



Social Impact Performance Report



Co-Creatives
2023





Measuring and **Maximising** Social Impact

1.

Explaining the Huber
Social Wellbeing
Framework

2.

The Social Impact
Model

3.

The Social Impact
Measurement Results



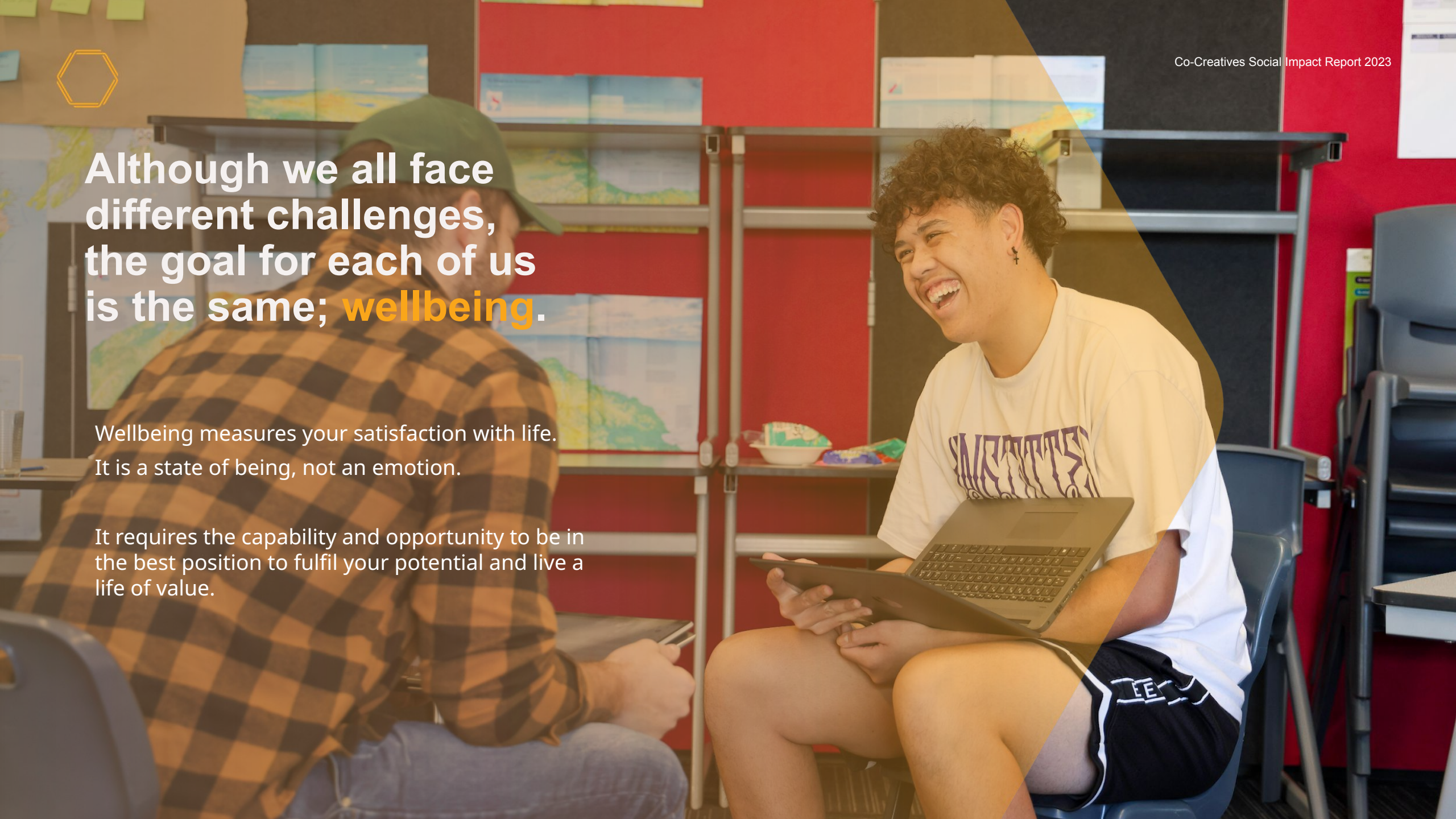
Explaining the Huber Social Wellbeing Framework



Although we all face different challenges, the goal for each of us is the same; **wellbeing.**

Wellbeing measures your satisfaction with life. It is a state of being, not an emotion.

It requires the capability and opportunity to be in the best position to fulfil your potential and live a life of value.





Measuring Social Impact in Terms of Wellbeing

To measure the effectiveness of program we measure the 'shift' in:

1. Subjective Wellbeing; and
2. The program outcomes achieved to create that shift in wellbeing.





**IMPACT
HUB**

Impact Hub Waikato exists to enable, inspire and connect social entrepreneurs, and to close the gap between rural and urban success. As part of a global network with over 63 countries and 100+ hubs, Impact Hub holds the view that business is a powerful vehicle for social and environmental change.



