



More than radio – a community asset: Social Return on Investment analyses of Indigenous Broadcasting Services

METHODOLOGICAL ATTACHMENT TO REPORT

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About this document

The Department of the Prime Minister & Cabinet (PM&C) commissioned Social Ventures Australia (SVA) Consulting to understand, estimate and forecast the value from their investment in PAW Media and Communications (PAW), Gadigal Information Services (GIS) and Umeewarra Media (Umeewarra) through their Indigenous broadcasting services (IBSs). The Social Return on Investment (SROI) methodology was used to complete this analysis. The findings of the analysis are published in the report titled *More than radio – a community asset: Social Return on Investment analyses of Indigenous Broadcasting Services*. The details of the process and analyses undertaken throughout this project are published in this Methodological Attachment and should be read in conjunction with that report.



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Introduction

This document is the Methodological Attachment to the full report: *More than radio – a community asset: Social Return on Investment analyses of Indigenous Broadcasting Services*. It outlines the approach, methodology, analyses and judgements made to inform the SROI analyses, insights and conclusions described in the full report.

1. Social Value principles

The Social Value principles provide the basic building blocks for anyone who wants to make decisions that take a wider definition of value into account. An account of social value is a story about the changes experienced by people. It includes qualitative, quantitative and comparative information and also includes changes in relation to how they affect people’s lives.

The Social Value principles emerged from the SROI methodology, which was first developed in the 1990s in the USA by the Roberts Enterprise Development Fund (REDF). During the 2000s, the United Kingdom Office of the Third Sector provided funding to continue the development and application of the SROI methodology resulting in the formation of the SROI Network, which merged with the Social Impact Analysts Association in 2014, to form Social Value International (SVI).

SVI is the global network focused on social impact and social value. It is a member based organisation whose members share a common goal: to change the way society accounts for value. SVI is home for the standards around social value and SROI, including the Social Value principles. The Social Value principles guide SROI analyses and are described in Table A1.1.

Principle		Definition
1	Involve stakeholders	Stakeholders should inform what gets measured and how this is measured and valued.
2	Understand what changes	Articulate how change is created and evaluate this through evidence gathered, recognising positive and negative changes as well as those that are intended and unintended.
3	Value the things that matter	Value refers to the relative importance of different outcomes. Financial proxies are used to estimate the value of the outcomes for stakeholders. It is informed by stakeholders’ preferences.
4	Only include what is material	Determine what information and evidence must be included in the accounts to give a true and fair picture, such that stakeholders can draw reasonable conclusions about impact.
5	Do not over claim	Organisations should only claim the value that they are responsible for creating.
6	Be transparent	Demonstrate the basis on which the analysis may be considered accurate and honest and show that it will be reported to and discussed with stakeholders.
7	Verify the results	Ensure appropriate independent verification of the analysis, including verifying with the stakeholders who have (or will) experience the changes.

Table A1.1 – Social Value Principles



2. SROI project methodology

The SROI methodology requires the application of the Social Value principles. The SROI analyses have been completed across six stages and is presented in Figure A2.1 below. Although represented sequentially, the process is iterative by design.



Figure A2.1 – Stages of project methodology

The output from each stage was tested with PM&C and other key stakeholders. An overview of each stage is provided below.

Stage 1: Scope the project

This initial stage involved the scoping of the project including its boundaries, the timing for the analyses, identifying key stakeholders and defining which investments were to be included. This process was undertaken collaboratively with PM&C. The scope of the project is outlined in section 1 of the report.

Stage 2: Understand the impact

This stage involved engaging with stakeholders to understand the outcomes that are forecast to be generated through the services. Engagements were carried out in Port Augusta (Umeewarra), Yuendumu and Laramba (PAW), Sydney (GIS) and over the phone. Stakeholder engagements included testing the relationship between objectives, inputs and outcomes and developing a logic model (or theory of change). We sought to understand each of the following:

- What are the changes that matter most to stakeholders?
- What are the changes that matter most to stakeholders and have occurred within the investment period being analysed?
- Have any negative or unintended changes occurred as a result of the investment?
- What are the links between the activities and different changes that are expected to be experienced by stakeholders?
- Are the changes consistent between stakeholder groups?

We also tested these findings with the broader Indigenous Broadcasting Sector, in order to determine how representative they were of the impact being created across the sector.

Stage 3: Estimate the impact

This stage involved identifying and estimating the outcomes forecast to be experienced by stakeholders through the services. It required identifying which stakeholder group was likely to experience each outcome and how many stakeholders are likely to experience those outcomes. We then considered and identified the data to estimate the quantity of impact for stakeholders.

Stage 4: Value the impact

In this stage, we identified the material outcomes experienced by stakeholders and the relevant indicators and financial proxies to estimate and value those outcomes. We also judged whether the outcomes would have happened anyway or are a result of other factors. To do so we considered the following questions:

- What is the relative importance of each change?



- What is the value of the changes that are experienced by different stakeholders?
- Using financial proxies, how valuable is a particular change?
- How long would the change last for (duration) and does it change over time (drop off)?
- Would this value have been created anyway (deadweight)?
- Who else is forecast to be contributing to the value being created (attribution)?
- Would this value creation displace other value being created (displacement)?

Stage 5: Calculate the SROI

Through this stage we calculated the SROI ratio forecast for each of the three services by calculating the value of the material outcomes and comparing it to the total investment (funding, commercial contracts, volunteer time) in each of the services.

Stage 6: Reporting

In this final phase, the analyses were synthesised and key findings documented through this Methodological Attachment and the report titled *More than radio – a community asset: Social Return on Investment analyses of Indigenous Broadcasting Services*.



3. Interview approach

Interviews were conducted with stakeholders impacted by the three IBSs and other key stakeholders in the Indigenous Broadcasting and Media sector. Our interview approach is outlined below.

Stakeholders impacted by the three IBSs

Key feature	Approach
Purpose	<ul style="list-style-type: none"> To understand the impact resulting from PAW, GIS and Umeewarra’s IBSs.
Timing and location	<ul style="list-style-type: none"> Interviews were conducted between May and September 2017. Interviews were in person in Port Augusta (Umeewarra), Yuendumu and Laramba (PAW) and in Sydney (GIS), with follow up interviews over the phone. Site visits and interviews were conducted over the course of a week in Yuendumu and Laramba and a week in Port Augusta in May 2017. Interviews in Sydney were held over the course of three months.
Identifying and engaging stakeholders	<ul style="list-style-type: none"> The three IBSs assisted with identifying appropriate interviewees. However, we also considered representation from all stakeholder groups that may not have a direct or positive relationship with the service. SVA asked the services how best to engage with stakeholders so they were most comfortable and could talk openly about their experiences. As a result, the interviews were conducted through a combination of private and group interviews in a range of circumstances, including in meeting rooms at the radio stations, on the ground outside and in interviews broadcast live to air. A local interpreter was present when engaging with the communities of Yuendumu and Laramba.
Questions	<ul style="list-style-type: none"> Questions were prepared to guide interviews, which are outlined below. However, we were flexible in our interview style, adapting to the needs and level of engagement of those we were interviewing and deviating from those questions as appropriate. Where possible, we took an emergence approach to the interviews. Questions were posed to allow the story of the impact created by services to emerge without our prompting.
Validation and testing	<ul style="list-style-type: none"> Findings were reflected back to interviewees and to the services themselves, to validate our understanding and minimise gaps in our understanding of the impact created. Findings were also tested through other individuals, to establish whether they were isolated experiences.



Other key stakeholders in the Indigenous Broadcasting and Media sector

Key feature	Approach
Purpose	<ul style="list-style-type: none"> To better understand the breadth of services provided across the sector. Validate our understanding of outcomes to reduce sampling errors. Test our emerging view of key success factors. Better understand emerging technology across the sector. Understand the level of support the sector is receiving and their ongoing needs.
Timing and location	<ul style="list-style-type: none"> Interviews were conducted over the phone and in person in July 2017.
Identifying and engaging stakeholders	<ul style="list-style-type: none"> SVA worked together with PM&C to identify relevant stakeholders, in collaboration with the peak body for the Indigenous Broadcasting Sector, the Indigenous Remote Communications Association (IRCA).
Questions	<ul style="list-style-type: none"> We were flexible in our interview style, and sought to understand the purposes identified above.

Interview guide used for stakeholders impacted by the three IBSs

The following is an interview guide prepared prior to consultation. This was intended as a guide only; the intent was to have open ended conversations wherever possible. Generally, there were no time restrictions on the interviews so the interviews could evolve over a longer period of time.

History and objectives

- Tell me a little about your story and involvement or interaction with the broadcasting service.
- Why did you become involved with, or begin listening to, the IBS? What do you hope to achieve or gain from it?

Inputs

- What time or money have you invested in the IBS? If pro bono, how might this be valued?

Outputs

- What activities of the broadcasting service have you been involved in or interacted with?
- What are the immediate consequences of your involvement in those activities?

Outcomes

- What impact has this had or does this have on your life, your family's life and/or your community? What do you do differently as a result?
- Are you using other community or government services more as a result of your engagement/involvement with the broadcasting service?
- Have there been any negative changes as a result of your involvement with the IBS?

Indicators and financial proxies

- What kind of indicators might we use to measure these positive or negative outcomes e.g. number of days worked this year? Frequency of listening to the radio? Number of events participated in?
- How will we know that these changes have happened?
- What kind of financial proxies might we use to value these outcomes? How might we value what you do differently now?



Filters: Deadweight, attribution, duration, drop-off, and displacement

- What would you have done if you hadn't become involved with the IBS or it didn't exist?
- What would have happened to you (or your family, or your community)?
- What other organisations or people, if any, played a role in the outcomes gained for you (or your family, or your community)? To what extent did they play a role?
- If your involvement with the IBS ended tomorrow, or you couldn't listen to it anymore, how long would the outcomes last for you (or your family, or your community)?
- Did the outcomes that you gained displace anything in your lives? To what extent?



