

# How can you know the good you do?

Impact is uncertain and hard to quantify.

Social Value is one lens through which to consider and measure impact.



**How ImpactLab defines Social Value** 



### **How ImpactLab measures social value**

## Social value is the estimated social impact in dollar terms that a programme achieves for participants over their lifetime.

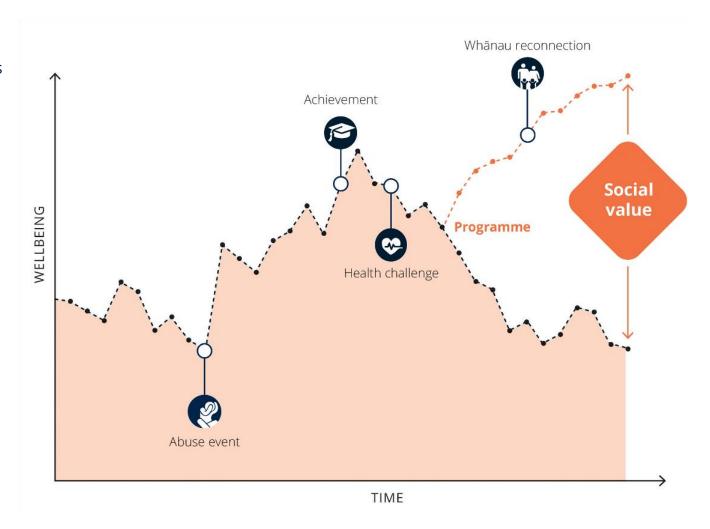
Throughout our lives, different events occur that impact our overall wellbeing journey. ImpactLab measures the impact on an individual's wellbeing across multiple domains when they're supported by a programme to make positive changes in their life.

We measure this impact in terms of both positive benefits (such as increased income) and avoided costs to government.

To calculate social value, we combine these impact values with

- Evidence from global literature about how effective a programme can be.
- The size of the opportunity for the people an organisation serves to achieve more positive outcomes.
- The number of people supported.

By combining these inputs, the social value calculation helps us understand how a programme or intervention helps change lives for the better. We combine the social value with cost information to calculate a programme's social return on investment.





### Key questions to measure social value





Social Return on Investment









### Period in Scope: 1 March 2022 - 28 February 2023

Programme streams	Description
Employment Support	Altus Enterprises' Employment Support provides meaningful employment and personal and professional development opportunities to neurodiverse individuals.
	*Altus Enterprises defines neurodiversity as a term used to describe neurological differences in the human brain.

### **Exclusions and notes**

Only Altus Enterprises' Employment Support is considered in-scope for this GoodMeasure.

We understand that there is currently a partnership between Rosehill School and Altus Enterprises that provides neurodiverse school leavers a pathway to employment at Altus. (Previous to Covid-19, this was quite robust – Altus used to have a relationship with many schools and provided this pathway to interested students). However, since the partnership with Rosehill School only restarted in mid-March of 2023, thus lying outside of the period in scope, we will exclude this component from the GoodMeasure.

### Period in Scope: 1 March 2022 - 28 February 2023

**Total social value** 

\$1,974,831

Social Value: Estimated lifetime social value that this programme generated for participants during the measurement period

Social value per participant

\$9,587

Social Value per person: When we divide your social value through the number of people successfully completing, we can derive a Social Value Per Person

**SROI** 

\$1:\$1.90

SROI: When we divide your social value by your operational costs the result is your SROI - the measurable social value as a proportion of programme costs



### Period in Scope:

1 March 2022 - 28 February 2023

Total investment	<b>\$1,042,612</b>	
Direct costs	63%	
Indirect costs	37%	
Total cost per participant starting	\$5,061	

N.B.: Total investment is the total cost of delivery minus the revenue generated from the products/services created by the participants.



# Breakdown of Social Value through each lever: inputs and insights





### Population

How many people do you reach, and how many engage long enough to meaningfully benefit?