Impact Hub Waikato's Co-Creatives programme is a dynamic, 12-week programme for South Waikato-based artists, creatives and artistic entrepreneurs. The programme is designed to uplift a cohort of 10 aspiring creative teams/founders, offering them much needed inspiration and knowledge to help them develop and grow.

The programme has been designed to offer two streams of support that run concurrently; entrepreneurial support modules & artistic uplift sessions. The entrepreneurial support modules provide guidance for the cohort to enable them to successfully set up or grow the commercial component of their project. These modules have been crafted to support artistic entrepreneurs and the specific challenges they face when bringing their creative products or services to market. The modules cover topics such as entrepreneurial mindset, personal branding, business foundations, marketing strategy and others. The artistic uplift sessions provide a unique opportunity for South Waikato based creatives to meet & interact with some of New Zealand's most renowned creatives right here in Tokoroa. Creatives from around New Zealand will come to the South Waikato and spend time getting to know our cohort, sharing their knowledge with them, and providing inspiration and connection.

Our programme begins and ends with a two-day marae stay, giving the cohort the opportunity to develop a deeper connection with each other through time spent & physical interaction. This new relationship, developed together with local iwi, Raukawa, intends to provide a deeper connection for participants with place. We end the programme in the same way, by coming together, planning and practising our final events, and enjoying time in the physical presence of the cohort.

The programme ends with two key events; a Community Showcase day, and an Awards Dinner. The Community Showcase day is an opportunity for the cohort to share their craft & their development with the community. Friends, family and the general public will be invited to Impact Hub to interact with the cohort and be introduced to what they do. The lack of opportunity to celebrate success was noted in the planning stages of the programme, and so a celebratory event was suggested as a great way to wrap up the programme. The Awards Dinner will bring together all those involved in the programme (our team, facilitators, artists, stakeholders, funders & community) to celebrate the successes of the cohort and will be a real night to remember for the community!



Co-Creatives **Social** **Impact Model**



Social Impact Model

The Social Impact Model includes a Theory of Change and the metrics used to measure each level of impact. A Theory of Change outlines how a program intends to achieve its overall impact.

Through measuring each level of impact, Co-Creatives can use a data-driven approach to demonstrate what works and what is needed to maximise impact and outcomes.

| | THEORY OF CHANGE | METRICS |
|-------------|---|---|
| 1. Impact | The Co-Creatives programme helps South Waikato creatives achieve high wellbeing by increased self-belief and access to entrepreneurial skills training, as well as to create long-lasting connections | Subjective Wellbeing. <i>This is ascertained using the globally recognised Satisfaction with Life Scale .</i> |
| 2. Outcomes | To achieve the above impact, Impact Hub Waikato builds capabilities and provides opportunities for Co-Creative participants in the following ways: | |
| | Self confidence | <ul style="list-style-type: none"> • Hope • Self-belief • Purpose • Access to tools/skills that nurture self-expression • Access to environments that promote self-respect and confidence to utilise opportunities • Freedom from shame and judgement relating to ancestry and locale |
| | Build Capacity and Knowledge | <ul style="list-style-type: none"> • Provide opportunities for increased entrepreneurial skills <ul style="list-style-type: none"> - Financial planning for business - Marketing strategy for business - Ability to perform a pitch to an audience • Education opportunities tailored to the individual's needs • Skills and opportunities to build and express cultural and artistic identity |
| | Create and Strengthen Connections | <ul style="list-style-type: none"> • Access to (and skills to) build and maintain relationships with local mana whenua and sense of belonging • Access to a (long lasting) community • Instil a sense of pride in cultural identity and heritage |
| | Other factors that may be relevant to the group's wellbeing but not directly addressed in the programme: | <ul style="list-style-type: none"> • Financial wellbeing • Accommodation • Educational status • Diet • Physical activity |



Social Impact Model

Continued.

| | THEORY OF CHANGE | METRICS |
|----------------------|---|---|
| 3. Outputs | <p><i>The programme consists of the following key deliverable outputs:</i></p> <ul style="list-style-type: none"> • Impact Lean canvas • Marketing Plan • Introductory Pitch to audience • Cohort Platform concept explored | <ul style="list-style-type: none"> • # of participants who complete the programme • # of hours of entrepreneurial modules undertaken by participants • # of pitches at the end of programme |
| 4. Activities | <p><i>The programme is delivered through the following activities:</i></p> <ul style="list-style-type: none"> • 10 Entrepreneurial modules • 10 Creative sessions • 2 Group stays on a marae • 1 Community Showcase event • 1 Awards Event | <ul style="list-style-type: none"> • # of entrepreneurial modules delivered • # of creative sessions delivered • # of days/ amount of time spent at the Marae for mutual activities • Execution of two final events |
| 5. Resources | <p><i>The above activities require the following resources:</i></p> <ul style="list-style-type: none"> • Coordination by project team and key stakeholders • Funding | <ul style="list-style-type: none"> • Time spent by project team • Total cost of programme • Funding • Time spent by participants on the programme |