4. Stakeholders interviewed

Over the course of this project, 79 stakeholders were interviewed associated with the three organisations analysed. In addition, eight stakeholders were interviewed from across the broader Indigenous Media Sector.

Interviews with stakeholders associated with the three IBS analysed

Stakeholder Group	Location	No. consulted
Employees and volunteers	Yuendumu and Laramba	11
	Port Augusta	6
	Sydney	14
Community members / listeners	Yuendumu and Laramba	19
	Port Augusta	6
	Sydney	4
Community service organisations and Government	Yuendumu and Laramba	8
	Port Augusta	9
	Sydney	2
Total		79

Table A4.1 – Stakeholders interviewed through the three analyses

Interviews with key stakeholders from the Indigenous Broadcasting and Media Sector

Stakeholder Group	Organisation
Government	Australian Communications and Media Authority, Community Broadcasting area
	Department of Communications, Media Branch
Government funded bodies in the sector	IRCA
	Community Broadcasting Foundation
Remote Indigenous Media Organisations	Pilbara and Kimberley Aboriginal Media
	Top End Aboriginal Bush Broadcasting Association
Television stations	National Indigenous Television (NITV)
	Indigenous Community Television
Total	8 stakeholders

Table A4.2 – Stakeholders interviewed from the Indigenous broadcasting and media sector



5. Stakeholder surveys

The report *More than radio – a community asset: Social Return on Investment analyses of Indigenous Broadcasting Services* utilised data from two surveys to inform the analyses and insights. The first is a comprehensive survey of Indigenous audiences listening to community broadcasting services, conducted by McNair Ingenuity Research. The second is a limited survey of IBSs conducted for the purposes of this report.

Indigenous Communications and Media Survey, McNair Ingenuity Research

The 2016 Indigenous Communications and Media Survey was conducted by McNair Ingenuity Research utilising SurveyMob.com.au, in partnership with IRCA and funded by PM&C. The survey analysed the demographics and listener preferences in areas serviced by IBSs, statistics which are cited in this report, and feature in the SROI analyses.

The sample survey was conducted amongst 579 adult Indigenous Australians, 218 of which were conducted face-to-face. Interviews were conducted in 2016 and the results were published for PM&C in March 2017. Interviewees were adults aged 18+ from all states and territories and in different regions (urban, regional and remote). The community of Yuendumu and Sydney were included in the sample so there are robust data sets for these locations, which are used in the analyses for PAW and GIS, respectively.

SROI IBS survey

A survey of IBSs was conducted for this report by SVA Consulting designed with input from PM&C and IRCA. The survey was designed to test and validate the findings from the three SROI analyses. In particular, it was used to test our understanding of the 'strategic response' of IBSs in delivering their services and to understand the diversity of activities they undertook. As the survey focused on IBSs, it was not possible to test the experience of stakeholders in experiencing the outcomes generated by IBSs. The survey was conducted in late July 2017 after the majority of stakeholder consultations for the three IBS analyses had been conducted.

The survey response rate was 38 percent (13 of 34 responded), with the respondents representing the full breadth of IBSs across Australia, as seen in Tables A6.1 and A6.2 in the following section. Note that Remote Indigenous Media Organisations (RIMOs) often manage numerous Remote Indigenous Broadcasting Services (RIBS). For example, PAW is a RIMO who manages fourteen RIBS.



6. Survey Results

A link to the IBS survey was emailed to the station managers or CEOs of all RIMOs, independent RIBS (not managed by RIMOs), and all Indigenous Radio Stations that could be reached (34 of a list of 38 provided by PM&C, updated with IRCA’s assistance). Two follow up phone calls were made to all providers who could be reached, to encourage completion of the survey. The survey used the Qualtrics platform and results were kept anonymous.

The survey and responses are included in this section. Note that free text responses have not been edited.

Question 1: Which of these categories best describes your Indigenous Broadcasting Organisation?

IBS type	Count	Proportion
Remote Indigenous Media Organisation	6	46%
Remote Indigenous Broadcasting Service	3	23%
Indigenous Radio Stations	4	31%
Other / I’m not sure	0	0
Total	13	100%

Table A6.1 – Type of IBSs surveyed (respondents only)

Question 2: How would you best describe the location of your organisation?

IBS location	Count	Proportion
Urban	2	15%
Regional	3	23%
Remote	2	15%
Very Remote	6	46%
Total	13	100%

Table A6.2 – Location of IBSs surveyed (respondents only)



**Question 3: How big is your organisation including the non-broadcasting components?
(We are using the Office of the Registrar of Indigenous Corporations definition for size)**

IBS size	Count	Proportion
Small. A small organisation will have at least TWO of the following in a financial year: <ul style="list-style-type: none"> consolidated gross operating income of less than \$100,000; consolidated gross assets valued at less than \$100,000 fewer than five employees. 	2	15%
Medium. A medium organisation will have at least TWO of the following in a financial year: <ul style="list-style-type: none"> consolidated gross operating income between \$100,000 and \$5 million consolidated gross assets between \$100,000 and \$2.5 million between five and 24 employees. 	10	77%
Large. A large organisation will have at least TWO of the following in a financial year: <ul style="list-style-type: none"> consolidated gross operating income of \$5 million or more consolidated gross assets valued at \$2.5 million or more more than 24 employees. 	1	8%
Total	13	100%

Table A6.3 – Size of IBSs surveyed (respondents only)

Question 4: On average, how many hours of live radio broadcasting does your station do per week?

IBS size	Count	Proportion
0 to 5 hours per week	0	0
5-10 hours per week	0	0
10-15 hours per week	2	15%
15-20 hours per week	2	15%
20 hours or more	9	69%
Total	13	100%

Table A6.4 – Hours of live broadcasting of IBSs surveyed (respondents only)



Question 5: How many staff and volunteers does the broadcasting and media component of your organisation have at the moment?

And

Question 6: How many of those staff and volunteers are Aboriginal or Torres Strait Islander peoples?

Response #	Full time staff			Part-time staff			Casual staff			Volunteers		
	All staff	Indig. staff	% Indig.	All staff	Indig. staff	% Indig.	All staff	Indig. staff	% Indig.	All staff	Indig. staff	% Indig.
1	1	1	100%	1	1	100%	0	0	-	1	1	100%
2	1	1	100%	1	1	100%	1	1	100%	1	1	100%
3	0	0	-	0	0	-	2	2	100%	0	0	-
4	10	10	100%	0	0	-	0	0	-	9	6	67%
5	0	0	-	7	7	100%	0	0	-	1	0	0%
6	8	7	88%	2	1	50%	0	0	-	2	2	100%
7	3	1	33%	4	3	75%	0	0	-	14	10	71%
8	4	4	100%	2	0	0%	0	0	-	20	15	75%
9	6	5	83%	18	18	100%	1	0	0%	0	0	0%
10	4	3	75%	2	2	100%	0	0	-	40	38	95%
11	8	6	75%	8	8	100%	4	2	50%	12	12	100%
12	7	1	14%	0	0	-	33	33	100%	0	0	-
13	5	2	40%	5	5	100%	11	11	100%	0	0	-

Table A6.5 – Staff composition of IBSs surveyed (respondents only)

Question 7. We know IBSs do a lot more for their community than meets the eye. What services does your organisation offer other than broadcasting and providing employment?

IBS activities other than broadcasting and providing employment	Count	Count as a proportion of total respondents (13)
Video/Film/TV production	6	46%
Producing music	6	46%
Hosting community events	10	77%
News gathering	8	62%
Media archiving	5	38%
Technical support services	8	62%
Cultural protocols management (e.g. management of visiting journalists, film crews, and the protection of cultural IP)	6	46%
Helping people find jobs	8	62%
Training and skills development (please specify what type)*	9	69%
Other (please specify)*	2	15%
None	0	0.0%

Table A6.6 – Activities undertaken by IBSs surveyed (respondents only), other than broadcasting and employment

*Free text responses from Question 7 are detailed below

Response #	Training and skills development activities undertaken by IBS - text responses
1	Through Blackstar Radio
2	Self-Development, Indigenous Broadcasting Training Program Television and Radio
3	Broadcasting
4	Multi Media
5	Media skills training
6	Up-skilling staff on latest Innovations in Technology, Software and production within Media
7	Media training, basic computing, email
8	Certificate Training in Media Cert II, Cert III and Cert VI

Table A6.7 – Training and skills development activities undertaken IBS surveyed (respondents only), other than broadcasting and employment

Response #	“Other” activities undertaken by IBS – text responses
1	By keeping people informed on a range of community information, good music and positive stories, we raise the overall level of Community self-esteem within the overall community and play a major role in keeping people on track. It has been said that "our community is much quieter when the radio is operating".

Table A6.8 – ‘Other’ activities undertaken by IBSs surveyed (respondents only) other than broadcasting and employment

Question 8. What other services would your organisation like to offer or to do more of?

Desired IBS activities other than broadcasting and providing employment	Count	Count as a proportion of total respondents (13)
Video/Film/TV production	7	54%
Producing music	3	25%
Hosting community events	2	15%
News gathering	5	38%
Media archiving	4	31%
Technical support services	2	15%
Cultural protocols management (eg, management of visiting journalists, film crews, and the protection of cultural IP)	2	15%
Helping people find jobs	4	31%
Training and skills development (please specify what type)*	4	31%
Other (please specify)*	1	1%
None	1	1%

Table A6.9 –Activities IBSs surveyed (respondents only), would like to undertake other than broadcasting and employment

*Free text responses from Question 8 are detailed below

Response #	Training and skills development activities that IBSs would like to offer or do more of – text responses
1	Broadcasting to improve level of skills in the industry
2	Broader range and higher levels of accredited training

Table A6.10 – Training and skills development activities that IBSs surveyed (respondents only), would like to offer or do more of

Response #	“Other” activities that IBSs would like to offer or do more of - text responses
1	By keeping people informed on a range of community information, good music and positive stories, we raise the overall level of Community self-esteem within the overall community and play a major role in keeping people on track. It has been said that "our community is much quieter when the radio is operating".