### High-level overview of participants in scope

	Employees	Whānau of employees
Total starting	103	103
Total engaging	103	103
Engagement rate	100%	100%

#### Starting definition:

- Employee when the individual signs an employment agreement or a carer has signed on their behalf
- Whānau of employee when their dependent signs the employment agreement or they sign the employment agreement on behalf of the dependent

#### Engaging definition:

- Employee when they work for one month or more
- Whānau of employee when their dependent works for one month or more

Note: Social value is only counted per engaging participant



Capture robust data on whānau of employees if possible. Due to the lack of data collected, we applied a conservative assumption and attributed one whānau member for each employee. In reality, some employees may have more than one primary caregiver.



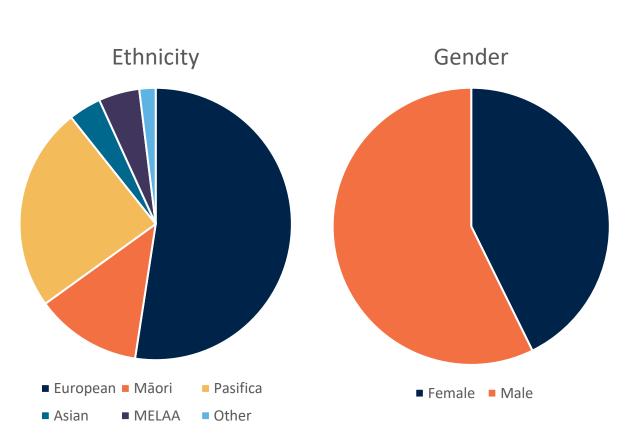
### Opportunity

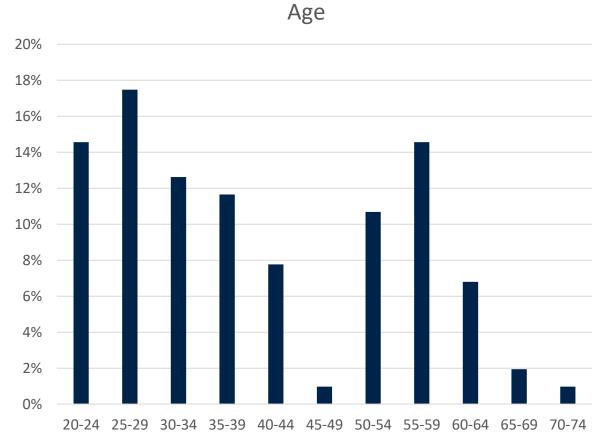
Who do you serve, and what is the opportunity to make a difference for those people?

### Period in Scope:

1 March 2022 - 28 February 2023











- 1. How many employees have co-occurring conditions?
- Explore ways to capture employees'
   circumstances prior to starting with Altus
   Enterprises (utilise close-ended fields with a
   distinct set of pre-defined groups—e.g.,
   checklist-type multiple choice). Categories may
   include:
  - Recently finished schooling (past 6 months)
  - At home with a carer
  - At day centre
  - Employment at other organisation
  - Etc.
- 3. In a similar vein, explore ways to capture employees' employment experiences prior to starting with Altus. Categories may include:
  - Never considered open employment due to individual's high and/or complex needs
  - Past experience in an open employment setting but was not a good fit
  - Past experience in a sheltered employment setting
  - Past experience volunteering
  - Etc.









Impact
What positive long- term changes in peoples' lives does this help to create?



### **GoodMeasure outcomes**

### **Additional outcomes**

These outcomes contribute directly to this year's SROI

These outcomes do not contribute directly to this year's SROI

### **Applied to employee**

Improve mental health
Increase employment
Increase specialised skills
Reduce emergency benefit
Reduce family violence
Reduce offending
Reduce risky behaviour
Reduce smoking