Social Impact Measurement **Results**

Co-Creatives 2023

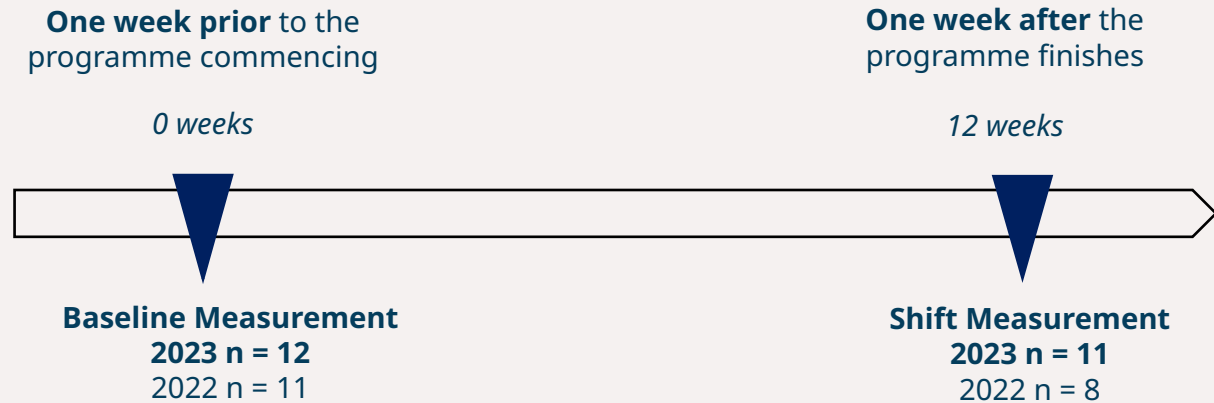


Measurement Activities

To provide Impact Hub Waikato with these findings Co-Creatives programme participants were asked to complete two surveys, a baseline survey one week before the programme and a shift survey one week after.

Analysis was then completed, comparing the results of these two surveys. The number of paired responses was 18.

Given the small sample size for each programme the results from both the 2022 and the 2023 programmes have been combined in some analysis for this report. This was done to strengthen the rigour of findings and provide deeper insights into the wellbeing Co-Creatives participants.



- The 2022 measurement period was September – December 2022.
- The 2023 measurement period was April – July 2023.
- All survey participants were provided with an ID number so that their progress can be measured longitudinally
- Surveys for all participants were completed online.

All Huber Social measurement projects are submitted to the Huber Social Ethical Review Board to ensure that all projects will be undertaken with appropriate ethical considerations. This measurement project was granted approval on April 12, 2023.



Key Findings

1. Co-Creatives has a positive impact on its participants

2023 Co-Creatives Programme participants increased their wellbeing by an average 12% compared to before they started the program. This demonstrates the value this Programme adds to participants' overall wellbeing.

2. Co-Creatives achieves across measured outcomes

Co-Creatives achieves what it sets out to with strong shifts across all three targeted outcome areas as outlined in the social impact model; self-confidence, building capacity and knowledge, and creating and strengthening connections.

3. Co-Creatives meets the needs of its participants

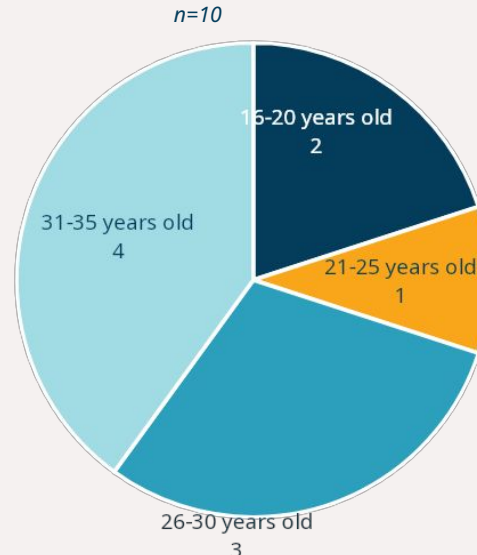
Some of the lowest scoring factors at for participants at the baseline measurement were improved after participating in the programme. Participants have awareness of what they need, and have likely signed up for that reason. This indicates that the programme is positioned well to fulfil its target outcomes by addressing the needs of its participants and improving their overall wellbeing.



