis. HM Treasury & Department for work and Pensions. https://www.gov.uk/government/publications/valuation-techniques-for-social-cost-benefit-analysis

16 Dolan, P., & Fujiwara, D. (2016). Happiness-Based Policy Analysis. In M. D. Adler & M. Fleurbaey (Eds.), The Oxford Handbook of Well-Being and Public Policy. http://www.oxfordhandbooks.com/view/10.1093/oxfordhb/9780199325818.001.0001/oxfordhb-9780199325818-e-9. Accessed 4 January 2017

17 Fujiwara and Campbell (2011). Valuation Techniques for Social Cost-Benefit Analysis. HM Treasury & Department for work and Pensions. https://www.gov.uk/government/publications/valuation-techniques-for-social-cost-benefit-analysis

18 OECD. (2013, March 20). OECD Guidelines on Measuring Subjective Well-being , Retrieved from: http://www.oecd.org/statistics/oecd-guidelines-on-measuring-subjective-well-being-9789264191655-en.htm

19 Fujiwara and Campbell (2011). Valuation Techniques for Social Cost-Benefit Analysis. HM Treasury & Department for work and Pensions. https://www.gov.uk/government/publications/valuation-techniques-for-social-cost-benefit-analysis

20 Fujiwara (2013). A General Method for Valuing Non-Market Goods Using Wellbeing Data: Three-Stage Wellbeing Valuation. Centre for Economic Performance (LSE) Discussion Paper http://cep.lse.ac.uk/pubs/download/dp1233.pdf

21 http://webarchive.nationalarchives.gov.uk/20160105160709/http://www.ons.gov.uk/ons/guide-method/method-quality/specific/social-and-welfare-methodology/subjective-wellbeing-survey-user-guide/subjective-well-being-frequently-asked-questions--faq-s-.html

18. Appendix D – Data Sources for Primary and Secondary Taxation Benefits

All of the primary and some of the secondary benefits (those which relate to a change in income tax payments) associated with outcomes are produced using two different datasets; Household, Income and Labour Dynamics in Australia (HILDA) and Journeys Home. HILDA is representative of the general population, whilst Journeys home is designed to understand the issues facing vulnerable people in Australian Society (the homeless or people identified by Centrelink as being at high risk of becoming homeless22). As a result, the primary and secondary benefits that are calculated in Journeys Home are not representative of the general population but of homeless people or those at high risk of becoming homeless. This means that when applying outcomes produced in Journeys Home to your program it is informative to state whether the beneficiaries are broadly similar to the vulnerable people sampled in the Journeys Home survey in the assumptions box in Step two. It is still possible to apply outcomes produced in Journeys Home to the general population but this requires the assumption that the primary and (if produced for the specific outcome) secondary benefits would be similar to homeless people or those at high risk of becoming homeless. In the cases where making this assumption is questionable, it is important to be aware of this, whilst recognising that it is the best available indication of the social impact of achieving a particular outcome. The table below sets out the survey sources for each of the outcomes available in the ASVB Value Calculator.

Outcome	Outcome Type	Survey Source
Reduced problems with anti-social behaviour	Crime	HILDA
Reduced problems with teenagers hanging around	Crime	HILDA
Reduced problems with vandalism/graffiti	Crime	HILDA
Increased sense of personal safety	Crime	HILDA
Prevented reoffending	Crime	HILDA
Ceased smoking — social smoker	Drugs and Alcohol	HILDA
Ceased smoking — full-time smoker	Drugs and Alcohol	HILDA
Freedom from alcohol problems	Drugs and Alcohol	Journeys Home
Ceased using Cannabis	Drugs and Alcohol	Journeys Home
Ceased injecting illegal street drugs	Drugs and Alcohol	Journeys Home
Treated for drug and alcohol problems	Drugs and Alcohol	Journeys Home
Qualification Obtained — Certificate levels III and IV	Education	HILDA
Completed Year 12	Education	HILDA
Improved numeracy	Education	HILDA
Adequate computer skills	Education	HILDA
Improved english language skills for non-native speakers	Education	HILDA
Commenced education — Certificate level I or II	Education	Journeys Home
Commenced education — Certificate level III or IV	Education	Journeys Home
Obtained full-time employment	Employment	HILDA
Obtained part-time employment	Employment	HILDA
Became self-employed	Employment	HILDA
Obtained casual employment — equivalent full-time hours	Employment	HILDA
Obtained casual employment — equivalent part-time hours	Employment	HILDA
Improved job readiness	Employment	Journeys Home
People with injuries, illness or disability obtained employment	Employment	Journeys Home
Improved overall health	Health	HILDA
Feels in control of life	Health	HILDA