Increase independence

Increase social participation and community engagement

Increase vocational skills

Reduce caregiver burden

Reduce financial precarity

Reduce isolation and loneliness

### Applied to Whānau of employee

Improve mental health
Increase employment

Reduce victimisation





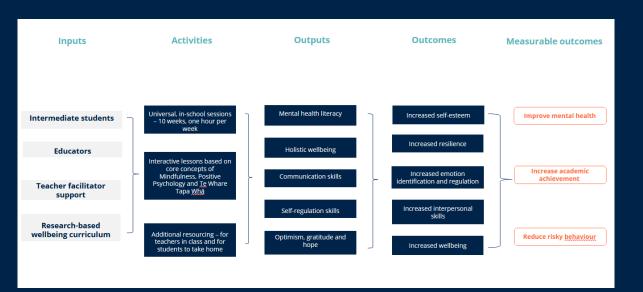
Effectiveness

How effective do we expect it to be at creating those changes?

We conduct a rapid literature review to estimate how effective your programme is at achieving outcomes for your participants. In our literature review, we seek to understand:

- The impact that Altus Enterprises' Employment Support is having on its participants.
- The mechanisms that drive Altus Enterprises' Employment Support impact.

# Intervention Logic's are a map that help substantiate the Outcome Measures we apply to your intervention. E.g.,



# **GoodFeatures are actionable insights derived from the literature.** E.g.,

The programme provides mentors with six or more hours of pre-match, in-person training that prepares them to develop and maintain trusting relationships with young people.



### GoodMeasure **Outcomes**

Improve mental health

Increase specialised skills

Increase employment

Reduce risky behaviour

Reduce offending

Reduce smoking

Reduce emergency benefit

Reduce family violence & victimisation

III ImpactLab

**Outcomes Description Outputs Description** 

Employee

Improved holistic wellbeing

Increased vocational engagement

Increased self-esteem

Increased community participation and social engagement

Reduced financial precarity for employee and whānau

Primary caregiver

Increased free time – for employment or leisure

Decreased caregiver burden and whānau stress

 Contracts manufacturing and factory contracts with third-party

**Inputs** 

- businesses Safe, accessible, disability-friendly workplace
- Supervisory staff

Meaningful, sustainable employment:

**Activities Description** 

- Vocational engagement
- Supportive work environment
  - Training and upskilling opportunities

Employee

**Employment participation** 

Social participation employee is able to build contribute to society, friendships and feel like a valued, productive member

Financial renumeration employee and their whānau receive increased income without harming benefit payments

Primary caregiver

Respite – primary caregiver and whānau of employee receives respite from caring duties on a part-time schedule

Measurable . outcomes

Inputs

Outputs

Outcomes

Area for comparison	Open employment	Sheltered employment	Social enterprise employment
Choosing, finding, maintaining a job	1	<b>↑</b>	$\rightarrow$
Changing and progressing in roles	Ĭ	<u>†</u>	_
Community connections and inclusivity	<b>†</b>	į	<b>↑</b>
Support (encouragement, understanding and	·	•	
accommodation of needs)	$\downarrow$	<b>↑</b>	<b>↑</b>
Skill development	_	_	<u>†</u>
Remuneration (rate and critiques)	$\rightarrow$	$\downarrow$	$\stackrel{\cdot}{\longrightarrow}$
Rights, respect and equity and/or self-determination	1	_	_

**Notes:** Key:  $\uparrow$  Good comparative performance;  $\downarrow$  Poorer comparative performance;  $\rightarrow$  Good and poorer aspects to the comparative performance; - Not mentioned in this employment type



#### **Effectiveness: GoodFeatures**

### Work engagement

- The social enterprise ensures that employees have regular opportunities to demonstrate self-efficacy, decision-making and problem-solving in their workflow, and instructs supervisors on avoiding surveillance behaviour that may be overprotective. This facilitates greater skill building, job satisfaction and independence.
- The social enterprise administrators have a deep understanding of how employment and earnings interact with employees' government benefits, ensuring clients do not suffer any loss of benefits and maximise their remuneration.
- The social enterprise recognises the work and dedication of employees with non-monetary rewards, such as small gifts that are tailored to the employees' interest, verbal recognition, and celebrations for meeting personal or professional milestones. This helps to boost morale whilst remaining within the boundaries of financial renumeration requirements.