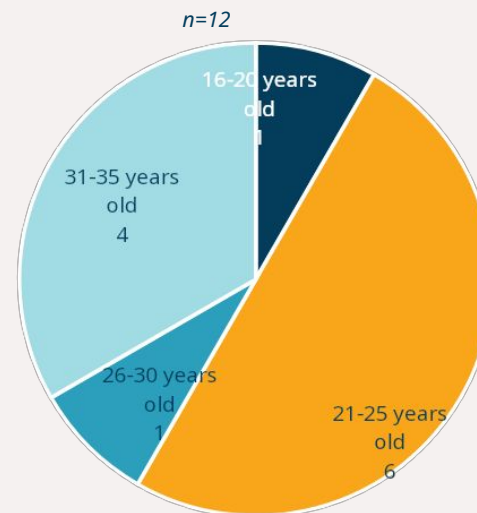
Co-Creatives Participants

- Participants are living in the South Waikato.
- They have an artistic or creative skill they are working on developing and have a desire to monetise their craft through a business. There is a focus on providing for those working on Māori or Pacific art forms.
- All participants are between 16 and 35 years of age, with a shift in largest demographic to the 21–25 segment in 2023.
- There was an even split between male and female in 2023.
- In 2023 75% of respondents identified as Māori, 25% as Cook Island, and 17% as Samoan.
- Most respondents identify as heterosexual (82.6%)
- Most have an education level of Year 13 or above (72.7%)

Age of Participants - 2022

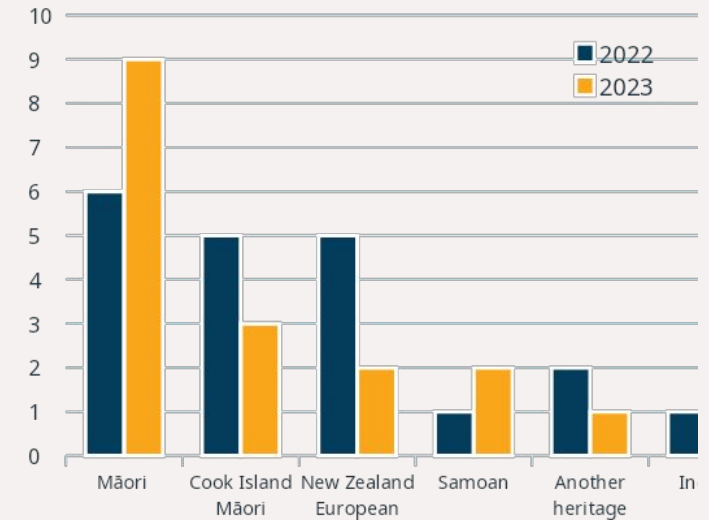


Age of Participants 2023



Cultural Heritage

Participants can choose more than one cultural heritage
n=23





Co-Creatives and **Wellbeing**





2023 Shift in Wellbeing

The wellbeing metric measures an individual's satisfaction with their life.*

The results compare the subjective wellbeing score for 2023 programme participants prior to commencing the programme and upon completion of the programme 12 weeks' later.

** Using the globally recognised Satisfaction with Life Scale: Ed Diener, Robert A. Emmons, Randy J. Larsen and Sharon Griffin as noted in the 1985 article in the Journal of Personality Assessment.)*

In 2023 Co-Creatives Programme participants increased their wellbeing by an average

+12%

compared to when they began the programme.