22 http://melbourneinstitute.unimelb.edu.au/journeys-home

Outcome	Outcome Type	Survey Source
Relief from depression/anxiety	Health	HILDA
Increased hope for the future	Health	HILDA
Reduced parental stress	Health	HILDA
Improved diet	Health	HILDA
Improved self-esteem/confidence	Health	HILDA
Free from Sleeping problems	Health	HILDA
Increased sense of trust in other people	Health	HILDA
Relief from Type 2 Diabetes	Health	HILDA
No longer obese	Health	HILDA
Accessed Family violence services	Health	Journeys Home
Accessed Gambling support services	Health	Journeys Home
Accessed free meal programs	Health	Journeys Home
Accessed support for people who were sexually assaulted as an adult	Health	Journeys Home
Relief from Post-Traumatic Stress Disorder (PTSD)	Health	HILDA
Housing Quality — Reduced impact of noise	Home	HILDA
Able to make ends meet	Home	HILDA
Housing is no longer overcrowded	Home	HILDA
Homelessness to temporary accommodation	Home	Journeys Home
Homelessness to secure accommodation	Home	Journeys Home
Homelessness to Social Housing	Home	Journeys Home
Temporary accommodation to Social Housing	Home	Journeys Home
Temporary accommodation to secure accommodation	Home	Journeys Home
Improved condition of Social Housing property	Home	Journeys Home
Good neighbourhood — Neighbours do things together	Social and Community	HILDA
Good neighbourhood — Neighbours help each other	Social and Community	HILDA
Improved condition of neighbourhood homes and gardens	Social and Community	HILDA
Reduced litter problem	Social and Community	HILDA
Meets friends regularly	Social and Community	HILDA
Joined a social group	Social and Community	HILDA
Volunteers	Social and Community	HILDA
Talks to neighbours regularly	Social and Community	HILDA
Adequate contact with a non-resident child	Social and Community	HILDA
Increased involvement in decision making	Social and Community	HILDA
Participates in frequent moderate exercise	Sport	HILDA
Increased levels of walking	Sport	HILDA

19. Appendix E – Profiles

The Housing Alliance is a non-entity partnership between three regional community housing providers: Homes North, Housing Plus and North Coast Community Housing. The Housing Alliance offers a vision to the greater community housing sector of an innovative redefinition of a sector culture based on trust and focused on collaboration over competition. In 2016 the Housing Alliance formed a joint venture company, Alliance Social Enterprises (ASE), to develop the Australian Social Value Bank in partnership with Simetrica.

ASE's primary purpose is to relieve poverty and distress through supporting and assisting the members of the company to provide Community Housing in New South Wales and nationally. To this end, we hoped that developing the ASVB would support the member organisations to deliver effective programs that make a positive impact on people's lives, and offer good value for money. We quickly realised the impact we could have if we extended the types of values in the ASVB and made it accessible to a broad range of organisations.

By doing this we hope that, in time, the ASVB becomes a commonly accepted benchmark standard for measuring social impact across government, corporate, philanthropic and not-for-profit sectors; thereby achieving our vision to improve the quality of life of individuals and communities across Australia.