# Professional development

- The social enterprise assesses employees' aspirations and intention for work, provides customisable work tasks that match employee preference and capability, and helps employees to learn general vocational skills.
- The social enterprise provides employees with regular opportunities for professional development by offering the chance for formal skill development and increasing employee responsibilities and task-complexity as their capabilities grow.
- The social enterprise provides pathways to open employment for those who may obtain it through on-the-job training in more complex areas, active skill development, and training in skills like CV writing and communication. The programme actively monitors for people who might qualify for the shift to open employment, and has these pathways built into the employment and business operational models.

### **Supported employees**

- The social enterprise provides employees with regular opportunities to engage with both their immediate team and the wider enterprise community to facilitate and encourage friendships and social participation.
- The social enterprise protects employees from discrimination in the workplace by actively promoting employee rights, respect and equity, educating the workforce, and having clear and enforced behavioural and communication policies in place.
- The social enterprise uses measures for inclusion such as: a sense of belonging to the community; contribution to the workplace (of the person with disabilities); trust and reciprocity with co-workers; worker satisfaction; and social proximity measures like work friendships, occupational prestige, and sense of fitting in.

### **Supported transitions**

- The social enterprise provides paid work experience opportunities to school students aged 16-years and over to support their transition from
  education to the workforce. These paid work experience opportunities are provided over the summer school holidays, or during other breaks in the
  academic year, where students may participate in an uninterrupted period of employment. They include additional supports and on-the-job training
  relating to work behaviour conduct, CV writing, interviewing techniques, and financial literacy.
- The social enterprise acts as a source of advocacy and triage for school-aged students who are approaching their transition from education to the workforce. It achieves this by developing a network of local businesses who can provide functional, individualised vocational training "place and train" to those who may go on to open, competitive employment, in addition to its own work-experience programmes that targets those who may not have access to open employment.

# Narrative insights employees and their whānau



"I've been at Altus for 20 years. It was my first paid job. It has made my life better being able to work here. I would do voluntary stuff if not. The best thing about Altus is the people and friends I've made. I can do more things outside work with the finances. I look forward to coming to work."

"I needed a job immediately and wanted to come to Altus to do something, and not be at home all the time. Being at home was boring. I wanted to do something. I like doing the jobs I'm doing. I like the people. Having a paid job means a lot to me. It's helpful to have extra spending money and be able to save. I feel more motivated here, it's better to get out of bed in the morning. I have a few people who I sit with on the train every morning and at lunch. Would feel useless with doing nothing all day. Altus helps give me a sense of purpose, to feel like I'm contributing to society. It's very meaningful to me."

"I'm happy about working here, and not staying at home, which was boring with nothing to do. It's good to get out and meet people. I feel close to the people at Altus. I look forward to coming to work. It is hard to look for a job and make my own money."

### **Employees**

"Before Altus I wasn't working, wasn't doing anything with myself, at home unemployed. It was terrible. Nothing to do, no education, no training. It's a huge difference being at Altus. It keeps me out of trouble, I've met new people, and am making my own money. It's built my self esteem a lot. I feel more confident than before because I wasn't doing anything. I've reached that goal to make my own money, and do something decent with myself. At work I can contribute to the outcome of work. I'm happier feeling like I can contribute. It makes life more exciting and happy to come to work and enjoy the company. I'd be bored at home, doing nothing and not getting paid. I'm more motivated to get out of the house."

"He enjoys walking to the bus/train. He has been exposed to real life situations and events, such as the tragic deaths of his workmates. The main reason I wanted my son to work at Altus was to make friends with his peers. I much prefer him working alongside others with a disability rather than being the "odd one" against mainstream workers. He has improved with his speech, he talks at work to his peers and on the phone. He has become involved in other people's lives and they in his. This is a gift for him and would not have occurred had he not made friends working at Altus. Thank you!"

