



Social Return on Investment (SROI)

Ganbina – Jobs4U2

About Ganbina

Ganbina works with Indigenous young people under the age of 25, primarily in the area of work readiness and employment. Since 1998, Ganbina has placed more than 380 young Indigenous people into employment in the Goulburn Valley, Victoria.

Ganbina runs one Program, Jobs4U2, which has a number of components designed to support young Indigenous people to understand the relevance of education and training as part of a career plan and then equip them with life and employment skills.

VISION

Within two generations Indigenous people will share the economic benefits of their region in an equitable manner

Ganbina's mission is to improve the economic and social well-being of Indigenous people in the Goulburn Valley through programmes and partnerships focused on developing individuals to reach their full potential.

Ganbina is also beginning to work with other Indigenous communities throughout Australia to successfully replicate its strategy and processes to improve the economic and social well-being of those Indigenous communities.

About Jobs4U2

Jobs4U2 has a number of components designed to encourage economic participation for young Indigenous people. Programs include work readiness, vocational development and careers education, driver education, and scholarships providing financial support for school, vocational training and tertiary education related expenses.

Participants choose to join Jobs4U2 and Ganbina responds to each participant's needs with an individually tailored program.

An integral part of the success of the Jobs4U2 program are the trusted relationships and respect that Ganbina has gained over the past 12 years with schools and employers in the Goulburn Valley.



What is SROI?

Social Return on Investment (SROI) is an internationally recognised methodology that measures the value created for stakeholders. SROI is a framework for identifying, measuring and accounting for the value an activity creates from the perspective of each stakeholder.

Measuring our Impact

Ganbina engaged Social Ventures Australia (SVA) Consulting to undertake an assessment of the Jobs4U2 program using the SROI methodology.

The primary objective of the SROI analysis was to create a baseline analysis of the impact Ganbina's Jobs4U2 program has had on major stakeholders.

The SROI analysis is based on the investment for the 2009 calendar year and assesses the value created by the Jobs4U2 program for each major stakeholder group.

Fast Facts

Social Return on Investment Index:

For every \$1 invested in Ganbina's Jobs4U2 program, **\$4.20** is created in social value

Investment: \$1,087,556 (includes contributions towards scholarships from parents and students)

Social value created: \$4,572,676

Ganbina's Jobs4U2 program creates value for stakeholders including young Indigenous people in the Goulburn Valley (Vic), parents / guardians of young people, government and funding partners

Stakeholder Outcomes

The SROI analysis first identifies the major stakeholders who experience change from Ganbina's Jobs4U2 program and then aims to understand what these changes are, i.e. the outcomes, for each group. The outcomes for each major stakeholder group include:

- **Participants** who experience an increased awareness of career paths and the importance of education, increased self-confidence, independence and social interaction and increased pride in their cultural heritage and community
- **Federal and Victorian state governments** who experience increased savings in welfare payments, increased income taxes, a reduction in expenditure on employment services, and notional savings from a reduction in criminal offences and health services
- **Parents** who experience reduced financial stress, increased social interaction and improved family relationships
- **Investors**, such as SVA, RE Ross, Bennelong Foundation and VicHealth, who want their resources used efficiently and effectively to achieve positive outcomes for young Indigenous people in the Goulburn Valley

*"Without Ganbina I wouldn't have known that I could go to Melbourne Uni."
University student, July 2010*

Calculating Social Value

The social value generated per stakeholder group is as follows:

Stakeholders	Social Value
Federal and Victorian state governments	\$3,030,080
Participants	\$1,691,171
Parents	\$96,504
Investors	See other stakeholders
Totals	
Social Value¹	\$4,817,683
Present Value²	\$4,572,676
Investment	\$1,087,556
Net Present Value³	\$3,485,120

¹ Before discounting ² Discount rate of 3.0% applied ³ Net of investment

Highlights

- For every \$1 invested in Ganbina's Jobs4U2 program, \$4.20 of social value is created for stakeholders
- The key driver of social value is generated by outcomes that lead to sustainable jobs for participants
- The social returns just to government are almost more than three times the original investment

*"I now have faith in my culture: not everything is bad"
Student – Year 10, July 2010*

Considerations

- The SROI analysis was focussed on understanding the outcomes achieved from one year of investment although Ganbina potentially supports participants for a number of years throughout school and into employment: conservative assumptions were made to account for this limitation
- Conflicting evidence exists about the real situation for Indigenous people in the Goulburn Valley. The authors have been transparent about the evidence and assumptions made in this SROI analysis
- Understanding the impact of Ganbina's work on the Federal and Victorian state governments has been difficult as access to the appropriate government representatives was limited because government does not invest in Ganbina. Conservative assumptions gathered through secondary research have been used where appropriate



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