

## The value of a Social Impact Approach: The effectiveness of CatholicCare Tasmania’s Social Impact Approach in practice



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TASMANIA

### “The Social Impact Approach

is a way of working that draws on existing community assets, partnerships and resources to effect positive change in individuals, families and communities.

This approach was developed using Catholic Social Teaching principles, operating across a range of Catholic and non-Catholic agencies as a response to place-based disadvantage.” – *Articulation of the effectiveness of CatholicCare Tasmania’s Social Impact Approach in practice, 2020*

### RESEARCH OBJECTIVES

- > Assess how the Social Impact Approach can best serve the community.
- > Assess the level of effectiveness and engagement in CatholicCare Tasmania and Centacare Evolve Housing’s social impact approach.



### 67 participants

Employees, volunteers, stakeholders, clients from all 29 local government areas were surveyed as part of the research



### Case studies:

- > Build Up Tassie
- > Brighton Neighbourhood Leadership Program



Social Impact



### Supporting scalable impact

At least one organisation represented in each state and territory of Australia



### Data collected

over 18 months from January 2019 – July 2020

### Domains guiding activities:

The 7 social impact domains guiding activities to improve wellbeing for individuals, families and communities: education, safety, spirituality, health, economics, housing, community engagement

## The value of a Social Impact Approach:

The effectiveness of CatholicCare Tasmania’s Social Impact Approach in practice

### RESEARCH FINDINGS

Through its collaborative way of working, the **Social Impact Approach** is shown to be an effective method of facilitating change for tenants and broader community members. There are a range of positive findings indicating the approach is having influence, impact and reach through its partnerships, and into the lives of community members they work with.



### CASE STUDY FINDINGS



#### Wellbeing Scale

High levels of positive self perception and improved agency and future pathways for respondents.



#### Positive Experiences

High program access and engagement, recognised personal growth.



#### Positive Outcomes

Longer terms employment, certificates, licenses and skills.



#### Positive Coaching Style

Coaching style key to successful relationships and participant outcomes in these case studies

Many respondents value the **Social Impact Approach** as a way of working because of its holistic and community-centric methodology to activity design.

- > Access to knowledge
- > Identifies gaps to place based community wellbeing
- > Facilitates individual and organisational change through local partnerships

### Statewide benefits

“This approach is emerging as a fantastic opportunity to deliver long term, sustainable solutions to a range of social challenges across the state.”

“Identifying needs, service gaps and collaborations with external organisations to support the people coming through our programs who experience significant disadvantage.”

“Responding to immediate and emerging needs.”

“The social impact program was able to value add the new forms of housing provided through the planning and also helped to foster and strengthen community, thus assisting with a holistic approach to housing, place and community.”