



Social Impact Valuation Statement

This statement certifies the social impact of the Courage to Change Gender Equity and Active Bystander Capacity Building (City of Kingston) program delivered by Women's Health in the South East, 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: Courage to Change Gender Equity and Active Bystander Capacity Building (City of Kingston)

Description of program: The aim of this session/s is to enable staff (crossing supervisors) to understand the link between gender inequity and gender-based violence. The concepts of gender, gender inequality and gender-based violence will be explored, with the inclusion of various examples within the school and workplace context. Rate of violence on a national, state and local level will also be presented. Furthermore, the sessions will enable staff to understand the importance of primary prevention. The Courage to Change project worked with community leaders to help them drive prevention of family violence in the community. The aim of the workforce capacity sessions was to:

Session objectives:

- To increase understanding of the social construction of gender, focusing on the impact masculine and feminine ideology has on individuals throughout their lives, and in particular on children
- To increase individuals' understanding of how gender inequality persists in Australia
- To increase knowledge and understanding of how gender inequality leads to gender-based violence. This includes the difference between the key drivers and contributing factors of gender-based violence
- To provide information regarding gender-based violence on a national, state and local level
- To explain the ways in which a whole-of-school approach works to prevent gender-based violence and promote gender equality
- To promote the importance of modelling equal and respectful relationships in community, in order to prevent violence gender-based violence

The program ran until 25 May 2020 and the total number of participants was 140. The following outcomes were achieved as a result of the program:

Outcome name: Improved self esteem/ confidence

Outcome description: This outcome shows the social impact of participants having improved self/esteem and a higher level of confidence, in a range of scenarios.

Assumptions: The program was delivered to 140 participants/contacts and as a primary health promotion activity we can demonstrate through evaluations a direct primary benefit to direct participants, who having undertaken this training would now be more confident in their knowledge and abilities around prevention of gender based violence. Additionally we have assumed that the awareness and knowledge received through this training and also identifying a community based network would result in the knowledge extending beyond a 12 months period however we have assumed 12 months conservatively. Post training surveys to support the above assumption were very encouraging to see that most participants responded 'Strongly disagree' to the below questions, which had earlier received a mixed range of responses in the pre-training survey:

- Q2: 'family violence is a private matter to be handled in the family'
- Q4: 'it is a women's duty to stay in a violent relationship to keep family together'
- Q5: 'a woman reporting abuse by her partner to outsiders is shameful for her family'
- Q7: 'agree to disagree that a married man is justified in forcing

sex with his wife after a party' □ Q11: 'a woman has to have children to be fulfilled' □ And to Q12: 'men should take control in relationships and be the head of the household'. Almost all participants 'Strongly agreed' or 'Agreed' they received increased knowledge and understanding of family violence and prevention, as well as where to get help.

Benefits lasted: 12 months.

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 self esteem/ confidence
Living in a Capital City	140
Living outside of a Capital City	0

Total number of participants: 140

The total cost of the program is \$2,851. This has been adjusted to account for opportunity cost and optimism bias.

Assumptions: The total cost of the program before adjustment for optimism bias and deadweight factors was \$2,200, this was for 4 sessions of facilitation by one staff member, split into direct costs \$1,540 and overheads \$ 660

The key results of the program are presented below:



The net benefits of the program are \$870,754. This represents a benefit cost ratio of 306.40. The net benefit per participant is \$6,220.

By downloading this statement I, Denise Paxinos, of Women's Health in the South East, confirm that this Social 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 # [bY3VQ8] expiry date: [2021-06-26 14:24:16]