Table A6.11 –‘Other’ activities that IBSs surveyed (respondents only), would like to undertake



Question 9. What's stopping you from offering those services now?

Impediments to IBSs offering desired activities	Count	Count as a proportion of total respondents (13)
Staff capability and skills	6	46%
Broadband limitations (availability, speed, data limits and affordability)	6	46%
Computer equipment and software limitations (do not have the equipment you need)	7	54%
Infrastructure limitations (broadcasting gear, building size and fit-out, etc)	3	25%
Not enough staff	7	54%
Not enough funding	8	62%
Other (please specify)	2	15%

Table A6.12 –Impediments to IBSs surveyed (respondents only) undertaking desired activities

*Free text responses from Question 9 are detailed below

Response #	“Other” impediments to IBS offering desired activities – text responses
1	All of the above
2	Nothing

Table A6.13 –‘Other’ impediments to IBSs surveyed (respondents only) undertaking desired activities



Question 10. What is the most important thing your service offers to the community? (We know it is hard to choose, but please rank the following options from one to four)*

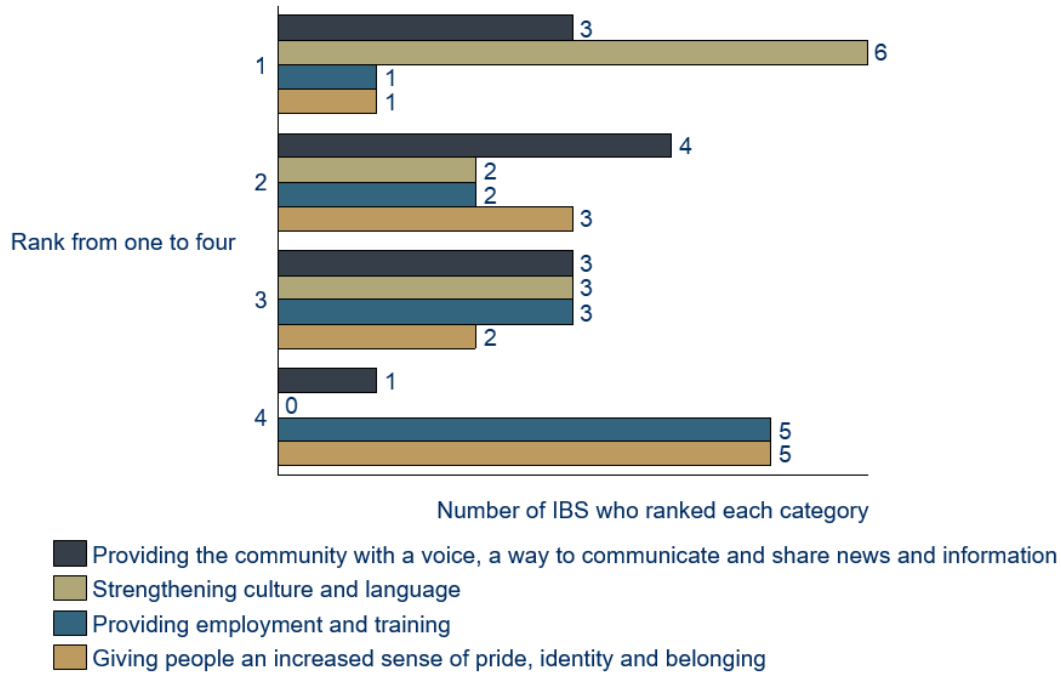


Table A6.14 –Key outcomes of IBSs surveyed (11 respondents)

Question 11: We understand that having the trust of your community is important for your organisation to do its work well. How important are the following values, to help build that trust? (We know it is hard to choose, but please rank the following from one to six)*

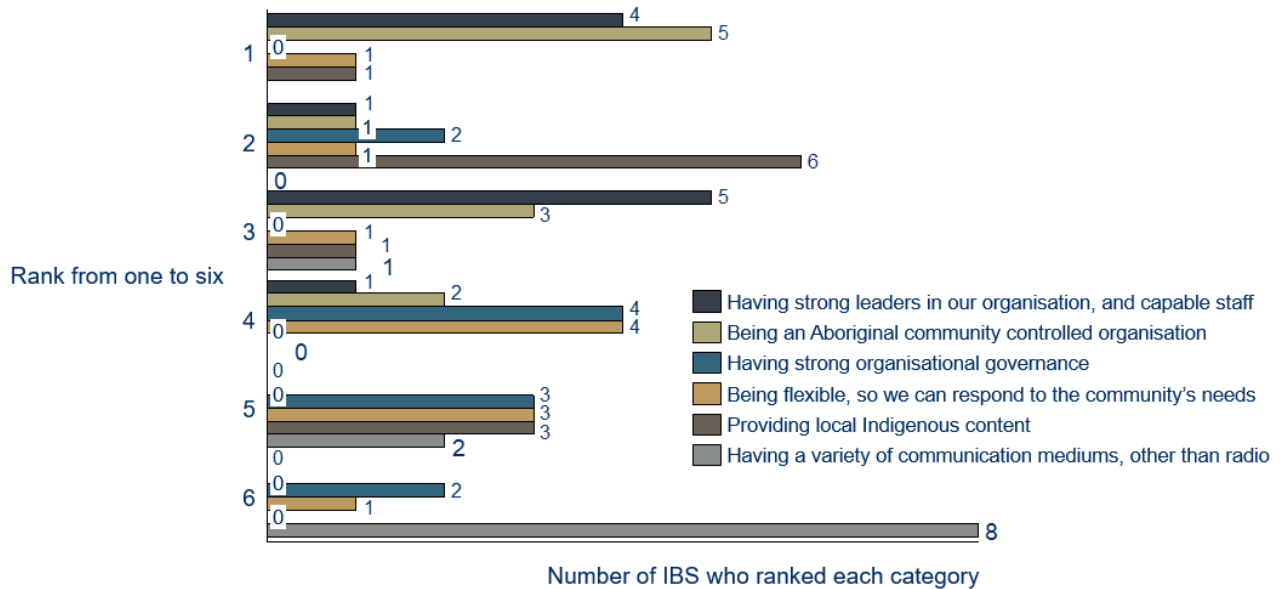


Table A6.15 –Values which build the community's trust in IBSs surveyed (11 respondents)

*Note Questions 10 & 11 received 11 responses.

Question 12: Other than radio broadcasting, what mediums do you use, or would you like to use, to communicate with your audience?

Communication mediums	We currently use this medium		We would like to use this medium		We are not interested in using this medium	
	Count	Count as a proportion of total respondents (13)	Count	Count as a proportion of total respondents (13)	Count	Count as a proportion of total respondents (13)
Digital radio broadcasting	6	46%	4	31%	1	1%
Streaming your radio station online	9	69%	2	15%	0	0%
Podcasts	5	38%	5	38%	0	0%
Social media posts	10	77%	1	1%	0	0%
Video - shared through social media	9	69%	1	1%	0	0%
Video - shared through television	4	31%	5	38%	1	1%
Other (please specify)*	2	15%	3	23%	0	0%

Table A6.16 – Use and desirability of alternative communications mediums by IBSSs surveyed (respondents only)

*Free text responses from Question 12 are detailed below

Response #	“Other” communication mediums used or desired to be used by IBSSs - text responses
1	We are a National Broadcaster
2	Community access archive both online and local
3	Posters
4	Stereo Satellite Channel
5	Online interactive platform

Table A6.16 – ‘Other’ impediments to IBSSs surveyed (respondents only), undertaking desired activities



Question 13. - Improvements in technology offer big opportunities for IBSs but present big challenges. What challenges are facing your organisation? You can select as many options as you like.

Technology challenges facing IBSs	Count	Count as a proportion of total respondents (13)
Lack of infrastructure in our organisation: Our organisation doesn't have the equipment it needs to implement and use new technology	5	38%
Lack of infrastructure in our community: Our community doesn't have the infrastructure it needs to access and use new technology	6	46%
Staff skills: Staff don't know how to implement and use new technology	1	1%
Community skills: Our community doesn't know how to access and use the technology	5	38%
Government contracts: Our organisation was not sure it was allowed to explore the use of different technologies, under our government contract	1	1%
Management's understanding: I don't know enough about new technologies to be certain that our organisation should use them	1	1%
Other (please specify)*	2	15%

Table A6.17 –Impediments to IBSs surveyed (respondents only), undertaking desired activities

* One free text response to Question 13 was provided but has been omitted here as it contains information which alludes to the specific circumstances of respondents' organisations, and thus may reveal their identity. The response concerned the NBN not functioning in the respondent's area.



Question 14. - Approximately what proportion of your organisation's funds for Indigenous Broadcasting and Media Services comes from these sources? *

Technology challenges facing IBS	Average proportion of funding across all respondents*
The Department of the Prime Minister & Cabinet	75%
Other government sources	2%
The Community Broadcasting Foundation	6%
Community funds (community foundations and trusts)	2%
Commissioned work (video/TV/film productions, advertisements and government campaigns)	10%
Services Revenue (training, technical services, translation)	1%
Philanthropic donations and corporate sponsorship	5%
Total	100%

Table A6.17 –Impediments to IBSs surveyed (respondents only), undertaking desired activities

*Note Question 14 received 11 responses and the averages presented above are the mean of those responses.

Question 15 - Other than additional funding, what types of support would be helpful for your organisation? (please describe)

Free text responses were provided to this question but have been omitted here as they contain information which alludes to the specific circumstances of respondents' organisations, and thus may reveal their identity. Responses were provided on the basis of anonymity. Key themes of responses included:

Government

- More government funding to meet operational, training and capital expenses
- Government to adapt their funding criteria to meet the situation and challenges of each provider

Technology

- Affordable, reliable broadband and telephony in remote communities
- Additional technical and financial support from communications companies, which recognises the challenges facing regional and remote locations

Training

- National media training opportunities that offer specific Indigenous focus
- Access to governance training and support for Aboriginal directors, in language.

