



Social Impact Valuation Statement

This statement certifies the social impact of the Healthy Masculinity - Community of Practice 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: Healthy Masculinity - Community of Practice

Description of program: Healthier masculinities are characterised by equality and respect, non-violence, reflection and self-awareness, emotional expression and vulnerability, and accountability. Our program is aimed at promoting healthy masculinities for the Prevention of Violence Against Women and Gender Equality. In January 2020 WHISE launched the Healthier Masculinities for Gender Equality Communities of Practice, which involved 27 different organisations representing local government, sports and education settings. The launch event had 60 participants. Our work seeks to support the regional prevention workforce to achieve meaningful change in a variety of settings and environments.

The program ran until 30 Jun 2020 and the total number of participants was 60. 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: This outcome of Improved Self Esteem/Confidence was chosen as to how participation in the Communities Of Practice (COP) would improve the knowledge and skills of the participants as well as an opportunity to facilitate discussions with peers outside of their direct contact. Whilst our Social Impact Report (SIR) 2018/19 estimates the total male population in our region as being around 44% of the total 1.3M approximately 572,000 males, so the ultimate reach can be quite significant. However this valuation is based on the primary benefit to the direct participants in the COP to understand the drivers of healthy masculinity and the drivers of unhealthy masculinity and to provide a framework for them to apply this knowledge in a variety of settings and contexts with improved confidence and knowledge. We are therefore assuming that 100% of participants would achieve improved self esteem/confidence from participating in the COP. As the CoP provides a network of peers to connect we believe the knowledge received would be beyond 12 months, and therefore this is a conservative estimate.

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	60

Number of beneficiaries who...

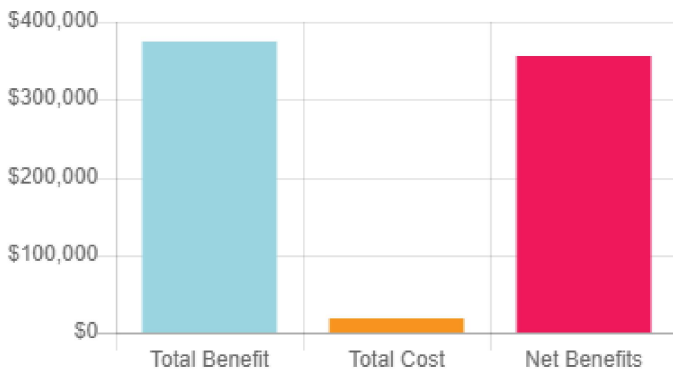
Number of people	Improved self esteem/ confidence
Living outside of a Capital City	0

Total number of participants: 60

The total cost of the program is \$17,881. This has been adjusted to account for opportunity cost and optimism bias.

Assumptions: Prevention of Violence Against Women (PVAW) costs are recorded for staff costs, direct costs and indirect overhead allocations. The full program cost before adjustment for optimism bias and deadweight factors was \$13,797. Communities of Practice Launch Event assumes 25% of salary (\$10,119) and indirect costs(\$840) recorded for both December and January, also of additional direct costs (\$2,312) such as travel and accommodation have also been included. Assumed that 5% Of Communications Officers' time allocated to PVAW was attributable to healthy masculinities (\$526)

The key results of the program are presented below:



The net benefits of the program are \$356,521. This represents a benefit cost ratio of 20.94. The net benefit per participant is \$5,942.

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]