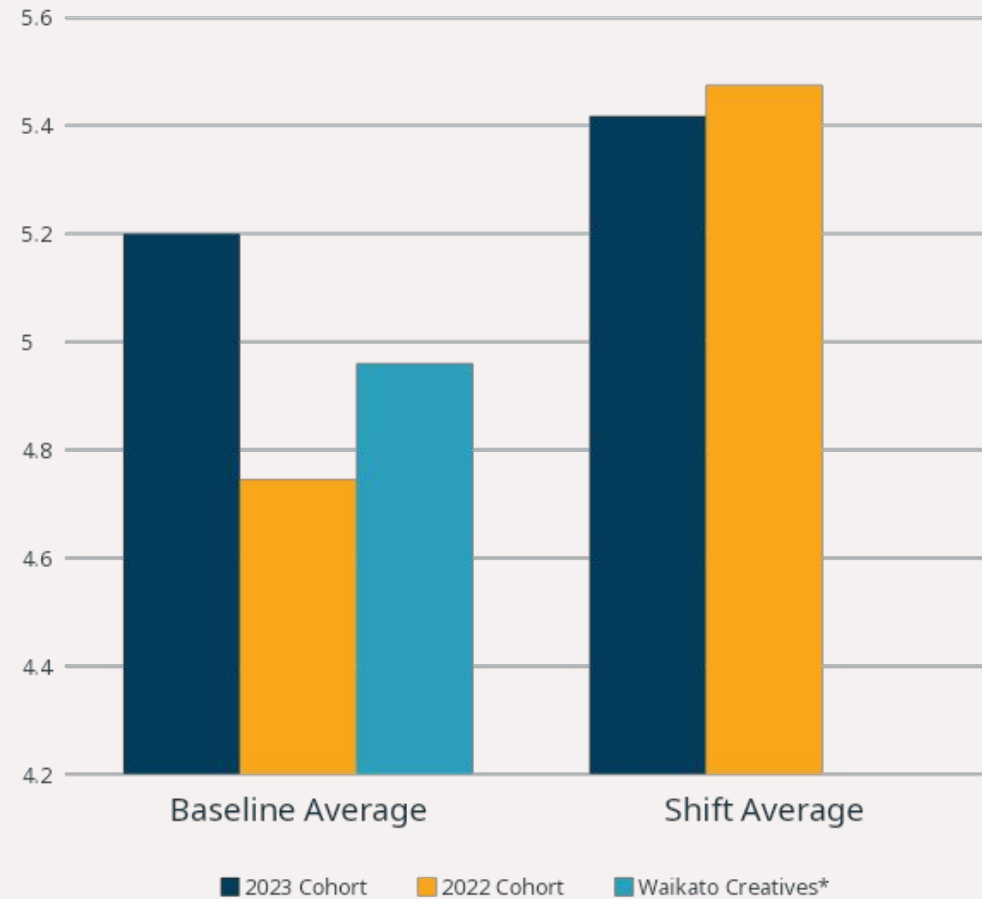


Wellbeing in the Waikato

Recent research into the wellbeing of creatives in the Waikato revealed the average overall wellbeing of Waikato creative professionals was 4.96, on a scale of 1-7, and for non-industry folks 5.02.*

Averages for the 2023 Co-Creative participants who have completed the program all exceed this average, with creatives having average wellbeing of 5.44 when they graduate.

Comparison of Average Wellbeing Scores



*Creative Waikato, Wellbeing and Arts, Culture and Creativity in the Waikato, October 2022.
https://creativewaikato.co.nz/site/uploads/HS_Creative-Waikato_Wellbeing-and-Arts-Culture-and-Creativity-in-the-Waikato_FINAL.pdf
Overall wellbeing was measured using the Satisfaction with Life Scale. Only baseline data was collected.



Predictors of Wellbeing

Statistical analysis was used to identify which measured factors have the strongest relationship with overall wellbeing; these are predictors of Wellbeing.

Recent research undertaken by Creative Waikato with both creatives and non-creatives included measurement of over 50 holistic factors. From that research five factors emerged as consistent predictors of wellbeing:

Pride, enjoyment, purpose, self-love, and self-respect.

In addition, **self-awareness** was found to have a uniquely strong relationship with wellbeing among creative professionals.*

Co-Creatives findings align to this with **pride (I am proud of who I am and where I come from)** being the factor of most significance to wellbeing for all Co-Creatives participants at baseline.

Significant Positive Relationships between Wellbeing and measured factors, for all Co-Creatives

| Factor Measured | Relationship | r | Sig. Value |
|---|----------------------------------|-------|------------|
| I am proud of who I am and where I come from | Significant, Positive & Moderate | 0.531 | 0.009 |
| I have enough income to cover the costs of everyday needs | Significant, Positive & Moderate | 0.508 | 0.013 |
| My opinions are heard and respected by others | Significant, Positive & Moderate | 0.488 | 0.018 |
| I know how to create a financial plan for my business | Significant, Positive & Moderate | 0.488 | 0.018 |
| I have the skills to build and express my cultural identity | Significant, Positive & Moderate | 0.483 | 0.019 |
| My life is important | Significant, Positive & Moderate | 0.46 | 0.027 |
| I am proud of my cultural identity | Significant, Positive & Moderate | 0.459 | 0.027 |
| I believe good things will happen in my future | Significant, Positive & Moderate | 0.424 | 0.044 |
| I feel safe in my home | Significant, Positive & Moderate | 0.417 | 0.048 |

*Creative Waikato, Wellbeing and Arts, Culture and Creativity in the Waikato, October 2022. https://creativewaikato.co.nz/site/uploads/HS_Creative-Waikato_Wellbeing-and-Arts-Culture-and-Creativity-in-the-Waikato_FINAL.pdf
Overall wellbeing was measured using the Satisfaction with Life Scale. While there was slight underrepresentation from South Waikato District (and Matamata Piako District) this was adjusted for during data analysis.



Predictors of Wellbeing

Analysis found out of all measured demographic factors that a participant's living arrangements and employment status had a statistically significant effect on overall wellbeing. Owning one's home and having full-time fixed work may increase feelings of stability and security and in turn improve overall wellbeing.