Other

- More independent audience market research



7. Stakeholder groups

In an SROI analysis, a stakeholder is defined as an individual, group or organisation that has (or will) experience change or wants to see change. A professional judgement about whether a stakeholder group is material, i.e. the changes are significant and relevant, must be made. Based on the stakeholder consultation (interviews and surveys) and analysis, the rationale for including or excluding stakeholder groups were included as follows.

Stakeholder Group	Relevant IBS	Description	Included / Excluded	Rationale for Inclusion / Exclusion
Listeners and participating community members	All	People who listen to the broadcaster's station at least monthly and community members who participate in the broadcaster's events and other activities	Included	These are the primary intended audience and beneficiary of IBSs.
Indigenous Employees	All	Indigenous employees of the broadcaster	Included	A primary purpose of IBSs is to provide employment opportunities for Indigenous employees who experience positive changes as a result of meaningful employment.
Non-Indigenous employees	Umeewarra	Non-Indigenous employees of the broadcaster	Included for Umeewarra, excluded for GSI and PAW	Non-Indigenous employees described how the inclusive, welcoming nature of the IBS meant they were able to experience meaningful employment with the broadcaster when they had been unable to find employment elsewhere.
Aboriginal employees of other organisations	Umeewarra	Includes people who are assisted by Umeewarra to gain employment with other organisations	Included	Approximately 80 per cent of all the Aboriginal people employed in Port Augusta (310 per year) are assisted in gaining employment by Umeewarra. Assistance includes advertising job opportunities on the radio, helping people to prepare resumes and job applications, receiving resumes and job applications, forwarding them to employers and providing a safe space for training providers to run training sessions and employers to hold interviews.
Volunteers	All	People who volunteer their time with the broadcaster	Included	Volunteers commit significant hours to supporting the broadcasters. Many gain valuable skills in the process. Without their contributions, the outcomes for other stakeholders would not be possible.
Indigenous Musicians and Artists	All	Includes musicians and people with other creative skills associated with media such as film production and sound engineers	Included	Broadcasters provide artists with mentorship, recording studios, radio airtime, networks and exposure to support them to develop their skills and succeed in the music industry.
Non-Indigenous listeners and participating	GSI	Non-Indigenous community members	Included	GSI provides services to non-Indigenous people who attend the Yabun festival (approximately 20,000 people annually)

Stakeholder Group	Relevant IBS	Description	Included / Excluded	Rationale for Inclusion / Exclusion
community members		who wish to engage with Indigenous culture		and request information from GSI relating to cultural protocols.
Non-Indigenous minority communities	GSI	People who belong to a minority community such as a minority cultural group or the LGBTI community. Those individuals represent a portion of the approximately 167,000 non-Indigenous listeners who listen to Koori radio monthly.	Included	Koori radio provides specific services tailored to minority communities. Individuals in those communities have a greater need for information and a sense of belonging than the general public and as a consequence experience value from listening to information on their own community or interest group. Value has not been captured for the remaining approximately 141,000 Koori radio monthly listeners. These listeners are likely to experience value, but the population size is too large to estimate value for the entire population on the basis of interviews with a small sample of the population.
Australian community	All	The entire Australian community as a single entity, represented by philanthropic grants and research efforts on behalf of the community	Included	The Australian community benefits from the work of the broadcasters even though not every member of the community participates.
Other broadcasters	PAW	Broadcasters of Indigenous content who commission work be done by IBSs	Included	Other broadcasters pay IBSs to produce content, demonstrating the value they place on the work done by the IBS.
Government	All	Government includes any department of the Federal Government or a State or Territory Government who benefits from the work of IBSs	Included	Many Government departments benefit from the work of broadcasters, whether or not they have directly funded the broadcaster. Identifying specific Government departments was not necessary for communicating the value delivered by the broadcaster.
Future generations	All	Future generations who would benefit from the preservation of Indigenous culture	Excluded	Instead of valuing outcomes for future generations, certain outcomes capture the importance current generations place on preserving culture for future generations.
Service providers	All	Community service providers broadcast public information such as health and safety messages to Indigenous communities, and experience the benefit of increased attendance at their services	Excluded	While community service providers benefit from, and are appreciative of, the public messages broadcast by IBSs, the material value of this outcome flows to community members and to Government.

Table A6.1 –Stakeholder groups included or excluded from the SROI analysis

7. Estimating outcomes

This section describes how we have estimated how much change is likely to occur over the three year period from FY18 to FY20. It outlines the indicators, quantity and rationale for each material outcome in the SROI analyses. It is described for each stakeholder group, for each IBS. This section should be read in conjunction with section 4 (The impact) and section 5 (The value of the impact) of the full report titled *More than radio – a community asset: Social Return on Investment analyses of Indigenous Broadcasting Services*.

The process of estimating the quantum of impact for the various outcomes occurred alongside identifying an appropriate proxy. Depending on the proxy used, the appropriate indicator is generally the number of stakeholders experiencing the value. An estimate of that number was established through stakeholder consultation and desktop research. Indicators can take account of the frequency with which stakeholders experience value or can estimate that only a portion of a full stakeholder group would experience the value of the nominated proxy.

In some cases it is not appropriate to use the stakeholder group as the indicator. In those cases, it is helpful to refer to the proxy used to better understand the indicator selection.

7.1 PAW

Listeners and participating community members

Material outcomes	Indicator	Rationale	Quantity (per year)
Appropriate recording, sharing and protecting of culture	# of Warlpiri people	Protecting Warlpiri culture benefits all Warlpiri people, whether they live in Yuendumu or not. We included a conservative estimate.	3000
People use music and video to communicate culture, positive stories and struggles	# of people who listen to music on PAW radio, or music that was produced with support from PAW	Based on interviews and the high proportion of Indigenous music broadcast, we included all regular listeners of PAW over the age of 18 who listen to music. We drew on ABS Census data, McNair survey results and our own stakeholder consultations.	3614
Communities brought together through entertainment (sports, concerts and music)	Attendance numbers for all concerts, sports events, film screenings and outdoor broadcast	Rather than the number of individuals in the community, we included attendance numbers to account for an individual being able to experience value from entertainment events more than once per year.	8700
People feel informed about issues that matter to them	# of people who listen to radio because of the Indigenous or local focus in news content	The group of people listening to Indigenous content or content with a local focus is an appropriate cohort to use as an indicator of feeling informed about issues that matter to them. We drew on ABS Census data, McNair survey results and our own stakeholder consultations.	2667
Aboriginal people access support from a trusted source	# of people requesting assistance from PAW	This estimate is the number of people who drop in to PAW requesting assistance on a wide range of things. It is an annual figure based on a weekly estimate.	960

Material outcomes	Indicator	Rationale	Quantity (per year)
More Indigenous people have skills through training and experience	# of grants provided to PAW	The best proxy for this outcome requires that the indicator simply be one to allow grant funding to be counted.	1

Table 7.1.1 – Estimate of change for Listeners and participating community members’ material outcomes

Indigenous employees

Material outcomes	Indicator	Rationale	Quantity (per year)
More Indigenous people experience meaningful, high-skilled, employment	# of people employed by PAW	This indicator is limited to the number of people employed at any one time regardless of the number of hours they work. Based on our consultations, employees experienced similar levels of fulfillment regardless of hours worked.	13
Decreased drinking and substance abuse	# of people who will experience reduced drinking and substance abuse as a result of employment	This indicator is based on consultations and is only a portion of employees.	4
Decreased welfare dependence	# of people employed who would have otherwise been dependent on welfare	This indicator is based on consultations and is only a portion of employees.	4

Table 7.1.2 – Estimate of change for Indigenous employees’ material outcomes

Indigenous musicians and artists

Material outcomes	Indicator	Rationale	Quantity (per year)
Increased skills through mentoring in a recording studio	# of hours spent by individuals in recording studio	We selected this indicator after observing the way artists use the studio. Each hour in the studio delivers value to artists.	1824
Increased fulfillment, confidence and pride	# of bands using recording studio	As the value of the proxy used flows to bands, the appropriate indicator is the number of bands.	24

Table 7.1.3 – Estimate of change for Indigenous musicians and artists material outcomes

Australian community

Material outcomes	Indicator	Rationale	Quantity (per year)
An extensive archive of Warlpiri items is preserved for future generations	# of cultural items preserved	The number of cultural items denotes the size of the extensive archive.	5500

Table 7.1.4 – Estimate of change for Australian community material outcomes

Government

Material outcomes	Indicator	Rationale	Quantity (per year)
Public interest messages communicated effectively	# of campaigns run	The broadcaster runs campaigns throughout the year, some of which receive more funding than others. This indicator draws on the PAW manager's estimate.	10
Cultural maintenance and expression is supported	# of organisations supporting maintenance and expression of culture	The best proxy for this outcome requires that the indicator simply be a count of PAW, being one organisation.	1

Table 7.1.5 – Estimate of change for Government material outcomes

Other broadcasters

Material outcomes	Indicator	Rationale	Quantity (per year)
National broadcasters have more Indigenous content to broadcast	Content is developed and funded	The best proxy for this outcome requires that the indicator simply be a count of PAW, being one organisation.	1