For more information about Alliance Social Enterprises please visit the ASVB website: www.asvb.com.au

About Daniel Fujiwara

Daniel Fujiwara, the founding Director of Simetrica, is an internationally renowned expert on policy evaluation, social impact measurement and non-market valuation methods. Daniel has published extensively in these areas in both the government and academic literature and he has overseen evaluations on project and policy investments totalling over AUD$5 billion. Daniel has been a pioneer of the Wellbeing Valuation approach over the past eight years, and together with other members of the Simetrica team, he has produced policy evaluation and social impact guidelines for the UK Government, the United Nations, the Government of Poland, and the Organisation for Economic Cooperation and Development (OECD). This includes contributing to and co-authoring the HM Treasury Green Book and supplementary guidelines, the core evaluation manual for all central UK Government departments. Daniel has also advised a number of governments on policy evaluation, including the New Zealand Government, the Government of Canada and the Government of Poland. Prior to establishing Simetrica Daniel was a Senior Economist in a number of organisations including the Department for Work and Pensions, the Ministry of Defence, the Cabinet Office, and the Ministry of Finance (Tanzania). In 2012, he was awarded the John Hoy Memorial Prize in Economics for his contribution to policy evaluation in the UK Government.

For more information on Daniel Fujiwara and his colleagues, please visit: http://www.simetrica.co.uk/about-us.

Simetrica is a research consultancy based in London, UK specialising in policy evaluation and is one of the leading organisations in the world on non-market goods valuation. Simetrica has leading expertise in a wide range of fields related to policy evaluation covering the ethics of policy evaluation, causal inference (statistics and econometrics), valuation of outcomes (including non-market goods and services), cost-benefit analysis, cost-effectiveness analysis, impact assessments, social impact measurement, and behavioural science. Simetrica's expertise in these areas is demonstrated by the advisory and research work that it does for a wide range of high-profile organisations from across the globe covering the public, private and not-for-profit sectors.

In 2014, Simetrica worked with the UK housing association, HACT, in building the UK Social Value Bank which measured the primary wellbeing benefits for a range of outcomes similar to those seen in the ASVB. The UK Social Value Bank is now the main social impact method used in the UK housing sector.

For more information about Simetrica and their work, please visit: www.simetrica.co.uk

For more information about the UK Social Value Bank, please visit: www.hact.org.uk/social-value-bank

20. Appendix F – Licensing Condition

The ASVB is available for purchase under a 12-month User Licence. Licence fees are set on a sliding scale based on the size of your organisation, and we also have a Grant and Subsidy scheme for Micro Businesses, to ensure everyone can access the ASVB.

For current Licence Fees, and an outline of what is included in the User Licence, please visit www.asvb.com.au

In purchasing an ASVB User Licence you must agree to the terms and conditions set out in the Licence Agreement and the Terms and Conditions of Use of the ASVB Value Calculator.

In summary, you must agree to:

- Respect and protect our Intellectual Property.
- Follow the application rules of the methodology to the best of your ability and clearly state any assumptions that you have made in applying the methodology.
- Include the following Intellectual Property Notice and logo with any social impact valuation statement or report that you produce using the ASVB Values or Value Calculator:

'The values used in these calculations, provided by the Australian Social Value Bank, are owned by Alliance Social Enterprises (www.asvb.com.au). They have been produced by Simetrica, using best practice methodology for policy evaluation. These values are used under Licence # *[XXXXXX]* with expiry date *[XX/XX/20XX].'*

PLEASE NOTE:

- Any ASVB social values that are purchased under a 12-month User Licence, whether through the Value Calculator or as individual values, may only be used in calculations during the period the Licence remains current. Any use of ASVB social values without a current licence is a breach of Intellectual Property Rights.
- The Licence Agreement only covers the organisation who has purchased the User Licence. Use of the values by any other organisation is prohibited unless they pay the required Licence Fee or have been awarded a licence under the ASVB Grant and Subsidy Scheme.
- The terms and conditions set out in the Licence Agreement apply to all members within an organisation.

Please visit our website at www.asvb.com.au to download a full version of the Licence Agreement and Terms and Conditions.

Endnotes

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