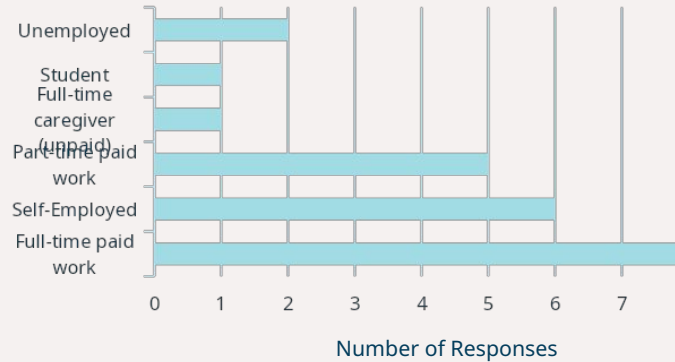
Employment Status and Wellbeing*

Co-Creatives participants who reported being in full-time paid work have a higher average wellbeing score (5.72, n = 8) than other employment groups.

Living Arrangements and Wellbeing^

People owning a home have significantly higher wellbeing score (5.88) on average than those renting a space (4.75) or living with family (4.72).

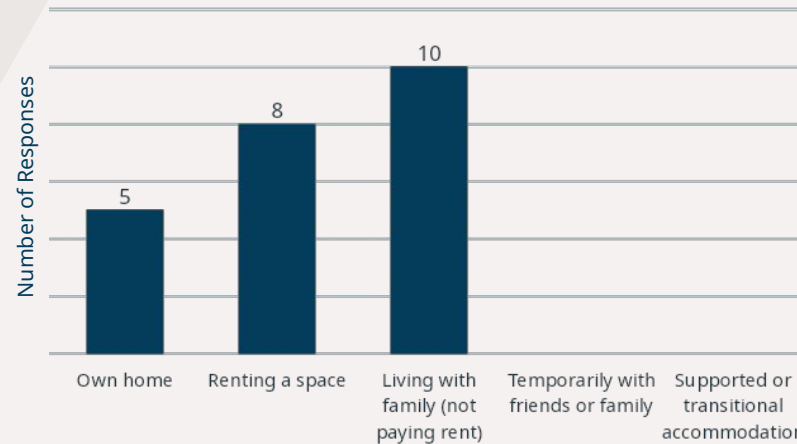
Employment Status



Overall Wellbeing and Employment Status



Living Arrangements



Overall Wellbeing and Living Arrangements



Baseline data only 2022+2023. n=23
* F = 2.865, p < 0.05.
^ F = 3.66, p < 0.05



“The Co-Creatives programme impacted my wellbeing a lot!

Mostly through mental wellbeing in feeling more confident in who I am as a person and as a creative.

It has brought my drive for creating to a level I never knew existed.”

- 2023 Co-Creatives programme participant





Co-Creatives 2023 Programme Outcomes





Co-Creatives Builds Capacity and Knowledge

Analysis was conducted to determine the **biggest areas of impact** on 2023 Co-Creatives participants. The factors on this and the following two slides had the biggest shifts across all measured factors.

Under the Capacity and Knowledge outcome the largest measured shifts were in building the practical skills needed to run a successful business, and access to the educational opportunities they want. The two highest rated shifts, market strategy and financial planning for business, were also top shifts in the 2022 measurement.

These positive shifts, both here and on the following pages, indicate the Co-Creatives programme is consistently making a meaningful contribution towards its target outcomes.

*The statistical confidence in these positive shifts are all ≥95%, meaning we can have a high-level of confidence that these differences are unlikely to be due to chance or coincidence.
All results presented used paired responses (n=9)*



+ 129%

Market Strategy for Business

Participants know how to create market strategy for their business



+ 117%

Financial Planning for Business

Participants know how to create financial plans for their business



+ 32%

Education Access

Participants have access to education opportunities that allow them to pursue their interests

“In a positive way bringing community, culture, and business learning all into one complete package.”

- 2023 Co-Creatives participant



Co-Creatives Builds Self-Confidence

Under the Self-Confidence outcome the largest measured shifts were in participants feeling more confident to introduce their business to others (57% increase), and to act on business opportunities that come their way (32% increase).

The highest shift reported in this outcome, participants feeling confident in introducing their business to others, was also a top shift in the 2022 measurement.



+ 57%

Business Confidence

Participants feel confident in introducing their business to others



+ 32%

Business Confidence

When they are faced with a business opportunity participants feel confident in acting upon it.

“[I have] way more belief in myself. [Co-Creatives] filled and fuelled my creative side which had been empty and unsure how to use this in a lucrative way and made me feel balanced. This impacted my whole being in a positive way”

- 2023 Co-Creatives participant



Co-Creatives Creates and Strengthens Connections

Under the Create and Strengthen Connections outcome the largest measured shifts were the increase in participants feeling connected to their creative business community (91% increase) and participants feeling able to build and maintain relationships with local mana whenua (45% increase).

