



The Duke of Edinburgh's International Award in New Zealand, The Hillary Award

Social Value Research Report

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Introduction



Introduction

There are 1.8 billion young people aged 10-24 in the world today; the largest youth generation in history. Though fast-paced developments in technology mean the world has, in many ways, never been smaller or more accessible, it has also become increasingly unstable, uncertain and often insecure.

As today's young people set out to find their place in this world, and are bombarded by information, expectations and uncertainty, they are growing up with a mosaic of complexities and challenges unseen by previous generations.

Tried and tested formal education models have been helping prepare young people for their futures for generations, in many societies. In some, access to school is a relatively newfound right; in others, that right has still to be won. New technologies and advancements see this continuing to evolve. However, many are now recognising that a less structured form of learning (though still with defined objectives and outcomes) delivered through what is known as non-formal education and learning, also needs to play a key role in the development of young people.

Non-formal education and learning, such as that offered by The Duke of Edinburgh's International Award (the Award), focuses on developing the wider 'soft' or 'core' skills – such as resilience, adaptability, problem solving, decision making and communication – which can help young people ensure they are ready for the world.

There is decades of anecdotal evidence that confirms that the Award makes an impact on young people and their communities. Over the last few years, The Duke of Edinburgh's International Award Foundation (the Foundation) has been working on developing robust, evidence based approaches to research and evaluation of the Award, to demonstrate that impact and has been working with national partners to implement these approaches across the world.

As part of this effort, the Foundation has worked with PricewaterhouseCoopers UK (PwC) to develop an approach to measure the social value of the Award. Social value in the Award context refers to the change created by the Award for and through its key stakeholders (young people, adults involved in delivery and society), in monetary terms.

This report introduces the social value model of the Award, which explains the journey of outcomes and impacts that result from the young people's and adults' involvement in the Award. It discusses the methodology used to measure the social impact of the Award and presents the results of the social value analysis conducted in New Zealand, in collaboration with The Duke of Edinburgh's International Award's National Award Office in New Zealand.

The Duke of Edinburgh's International Award

The Duke of Edinburgh's International Award (the Award) is a global non-formal education framework for all young people aged 14-24 and it operates in more than 130 countries and territories. In 2019, over a million young people followed their own unique Award programme, via hundreds of thousands of youth-focused partners and operators, including schools, youth organisations, examination boards and young offender institutions.

The Award is delivered internationally through a global and diverse network of licensed Operators, varying in scale from large National Award Operators (NAOs) with hundreds of thousands of participants to directly licensed Independent Award Centres (IACs) – typically international schools or youth clubs – with just a few young people taking part.

The Award has been running in New Zealand since 1963. Known as **The Young New Zealander's Challenge** from 2001 to 2009, the Award has been referred to as **The Duke of Edinburgh's Hillary Award (The Hillary Award)** since 2009.

There are approximately 7000 registrations annually and 10,000 young people engaged at any one time in The Hillary Award.



In 2019
3,500+
young people completed
an Award in New Zealand

The Award Framework

The Award encourages young people to learn new skills, get physically active, volunteer within their communities and discover a sense of adventure, outside the classroom.

It aims to offer young people a range of opportunities to help them unlock their potential.

Using the Award framework and with the support of adult volunteers, young people choose from a variety of activities to develop their own bespoke programmes, as they work towards achieving the internationally recognised Bronze, Silver and Gold Awards.

There are three levels to the Award...



Bronze

14 years +
6 months minimum



Silver

15 years +
12 months minimum



Gold

16 years +
18 months minimum

Each level of the Award has four sections (five at the Gold level):

Voluntary Service	Physical Recreation	Skill	Adventurous Journey	Gold Residential Project
Participants volunteer in their communities, make a positive contribution to society and demonstrate social responsibility.	Encourages young people to improve their fitness, performance and enjoy healthy lifestyles for good mental and physical wellbeing.	Enables participants to develop their talents, broaden their abilities, increase their self-confidence and improve their employability.	Young people discover a spirit of adventure and gain a deeper understanding of the environment and the great outdoors.	Participants broaden their experience by staying in an unfamiliar environment with other young people, taking part in a worthwhile project and building new relationships.

The Duke of Edinburgh's Hillary Award, 2019



Young people getting active

~**10,000** young people were actively participating in Award activities in 2019.

Delivery partners

400+ organisations were able to offer the Award to their young people in 2019: Including schools, universities, youth centres, NGOs, and sports clubs.

Young people, supported by Adults

400+ adults supported young people to participate in their Awards in 2019.

Achieving the Award

3,500+ young people completed an Award level in 2019.

Embraces diversity

The Award is achievable by any young person who wants to challenge themselves.

What do young people say about the Award?



Award participants say the following about their experience of the Award:

“I am more confident and willing to do new things.”

“I have become more dedicated and committed to things I sign my self up to and I have also began to give back more to the community.”

“This Award has changed me a lot more than I expected. I has pushed me outside of my comfort zone as I did tramps and my residential project with people I didn’t know. By meeting new people it allowed me to become more social and interact with all kinds of new people which I am so appreciate of. The Award has also pushed me mentally as the tramps can be challenging which helps to built up self discipline and motivation and support for others. Through my gold duke of ed doing the residential project I learnt a range of new skills especially when making a wooden bench. This Award really is amazing and allows you to meet new people which wouldn’t of happened any other way and helps to develop a strong positive mindset.”

*These quotes are from a satisfaction survey answered by 620 Award participants who completed their Award in New Zealand in 2019.

Adults in the Award

The Award is open to and achievable for any young person aged 14-24 regardless of their background. In order to take part in the Award, young people register as an Award participant with a local organisation, which could be their school, university, local youth group, residential youth care facility, or their correctional centre, if they are incarcerated. These organisations provide Award participants with mentoring support throughout their Award journey. In New Zealand, the adult mentors affiliated with these local organisations are mostly volunteers (97%), with some paid for this work (3%).

Once a participant is registered to do their Award, they are assigned to an **Award Leader**, who is the adult mentor who understands the Award, assists participants to set and achieve challenging goals and provides advice and encouragement through their Award experience. Many Award Leaders are also teachers and report that they use a different set of skills when working with young people in the context of the Award, than when they are working with them in the classroom. They coach rather than instruct; facilitate and guide young people to make their own decisions; and encourage active reflection by Award participants on the learning that is taking place.

Other than the Award Leader role, there are many other roles adults in the Award play to support young people in their Award journey from the beginning to completion. For example, **Award Co-ordinators** take overall responsibility for the delivery of the Award in an organisation, coordinating other adults in the Award, liaising with senior management and working with The Hillary Award to ensure smooth operation of the Award within their organisation aligned with the principles and standards of the Award. Another role is that of **Adventurous Journey Supervisors**, who are responsible for organising and carrying out the Adventurous Journey section with the participants and take a legal responsibility for the health and safety of groups while out on their journeys.

In 2019 a global satisfaction survey run by The Duke of Edinburgh's International Award Foundation to understand the experience of adults in delivering the Award, **93% of adults reported that they benefit from being involved in the Award**. The social value analysis of The Hillary Award supports this finding, illustrating how adults are benefitting from their involvement in the Award in a number of ways.

What do young people say about the Adults in the Award?

Award participants say the following on the support they receive from their Award Leaders*:

“She was always there if we had any questions about completing the award and especially shined on Adventurous Journeys by making everyone feel comfortable and welcomed through constant support and encouragement”

“My Award Leader was really good and helpful. She encouraged us at all points and put in lots of work to organise our tramps and any equipment we needed and any meetings we needed to talk about things.”

“She helped my with logging my activities and was supportive throughout the entirety of the Award.”

*These quotes are from a satisfaction survey answered by 620 Award participants who completed their Award in New Zealand in 2019.



Social Value of the Award: Model and Methodology



This section introduces the social value model of the Award and explains the methodology developed to measure this value.

Definitions of social impact vary, but it generally refers to an activity's positive and negative impact and dependence on people and society (WBSCD, 2015). Social value in the Award's context refers to the value of the change created by the Award for and through its stakeholders (such as young people participating in the Award, adults involved in the delivery of the Award, and wider members of society such as businesses and governments), in monetary terms.

To measure social value, The Duke of Edinburgh's International Award Foundation worked with PriceWaterhouseCoopers UK (PwC) to develop a social value methodology for the Award. The methodology uses principles of welfare economics and economic valuation techniques, and is aligned with the principles of Social Return on Investment (SROI) (Nicholls et al., 2012). ***PwC's Total Impact Measurement and Management (TIMM) Framework*** was applied to create the methodology.

The Award's social value model and methodology was tested in Australia and Ghana in 2018 before it was officially launched in November 2018 for the use of other Award countries.

- **WBSCD. (2015).** Towards a Social Capital Protocol. Geneva: WBCSD.
- **Nicolls, J., Neitzert, E., Lawlor, E., Goodspeed, T., & Cupitt, S. (2012).** Accounting for Value. London: The SROI Network.

PwC's Total Impact Measurement and Management (TIMM) Framework

PwC's TIMM framework uses robust methodologies to quantify and value in monetary terms the impacts of activities across economic, social, environmental and fiscal dimensions. This framework can be applied at the level of a product, a project, a site or even an entire organisation. PwC's methods have been developed over the years to value social capital, natural capital and economic impacts and they build on widely accepted approaches such as the UK Government's Green Book on policy appraisal and evaluation, SROI Principles, Social and Human Capital Protocol, and economic impact assessments.