### Whānau of Employees

"Ever since our daughter has worked at Altus she has grown year on year. She now uses the train and bus to get to work with confidence. She doesn't tend to talk to many people but is very capable of communicating via text. She has been at Altus for 10 years now and is rather annoyed when she can't go to work because of illness. She has gained self worth and selfesteem. Working at Altus has been the best thing for her and her parents. Using the train and buses she walks more and has lost weight. She is now in a flatting environment and does the chores in the flat. Altus has been a real blessing to us, her parents. She has purpose to go to work each day and has some money in her pocket for paying for the flat."



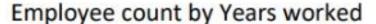


**4** employees (4%) transitioned to open employment

**6** employees (6%) stopped smoking as a result of a smoking cessation programme

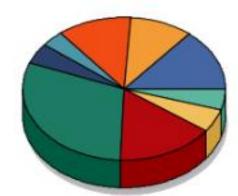


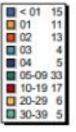
**29** employees (28%) engaged in various training (e.g., Internal Forklift Assessment)





This report shows a pie chart of employees grouped by their length of service. The report will only search for current employees.







Capture data on the whānau and primary caregiver of your employees – what has this regular, predictable respite care enabled them to achieve? How does Altus Enterprises Employment Support the whole whānau?

Continue to capture data on additional training/programme engagement or referrals made

### **Celebrate with your team!**

• You've worked hard to achieve the SROI figure captured in your GoodMeasure Report, it's important to pause every so often to reflect on the impact you're achieving together.

### **Review your GoodMeasure report as a team**

- Discuss key insights from the Report with your leadership, programme and finance team. How could you increase your impact even further?
- Review the GoodFeatures list and identify features already evident in your practice and which ones you could adopt to further increase your programme impact.

### **Share your GoodMeasure report with funders and supporters**

• Funders will appreciate your commitment to impact measurement as it demonstrates transparency and a desire to do good, better. Invite input from both existing and prospective funders. They may have helpful insights and advice – or additional funding – to help you further increase impact.

### Set a goal to improve your SROI over the coming year

• Create an action plan around your programme improvement decisions and keep us informed of your progress.





Altus Enterprises **Doing good, better**.



# Appendix



## Summary of Altus Enterprises' GoodMeasure

Altus Enterprises is an Auckland-based social enterprise that aims to create meaningful employment opportunities for neurodiverse people, empowering them to live fulfilling and meaningful lives. Through its Employment Support mahi, neurodiverse individuals are provided with employment opportunities in a safe and accepting environment; employees are also provided with personal and professional development programmes to support their physical, financial, and emotional wellbeing. In mid-2023, Altus Enterprises worked with ImpactLab to combine their data with data from government and academia to better understand the potential long-term social impact of Employment Support.

#### **Population:**

During the period of 1 March 2022 - 28 February 2023, Altus Enterprises' Employment Support engaged with 103 employees and provided respite to 103 whānau members. Anecdotal evidence and data suggest that these people were experiencing significant vulnerability when engaging with Altus Enterprises.

- All 103 employees are neurodiverse individuals whose needs are high and complex, leaving them to often be excluded from open employment opportunities.
- Many of the 103 employees have co-occurring conditions or illnesses.

#### **Service Delivery:**

Altus Enterprises' Employment Support provides neurodiverse individuals with employment opportunities, through which, they are able to connect with others, develop personal and professional skills, and gain further independence and financial freedom. Some key distinguishing features of Employment Support's model include providing regular opportunities for professional development and providing pathways to open employment.

- With an external provider, Edvance, employees have the opportunity to take part in ongoing training programmes that build skills in the workplace—specifically health and safety as well as general communication and numeracy skills.
- While many employees will continue their employment indefinitely, for those who are able and interested, Altus Enterprises will support them to seek open employment opportunities.

#### **Evidence:**

Available evidence suggests that the impact of this support can be deep and wide-ranging, with an estimated social value of ~\$9,587 per person.

- Evidence was found linking the intervention approach to 9 outcomes including improving mental health, increasing employment, reducing family violence, and reducing smoking.
- The social value that has been captured here is the minimum of what Altus Enterprises' Employment Support delivers. There is some social value left on the table that could be reflected in future metrics, with a more comprehensive data story on how whānau members (primary caregivers) of the employees benefit from the respite gained through their dependent's employment at Altus Enterprises.