Large shifts in these areas were also identified in the 2022 measurement.



+ 91%

Community Connection

Participants feel connected to their creative business community



+ 45%

Connection with Mana Whenua

Participants feel able to build and maintain positive relationships with local mana whenua

“I have built a close network of creatives that I consider family.”

- 2023 Co-Creatives participant



“It's opened my eyes to more things in life, allowed me to comfortably speak my truth without fear.

... this programme has allowed me to connect with lifelong friends who are on the same journey of choosing better in life.”

- 2023 Co-Creatives programme participant





Financial Security is a Priority Need

Statistical analysis was used to identify which measured factors have the strongest relationship with overall wellbeing but are also low scoring. These are priority needs for the cohort (See Annex 2).

Across all Co-Creatives participants at baseline two factors were identified as priority needs. Both related to financial security.

The **I know how to create a financial plan for my business** factor is a predictor of wellbeing that saw a huge increase, indicating it has a positive impact on the overall wellbeing of participants.

The **I have enough income to cover the costs of everyday needs** factor did not shift as substantively as the above factor, however the shift score is still relatively high and there was a significant shift ($p < 0.1$). This indicates the Co-Creatives Programme supports this need but that there's still room for its improvement.

Note: Scores measured on a scale of 1-7.



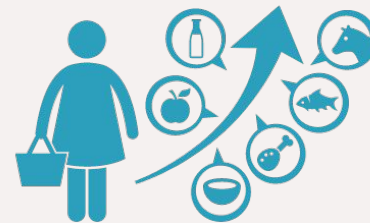
+117%

Financial Planning for Business

Before starting the programme, participants did not feel confident to create financial plans for their business.

Score at baseline: 3.27
Score at shift: 5.82

This need was successfully addressed by the Co-Creatives Programme.



+21%

Income for Everyday Needs

Before starting the programme, participants did not feel they had enough income to cover the costs of everyday needs.

Score at baseline: 4.83
Score at shift: 5.30

There's potential for continued growth for this need.



Challenges of 2023 Co-Creatives' Participants

The factors on the right are the lowest-scoring outcomes collected from the 2023 shift data and represent areas for improvement for all 26 factors measured for the 2023 cohort after completing the programme.

The majority of these low-scoring factors are beyond the scope of Co-Creatives outcomes, which explains why they have remained low as the programme was not designed to address these issues.

There is an opportunity for the Co-Creatives programme to further support the wellbeing of its participants by looking into how these factors could be addressed, both within and outside of the programme.

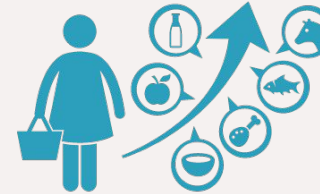
Note: Scores measured on a scale of 1-7.

**While "I know how to create a financial plan for my business" is a low-scoring factor, it is worth noting its +117% shift outlined on the previous slide.*



4.6

Factors beyond Scope - Cost and Availability of Food
The cost and availability of food choices where participants live allow them to eat as healthy as they would like



5.3

Factors beyond Scope - Income for Everyday Needs
I have enough income to cover the costs of everyday needs



5.5

Factors beyond Scope - Physical Health
I look after my physical health



5.8

Build Capacity and Skills

I know how to create a financial plan for my business*



5.8

Factors beyond Scope - Access to Mental Health Services

I have access to community mental health services if I need it



5.9

Self-Confidence

My contributions to my community are valued



Strengths of 2023 Co-Creatives' Participants

The factors on the right are the highest-scoring outcomes collected from the 2023 shift data and represent the areas of strength of all 26 factors measured for the 2023 cohort after completing the programme.

The increasing positive growth of participants' existing strengths suggest Co-Creatives success in building further upon these factors.

2023 Strengths at baseline and shift (all results) showed new additions directly related to skills from the programme, including "I know how to create a marketing strategy for my business" and "I feel connected to my creative business community".



Pride in Self

Participants are proud of who they are



Hope

Participants believe good things will happen in their future



Purpose

Participants believe their lives are important



6.9

Business Skills

Participants know how to create a marketing strategy for their businesses



6.8

Pride in Culture

Participants are proud of their cultural identity



6.8

Safe in Home

Participants feel safe in their homes

Note: Scores measured on a scale of 1-7.



“This course impacted me deep as a creative being that I was around adults that know a lot about how to run businesses which really helped me.”