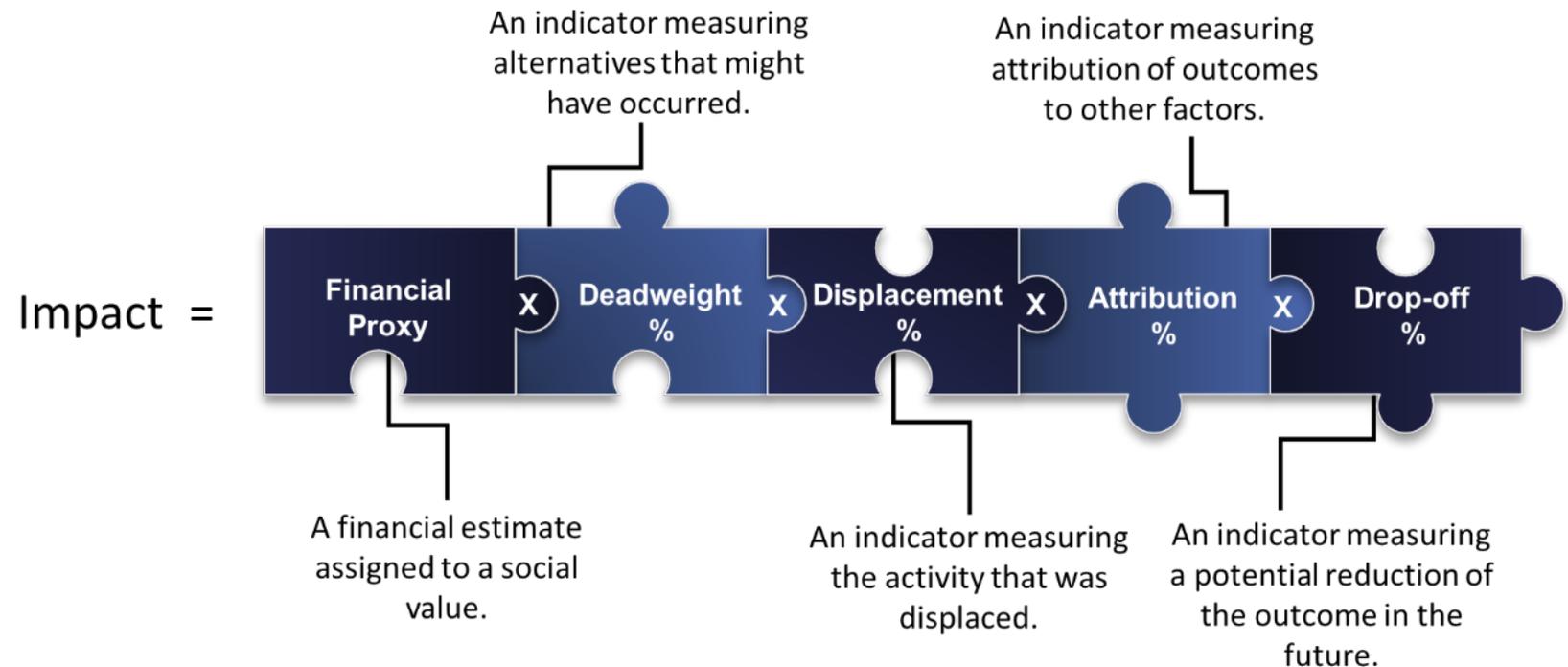
(PricewaterhouseCoopers LLP, 2019)

Our Social Value Approach



Using the TIMM framework, methods for quantifying impacts and expressing them in monetary terms were developed. Attention was given to the Foundation's objectives to roll out the approach across many different countries in which it operates. This meant thinking about how methods and valuation approaches need to be adapted to suit different economic and social contexts.

Our approach followed the principles of SROI, an important part of which is 'establishing impact' by accounting for attribution, deadweight, displacement, and drop-off.



1. Attribution

Attribution is how much of any change is due to the Award-related activities, as opposed to other factors. In the surveys for Award Holders, they are asked questions, such as “On a scale of 0-10, how much do you feel that the Award contributed to the change in your physical activity levels?” where 0 means “The Award had no influence” and 10 means “The Award had extensive influence on the change in physical activity levels”. The average score is used to estimate how much of the change could be attributed to their involvement in the Award; as opposed to other external influences. It is also considered how attribution decreases over time e.g. the reason someone continues to volunteer after they complete the Award may become less attributable to the Award as time passes.

2. Deadweight

Deadweight is described as “a measure of the amount of outcome that would have happened even if the activity had not taken place”. In the Award’s context, deadweight is the extent to which the participant/adult would have experienced an outcome anyway without participating in or delivering the Award. Like attribution, the deadweight effect is estimated through survey questions to understand what percentage of beneficiaries were doing the activity even before they started the Award.

Award Holders are asked questions such as “If you had not done the Award, what percentage of your current level of physical recreation do you think you would be doing now anyway?”. Respondents are asked to rate their answer on a scale, where 0% means “I wouldn’t be engaging in a physical recreation activity now at all, if I hadn’t done the Award” and 100% means “I would definitely be engaged in a physical recreation activity now, even if I hadn’t done the Award”, and the average of the answers are taken to give the deadweight percentage.

3. Displacement

Displacement accounts for the possibility that “the outcome displaced other outcomes”; i.e. that participating in the activities may prevent individuals from experiencing positive impacts elsewhere or prevent others from experiencing positive impacts.

Displacement was considered for each calculation pathway. In many cases, displacement was not considered an issue because there was no evidence to suggest that beneficiaries doing an Award-related activity prevented them from doing other activities, or prevent others from participating in the same activity.

4. Drop-off

The impact of an activity is assumed to drop off over time. For example, while the Award causes some young people to do more exercise while they are doing the Award, it is unlikely that all of these people will continue doing that increased level of exercise after they complete the Award. To calculate the drop-off for Award Holders, we tracked Award Holders’ activity levels over time using a survey answered by Award Holders who completed the Award a number of years ago (6 years ago on average). Within the calculated drop-off rate over time, we use a minimum level ‘stickiness’ factor of 30% is assumed based on secondary research, i.e. only 30% of those who change their habits ‘stick’ with this habit in future (Homer, 2015).

5. Double counting

The impact pathways identified certain impacts that are common across multiple sections of the Award, which requires being mindful to avoid double counting. For example, improved mental health and wellbeing is associated with every section of the Award. It is assumed that these impacts are additive on the basis that each section contributes a relatively small wellbeing increase and no single section of the Award takes up so much of an individual’s time that their mental wellbeing is ‘saturated’ or reaches a peak.

How the social value of the Award was identified

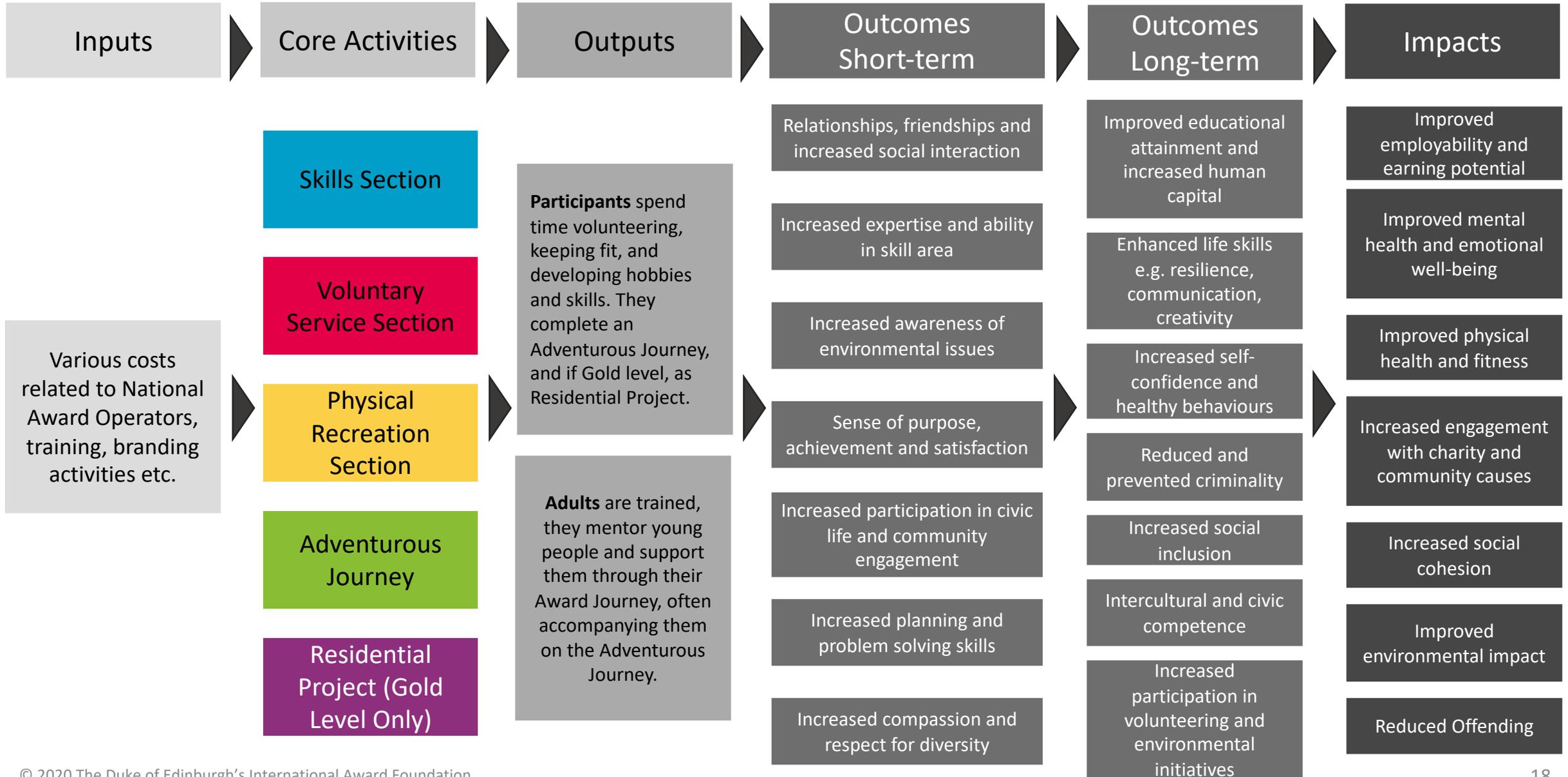
Each section of the Award is associated with different activities leading to a variety of impacts. Moreover, there are differences in the way the Award is run and availability of data across over 130 countries in which the Award operates. The remit of this study meant that not all impacts in all countries could be assessed at once. As a result, a scoping process was undertaken to identify the impact areas on which to focus first.