#### **Opportunities:**

Altus Enterprises' Employment Support has a strong base of data collection that captures the demographic data of employees (e.g., ethnicity). There is an opportunity to capture data around whānau experience as well as baseline data of employees' circumstances prior to employment to better inform and reflect the effectiveness of Employment Support, but also support management decision-making.

- Capture data on how whānau members who are primary caregivers of employees benefit from their dependent's employment at Altus (e.g., taking on part-time jobs, taking care of themselves, spending time with other children).
- Capture data on employee's circumstances prior to employment at Altus.



Finding	Description
While literature generally points to Open Employment supporting better outcomes for people with disabilities, several studies point out that Open Employment models may not be appropriate for people with higher, more complex needs	<ul> <li>"Open employment has [also] often been found to be associated with better quality of life outcomes than sheltered employment, particularly in the domains of self-determination, autonomy and empowerment [however] for some people with intellectual disability, it may not be clear that open employment is the best or most viable option, [and] that people with intellectual disability who already have a high sense of well-being and independence may be more likely to access meaningful open employment and experience good outcomes from it, possibly because of their pre-existing characteristics" Melzter et al 2018</li> <li>" research findings suggest that those who thrive and experience the most positive outcomes in open employment are often those with lower support needs and who already have a higher sense of well-being and skills for independent living prior to beginning work in open employment" - Meltzer et al 2020</li> <li>"Although sheltered or facility-based employment has been an option for adults with ID for decades, over 10 years ago the Rehabilitation Services Administration eliminated sheltered employment as a preferred outcome for individuals with disabilities receiving vocational services (Wehman, Revel, &amp; Brooke, 2003). It has been noted that generally there are fewer individuals with ID working in sheltered settings today, although, unfortunately, there has not been a corresponding increase in the percentage working competitively" - Siperstein et al 2013</li> </ul>
Sheltered workplaces offer particular benefits to individuals with high-needs, such as finding and maintaining a job, role flexibility, job progression, and social interaction. These benefits are recognised by both employees and their whānau	<ul> <li>"When participants sought work in sheltered employment, they experienced fewer barriers to finding and maintaining a job. Jobs were almost always available when people wanted them, although not always for the number of days that some people wanted over time. For example, employees were sometimes asked to reduce their work days if there was concern that their wages might threaten their welfare payments or a concern about their health or well-being. On the whole, however, once people found a job in sheltered employment, they could usually remain working there for as long as they wanted. They were also often able to swap tasks, and sometimes to take on more responsibilities, to maintain their interest in their role over time. In this respect, sheltered employment offered greater job stability, flexibility and, sometimes, role progression." - Meltzer et al 2018</li> <li>"While people working in open employment often complained of a lack of understanding from colleagues or supervisors, people with intellectual disability often saw both social enterprises and sheltered employment as more supportive, in the sense that these workplaces provided significant encouragement, understanding and accommodation of their needs." - Meltzer 2018</li> <li>"Those most often top-ranked at individual tables were provides a sense of security, fosters friendships, provides a structured environment, and promotes social interaction." - Carter et al 2018</li> </ul>
For students transitioning from education to employment, paid community-based work experience opportunities are effective at improving posteducation vocational engagement	<ul> <li>"Regardless of level of ID, students who had paid work during high school were more likely to be employed after high school graduation than students who did not have paid work during high school (Carter et al., 2012; Hasazi, Gordon, &amp; Roe, 1985; Joshi et al., 2012; Simonsen &amp; Neubert, 2013; Sitlington et al., 1992). Participation in paid work during high school also related to student's post-school quality of life. Families of students with paid work during high school described students as having higher levels of competence, empowerment, and social belonging than families of students who did not have paid work during high school" - Roony-Kron and Dymond 2022</li> <li>"Participation in work experience before graduating high school or shortly thereafter is a known predictor of later community employment. Numerous studies establish clear links between early work experience and later employment (Lindstrom, Hirano, McCarthy, &amp; Alverson, 2014; Carter, Austin, &amp; Trainor, 2012; Mamun, Carter, Fraker, &amp; Timmins, 2018; Riches, Knox &amp; O'Brien, 2014; Riches, Parmenter, Fegent &amp; Bailey, 1993; Riches, Parmenter &amp; Robinson, 1996; Wehman, Schall, McDonough, et al., 2017; Wehman et al., 2019) For individuals with moderate or severe ID, the benefit of work experience may be to raise the employment expectations of youth and their families. For individuals with mild ID, work experience across several industries often results in more realistic employment goals and better job matches" - Weham et al 2020</li> </ul>