Table 7.1.6 – Estimate of change for other broadcasters' material outcomes



7.2 Umeewarra

Listeners and participating community members

Material outcomes	Indicator	Rationale	Quantity (per year)
Aboriginal people have a strong, safe place where they belong	# of buildings suitable for meeting in	The best proxy for this outcome requires that the indicator simply be a count of Umeewarra's building	1
Aboriginal people access support from a trusted source	# of people "dropping into" Umeewarra	This is an annual figure based on a monthly estimate of people "dropping into" Umeewarra for advice.	720
Aboriginal people are supported through grief	# of funerals for which Umeewarra provides eulogy cards	Umeewarra provides grief support throughout the year, and the number of funerals are the best indicator of the scale of the support as opposed to individuals where it would be too difficult to establish how many individuals required grief support in a family.	60
Aboriginal people feel informed about issues that matter to them	# of people who listen to radio for news	The group of people listening to radio for news is an appropriate cohort to use as an indicator of feeling informed about issues that matter to them. We drew on ABS Census data, McNair survey results and our own stakeholder consultations.	3144
People feel better able to advocate for things that matter to them	Number of people attending advocacy events	Physical attendance at an event is a good indication of a person feeling able to advocate. Other advocacy occurs throughout the year but is more difficult to measure.	1000
Aboriginal people have more opportunities to access culture	Number of people attending the culture day	Physical attendance at the culture day is a good indication of a person having an opportunity to access culture. Umeewarra provides other opportunities throughout the year, but they are more difficult to measure.	250
People use music and storytelling to communicate culture, positive stories and the true story	Number of people listening to radio for music	The group of people listening to radio for music is used as a proxy. Our observation is that the music that is broadcast reflects the community's specific interests and circumstances. We drew on ABS Census data, McNair survey results and our own stakeholder consultations.	3754
Non-Aboriginal people have increased understanding and appreciation of Aboriginal cultures	Estimated number of Aboriginal people employed in Port Augusta town, compared to three years ago	One consequence of reduced racism is increased employment opportunities. This indicator supports the proxy of the number of people having increased employment opportunities.	8

Table 7.2.1 – Estimate of change for listening and participating community members material outcomes

Umeewarra employees

Material outcomes	Indicator	Rationale	Quantity (per year)
Meaningful, high-skilled training and employment in media industry	# of people employed	This indicator is the number of people Umeewarra employs, based on management records.	5

Table 7.2.2 – Estimate of change for Umeewarra employees' material outcomes

Aboriginal employees of other organisations

Material outcomes	Indicator	Rationale	Quantity (per year)
More Aboriginal people engaged in training and job application process in Port Augusta	# of people who are assisted in gaining employment	The number of people assisted in gaining employment was sourced from two data points: the approx. number of people who drop in seeking assistance per year (300) and the approx. number of Aboriginal people hired through Port Augusta's Aboriginal employment officer (310).	305

Table 7.2.3 – Estimate of change for Aboriginal employees of other organisations' material outcomes

Volunteers

Material outcomes	Indicator	Rationale	Quantity (per year)
Staff, board members and young people develop skills	# of hours volunteers spend gaining skills with Umeewarra	Volunteer hours allowed for discrepancies in the number of hours individuals contributed and works with the proxy to calculate the value of developing skills.	2900

Table 7.2.4 – Estimate of change for volunteers' material outcomes

Government

Material outcomes	Indicator	Rationale	Quantity (per year)
Increased awareness of public health and safety messaging	# of campaigns run	The best proxy for this outcome (funding for campaigns) requires that the indicator simply be a count of the number of campaigns run.	1
Non-Aboriginal service providers can offer more appropriate services	Full Time Equivalent time spent by Umeewarra staff assisting in linking people to community services	The best proxy for this outcome (salary of a support person) requires the indicator be the portion of time spent providing the services.	0.4
Stronger community and social development	# of additional police officers required	The best proxy for this outcome (cost of providing additional police resources) requires that the indicator be a count of the estimated number of additional police required to respond to civil unrest.	3

Table 7.2.5 – Estimate of change for Government material outcomes

7.3 GIS

Listening and participating community members

Material outcomes	Indicator	Rationale	Quantity (per year)
Appropriate recording, sharing and protecting of culture	Number of buildings suitable for capturing culture	The best proxy for this outcome (valuing the buildings that are appropriate for recording, sharing and protecting culture) requires that the indicator simply be a count of GIS' building.	1
Indigenous people use music to communicate culture, positive stories and struggles	# of people who listen to music on Koori radio	Based on interviews, and the high proportion of Indigenous music broadcast, we included all regular listeners of GIS over the age of 18 who listen to music. We drew on ABS Census data, McNair survey results and our own stakeholder consultations.	19780
Indigenous people can come together to celebrate being Indigenous	Attendance numbers for Indigenous people at Yabun festival, Club Koori events and other events such as the 50th anniversary dinner	Attendance numbers at events is a good indication of people coming together to celebrate. We drew on estimated attendance numbers at all GIS events for the past year.	16800
People feel informed about issues that matter to them	# of people who listen to radio because of the Indigenous or local focus in news content	The group of people listening to Indigenous content or content with a local focus is an appropriate cohort to use as an indicator of feeling informed about issues that matter to them. We drew on ABS Census data, McNair survey results and our own stakeholder consultations.	15640
Aboriginal people access support from a trusted source	# of individuals seeking assistance from GIS	This estimate is the number of people who "drop in" to GIS requesting assistance, or ask GIS staff for assistance around Redfern on a wide range of things. It is an annual figure based on a weekly estimate.	730

Table 7.2.5 – Estimate of change for listening and participating community members material outcomes

Non-Indigenous listeners and participating community members

Material outcomes	Indicator	Rationale	Quantity (per year)
Non-Indigenous people have increased understanding and appreciation of Indigenous culture	# of non-Indigenous people who attend Yabun festival	We attended the Yabun festival and reviewed accounts from non-Indigenous attendees and determined that attendance at Yabun festival would give an individual an increased understanding and appreciation of Indigenous culture. This figure is based on GIS estimates from the 2017 event	20000

Table 7.2.6 – Estimate of change for non-Indigenous listeners and participating community members material outcomes

Non-Indigenous minority communities

Material outcomes	Indicator	Rationale	Quantity (per year)
Non-Indigenous minority communities have an increased sense of belonging	# of monthly non-Indigenous listeners divided by the proportion of all Koori radio listeners who listen for information on their own community or interest group	This indicator was calculated drawing on the McNair survey data on the number of non-Indigenous people who listen to Koori radio monthly (167,000). We then used ABS census data to establish the proportion of greater Sydney residents whose parents were both born overseas (and not in England) as a proxy for being from a minority cultural group (45%), and then multiplied those figures by the proportion of all regular Koori radio listeners who report listen to Koori radio for information on their own community or interest group (34%).	25,380

Table 7.2.7 – Estimate of change for non-Indigenous minority communities’ stakeholder outcomes

Indigenous employees

Material outcomes	Indicator	Rationale	Quantity (per year)
More Indigenous people experience meaningful, high-skilled, employment and volunteer opportunities	# of Indigenous people employed by GIS	The indicator is the number of Indigenous people employed by GIS at any one time. We relied on GIS payroll data	6

Table 7.2.8 – Estimate of change for Indigenous employees’ material outcomes

Volunteers

Material outcomes	Indicator	Rationale	Quantity (per year)
More Indigenous people experience meaningful, high-skilled, employment and volunteer opportunities	Number of hours volunteers spend volunteering	This indicator reflects the amount of time people contribute to GIS. Number of hours is used rather than number of volunteers, to account for the different contributions volunteers make.	7850

Table 7.2.9 – Estimate of change for volunteers’ material outcomes

Indigenous musicians and artists

Material outcomes	Indicator	Rationale	Quantity (per year)
More Indigenous people have skills through mentoring, training and experience	# of people in the Young Black and Deadly program	The Young Black and Deadly program is used as a proxy, so the appropriate indicator is the number of participants in that program. Others are supported but are harder to quantify.	9
Indigenous people are supported to participate in the music industry	# of artists supported by GIS	This is a larger group than the Young Black and Deadly group and is based on a GIS estimate.	200

Table 7.2.10 – Estimate of change for stakeholder outcomes

Government

Material outcomes	Indicator	Rationale	Quantity (per year)
Public interest messages communicated effectively	GIS provided sponsorship funding	The best proxy for this outcome requires that the indicator simply be a count of GIS being provided funding.	1
Cultural maintenance and expression is supported	# of organisations supporting maintenance and expression of culture	The best proxy for this outcome requires that the indicator simply be a count of GIS, being one organisation.	1

Table 7.2.11 – Estimate of change for Government outcomes



8. Valuation techniques

The following are the valuation techniques applied in the SROI analysis to value outcomes:

Technique	Description and examples
Cash transaction	An actual cash saving or cash spent by the stakeholder group. For example: a reduction in welfare payments is a direct cash benefit to the Government.
Value of resource reallocation	A programme or service results in outcomes that allow resources to be used in different ways. For example the effective communication of public messages through IBSs does not reduce the cost of the Government's expenditure on public health and safety messages (so it is not a "cash transaction"). However, in absence of an effective means to communicate that message, Government would need to spend more money for an equivalent service. Thus, a value can be placed on the amount of resources that can be reallocated for other purposes
Revealed preferences	<p>This is when a financial proxy is inferred from the value of related market prices. This can be achieved in the following ways:</p> <ul style="list-style-type: none"> • is there something in a stakeholders' group behaviour that will reveal the value of an outcome? For example, we may observe that stakeholders with less depression are now socialising more and going out for dinner with friends. The financial proxy is therefore the value of the dinners; or • through stakeholder consultation, is there a similar service or programme that would achieve the same amount of change? This is often referred to as a "replacement valuation".
Stated preferences	<p>This is when stakeholders are explicitly asked how much they value an outcome. This can be done in a number of ways: stakeholders are asked their "willingness-to-pay" or "willingness-to-avoid" to achieve the outcome.</p> <p>These are hypothetical cash transactions. Stakeholders are asked to make a choice based on a series of options presented to them through "participatory impact" exercises. This can also be referred to as "choice modelling".</p>

Table A7.1 – Valuation techniques description



9. Valuing outcomes

When valuing an outcome, the first step is to understand its relative importance compared to other outcomes for the stakeholder. The next step is to apply a financial proxy to value the outcome. This section outlines the financial proxies, their value and the rationale for each outcome for each stakeholder group, for each IBS. This section should be read in conjunction with section 4 (The Impact) and section 5 (The value of the impact) of the full report titled *More than radio – a community asset: Social Return on Investment analyses of Indigenous Broadcasting Services*.