First, impact pathways were developed for each section of the Award and for adults delivering the Award. The impact pathways set out the relationship between the inputs, outputs, outcomes and impacts:

Inputs	Core activity	Outputs	Outcome (short-term)	Outcome (long-term)	Impact
What resources, financial and non-financial, have been invested in order for the outputs to occur	The section of the Award which the impact pathway relates to	The specific activities that the Award Holder undertakes as part of the Award	Changes for the Award Holder in terms of learning, awareness, feelings, or actions	Changes for the Award Holder in terms of long-term habits, condition or status	Changes for wider society resulting from long-term outcomes for the Award Holders

On the following page we display the overarching impact journey of the Award. It summarises the overall outcomes and impacts of the Award for participants and adults. There were 6 more impact pathways developed for the purposes of social value evaluation; one for each section of the Award and an impact pathway for the impact journey of the Award for adults.

The Award's Overall Impact Pathway



How the social value of the Award was identified, continued

Through a review of existing literature on the Award, and consultation with stakeholders, the impacts were prioritised by considering which of these impacts were most material and most feasible to measure:

- **Most material:** Those impacts most relevant in the eyes of Award stakeholders and those experienced most significantly and by the greatest number of beneficiaries of the Award
- **Most feasible to measure:** The relative availability of data, resources and existing research to assess the impact areas.

The outcome of the scoping process was to focus on the following impacts for valuation:



**Improved
employability and
earning potential**



**Improved physical
health and fitness**



**Improved mental
health and
emotional wellbeing**



**Increased
engagement with
charitable and
community causes**

Over the next few years, The Duke of Edinburgh's International Award Foundation will be working on expanding the current research methodology, to measure other impacts the Award may have. This will include, but is not limited to, the Award's three other key impacts: **Improved environmental impact, Increased social cohesion, Reduced offending.**

Key Stakeholder Groups

Social value is the value of change that stakeholders of the Award experience due to the Award.

For the purposes of this analysis and valuation, the following three key stakeholder groups were identified who potentially benefit from the activities related to the Award:

Award Holders

Young people who have completed any Award level(/s) (Bronze, Silver, Gold). Young people take part in the Award through an Award Operator and follow a set of activities of their choice, based on the operational principles of the Award framework.

Adults in the Award

Individuals who have been trained by The Hillary Award to support the delivery of the Award within their school or organisation; as Award Leaders who mentor Award participants throughout their Award programme or Activity Coaches and Assessors who conduct specific training for participants in any section of the Award. The involvement of such adults can be on a voluntary basis or it can be a part of their job.

Society

There is also the wider community that benefits from the Award-related activities undertaken by Award participants and adults in the Award, in terms of contributions to the economy and through volunteering.

Measuring the present and future social value of the Award for Award Holders

Within this research we calculate the present value, and the future value, for Award Holders who completed their Award during the research analysis year; July 2018 to June 2019. For ease of reference, within this report, we refer to the analysis year as 2019.

Any young person who participates in the Award, even if they do not complete an Award level, may benefit from their participation in Award-related activities. However, for simplicity and accuracy, within this research we limit our social value measurements to include only those who complete the Award; 'Award Holders'.

Within this report however, there are some descriptions in which we describe Award Holders as 'Award participants'. To clarify, during data collection for this research we ran a research survey with current Award participants in New Zealand, to gather data to represent the experiences of Award Holders in 2018-2019 (data collection was conducted between October 2019 and December 2019). We also ran a survey with Award Holders who are no longer participating in the Award (who completed their Award 6 years ago, on average), to track behaviour changes in Award Holders over time after they complete their Award. To make this distinction clear, when referring to the data collection and results of the surveys we refer to 'Award participants' data (data representing the experiences of Award Holders who took part in the Award and completed their Award during the analysis year) and 'Award Holders' data (data representing the experiences of Award Holders who are no longer taking part in the Award, who completed the Award 6 years prior to taking the survey, on average).

Although we refer to 'Award participants' and 'Award Holders' in the context of data collection and analysis, this research calculates the present and future value for the 3,500+ Award Holders who completed their Award in New Zealand, during the analysis year 2018 - 2019.

How the social value of the Award was measured and valued

To calculate the value of the four impacts, methodologies were developed in accordance to and with guidance from Social Value UK, HMT Green Book, and HMT Magenta Book.

The data needs for the calculations were identified. The sources of data used in the calculations can be classified in three groups:

Data provided by The Duke of Edinburgh's Hillary Award:

Participation and Award delivery related data, pertaining to 2018-2019. This includes for example the number of young people who completed Bronze, Silver or Gold Awards, and the number of Adults who supported Award delivery.

Survey data from Award Participants, Award Holders, and adults in the Award:

Surveys were designed to strengthen the understanding of the outcomes experienced by beneficiaries (e.g. how often they volunteer or do physical exercise), how much of this would have happened anyway (deadweight), and the extent to which the impact is due to the Award (attribution).¹

Secondary data:

Where The Duke of Edinburgh's Hillary Award or the surveys were unable to provide sufficient data, relevant data was identified from secondary research. This includes proxy values that drive estimations to express impacts in monetary terms.

¹ See Appendix 1 for information about how the surveys were run, an overview of the number and demographic distribution of survey respondents. The following number of responses were analysed from the surveys:

- Award participants responses (n = 576) represented 16% of Awards Gained in New Zealand during 2018 – 2019 (3,534), a representative sample size.
- Adults responses (n = 87) represent 21% of adults that supported the Award during 2018 – 2019 (425). Adults responses were not a statistically representative sample size, and further research into adults would strengthen this data.
- Award Holder data included 119 responses, from Award Holders who completed their Award on average 6 years ago.

The Social Value Analysis of The Duke of Edinburgh's Hillary Award, 2018 - 2019



Top Level Results

The Social Value of The Hillary Award in 2019

~3,500 young people completed an Award

~ 400 adults supported the Award

Social value created by The Hillary Award in 2019
\$ 14 million

Future value created in 2019 by The Hillary Award
\$ 56 million

The average social value of a participant completing their Award in New Zealand in 2019:
Bronze: \$ 2,847
Silver: \$ 3,096
Gold: \$ 3,121

\$ 4.63 : \$ 1

SROI of The Hillary Award ¹

Total social value in 2019:
\$ 13,727,000

Total cost in 2019:
\$ 2,963,000

¹ Based on the social value analysis of The Hillary Award in 2019, we estimate that for every \$ 1 that was invested in the Award, \$ 4.63 in social value was generated. A more detailed explanation of how this social value breaks down across the different impact areas is provided on page 41.

For the purposes of the SROI calculation and to align the value created with the annual cost of Award delivery, the value of one year only has been included. The average time to complete the Bronze, Silver and Gold Award level is 1.03, 1.23 and 1.82 years respectively.

Results by impact – Overview of Present Social Value

The area of impact where the highest social value was created was **increased engagement with charitable and community causes.**

\$ 10,228,000

Social value of
increased engagement
with charitable and
community causes



\$ 2,503,000

Social value of
improved physical
health and fitness



\$ 997,000

Social value of
improved mental
health and wellbeing



Results by impact - A note on Future Social Value

Future social value, created by the delivery of The Hillary Award in 2019, is estimated at \$ 56 million

The rationale behind future social value is that the Award creates certain habits / behaviours that may continue throughout someone's life. The survey we conducted with Award Holders (who completed their Awards on average 6 years ago), supported this rationale. The following chart shows the percentages of attribution of activities to the Award that form the basis for the calculation of social value attributable to the Award after a young person completes their Award in 2019 (i.e. over the rest of their lifetime).

We have taken into account drop-off, attribution and deadweight in our future value calculations.

- For **drop-off**, we use the data from our Award Holder survey to model the ongoing, steady decrease in Holder's regular engagement these activities, following completion of the Award.
- For **attribution**, we use the rate with which Award participants attribute any increase in their activity levels, to the Award (see table 'Participant's Attribution Percentages'), discounting the attribution rate by 5% year on year following their completion of the Award. As shown in the table, it is interesting that the attribution of skills practice goes down between Bronze to Gold level, while the attribution of physical activity goes up between Bronze and Gold level. Further research into these attribution ratings would be interesting and could strengthen this element of the research.
- For **deadweight**, we use Award Participants' activity levels before they began the Award.

