

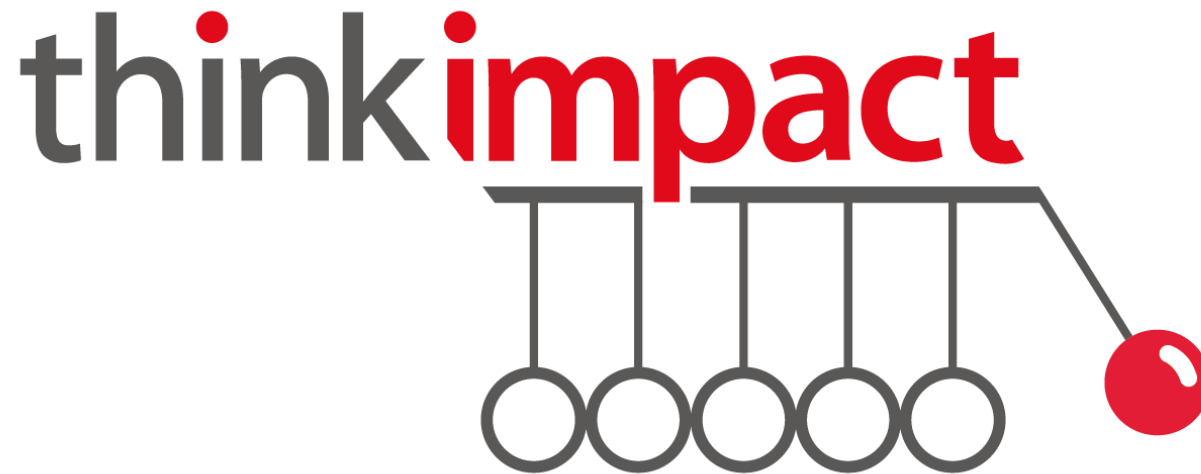


Measuring what matters on the road ahead

Victorian Community Transport
Association Conference – 21 May 2015



About Think Impact



Social impact, Sustainability, Responsible business

Overview

1. Outputs to outcomes
2. Stakeholder led design/evaluation
3. Using process to create more impact



What matters?



Robert F. Kennedy
University of Kansas
March 18, 1968

What matters?

Why does community transport exist?

What matters?

How do you know you are making a difference?

What are the 3 most important measures in your organisation now?

Problems with measurement

1. Financial measurement:
limited measure of value



2. We allocate resources
to the things we can measure

3. Stakeholders are often
left out of decision making



SROI – A QUICK INTRODUCTION

Introducing SROI

Social Return On Investment (SROI)

- Considers *triple-bottom-line benefits* and investments (economic, social, environmental)
- It is an *outcomes* based evaluation
- It measures change that *matters* to stakeholders (the people, organisations and communities directly affected)

Introducing SROI

$$\text{SROI} = \frac{\text{[Value of outcomes]}}{\text{[Investment]}}$$

i.e. A ratio expressed in financial terms – for every \$1 of input to the program \$4.20 worth of social value is created (\$1:\$4.20)

7 Principles

1. Involve Stakeholders
2. Understand what changes
3. Value the things that matter
4. Only include what is material
5. Do not overclaim
6. Be transparent
7. Verify the results

Outputs to Outcomes and Theory of Change

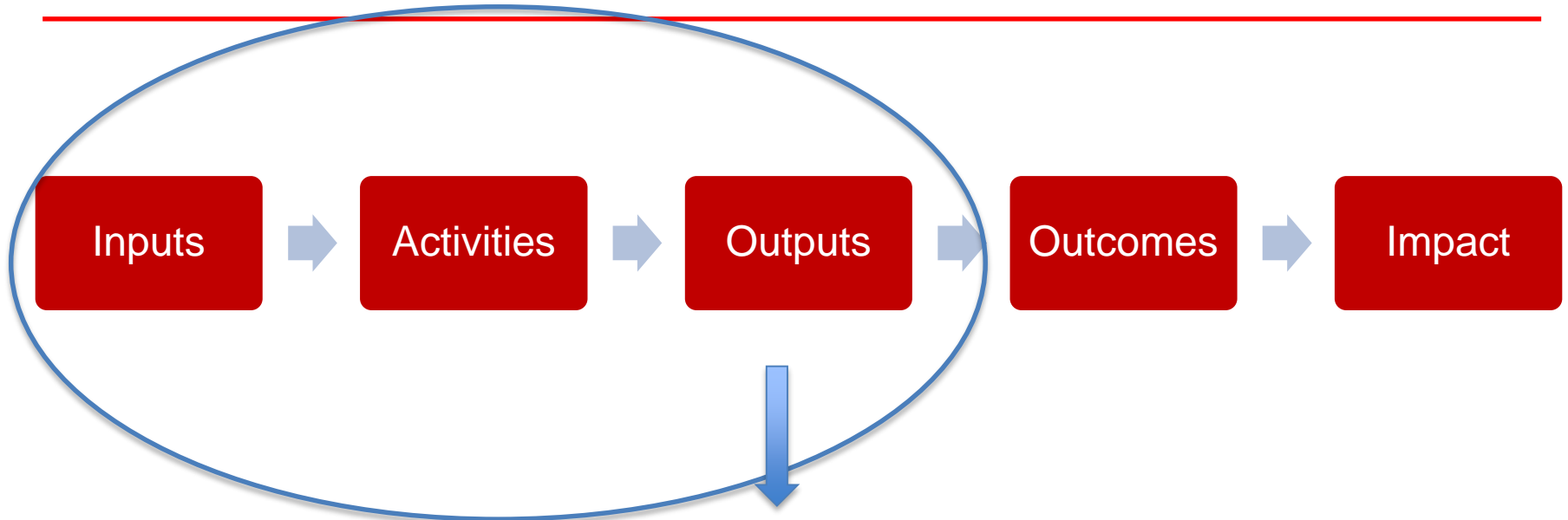
WHAT IS THE VALUE OF OUR WORK?

