



Baseline Analysis

# LIVEWIRE.ORG.AU

## Social Return on Investment (SROI)



To brighten the lives of seriously ill and hospitalised children, and their families, throughout Australia.

*Starlight Children's Foundation mission statement*

### KEY FINDINGS

- In 2008, Starlight Children's Foundation launched livewire.org.au, an online community for young people aged over 10 and under 21 living with a chronic health condition and/or disability to connect, interact and support each other.
- Members receive significant benefits from livewire.org.au, with most members experiencing multiple positive outcomes. The outcome with the greatest overall value was 'increased wellbeing', that occurs as a result of members 'feeling more understood, accepted and supported' and 'having fun'.
- Livewire.org.au generated a net positive Social Return on Investment, with each \$1 cash invested in 2012 and 2013 creating approximately \$5 of social value. The Social Return on Investment ratio is 5:1 (for the cash investment).



### ABOUT LIVEWIRE.ORG.AU

Adolescence is a period of rapid physical, psychological, cognitive, emotional and social development. Having a chronic health condition and/or disability can severely compromise this development. Young people in this situation have increased risks of experiencing negative psychosocial outcomes such as lower overall life satisfaction, poorer mental health, and lower self-efficacy.

Peer support programs can protect adolescents against many of these risks, by enhancing self-esteem, social networks and wellbeing.

After identifying a gap in the availability of online peer support programs for adolescents, in 2008 Starlight launched livewire.org.au. The community is an actively moderated, safe and secure space that is accessible to those at home or in hospital, available when they need it, and uses a form of communication commonly used by young people.

In 2015 livewire.org.au made over 31,000 connections with young people. This SROI focused on 922 members of livewire.org.au who logged in at least once per month over 2012 and 2013.

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

Starlight engaged Social Ventures Australia (SVA) Consulting to undertake a baseline SROI analysis of livewire.org.au.

The SROI analysis is based on the 2012 and 2013 calendar years of investment. It involved consultations with members, their parents or carers, livewire.org.au chat hosts and health and disability organisations that use the site.

The consultation involved a range of methods including surveys, interviews, a live chat event and a blogging competition.

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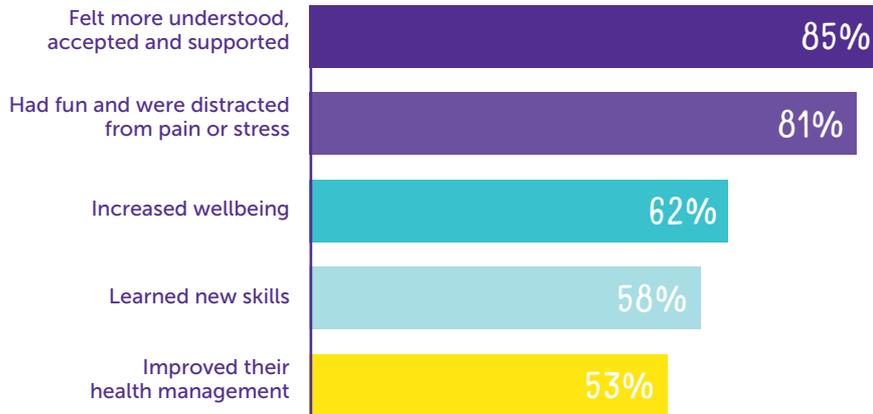
By letting me listen to others' stories and share my own, I have finally begun to understand what it truly means to be happy and it has honestly changed my life.

Livewire has helped me through my severe depression and everything seems a lot brighter nowadays.”

—Member

## STAKEHOLDER OUTCOMES

As a result of being part of the livewire.org.au community, members experience five key outcomes:



The impact of these changes is that young people living with a chronic health condition and/or disability are better able to cope with their condition and are equipped to fulfil their potential.

## CALCULATING VALUE

As the outcomes experienced by livewire.org.au members do not have a market value, each outcome was valued by the cost of other activities that could have achieved a similar outcome. Examples below.

Outcomes experienced by livewire.org.au members	Financial proxy	Rationale
Felt more understood, accepted and supported	Average cost of seeing a psychologist	Seeing a counsellor regularly represents an alternative way that members could have felt more understood, accepted and supported.
Improved health management	Average cost of activities that improve health management	A prolonged health assessment or attending a gym regularly represents an alternative ways of improving health management.
Learned new skills	Average cost of activities that involve learning new skills	Attending a range of different skills courses represents an alternative way that members could learn new skills.



## RESEARCH & EVALUATION SNAPSHOT

### THE OVERALL BENEFIT

SVA has established the livewire.org.au program delivers a SROI ratio of 5:1.

This means that for every \$1 invested (cash) approximately \$5 in social value is created for the community.

**SROI Ratio 5 : 1**

When in-kind contributions are included with the cash investment in the ratio above livewire.org.au program delivers a SROI ratio of 3:1. This means that for every \$1 invested (cash and in-kind) there is a return of \$3 to the community.

**SROI Ratio 3 : 1**

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My daughter has somewhere else to turn for help, advice and support that is non-judgemental and still a lot of fun.”

—Parent

### Insights

- The most valuable outcome created by livewire.org.au is increased wellbeing. Livewire.org.au provides members with a safe and supportive environment where members feel valued and needed by the community, make lasting friendships, improve their coping skills, learn to overcome anxiety and stress, increase their self-confidence and feel happier and more positive about life.
- Livewire.org.au has a large number of active members, and increasing this membership base will create greater social value. As the number of members increase, the investment in livewire.org.au can be expected to generate economies of scale, improving the SROI ratio.



### RESEARCH AND EVALUATION AT STARLIGHT

Starlight is committed to research and evaluation so that we can ensure our programs are making a significant difference to the lives of seriously ill children, young people and their families. If you would like to learn more about our work please email us at [impact@starlight.org.au](mailto:impact@starlight.org.au)



SVA Consulting are experts in SROI. For more information contact [consulting@socialventures.com.au](mailto:consulting@socialventures.com.au) [www.socialventures.com.au](http://www.socialventures.com.au)