The valuation techniques used to value outcomes that don't have market values involved triangulating what we heard from stakeholders through the consultation (stated preferences), an assessment of the relative importance of outcomes and a judgement about a relevant market value (revealed preferences).

9.1 PAW

Listeners and participating community members

Material outcomes	Financial proxy description	Value (for one year)	Rationale
Appropriate recording, sharing and protecting of culture	\$ to rent a safe deposit box at the Commonwealth Bank Australia	\$110	The PAW archive is storing precious possessions of Warlpiri people. Safe deposit boxes are used to store people's most precious possessions. They enable people to keep those possessions within their control to access and share if and when they choose.
People use music and video to communicate culture, positive stories and struggles	\$ spent on an annual Spotify subscription and mobile phone plan in order to access content	\$230	PAW gives its listeners access to music they relate to. This is equivalent to a person paying to select their own music. People pay for Spotify subscriptions for that privilege. A mobile phone plan is a way Australians access content they want to hear. Although there might not be coverage in remote locations (so people cannot actually use a mobile phone plan in some remote locations), the proxy reflects the value the market has placed on having access to content.
Communities brought together through entertainment (sports, concerts and music)	\$ spent on a ticket to a football match	\$47	Watching football is an activity that people spend money on for entertainment, and to feel part of something (i.e. supporting "their" team).
People feel informed about issues that matter to them	\$ spent on an annual newspaper subscription to Koori Mail Cost of an annual salary for a translator Cost of a mobile phone plan	\$482	Before news was available online for free, people demonstrated how much they valued news that was relevant to them by purchasing newspapers. A translator ensures language is accessible to people who speak another language. The cost of a salary of a translator is a proxy for the value of translating content into language. Again, the proxy of a mobile phone plan reflects the value the Australian market places on having access to content.
Aboriginal people access support from a trusted source	Cost of paying for repair services	\$60	The services provided by PAW vary as do the size of repair jobs required. However, the market has established a value for technical assistance or repairing technology.

Material outcomes	Financial proxy description	Value (for one year)	Rationale
More Indigenous people have skills through training and experience	\$ paid to PAW to provide training	\$5,155	Funders have assessed the value of the training PAW will deliver to be the amount that they have paid to PAW.

Table A9.1.1 – Value of change for listening and participating community members material outcomes



Indigenous employees

Material outcomes	Financial proxy description	Value (for one year)	Rationale
More Indigenous people experience meaningful, high-skilled, employment	Difference in value between Newstart allowance and Work for the Dole top-up and average wage	\$34,826	Some people choose to work for PAW rather than do CDP because of the higher remuneration and because it is more fulfilling work. Therefore, the outcome that is valued is meaningful, high-skilled work. This has been compared to the value of the Newstart Allowance (\$535.60 per fortnight) plus the Work for the Dole supplement (\$20.80 per fortnight) (total \$14,466 per year) with an average salary payment (\$60,052). The difference in payments is a proxy for the extra value that flows to the individual because it is meaningful high skilled work.
Decreased drinking and substance abuse	The value of two months of fee-for-service provided by Bush Mob Drug and Alcohol rehabilitation	\$21,840	Bush Mob runs a residential treatment facility working with young people in NT. Its services include a media program to help young people overcome the sense of disengagement, social alienation and low self-esteem which are common issues inherent of many youth at risk.
Decreased welfare dependence	\$ of a new television	\$3,000	One stakeholder told us that he valued having financial independence which meant he could buy things like a really good TV.

Table A9.1.2 – Value of change for Indigenous employees' material outcomes

Indigenous musicians and artists

Material outcomes	Financial proxy description	Value (for one year)	Rationale
Increased skills through mentoring in a recording studio	\$ spent on an hour music lesson	\$50	An hour in the studio with music mentors and contemporaries, rehearsing and developing music skills is equivalent to a one hour lesson with a tutor.
Increased fulfillment, confidence and pride	\$ spent hiring a recording studio	\$500	A musician told us that he was saving for two things, transport to visit his family and recording studio time. He said that he needed \$500 for the recording studio.

Table A9.1.3 – Value of change for Indigenous musicians and artists material outcomes

Australian community

Material outcomes	Financial proxy description	Value (for one year)	Rationale
An extensive archive of Warlpiri items is preserved for future generations	Funding given to Australian Institute of Aboriginal and Torres Strait Islander Studies (AIATSIS) annually, divided by the number of items AIATSIS holds	\$6	This is a proxy of how much value the Australian public places on the preservation of Indigenous items. AIATSIS is the most extensive collection of Indigenous cultural items in Australia. AIATSIS receives grant funding from the Government (who represents the public), and is commissioned to provide services (another acknowledgement from the public of its value). Due to its scale, it is able to publish material, conduct research and make its collection searchable online. PAW's archive has been declared an archive of national significance and the items preserved are valuable. We recognise that PAW does not conduct all of the activities AIATSIS does, but this is a function of its scale.

Table A9.1.4 – Value of change for Australian community material outcomes

Government

Material outcomes	Financial proxy description	Value (for one year)	Rationale
Public interest messages communicated effectively	Value to Government of an average public message campaign which a broadcaster is commissioned to deliver (real figures from PAW)	\$65,238	Government has demonstrated the value it places on communicating to the community by paying for campaigns. PAW was commissioned to deliver a remote school attendance program for \$26,095. This value is less than for Umeewarra to account for PAW delivering 10 campaigns throughout a year many of which are smaller, unfunded campaigns. Government experiences approximately 2.5 times the value of the cost of delivering a public health and safety campaign, as established by independent research undertaken for PM&C in relation to its national Ear Health Campaign.
Cultural maintenance and expression is supported	Average funding of the former Indigenous Cultural Support	\$30,000	Government has demonstrated the value it places on supporting maintenance and expression of culture by paying for providers to deliver services such as NAIDOC events. However, NAIDOC events are one-off events, so we have used the proxy of funding for Indigenous Cultural Support.

Table A9.1.5 – Value of change for Government material outcomes

Other Broadcasters

Material outcomes	Financial proxy description	Value (for one year)	Rationale
National broadcasters have more Indigenous content to broadcast	\$ paid to PAW to produce commissioned works	\$262,065	The amount paid by broadcasters and other funders represents the value those broadcasters place on the content that is developed.

Table A9.1.5 – Value of change for other broadcasters’ material outcomes

9.2 Umeewarra

Listeners and participating community members

Material outcomes	Financial proxy description	Value (for one year)	Rationale
Aboriginal people have a strong, safe place where they belong	Cost of renting a room and having a welcome to country ceremony performed	\$139,800	A welcome to country can make a space ready for meeting in and helps to increase the likelihood that Aboriginal people and land will be respected in that space.
Aboriginal people access support from a trusted source	Cost of visiting a doctor	\$95	People seek support for a range of things - some as important as finding lost family. People see Umeewarra as trusted advisers similar to how doctors are viewed. We have used an extra-long consultation as the proxy to account for the time taken by Umeewarra to support each community member.
Aboriginal people are supported through grief	\$ to produce equivalent eulogy cards commercially	\$1,200	There is a market price for producing eulogy cards, so that price is a useful proxy.
Aboriginal people feel informed about issues that matter to them	\$ spent on an annual newspaper subscription	\$100	Before news was available online for free, people demonstrated how much they valued news that was relevant to them by purchasing newspapers.
People feel better able to advocate for things that matter to them	Value of hours spent by attendees at advocacy events	\$110	People demonstrate that they value being able to advocate for things that matter to them, by spending their time. Time is valuable to people, so we have used that time as a proxy.
Aboriginal people have more opportunities to access culture	Per person cost of a cultural immersion day, run by an Aboriginal organisation	\$80	Umeewarra facilitates the access to and celebration of culture. Indigenous and non-Indigenous people across the country can also pay to access culture through cultural immersion days.
People use music and story-telling to communicate culture, positive stories and the true story	\$ spent on books in a year	\$120	People spend money to select the positive stories that they wish to be told, or to purchase the stories they wish to share with children or family.

Material outcomes	Financial proxy description	Value (for one year)	Rationale
Non-Aboriginal people have increased understanding and appreciation of Aboriginal cultures	Difference between Newstart and Work for the Dole, and an average salary in Port Augusta	\$50,534	One way in which people's lives can improve as a consequence of reduced racism is increased employment opportunities – which may otherwise be limited by discriminatory hiring practices of employers. We estimated the number of additional Aboriginal employees in Port Augusta town compared to three years ago (conservatively estimated to be 8 and then discounted by 50 per cent to account for other factors contributing to this increase). We then used as a proxy the salary increase those individuals experienced as a consequence of being employed (the difference between Newstart allowance and Work for the Dole, and an average salary in Port Augusta) (\$50,534).

Table A9.2.1 – Value of change for listening and participating community members material outcomes

Umeewarra employees

Material outcomes	Financial proxy description	Value (for one year)	Rationale
Meaningful, high-skilled training and employment in media industry	Difference in minimum wage salary and average media industry salary	\$37,276	Umeewarra employees enjoy working in the media industry. That enjoyment is over and above the value they would experience from just having any job.

Table A9.1.3 – Value of change for Umeewarra employees' material outcomes



Aboriginal employees of other organisations

Material outcomes	Financial proxy description	Value (for one year)	Rationale
More Aboriginal people engaged in training and job application process in Port Augusta	\$ of having a professional resume prepared	\$395	Umeewarra is providing some of the support individuals need to acquire a job and so we are only claiming the value of having a resume prepared. Other support is provided to job seekers through a Government funded employment program.