Award Participants' Attribution Percentages
(what percent of the increase in their activity levels are due to the Award)

Award Level	Volunteering	Physical Activity	Skills Practice
Gold	75%	48%	49%
Silver	81%	49%	60%
Bronze	79%	43%	63%

However, even when accounting for drop-off, attribution and deadweight, these values are more uncertain than the social value calculations we have made for the value of the Award in 2019, because they involve predicting Award Holders' behaviour into the future, which is inherently uncertain. The future value estimations here provide an insight into the ongoing social value of the Award for and through those who have completed their Award in 2019.

Results by impact

Social Value of Increased Engagement with Charitable and Community Causes

Total social value of increased engagement with charitable and community causes is \$ 10,228,000.

Young people participate in various forms of voluntary and community activities for the Voluntary Service section of the Award, and therefore become more actively engaged with charitable and community causes. The survey showed that, on average, 50% of Award participants were already regularly engaging in volunteering activities before the Award, however 82% of participants intend to continue with their regular volunteering after completing the Award. Adults who volunteer to help deliver the Award also experience wellbeing as a result of their engagement. We estimated values for three key measures for increased engagement with charitable and community causes created in 2019:

- Wellbeing* benefits for Award Holders from increased volunteering = **\$ 7,517,000**
- Value of participant volunteer hours = **\$ 1,951,000**
- Wellbeing benefits for adults from increased volunteering = **\$ 761,000**

Social value after completing the Award

Our results estimate that for young people who gained an Award in 2019, the wellbeing benefits they experience from increased volunteering over their lifetime, and the value for society of Award Holders' volunteer hours over their lifetime, are calculated at **\$ 36,557,000** and **\$ 7,022,000** respectively.

* The wellbeing improvements reflect increases in stakeholders' life satisfaction as a result of, for example, participating in regular volunteering and in frequent exercise. In this study, wellbeing improvements were valued using relevant social impact values from HACT's Community investment and homelessness values from the Social Value Bank (available at www.socialvaluebank.org)

Results by impact

Social Value of Improved Mental Health and Emotional Wellbeing

Total social value of improved mental health and wellbeing is \$ 997,000.

The young people who take part, and the adults who support the delivery of the Award, interact with others, gain self-confidence, develop life skills, and experience a sense of purpose and satisfaction resulting in improved mental health and emotional wellbeing.

We estimated the social value created in 2019 in this area of impact through the following:

- Wellbeing benefits for Award Holders from increased physical activity* = **\$ 482,000**
- Wellbeing benefits for Award Holders from spending time on skills = **\$ 427,000**
- Wellbeing benefits for adults from receiving Award training = **\$ 88,000**

Social value after completing the Award

The value of the future wellbeing benefits for Award Holders, from increased physical activity and spending time on skills, are estimated as **\$ 4,950,000** and **\$ 5,696,000** respectively.

*The wellbeing value of physical health is based on values from the HACT Social Value Bank of regular exercise. This value considers the health effect as part of the direct impact on wellbeing because the benefit itself was primarily through a health mechanism. We have therefore not included a separate impact of Physical Recreation on physical health to avoid double-counting with the wellbeing benefit.

Results by impact

Social Value of Improved Physical Health and Fitness

Total social value of improved physical health and fitness is \$ 2,503,000.

Through the Physical Recreation and Adventurous Journey sections of the Award, young people become more exposed to physical activities (if they aren't already) and gives them a chance to get out of their comfort zone and challenge themselves physically and mentally to complete a demanding journey with their peers. Supporting the delivery of the Adventurous Journey section, requires physical activity from Adventurous Journey Supervisors and Assessors, so creates physical health benefits for the adults as well.

The social value attributed to improved physical health and fitness is therefore estimated through the following two measures, both of which are linked to the Adventurous Journey section:

- Physical health* benefits for Award Holders due to the Adventurous Journey = **\$ 1,949,000**
- Physical health benefits for adults due to the Adventurous Journey = **\$ 554,000**

Social value after completing the Award

There were no future benefits estimated for these measures because there is currently a lack of quantitative evidence that participating in Adventurous Journey-type activities as a young person makes them more likely to pursue similar activities in future.

*The physical health benefits potentially include some element of improved mental wellbeing, so we have not separately estimated additional value associated with the wellbeing benefit of the Adventurous Journey.

Improved Employability and Earning potential for Award Holders

Social value after completing the Award*

The young people who take part in the Award have opportunities to develop key life skills, these include leadership, creativity, entrepreneurship and determination, specific technical skills, as well as relationships and self-confidence. In the long term, this leads to improvements in their employability and earning potential.

Multiple sections potentially contribute to this impact, which means there was a risk of double-counting as earnings are more likely to be capped/limited by external factors. To avoid over-claiming, therefore, our focus was on the increase in earnings potential only on the influence of Physical Recreation, rather than Volunteering and Skills as well. The evidence in the literature was strongest for the relationship between physical recreation and earnings than for the Award other sections.

We have estimated the future benefit of increased earnings for Award Holders who completed an Award in 2019 from physical activity at **\$ 1,509,000.**

*As a result of the skills and experience gained through the Award, we anticipate that young people who take part will have improved employability and/or earning potential in future i.e. after completing the Award, which means no present value was measured for young people in this impact area in 2019.

CASE STUDY

Sophia's Story

Everyone talks about the array of opportunities young people have today, and I've found Duke of Ed to emphasise exactly that.

From heading out and challenging yourself by kayaking down rapids, to getting out in the community and meeting some pretty inspirational New Zealanders, to pushing through your comfort zones and taking on new skills - the journey is exciting and varied all the way through.

2014 me had no idea what Duke of Ed was all about. My only insight into the Award was seeing my friend come back after a two-day tramp in the rain, a big smile on her face, and covered head-to-toe in mud. I thought that looked like a great time so signed right up, and over the past four years haven't looked back once.

I've never been good at picking just one passion to pursue, and I think that's one of the things I've loved best about the DoE journey - the ability to pursue anything you can possibly dream up, and really get an opportunity to explore many different experiences. For me, volunteer firefighting, Air Cadets, music, swimming and rifle shooting could all be fostered under Duke of Ed, and I was over-the-moon that I could work towards an Award just by doing what I loved.

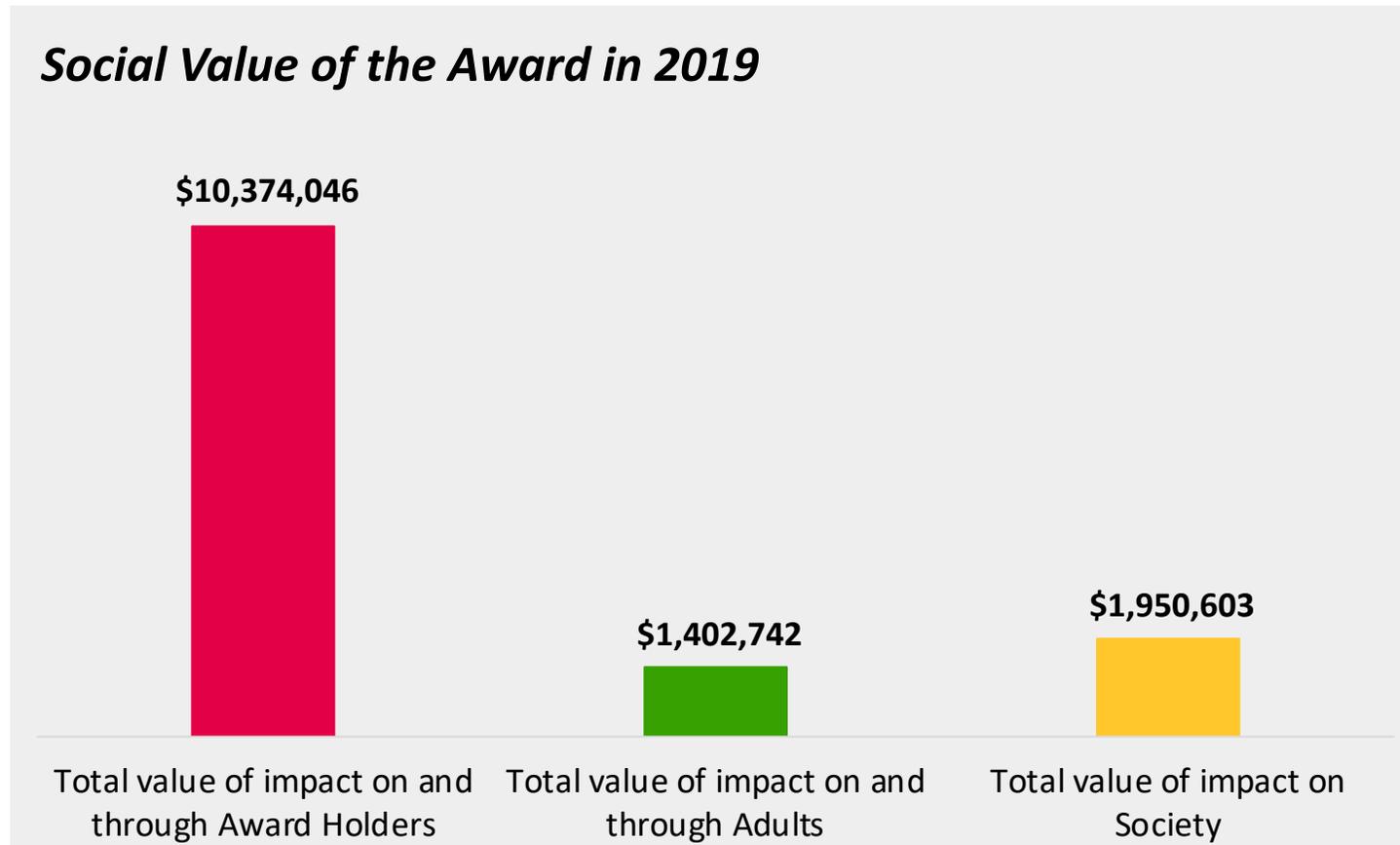
Whether you start from Bronze, or are a direct entrant to Silver or Gold, the value of leaping in and challenging yourself both physically and mentally will shape the person you become and continue to make a positive impact on the years to follow. Enjoy the journey, make the most of every opportunity that comes your way, and just go for it!

