



Social Impact Valuation Statement

This statement certifies the social impact of the Prevention of Violence against Women toolkit 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: Prevention of Violence against Women toolkit

Description of program: Developed Prevention of Violence against Women toolkit and webpage that aligns to the Our Watch Workplace Equity and Respect Standards (5) , and held information sessions within the LGA of Southern Metro Region (SMR) of Victoria

The program ran until 30 Apr 2020 and the total number of participants was 172. 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: 5 information sessions were held with a total of 125 direct participants across the region informing about tool kit and website , this outcome was chosen as this toolkit will be an important resource for the participants to use in their roles, providing improved confidence in their ability to perform their work roles in primary prevention. Social Media statistics gathered show the following: Google Analytics for WHISE Preventing Violence Together (PVT) Toolkit Page: <https://pvt.whise.org.au/> Date range: 1 July 2019 – 31 Dec 2019 Page views: 6,557 Sessions: 2,6,13 Users: 1,796 New users: 1,692 (49%), returning visitors (17.2%) Bounce Rate: 49.37% Top events: 1. Outbound links 1,204 (55.93%) 2. Downloads 946 (43.94%) 3. Mails 3 (0.14%) Date range: 1 Jan 2020 – 30 June 2020 Page views: 394 Sessions: 141 Users: 89 New users: 47 (49%), returning visitors (51%) Bounce Rate: 43.97% Resources downloaded from the site: 39 downloads 1. Quick Audit Tool – 11, across 2 different links (5 & 6) 2. Checklist for Gender Responsive Organisations – 11, across 2 different links (8 & 3) 3. Choosing family violence and GE training and consultancy - 7 4. Gender Equity Audit Outline – 7, across 2 different links (4 & 3) 1. Preparing a Business Case – 3 Using this data we assumed 47 new users for the period 1-6-20 to 30-6-20 were also directly impacted by the PVT tool kit and have therefore been included as direct participants Combining these cohorts is total of 172 direct participants. As a primary health promotion activity we can demonstrate through evaluation a direct primary benefit to the participants but not so readily to the social network users. It has been assumed that the benefits lasted for 12 months based on the fact that the PVT Toolkit remains accessible on our website so the participants can readily access the tool.

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

Number of beneficiaries who...

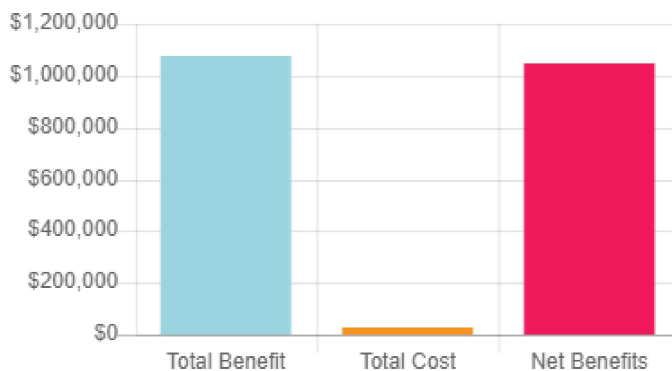
Number of people	Improved self esteem/ confidence
Living in a Capital City	172
Living outside of a Capital City	0

Total number of participants: 172

The total cost of the program is \$26,169. This has been adjusted to account for opportunity cost and optimism bias.

Assumptions: The full program costs before adjustment for optimism bias and deadweight factors was \$20,192. Prevention of Violence Against Women (PVAW) costs are recorded for staff costs (\$19,013), direct costs (\$209) and indirect overhead (\$970) allocations. Practice Forum on Dec 9 2019 assumes that Nov monthly costs are 50% attributable to this (\$4,703) and Dec monthly costs are 30% attributable to this (\$2,864) including evaluation of the Practice Forum. Info Session & Co design workshop on 17-3-20 assume 50% of salary, direct and indirect costs for March 2020 which were allocated to the PVAW cost centre (\$4,210) Assumed that 80% of Communications Officers' time allocated to PVAW was for the toolkit development. (\$8,414)

The key results of the program are presented below:



The net benefits of the program are \$1,047,118. This represents a benefit cost ratio of 41.01. The net benefit per participant is \$6,088.

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]