Outputs to outcomes

“Council invests on average \$80,000 per year to deliver its Community Transport program which supports 250 residents with 8,000 hours of transport services covering 180,000 kms.”

= OUTPUTS

Theory of Change



km travelled
passengers
service hours

So what?

Designing for impact

STAKEHOLDER LED DESIGN AND EVALUATION

Understanding what changes

Do you know what change
your activities create?




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graph LR; A[Outputs] --> B[Outcomes]; B --> C[Impact]; A --> A1["# km travelled<br/># passengers<br/># service hours"]; B --> B1["Improved health<br/>Improved personal wellbeing<br/>Increased social inclusion<br/>Friendships"]; C --> C1["People are able to stay<br/>in their homes and<br/>communities<br/>Thriving/surviving<br/>communities"];
```

Outputs

Outcomes

Impact

km travelled
passengers
service hours

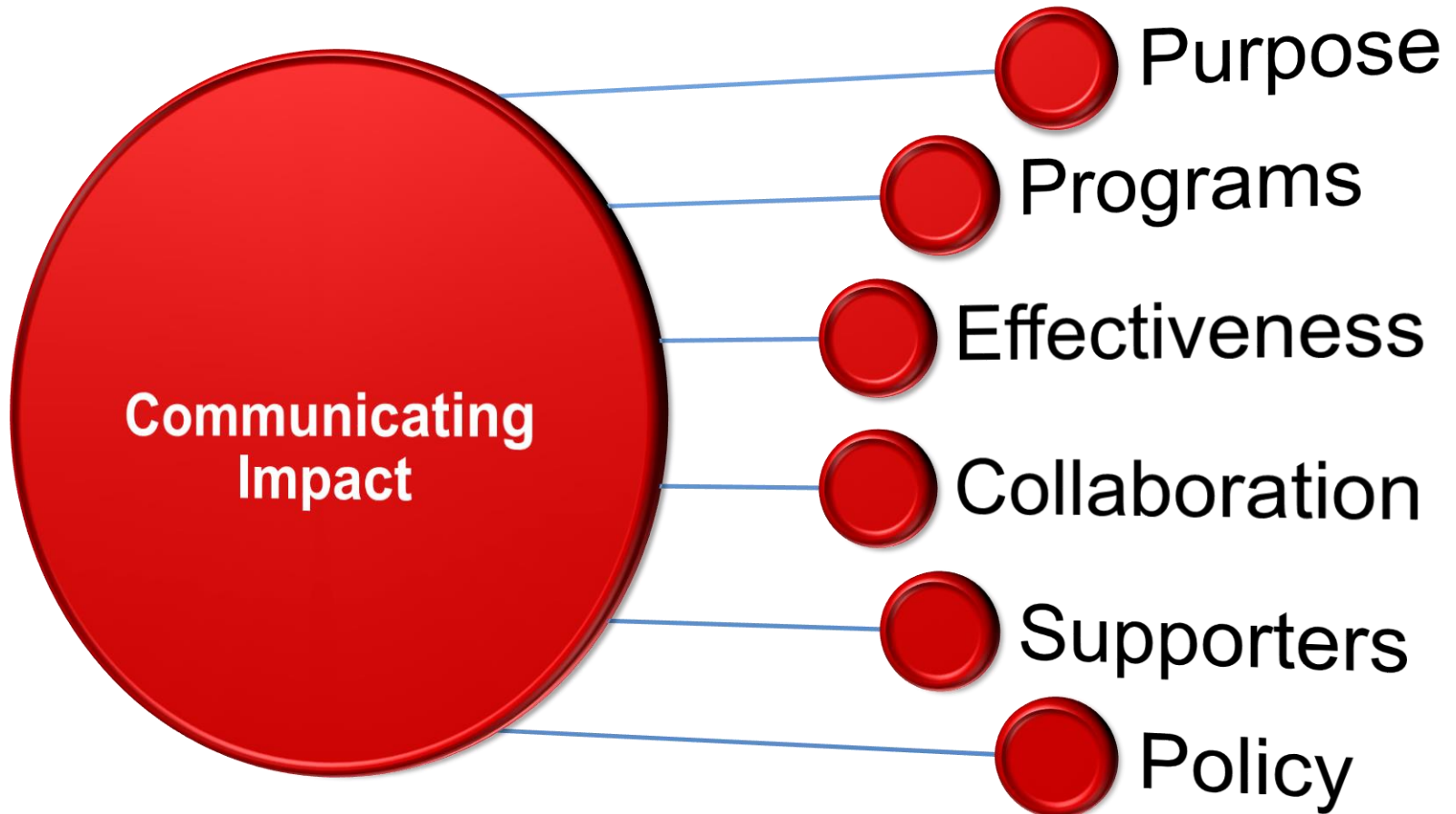
Improved health
Improved personal wellbeing
Increased social inclusion
Friendships

People are able to stay
in their homes and
communities
Thriving/surviving
communities

Designing for impact

USING THE RESULTS

Six Domains of Change



Thriving communities



Summary

Social Return On Investment (SROI) is a way to measure what matters

1. Outputs to outcomes
2. Engage stakeholder to design/evaluate
3. Using process and results to create more impact

Further information

Our Community:

***Measuring Social Impact
Training: Latest methods to
measure what matters***

Melbourne, 29 June 2015

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THANK YOU