Table A9.1.4 – Value of change for Aboriginal employees of other organisations’ material outcomes

Volunteers

Material outcomes	Financial proxy description	Value (for one year)	Rationale
Staff, board members and young people develop skills	\$ spent per hour receiving tuition for a Batchelor Institute media course	\$18	Batchelor Institute offers a Certificate 2 in screen and media in communities, and on campus, a Certificate 3 and 4 and Diploma in screen and media. The Batchelor Institute creates culturally affirming environments and is not deficit based, so is an appropriate proxy for how valuable Indigenous trainees see learning opportunities.

Table A9.1.5 – Value of change for volunteers’ material outcomes

Government

Material outcomes	Financial proxy description	Value (for one year)	Rationale
Increased awareness of public health and safety messaging	Value to Government of an average public message campaign which a broadcaster is commissioned to deliver	\$162,500	Government has demonstrated the value it places on communicating to the community by paying for campaigns. Umeewarra was commissioned to deliver a campaign about Traucoma in 2017 for \$65,000. Government experiences approximately 2.5 times the value of the cost of delivering a public health and safety campaign as established by independent research undertaken for PM&C in relation to its national Ear Health Campaign.
Non-Aboriginal service providers can offer more appropriate services	\$ paid to a Teacher’s aide	\$43,569	Teachers aides, like health care workers and community support officers, facilitate people accessing and getting value from existing social services.
Stronger community and social development	Average salary of a constable in Port Augusta	\$69,896	If community cohesion weakened, civil unrest could result and Government would have to invest in more police support for the community

Table A9.1.6– Value of change for Government material outcomes

9.3 GIS

Listeners and participating community members

Material outcomes	Financial proxy description	Value (for one year)	Rationale
Appropriate recording, sharing and protecting of culture	Value of recording studio with sound engineer and producer, available full time	\$144,000	A recording studio in a culturally safe environment is the physical asset needed to facilitate appropriate recording of culture.
Indigenous people use music to communicate culture, positive stories and struggles	\$ spent on an annual Spotify subscription	\$144	GIS gives its listeners access to music they relate to. This is equivalent to a person paying to select their own music. People pay for Spotify subscriptions for that privilege.
Indigenous people can come together to celebrate being Indigenous	\$ spent on a ticket to a football match	\$47	Watching football is an activity that people spend money on for entertainment, and to feel part of something (i.e. supporting "their" team).
People feel informed about issues that matter to them	\$ spent on an annual newspaper subscription	\$100	Before news was available online for free, people demonstrated how much they valued news that was relevant to them by purchasing newspapers.
Aboriginal people access support from a trusted source	Cost of visiting a doctor	\$60	People seek out GIS staff for information on a wide range of things as they are seen as trusted advisers, similar to how doctors are viewed. We have used the cost of a short consultation as the proxy to account for the way community members will stop staff on the street, at events or by telephone for advice.

Table A9.3.1 – Value of change for listeners and participating community members

Non-Indigenous listeners and participating community members

Material outcomes	Financial proxy description	Value (for one year)	Rationale
Non-Indigenous people have increased understanding and appreciation of Indigenous culture	\$ spent on a ticket to the Jewish museum in Berlin	\$12	The Jewish museum is a place that celebrates Jewish culture but also recognises the impact of the holocaust in a sensitive and respectful way. There is no Australian equivalent because Australians have not yet been invited to contribute financially to an equivalent experience where the sole focus is Indigenous culture and includes both celebration and sensitive recognition. The proxy has been converted to \$AU from Euros

Table A9.3.2 – Value of change for Non-Indigenous listeners and participating community members material outcomes

Non-Indigenous minority communities

Material outcomes	Financial proxy description	Value (for one year)	Rationale
Non-Indigenous minority communities have an increased sense of belonging	\$ spent on an annual Spotify subscription	\$144	Listeners are choosing to engage through an audio platform, so we have used as a proxy the amount of money people pay to access the music they want to listen to.

Table A9.3.3 – Value of change for Non-Indigenous minority communities' material outcomes

Indigenous employees

Material outcomes	Financial proxy description	Value (for one year)	Rationale
More Indigenous people experience meaningful, high-skilled, employment and volunteer opportunities	Difference in minimum wage salary and average media industry salary	\$34,826	GIS employees enjoy working in the media industry. That enjoyment is over and above the value they would experience from just having any job.

Table A9.3.4 – Value of change for Indigenous employees' material outcomes

Volunteers

Material outcomes	Financial proxy description	Value (for one year)	Rationale
More Indigenous people experience meaningful, high-skilled, employment and volunteer opportunities	Cost of an hour of minimum wage	\$18	Volunteers give up their time to volunteer because they see it as rewarding. We have valued their time at the minimum rate at which the Government values working hours.

Table A9.3.5 – Value of change for volunteers' material outcomes

Indigenous musicians and artists

Material outcomes	Financial proxy description	Value (for one year)	Rationale
More Indigenous people have skills through mentoring, training and experience	\$ spent by the Australian Youth Orchestra supporting a young musician	\$15,913	Young Black and Deadly provides comprehensive mentorship, training, exposure to a network of renowned and supportive artists, studio time, music production and marketing of the artists' music. The intensive support, and exposure to the industry is equivalent to the experience a member of the Australian Youth Orchestra might have through one of the Australian Youth Orchestra training and mentoring programs. The Australian Youth Orchestra programs represent a market value for making funds available to support young people with musical talents.
Indigenous people are supported to participate in the music industry	\$ spent hiring a studio to record a song	\$2,250	The support given to each artist ranges. We have selected the support needed to record a single song as a mid-point level of support.

Table A9.3.6 – Value of change for Indigenous musicians and artists material outcomes

Government

Material outcomes	Financial proxy description	Value (for one year)	Rationale
Public interest messages communicated effectively	\$ paid to GIS as sponsorship funding to deliver public interest messages	\$225,000	Government has demonstrated the value it places on communicating to the community by paying for campaigns
Cultural maintenance and expression is supported	Average funding of the former Indigenous Cultural Support	\$30,000	Government has demonstrated the value it places on supporting maintenance and expression of culture by paying for providers to deliver services such as NAIDOC events. However, NAIDOC events are one-off events, so we have used the proxy of funding for Indigenous Cultural Support

Table A9.3.7 – Value of change for Government material outcomes

10. SROI filter assumptions

In an SROI analysis, deadweight, displacement, attribution, duration and drop-off are applied in order not to over-claim the value being created by the investment. These are referred to as the SROI filters. Where more precise evidence was not available (i.e. from other research or through a calculation), a professional judgement was made to ascertain the value of the SROI filter. In-line with Social Value principles, conservative assumptions were made. The following outlines the description of and rationale for the SROI filters.

1. Deadweight – Deadweight is an estimation of the value that would have been created if the activities from the programme did not happen. An outline of the deadweight categories adopted for this analysis is included in Table A9.1.

Category	Assigned deadweight (%)
1. The outcome would not have occurred without the activity	0%
2. The outcome would have occurred but only to a limited extent	25%
3. The outcome would have occurred in part anyway	50%
4. The outcome would have occurred mostly anyway	75%
5. The outcome occurred anyway	100%

Table A9.1 – Deadweight description

2. Attribution – Attribution reflects the fact that the investment and core programme activity is not wholly responsible for all the value created. An outline of the attribution categories adopted for this analysis is included in Table A9.3.

Category	Assigned attribution to others (%)
1. The outcome is completely a result of the activity and no other programmes or organisations contributed	0%
2. Other organisations and people have some minor role to play in generating the outcome	25%
3. Other organisations and people have a role to play in generating the outcome to some extent	50%
4. Other organisations and people have a significant role to play in generating the outcome	75%
5. The outcome is completely a result of other people or organisations	100%

Table A9.3 – Attribution description

3. Displacement – Displacement is an assessment of how much of the activity or outcome displaced other outcomes. No displacement was forecast for the three IBSs as a part of this analysis. This was informed through the stakeholder consultation and subsequent analysis of data.

4. Duration and Drop-off – Duration refers to how long an outcome lasts for. Drop-off recognises that outcomes may continue to last for many years but in the future may be less, or if the same, will be influenced by other factors. For these forecast SROI analyses, we determined that the impact of the broadcasting services activities would only continue while the services were operating, and that there would be no duration of the outcomes thereafter. Therefore, duration and drop-off rates were not applied.



11. SROI filters

The material outcomes listed below have had an SROI filter (deadweight and attribution) applied to them. Each of these outcomes lasts for the period of investment only and no displacement has been forecast. This section should be read in conjunction with section 4 (The impact) and section 5 (The value of the impact) of the full report titled *More than radio – a community asset: Social Return on Investment analyses of Indigenous Broadcasting Services*,

11.1 PAW

Listeners and participating community members

Outcome	Deadweight		Attribution	
Appropriate recording, sharing and protecting of culture	10%	Other organisations may have collected more otherwise but not as appropriately or as safely	0%	The outcome is completely a result of the activity and no other programs or organisations contributed
People use music and video to communicate culture, positive stories and struggles	50%	People are sharing music through USB sticks and would find a way to access music without radio	50%	Musicians are responsible for much of the value
Communities brought together through entertainment (sports, concerts and music)	50%	Without the drawcard of the big event, people would not all come together	10%	Others organise one of the events, Footy Weekend
People feel informed about issues that matter to them	10%	Some people would find ways to get news through word of mouth or online but 27% don't speak English so need it in language	0%	The outcome is completely a result of the activity and no other programs or organisations contributed
Aboriginal people access support from a trusted source	20%	Some people would request and obtain support from other services in Yuendumu	0%	The outcome is completely a result of the activity and no other programs or organisations contributed
More Indigenous people have skills through training and experience	0%	The outcome would not have occurred without the activity	0%	The outcome is completely a result of the activity and no other programs or organisations contributed

Table A11.1.1 – Valuation filters for listeners listener and participating community member material outcomes