Sophia Wells, Gold Award Holder



Results by key stakeholders - Overview

The distribution of total social value created during 2019 across three key stakeholder groups is as follows:



Results by key stakeholders - Award Holders overview

3,500+ young people

completed an Award in 2019

Through their participation in the Award a total of \$ 10,374,000 social value was generated.

The breakdown of this value with the elements of social value calculations for Award Holders is as follows:

\$ 7,517,000

of wellbeing benefits
from increased
volunteering



\$ 482,000

of wellbeing benefits
from increased physical
activity



\$ 427,000

of wellbeing benefits
from spending time on
skills



\$ 1,949,000

of physical health
benefits due to the
Adventurous Journey

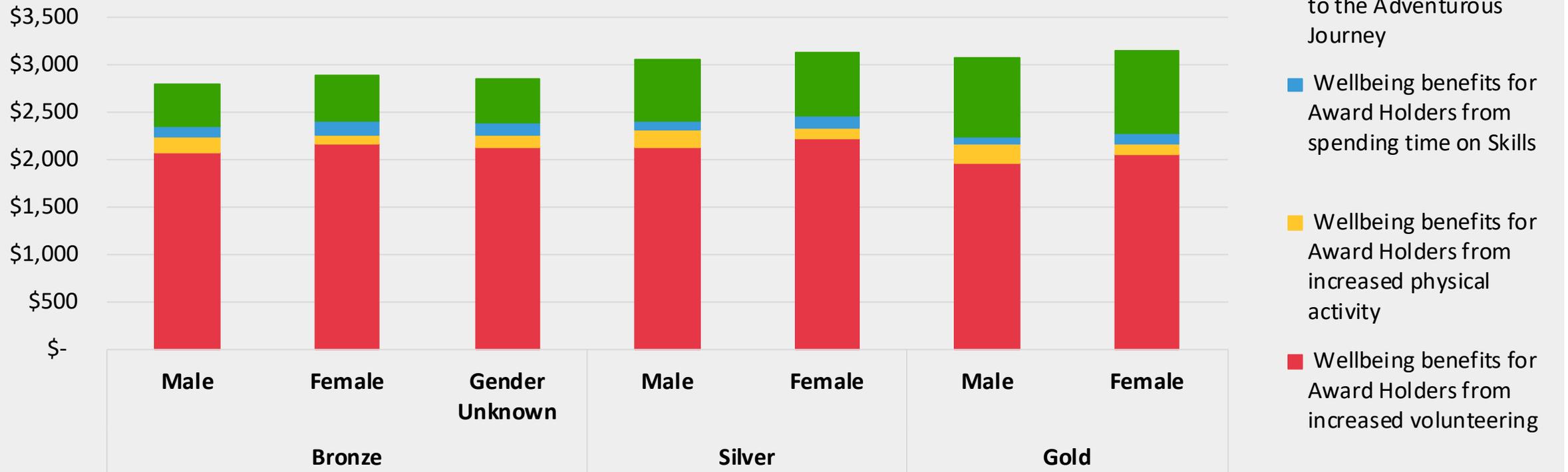


Results by key stakeholders - Award Holders

Value to each Award Holder while completing the Award

The results in this section reflect the value that will be experienced by a young person over a 12 month period; on average \$ 2,900 per Award Holder. (Note: These values do not capture the total social value experienced by Award Holders during the duration of their Awards, since each Award level takes on average over a year to complete, and these calculations limit the social value calculations to the 12 month analysis period).

Social Value for Award Holders in 2019, per person, split by gender and Award level



Results by key stakeholders

Award Holders – present versus future value



Value Per Young Person

The average value experienced by a young person in New Zealand, while participating in the Award during 2019, is estimated at **\$ 2,847** , **\$ 3,097** and **\$ 3,121** for the Bronze, Silver, and Gold Awards, respectively.

However, when looking at the total time it takes to complete the Award, rather than the 12 month analysis period, there is added value for Award Holders, since it takes them longer than 12 months to complete the Award. It takes on average 1 year 1 month of participation in Award activities to complete the Bronze level, 1 year 3 months to complete Silver, and 1 year 10 months to complete the Gold level. So, when looking at total participation time, the value experience by a young person is estimated at **\$ 2,924** , **\$ 3,651** and **\$ 4,983** for the Bronze, Silver, and Gold Awards, respectively.

Taking into consideration social value after completing the Award as a result of continued volunteering, physical recreation and regular practice of a skill into the future, it is estimated that there are additional future benefits amounting to **\$ 13,784** per Award Holder on average, generated for and through those who completed their Award in 2019.

Results by key stakeholders - Award Holder, future value

Value to Award Holder after completing the Award

Taking into consideration future social value after completing the Award as a result of continued volunteering, physical recreation and regular practice of a skill into the future, it is estimated that there are additional future benefits for and through those who completed their Award in 2019, amounting to \$ 13,784 per Award Holder on average.

Future Social Value for Award Holders, per person, split by Award level.



The Award Shows Anything is Possible

In June 2017, five participants from Invercargill to Auckland took on the challenge to complete their Bronze Duke of Edinburgh's Hillary Award. Each young "Dukie" as we called them, was unique, as they all individually had their own muscular dystrophy condition to deal with on a daily basis.

The goals to achieve their Award were not just the challenge for them, the fatigue that comes with muscular dystrophy is also a challenge on a daily basis, these five Dukies had their own mountain to climb.



Grace

Meet Grace from New Plymouth - for her Skills section she learnt cake decorating. Grace says "the part I have enjoyed the most has been eating the cakes I am decorating! The most challenging part of the programme for me has been trying to do all the different goals and staying on task.

I am not very patient at times, especially when I am trying to decorate my cakes, but I did learn that I can be patient when I work hard at it. I would recommend this programme to anyone who wants to give it a go and push themselves".



Jack

Jack, who lives in Invercargill, found the most challenging part of his Award was the Physical Recreation section where he competed in the New York Marathon. He did this by hand – competing on a specially designed bike! An epic achievement by anyone's standards. Jack says he never would have done this if not for the Award. He felt he needed to challenge himself and he did!

Marty Price,
Award Leader for Muscular Dystrophy New Zealand

CASE STUDY

The Award Shows Anything is Possible



Dylan, who is based in **Auckland**, says the most challenging part of the Award was doing robotics for his Skills section as he found it really tiring at times. Dylan learnt to be really persistent with his goals.

Marty Price,
Award Leader for Muscular Dystrophy New Zealand

From **Waiuku**, **Ella** found her favourite part of the Award was volunteering at Riding for the Disabled. “The time and effort they put into helping the kids is incredible” says Ella. The most challenging part of her Award was playing badminton where she learnt new strategies to handle her tiredness.



Olivia lives in **Auckland**.
To gain her Award, she did YouTube exercises for people in wheelchairs (Physical Recreation), Radio DJ (Skills) and administration work at Auckland Parents of Deaf Children (Service).

These Dukies have come so far since doing the Award. They have worked exceptionally hard to achieve their goals, on top of going to school, doing activities with school, exams, day to day dealing with the conditions they have, the appointments they have to attend and just other daily challenges we all have.

The Award has shown them that anything is possible, yes, it may be some hard work, some self-motivation along the way, but if you stick with it, look at what you can achieve.

Results by key stakeholders – Adults in the Award

425 adults

supported the delivery of the Award in 2019

Through their involvement in the Award a total of \$ **1,403,000** social value was generated.

The breakdown of this value with the elements of social value calculations for Adults in the Award is as follows:

\$ 761,000

of wellbeing benefits
from increased
volunteering



\$ 88,000

of wellbeing benefits
from receiving Award
training



\$ 554,000

of physical health
benefits due to the
Adventurous Journey



Results by key stakeholders – Adults in the Award, per adult

Social value generated per adult is \$ 4,000.

There is a significant amount of value created for Adults in New Zealand, who support the delivery of the Award in a variety of ways. In particular:

- Adults who volunteer with the Award experience wellbeing as a result of their engagement.
- Those adults who attend Adventurous Journeys benefit from the physical health benefits.
- All adults who support the delivery of the Award must complete online training modules, in which they learn and develop skills in mentoring young people, organising group activities and trips (such as the Adventurous Journey). The knowledge and skill they gain are often transferable for their work, from our research survey we found that **56%** of adults felt the Award training they completed, gave them additional skills for work.

Social Value for Adults in the Award, per Adult



CASE STUDY

Learning to Ride the Waves

Morgan Koster took up the challenge to learn surfing for her Gold Award – it taught her key life skills like grit, determination and perseverance that will equip her to face future challenges. Her surfing journey is best told by her assessor who taught her to surf...