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### **Summary of inputs and assumptions**

	Impact	<b>Effectiveness</b>	<b>Opportunity</b>	Population	Cost
Inputs to this SROI	ImpactLab's library of quantified impacts	Findings from Social enterprises and programmes in the international and local evidence base, and data on employee engagement (e.g., # of years of service, engagement with training, etc.)	Demographic data of employees (e.g., gender, ethnicity, disability, etc.)	Employee data from programme during period in scope	Altus Enterprises' Profit & Loss statement
Key assumptions	'Lifetime' impact is conservatively valued over a 5-year period, which aligns with the New Zealand Treasury's approach in measuring impact over a contained period.	Research is analogous to your programme	Employees % disabilities applied to 'improve mental health'  100% opportunity applied to 'increase specialised skills' % disabilities applied to 'reduce risky behaviour' % disability to 'increase employment' % unemployed applied to 'reduce emergency benefit'  Whānau of employees % caregivers applied to 'improve mental health'	In the absence of data, we have attributed one index carer for each Altus employee.	Total income from sales subtracted from total cost attributed to Employment Support

### **Summary of data and decision insights**





How can Altus



**Effectiveness** 



**Opportunity** 



**Population** 



Cost

Potential levers to grow understanding of impact & potential impact questions

Enterprises support
neurodiverse
individuals
transitioning out of
school? Can Altus
Enterprises play a
"bridging" support role
between education
and employment to
navigate neurodiverse
individuals to the
pathway best fit for
their strengths, needs,
and abilities?

Capture data on the whānau of employees – what has this regular, predictable respite care enabled them to achieve? How does Altus Enterprises Employment Support the whole whānau?

employee's
circumstances prior to
employment at Altus
Enterprises (e.g., recently
finished schooling, at
home with carer, at day
centre).

Explore ways to capture employee's employment experiences prior to working at Altus.

Capture more robust data on whānau of employees if possible (this is in reference to primary carers of the employee). If Altus Enterprises decides to expand operations and hire more employees, it would be interesting for the team to track how the cost per employee figure changes over time.



GoodMeasure Outcomes	Definitions
Improve mental health	intrinsic measurement of an improvement in mental health
Increase employment	measures income and government savings associated with moving to employment
Increase specialised skills	measures increased income from improvement in transferable and human skills
Reduce emergency benefit	measures increased income and government costs associated with emergency benefit payment
Reduce family violence	measures government costs associated with family violence
Reduce offending	measures increased income and government savings associated with reduced offending
Reduce risky behaviour	measures government costs associated with risky behaviour
Reduce smoking	measures government costs associated with smoking
Reduce victimisation (family violence)	measures hospitalisation and emergency accommodation costs associated with family violence



### Period in Scope: 1 March 2022 - 28 February 2023

	% SV by	Definitions	
Treasury living standard domains	Domain	Jobs and Earnings: Freedom from unemployment	
Jobs and Earnings	61%	Income and Consumption: People's disposable income	
Income and Consumption	5%	<b>Health:</b> People's mental and physical health	
Safety	1%	Safety: People's safety and	
Health	33%	security and freedom from risk of harm	



### Social value breakdown

Total cost	\$1,042,612
Total social value	\$1,974,831
SROI (social value as proportion of programme cost)	190%
Social value per person engaging	\$9,587