- 2023 Co-Creatives programme participant





Next Steps

- **Share and Celebrate** findings with cohorts.
- **Update Measurement Tools.** Employment status and income questions could be modified to better understand who Impact Hub can target for these programmes to have maximum impact on Wellbeing.
- **Consider further alignment** to Creative Waikato metrics for future measurements
- **Consider exploring ways to address priority needs around financial security.**
- **Summary of key learnings**
- **How to apply findings**





Annex 1. Transparency Reporting Page

To ensure the integrity of findings always, Huber Social includes a Transparency Page for every project. This ensures both the rigour of evidence and rigour of analysis is clear for each project across every stage of the data lifecycle.

| Phase | Questions on the Treatment of the Data | Points allocated | Yes or No | |
|-------|--|---|-----------|---|
| | SAMPLE | Everyone in the program included in the measurement | 2 | Y |
| | | OR Survey sample population designed to be representative of group | 1 | - |
| | BASELINE | Control group (independent of the intervention) | 3 | - |
| | | Group baseline measured (pre-intervention) | 2 | Y |
| | | Baseline inferred from time in program (e.g., 1 vs. 3 years) | 1 | - |
| | EXCLUSIONS | Details of people specifically excluded from the measurement: <i>Must be enrolled in Co-Creatives Program to participate.</i> | | |
| | DISTRIBUTION | Online surveys | | Y |
| | | OR hardcopy surveys | | - |
| | | Subjects supervised by Huber Social consultant | 1 | - |
| | | Translation or guidance provided | | - |
| | DATA SOURCES | Data Mining of other sources | 1 | - |
| | | Data included from previous years/measurements | 1 | Y |



Annex 1. Transparency Reporting Page

Continued.

| Phase | Questions on the Treatment of the Data | Points allocated | Yes or No |
|-------------------|--|------------------|------------|
| CLEANING | Partial responses removed or no partial responses | 1 | Y |
| | Details of any responses removed: <i>Partial responses removed where less than 50% of survey was completed</i> | | |
| SHIFT MEASUREMENT | Calculated on time in program | | |
| | Calculated on group average | 1 | - |
| | Calculated based on individual scores | 2 | Y |
| TEST APPLIED | Basic analysis | | Y |
| | Statistical Correlation Test | 2 | Y |
| | Multiple Regression or Lasso Regression Test | 3 | - |
| REPORTING | Client received Social Performance Report (improve) | 1 | Y |
| | Client published Outcomes Report (prove) | 2 | - |
| | Client published full Social Impact Report | 3 | - |
| | | 11 | MED |



Annex 2. Predictors of Wellbeing

Further detail about what is meant by a 'Predictor of Wellbeing.'

To inform how Impact Hub can best to support the wellbeing of Co-Creatives participants, correlation analysis is used to identify which factors measured have a significant relationship with participants' overall wellbeing; these are known as predictors of wellbeing.

The stronger the relationship between an outcome and overall wellbeing, the more confidence there is that a change in the outcome will correspond with a change in wellbeing.

Relationship strength is based on both the statistical significance (p-value) and beta coefficient value (r). The p-value describes the confidence that the relationship identified between the predictive outcome and wellbeing is true, rather than produced due to sampling error or chance. The beta coefficient (r) describes how closely each outcome and wellbeing are likely to move together in relation to each other.

For the purposes of this study, a strong relationship between an outcome and overall wellbeing is defined as any outcome with a beta coefficient value greater than 0.7; a moderate relationship is between 0.699 and 0.4; a weak relationship less than 0.4. Even though a relationship may be weak, there is still a significant association between the outcome and overall wellbeing.



Annex 2. Predictors of Wellbeing continued

The factors listed on the right were found to have a significant relationship with overall wellbeing and are considered predictors of wellbeing.

If a factor is not listed here, it was not found to have a significant relationship.

| Factor Measured | Relationship | r | Sig. Value |
|---|-----------------------------------|-------|------------|
| I am proud of who I am and where I come from | Significant, Positive & Moderate | 0.531 | 0.009 |
| I have enough income to cover the costs of everyday needs | Significant, Positive & Moderate | 0.508 | 0.013 |
| My opinions are heard and respected by others | Significant, Positive & Moderate | 0.488 | 0.018 |
| I know how to create a financial plan for my business | Significant, Positive & Moderate | 0.488 | 0.018 |
| I have the skills to build and express my cultural identity | Significant, Positive & Moderate | 0.483 | 0.019 |
| My life is important | Significant, Positive & Moderate | 0.46 | 0.027 |
| I am proud of my cultural identity | Significant, Positive & Moderate | 0.459 | 0.027 |
| I believe good things will happen in my future | Significant, Positive & Moderate | 0.424 | 0.044 |
| I feel safe in my home | Significant, Positive & Moderate | 0.417 | 0.048 |
| When I am faced with a business opportunity, I feel confident in acting upon it | Significantly Positive & Moderate | 0.386 | 0.069 |
| I believe in myself | Significantly Positive & Moderate | 0.377 | 0.076 |



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