Morgan expressed an interest in learning to surf and I said I would take her out and see what she thought of it. I am a passionate surfer myself and am enthusiastic about teaching kids to enjoy the sport I love too.

I told her that it would be a long road, littered with disappointment, but if she persevered, she would reap the rewards. I stressed that it would not be easy. As most kids do, she said yes, she would be in it for the long haul. Unlike most kids though, Morgan persevered, bought a wetsuit and a board. She suffered through winter, never giving up, despite going through a tough apprenticeship. Waves were infrequent and conditions not always great.

About a year after she had begun her journey, a special day of surf occurred. I told her the waves would be bigger than what she had surfed before but would be a good test for her. On arriving at the beach, I saw the surf was indeed bigger than even I had imagined and told her that she might prefer to sit it out. She declined and said she was going out. I said to set a goal of catching just one wave and she and I would be happy with that. It was pretty daunting and I thought she would be lucky... She listened to what I told her to do and fell on the first wave. I thought that would be it for her.

I was wrong. She regathered and attempted a second and made it to her feet, falling shortly afterward. I was very impressed as these were decent sized waves. The third wave she made it down and surfed it until it closed out. She paddled back out with a smile a mile wide. She went on to catch four or five more waves that morning.

Morgan has a steely determination to succeed and great courage. I was so proud of her, that day particularly, that she had persevered and got to the point where she could start to really enjoy the most wonderful sport.

Nigel Hoggard, Activity Assessor



Results by key stakeholders – Society

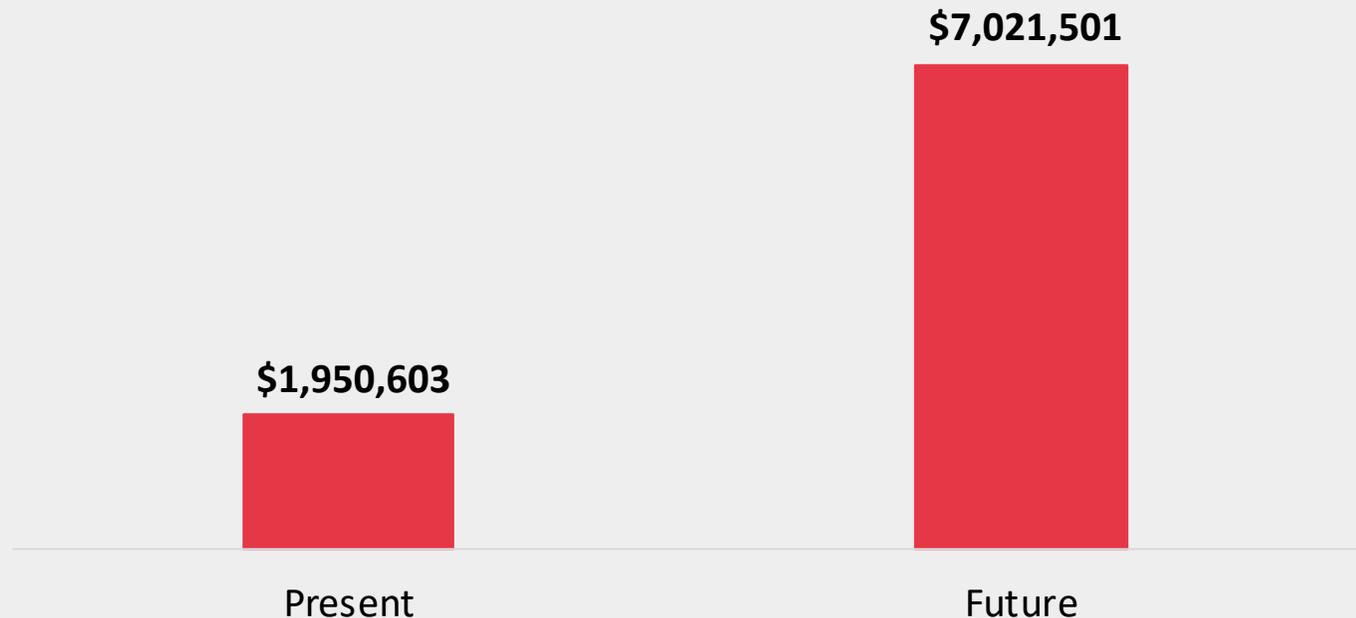
Through Award Holders' volunteering for local charitable and community causes in 2019, **\$ 1,951,000** social value was generated for society.

\$ 1,951,000
of participant volunteer
hours



Present value created for local charitable and community causes through Award Holders' volunteering in 2019, versus future value due to Award Holder's ongoing engagement in volunteering throughout their lifetime, following the completion of their Award:

Value of Award participants' volunteer hours

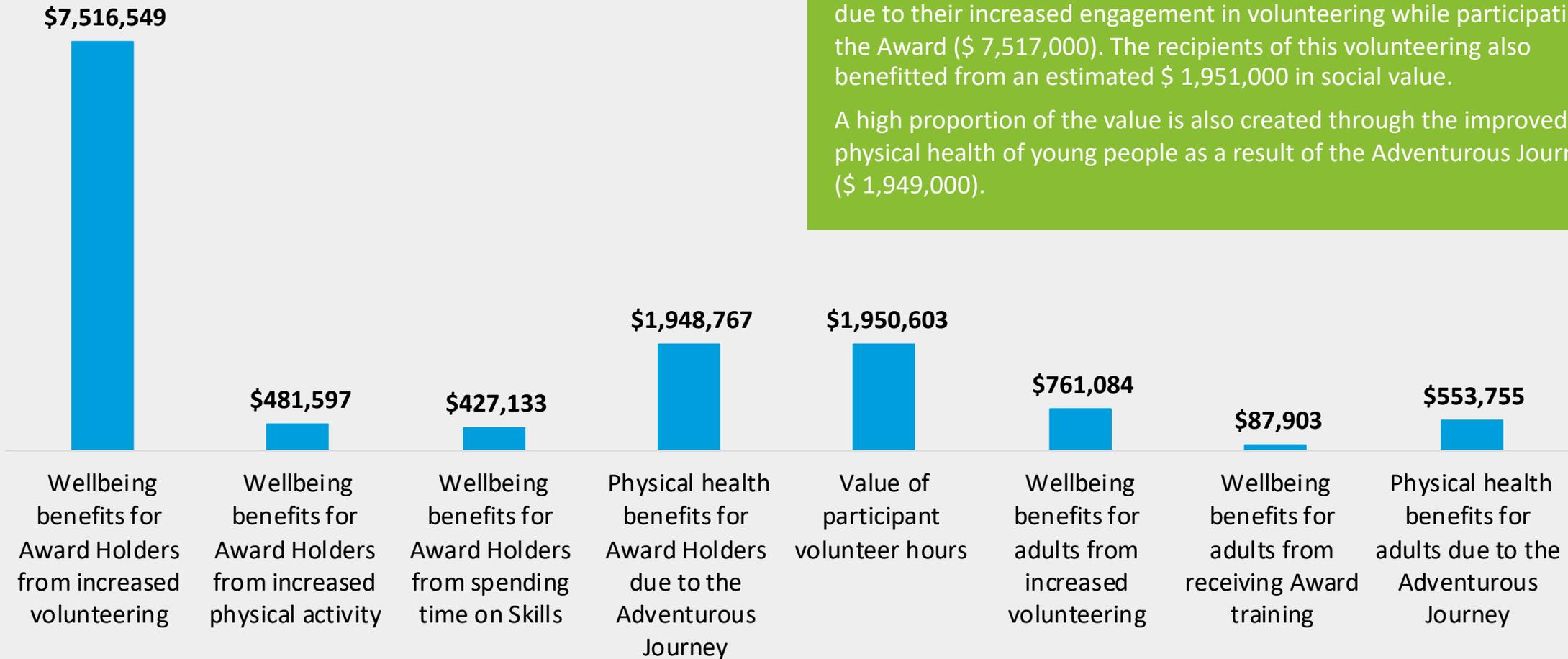


Total Results Across All Impact Pathways - Present

Social Value of the Award in 2019, by Impact

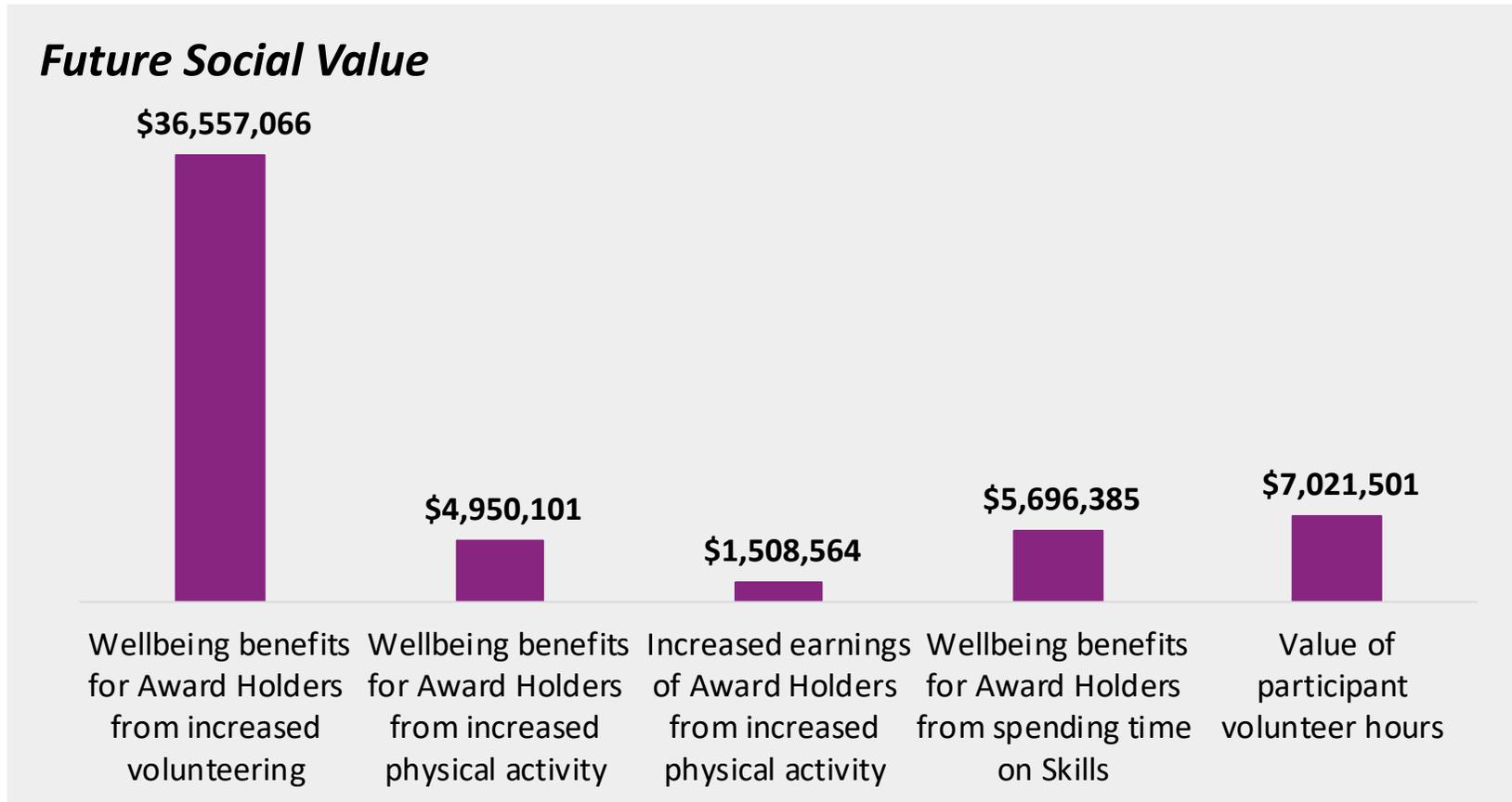
The majority of the social value created by The Hillary Award, was generated through the wellbeing benefits experienced by Award Holders due to their increased engagement in volunteering while participating in the Award (\$ 7,517,000). The recipients of this volunteering also benefitted from an estimated \$ 1,951,000 in social value.

A high proportion of the value is also created through the improved physical health of young people as a result of the Adventurous Journey (\$ 1,949,000).



Total Results Across All Impact Pathways - Future

The following impacts constitute the total future social value of The Hillary Award:



Many adults will continue volunteering with the Award following their involvement in 2019, and many adults who stop volunteering with the Award will continue to volunteer for other charitable and community causes, due to their involvement in the Award in 2019. This means there will be some future social value created by Award's adult volunteers in 2019. However, we have not calculated this future value for Adults, due to a lack of data on adults continuation of volunteering activities in future years.

Social Return on Investment (SROI)

\$ 4.63 : \$ 1

SROI of The Hillary Award

Total social value in 2019:

\$ 13,727,000

Total cost in 2019:

\$ 2,963,000

Based on the social value analysis of The Hillary Award in 2019 (July 2018 to June 2019), we estimate that for every **\$ 1** that was invested in the Award, **\$ 4.63** in social value was generated; this is the Social Return on Investment (SROI). The SROI calculation compares two types of value:

- 1. The social value of the impacts on those affected by the Award:** As calculated within this social value analysis and presented in the previous section.
- 2. The 'cash' amount to deliver the Award:** This includes costs incurred by the National Award Operator, the Award Centres, as well as costs incurred by the Award Holders themselves such as registration costs and costs incurred in undertaking Skills, Physical Recreation, Voluntary Service and the Adventurous Journey. We only took into account Award Holders' costs that were directly attributable to the Award (i.e. we didn't include costs that they would have incurred even if they were not doing the Award), and we calculate the costs of taking part in an Award level over 12 months. See Appendix 2 for more information on the costs of the Award.

In the SROI calculation, we only include costs incurred and value created during one year (July 2018 to June 2019). The value created is based on participants who gained an Award in 2019 and the value created through their involvement in the analysis year only (i.e. it does not include the social value generated by Award participants' involvement in 2017). It does not capture value created for young people who participated in the Award for the entire year but did not complete an Award, so actual value created (and hence the corresponding SROI ratio) could be greater for Award Holders (who take on average 1 year 1 month, 1 year 3 months and 1 year 10 months to complete their Bronze, Silver and Gold Awards respectively). In future, collecting information on average statistics on drop-out rates would help to refine this estimate.

We also note that, while we have estimated the value that participants would receive in future years, we have not included future values in the SROI as we do not have an estimate of future costs that would be incurred.

Conclusion



Limitations of the research

This research gives an estimation of the social value of The Duke of Edinburgh's Hillary Award in 2019 and in the future, based on the data available at the time of writing, for making social value estimations. As with any research, there are some limitations to the methodology and generalisability of the research results. For good practice, these limitations are summarised here:

1. Representativeness of the social value survey samples:

Award participants survey:

Survey responses from the Award participants (n=576) were representative of the total Awards gained in New Zealand during the analysis year (3,534), representing **16%** of Award Holders from 2019. The gender split of Award Holders in New Zealand in 2019 was 52% females, 35% males, and 13% non-binary / gender unknown, whereas the gender split of survey respondents was overrepresented by female respondents: 22% male, 77% female and 1% gender not disclosed.

Further research into the demographic distribution of participants responses and whether they represent the total group of Award Holders in New Zealand (for example age of Award participant responses, their Award Centre types and location in the country), has not been performed. Without further data on Award Holder's demographics in New Zealand, we assume within this research that the sample of 16% of Award Holders who took the survey, are representative of all Award Holders during the analysis year across these demographics.

Adults survey:

Our survey results from the Adults in the Award, (n=87) represents **21%** of all adults that were regularly supporting the Award during the analysis year (2018 – 2019), 425 in total. This sample size is not a statistically representative sample size of the 425 adults, so may have limited generalisability and reliability. Furthermore, further research into the age, gender, type of Award Centres and location of the adults respondents, compared to the total number of adults who supported Award delivery has not been performed. We assume in this research that the sample of 21% of adults who took the survey, are representative of all adults who supported The Hillary Award during the analysis year across these demographics.

1. Representativeness of the social value survey samples (continued)

Award Holders survey:

Award Holder data (119 survey responses), who completed their Award on average 6 years ago, was used to model the 'drop-off' of Award Holders' engagement in physical recreation, skills and volunteering activities over time, when calculating future social value based on Award Holders' continued engagement in these activities following their Award completion.

Collecting further data from Award Holders over a long period of time could help us remove an assumption within our current methodology; we assume that Award Holders attribution of their engagement in volunteering / skills / physical activities decreases by 5% per annum, as we don't currently have enough data on attribution over time to model attribution ratings over time.

Without further data on Award Holders in New Zealand and without a larger sample size, we have assumed this sample of Award Holders is representative of all Award Holders in New Zealand.

2. Secondary data resources:

Data points from secondary sources were used in some calculations, for example average wages in New Zealand, life expectancy, currency conversion rates. These sources vary in terms of their reliability and direct relevance. In future, monitoring and identifying more directly relevant studies (e.g. those published in New Zealand) could refine the calculations where data points from secondary sources were used.

3. Sensitivity analysis

While our estimation of the social value of the Award is based on established economic valuation techniques and the best data available to us, there were a number of uncertainties in our calculations. As a result of our sensitivity analysis, the following data points were identified as those that variations in which may affect the overall model and results the most:

- **The ‘deadweight’ of young people’s engagement in skills / volunteering / physical activity:** what percentage of young people were already regularly engaging in Skills/Volunteering/Physical Recreation activities before the Award (data point from the research surveys)
- **The ‘attribution’ of young people’s engagement in skills / volunteering / physical activity:** the extent to which outcomes were attributable to the Award and additional to what might have happened in its absence (data point from the research surveys)

For the data points gathered from the research surveys, average or mid-point estimates, which include a level of uncertainty, have been used in the calculations.

There are a number of other data points which have a medium sensitivity, including:

- Our calculated Alumni ‘Drop off rate’ which models the ‘Stickiness’ of habits over time (i.e. percentage of young people who develop new habits while completing the Award and stick to these habits in the future) (data point from the research surveys)
- The Social Time Preferences Rate (STPR) discount factor used in this research (data point from secondary research)
- The value of a volunteer hour (data point from secondary research: Non-profit institution satellite account, 2018, [see here](#))
- HACT Wellbeing Values (data point from secondary research: HACT Social value calculator version 4.0, 2019, [see here](#))

Conclusion

This research has provided an insight into some of the social value created by The Hillary Award. As a youth charity striving to give more young people each year, access to a high quality, non-formal education and learning experience, it's estimated that **\$ 14 million** in social value was generated in 2019 through the delivery of the Award framework. A further **\$ 56 million** is estimated in future value, due to the 2019 cohort of Award Holders' continuation of their personal development activities over their lifetime, following completion of their Award.

