

McKenzie Centre

GoodMeasure Summary

13 August 2024

Recently, McKenzie Centre engaged ImpactLab to conduct a GoodMeasure on their core service. GoodMeasure is a tool used to estimate and quantify the social impact in dollar terms (social value) a programme or service generates for participants over the course of their life. In estimating social value metrics, GoodMeasure enables non-profit organisations one lens through which to view the impact they are having on the people they serve.

McKenzie Centre conducted a GoodMeasure to receive quantified social value metrics such as the total social values created by the Centre, the Centre's Social Return on Investment (SROI), and the social value generated per person engaging with the service, to provide third-party validation of their impact story. In receiving these metrics, McKenzie Centre sought to add depth to conversations surrounding the proposed expansion of the Centre, both internally, to the community and with funding partners.

ImpactLab estimates the Centre as generating over 3 million dollars in social value during the period in scope (1st January 2023 – 31st December 2023). This metric relates to the estimated lifetime social value created for participants during that period. When divided by the total costs it took to operate McKenzie Centre during the same period, ImpactLab estimates a social return of \$1.80 for every dollar invested. SROI: \$1:1.80.

ImpactLab derives several sub-metrics from the total social value number. The total social value number equates to an estimated average of over \$10,000 in social value generated per person engaged with the Centre. Further analysis shows that the majority of value sits with Children who have disabilities. This group generated an estimated average of over 20,000 per child. Significant social value was also attributed to the families of these children, at \$4,515 per person.

The results of McKenzie Centre GoodMeasure are strong, validating the deep impact the Centre has on the lives of children with disabilities and their families. Several important variables contribute to the strength of these metrics.

First, academic evidence linked the Centre with 12 GoodMeasure outcomes. Each of these outcomes has a dollar value attached to it as derived through ImpactLab's work in Government data sets that sought to quantify the fiscal cost of interacting with government services, along with other intrinsic costs associated with changes in well-

being. Please see McKenzie Centre's Digital GoodMeasure report for a full breakdown of outcomes.

According to a rapid literature search, the Centre's transdisciplinary approach is highly effective at assessing the unique needs of children and connecting them with a well-oiled, highly trained team of professionals who service child-specific needs through tailored planning. The breadth of potential services offered in-house and the effective means in which they are delivered contributed meaningfully to the estimated social value attributed to children (\$20,000+).

Second, McKenzie Centre's family-wide approach resulted in a significant, measurable impact on the families of children with disabilities. In addition to the transdisciplinary model, support includes parental programmes, community-building activities, sibling involvement, and more, resulting in outcomes for families that range from improvements in mental and physical well-being to academic achievement and behavioural outcomes.

Furthermore, the Centre's family-wide approach enabled ImpactLab to count more participants (parents, siblings, and in some cases grandparents) as meaningfully engaged with the programme. In doing so, greater social value was able to be captured here than for comparable programmes which are narrower in scope. Such as those that focus predominantly on children.

Third, thanks to data provided by McKenzie centre on participant vulnerability factors, ImpactLab used bespoke opportunity rates for a range of outcomes, including Reduce hardship benefit, Reduce family violence and Reduce child placement. McKenzie Centre data also enabled ImpactLab to utilise several sub-population rates. For example, data on disability, age and parents' status as carers informed outcomes such as Improve mental health for children with disabilities and their parents

Fourth, in relation to comparators previously measured by ImpactLab, McKenzie Centre has relatively low costs per person. This significantly contributed to the comparative strength of the Centres SROI.

McKenzie Centres GoodMeasure resulted in strong social values metrics. The breadth and effectiveness of the service for both children with disabilities and their families, the substantive data provided by the Centre on their participants, and the Centre's relatively cost-effective model of resulted in robust, dependable metrics that sit alongside and complement the Centre's already thorough impact story.



GoodMeasure

by ImpactLab