Indigenous employees

Outcomes	Deadweight		Attribution	
More Indigenous people experience meaningful, high-skilled, employment	10%	There are some other employment opportunities but may not be as meaningful	10%	Employees experience value from the standing they have in the community as a consequence of their employment. Some of this exists outside PAW and in the community.
Decreased drinking and substance abuse	0%	The outcome would not have occurred without the activity	0%	The outcome is completely a result of the activity and no other programs or organisations contributed. In this instance, stakeholders identified that decreased drinking and substance abused occurred as a result of having meaningful skilled work. A drug and alcohol program, in isolation, would not result in this change for these individuals.
Decreased welfare dependence	20%	There are some other employment opportunities that could contribute to reducing reliance on welfare	10%	10 per cent of employees interviewed noted they also maintained employment elsewhere

Table A11.1.2 – Valuation filters for Indigenous employees’ material outcomes

Indigenous musicians and artists

Outcomes	Deadweight		Attribution	
Increased skills through mentoring in a recording studio	50%	In absence of PAW, a reasonable portion of the musicians may have increased their musical skills through their peers.	0%	The outcome is completely a result of the activity and no other programs or organisations contributed
Increased fulfillment, confidence and pride	0%	The outcome would not have occurred without the activity	0%	The outcome is completely a result of the activity and no other programs or organisations contributed

Table A11.3 – Valuation filters for Indigenous musicians and artists material outcomes

Australian community

Outcomes	Deadweight		Attribution	
An extensive archive of Warlpiri items is preserved for future generations	10%	Community members are resourceful and a smaller number of very important items would have likely been preserved without the archive	0%	The outcome is completely a result of the activity and no other programs or organisations contributed

Table A11. 1.4 – Valuation filters for Australian community material outcomes

Government

Outcomes	Deadweight		Attribution	
Public interest messages communicated effectively	0%	The outcome would not have occurred without the activity	0%	The outcome is completely a result of the activity and no other programs or organisations contributed. Other programs or communication methods might contribute to the associated positive public safety outcomes but that is not what is valued here. The particular campaign is solely a result of the IBSs.
Cultural maintenance and expression is supported	0%	The outcome would not have occurred without the activity	0%	The outcome is completely a result of the activity and no other programs or organisations contributed. Other programs might contribute to cultural maintenance and expression but what is valued is the IBSs' contribution to that.

Table A11.1.5 – Valuation filters for Government material outcomes

Other broadcasters

Outcomes	Deadweight		Attribution	
National broadcasters have more Indigenous content to broadcast	0%	The outcome would not have occurred without the activity	0%	The outcome is completely a result of the activity and no other programs or organisations contributed

Table A11.1.6 – Valuation filters for Other Broadcasters' material outcomes

11.2 Umeewarra

Listeners and participating community members

Outcomes	Deadweight		Attribution	
Aboriginal people have a strong, safe place where they belong	10%	The community has some resilience and might establish another place if Umeewarra were not there, however it would take time to build the same sense of belonging	0%	The outcome is completely a result of the activity and no other programs or organisations contributed
Aboriginal people access support from a trusted source	0%	The outcome would not have occurred without the activity	0%	The outcome is completely a result of the activity and no other programs or organisations contributed

Outcomes	Deadweight		Attribution	
Aboriginal people are supported through grief	10%	Umeewarra created the tradition of the eulogy cards. Perhaps other community members would find a way to continue the tradition in the absence of Umeewarra.	0%	The outcome is completely a result of the activity and no other programs or organisations contributed
Aboriginal people feel informed about issues that matter to them	20%	People would use word of mouth to share some of the news if Umeewarra were not playing that role	20%	Umeewarra's listener base have access to other news sources but not as locally relevant
People feel better able to advocate for things that matter to them	20%	People would use word of mouth to come together to advocate for things that matter to them if Umeewarra were not playing that role	50%	Community leaders and others help to arrange advocacy events
People use music and story-telling to communicate culture, positive stories and the true story	20%	Some positive sharing of storytelling and music occurs through NITV and other platforms but it is not as locally relevant	20%	Community members must be willing to share their knowledge and stories through radio - those community members contribute to this value
Non-Aboriginal people have increased understanding and appreciation of Aboriginal cultures	50%	Increased numbers of Aboriginal employees are not a consequence of growth as there has been a general decline in opportunities in Port Augusta due to industry closures and reduced population. However, a portion of appointments will have been for reasons other than a reduction in racism.	20%	Other organisations and people have been working to reduce racism in Port Augusta

Table A11.2.1 – Valuation filters for listening and participating community members material outcomes

Umeewarra employees

Outcomes	Deadweight		Attribution	
Meaningful, high-skilled training and employment in media industry	20%	There are other employment opportunities in Port Augusta but very few that are as meaningful for those engaged in Aboriginal culture	0%	The outcome is completely a result of the activity and no other programs or organisations contributed

Table A11.2.2 – Valuation filters for Umeewarra employees' material outcomes

Aboriginal employees of other organisations

Outcomes*	Deadweight		Attribution	
More Aboriginal people engaged in training and job application process in Port Augusta	0%	The outcome would not have occurred without the activity	0%	The outcome is completely a result of the activity and no other programs or organisations contributed

Table A11.2.3 – Valuation filters for employees of other organisations material outcomes

Volunteers

Outcomes	Deadweight		Attribution	
Staff, board members and young people develop skills	0%	The outcome would not have occurred without the activity	0%	The outcome is completely a result of the activity and no other programs or organisations contributed

Table A11.2.4 – Valuation filters for Volunteers material outcomes

Government

Outcomes	Deadweight		Attribution	
Increased awareness of public health and safety messaging	0%	The outcome would not have occurred without the activity	0%	The outcome is completely a result of the activity and no other programs or organisations contributed
Non-Aboriginal service providers can offer more appropriate services	0%	The outcome would not have occurred without the activity	0%	The outcome is completely a result of the activity and no other programs or organisations contributed
Supports cultural maintenance and expression	0%	The outcome would not have occurred without the activity	0%	The outcome is completely a result of the activity and no other programs or organisations contributed

Table A11.2.5 – Valuation filters for Government material outcomes

11.3 GIS

Listeners and participating community members

Outcomes	Deadweight		Attribution	
Appropriate recording, sharing and protecting of culture	10%	Others may have collected cultural records if GIS was not doing it but possibly not as appropriately or as safely	0%	The outcome is completely a result of the activity and no other programs or organisations contributed
Indigenous people use music to communicate culture, positive stories and struggles	50%	People share music with friends and family, and access music online, including listening to IBSs from other parts of the country	50%	Artists are responsible for much of the value
Indigenous people can come together to celebrate being Indigenous	20%	Sydney is a large city with many services and resilient people so people would find other ways to celebrate together	20%	GIS runs the events, but musicians are responsible for some of the value as they are the drawcard for the event
People feel informed about issues that matter to them	50%	Being a large city, people would likely find other ways to share messages online, through newspaper or through word of mouth. These methods, however, would not be as fast and accessible.	50%	Approximately half the group rely on other sources of news
Aboriginal people access support from a trusted source	0%	The outcome would not have occurred without the activity	0%	The outcome is completely a result of the activity and no other programs or organisations contributed

Table A11.3.1 – Valuation filters Listeners and participating community members for material outcomes

Non-Indigenous listeners and participating community members

Outcomes	Deadweight		Attribution	
Non-Indigenous people have increased understanding and appreciation of Indigenous culture	10%	Some attendees would have found a way to learn and pay respects if Yabun did not exist	0%	The outcome is completely a result of the activity and no other programs or organisations contributed

Table A11.3.2 – Valuation filters Non-Indigenous listeners and participating community members for material outcomes

Non-Indigenous minority communities

Outcomes	Deadweight		Attribution	
Non-Indigenous minority communities have an increased sense of belonging	70%	GIS is not the natural home for non-Indigenous listeners and so if GIS did not exist, other community broadcasters or community services might play a role in building social connectedness	50%	Volunteer broadcasters are responsible for a portion of the value that flows from the non-Indigenous shows

Table A11.3.3 – Valuation filters for Non-Indigenous minority communities' material outcomes

Indigenous employees

Outcomes	Deadweight		Attribution	
More Indigenous people experience meaningful, high-skilled, employment and volunteer opportunities	50%	There are other meaningful employment opportunities in Sydney	0%	The outcome is completely a result of the activity and no other programs or organisations contributed

Table A11.3.4 – Valuation filters for Indigenous employees' material outcomes

Volunteers

Outcomes	Deadweight		Attribution	
More Indigenous people experience meaningful, high-skilled, employment and volunteer opportunities	30%	There are other volunteering opportunities in Sydney but GIS is accessible and large so it would be difficult for the volunteers to find similar opportunities elsewhere	0%	The outcome is completely a result of the activity and no other programs or organisations contributed

Table A11.3.5 – Valuation filters for volunteer material outcomes

Indigenous musicians and artists

Outcomes	Deadweight		Attribution	
More Indigenous people have skills through mentoring, training and experience	20%	GIS works with other service providers in Sydney to find opportunities for Young Black and Deadly program participants if they can no longer participate in the program. It is likely that if the program did not exist, some of these other organisations would provide support to at least one of the participants.	0%	The outcome is completely a result of the activity and no other programs or organisations contributed
Indigenous people are supported to participate in the music industry	10%	It is difficult for Indigenous artists to break into the mainstream music industry so nearly all the 200 artists supported by GIS would not have been able to find that same support, at the same rate, elsewhere.	0%	The outcome is completely a result of the activity and no other programs or organisations contributed

Table A11.3.6 – Valuation filters for Indigenous musicians and artists material outcomes

Government

Outcomes	Deadweight		Attribution	
Public interest messages communicated effectively	0%	The outcome would not have occurred without the activity	0%	The outcome is completely a result of the activity and no other programs or organisations contributed
Cultural maintenance and expression is supported	0%	The outcome would not have occurred without the activity	0%	The outcome is completely a result of the activity and no other programs or organisations contributed

Table A11.3.7 – Valuation filters for Government material outcomes

End of Methodological Attachment