The Award's social value model and its methodology, which continues to develop, represents an important step in The Award's ambition to strengthen the measurement and reporting of the Award's impact. There are numerous opportunities to build on this work:

- **Gathering more evidence on impacts to include in social value results:** There was anecdotal evidence but insufficient data in New Zealand to value the impact of improvements in outcomes such as confidence and resilience, impacts experienced from the Gold Residential Project and the impact of the Award on reducing offending and reoffending.
- **Expanding methodology to include more impacts:** This social value analysis was limited in scope in that it focused on the impacts prioritised in the initial development phase of the model and methodology. The Foundation is continuing to work with PwC to identify additional benefits for the impacts that were not included in this analysis.
- **Improving data source and quality on benefits after completing the Award:** Within the Award Holder's survey data, there was no clear pattern as to how Award Holders attribute their participation in activities to the Award, over time. Assumptions were therefore made on how attribution to the Award decreases over time. This uncertainty can be addressed in future by collecting data from Award Holders systematically, to build up a large, primary evidence base.
- **The social value results from New Zealand could offer insight to other National Award Operators:** The results and lessons learnt from this analysis could apply to the Award in other countries in Europe and beyond, where the Award is run in a similar way. Key differentiators would be young people's activity patterns, type of Award units where the Award Holders come from and participant to adult ratio in Award delivery.

Through measuring the social value of the Award, The Hillary Award can ultimately improve its understanding of the extent to which it meets its objectives, support its development of strategies to increase the social value it creates, and communicate its social impact in a compelling way to funders and benefactors in order to open doors to new partnerships.



For more information on these research results, please contact Karen Ross, National Director of The Hillary Award, at:

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Appendices



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APPENDIX 1

Research Survey Data Collection, Summary of Respondent Demographics, and Key Data Points

Research Survey Data Collection:

Survey data was collected and stored on an online survey platform, called Qualtrics. Data collection period was between 13 October 2019 and 15 December 2019.

All surveyed people were initially contacted via mail chimp, and reminders posted on Facebook. Each group were incentivised to answer with the offer of 3 x \$100 Macpac vouchers per group. 9 vouchers in total were given out and were contacted by email and also the winners were announced in the corresponding newsletter.

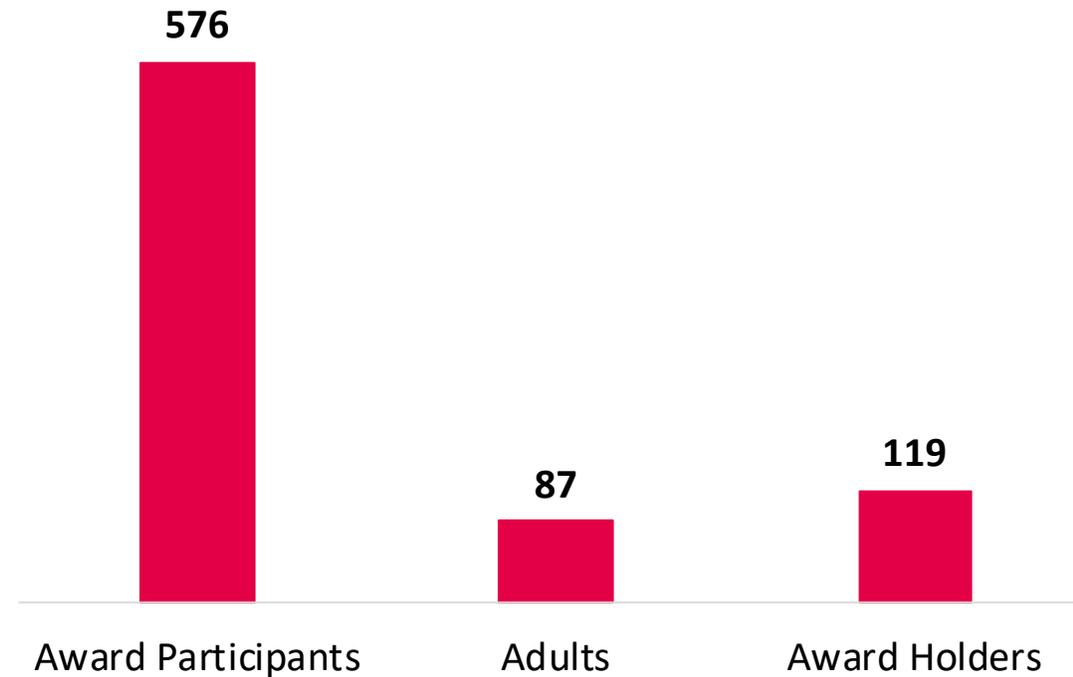
APPENDIX 1

Research Survey Data Collection, Summary of Respondent Demographics, and Key Data Points

Sample Size

782
survey
responses
were
analysed in
total

Survey Responses



APPENDIX 1

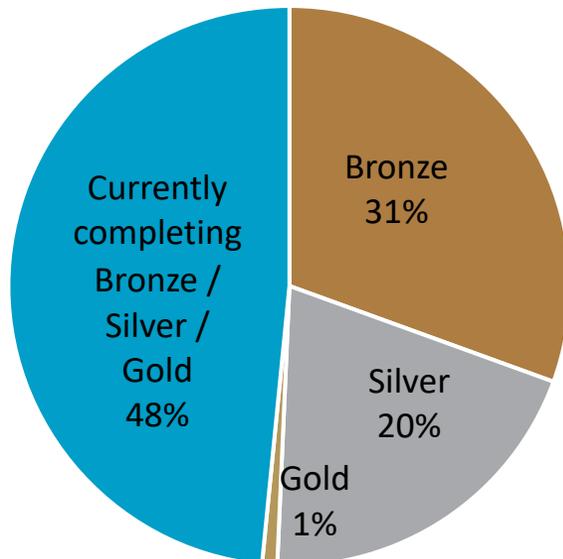
Research Survey Data Collection, Summary of Respondent Demographics, and Key Data Points

Award Participants' Survey: Respondent Demographics: Award level, Gender.

There were **576** useable survey responses from Award participants. This is a representative sample size for the total number of participants who completed an Award in 2019 (with a 99% confidence level and 5% margin of error).

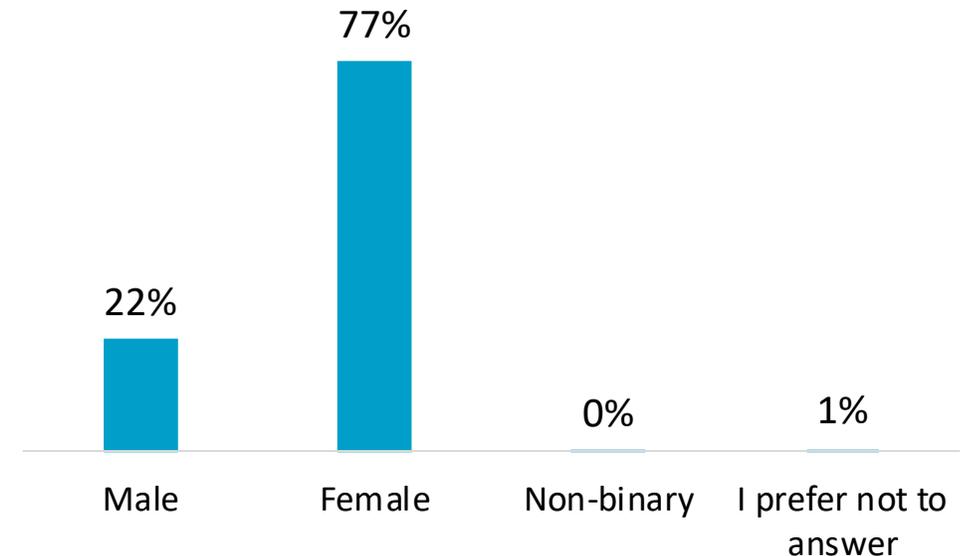
This represents **16%** of participants who completed an Award in 2019 (3,534). The gender split of participants in New Zealand in 2019 was 52% females, 35% males, and 13% non-binary or gender unknown. The Award levels split of completed Awards in 2019 was 66% Bronze, 23% Silver and 11% Gold. The below graphs show the demographic information of our Award participant research respondents:

Highest Award Level Completed



2% of Award participant respondents identified themselves as having a disability

Award Participants' Gender



APPENDIX 1

Research Survey Data Collection, Summary of Respondent Demographics, and Key Data Points

Adults in the Award Survey: Respondent Demographics: Age, Alumni status, Disability Status

There were **87** useable survey responses from Adults in the Award. 167 survey responses would be a representative sample size for the total number of adults who regularly supported the Award in 2019 (with a 90% confidence level and 5% margin of error), so our sample of adults was not a statistically representative sample size. However, the number of adults survey responses represents **21%** of adults that were regularly supporting the Award, 425 in total.

Further research of this kind in the future, on the social value for adults in New Zealand, would strengthen the reliability of this research.

The adult respondents were aged 15 to 68
With a mean age of **48**

22 adults (25%) had completed the
Award themselves

2% of adults surveyed considered
themselves to have a disability

APPENDIX 1

Research Survey Data Collection, Summary of Respondent Demographics, and Key Data Points

Adults in the Award Survey: Respondent Demographics: Gender, Duration of involvement

9% have been supporting the Award for **less than a year.**

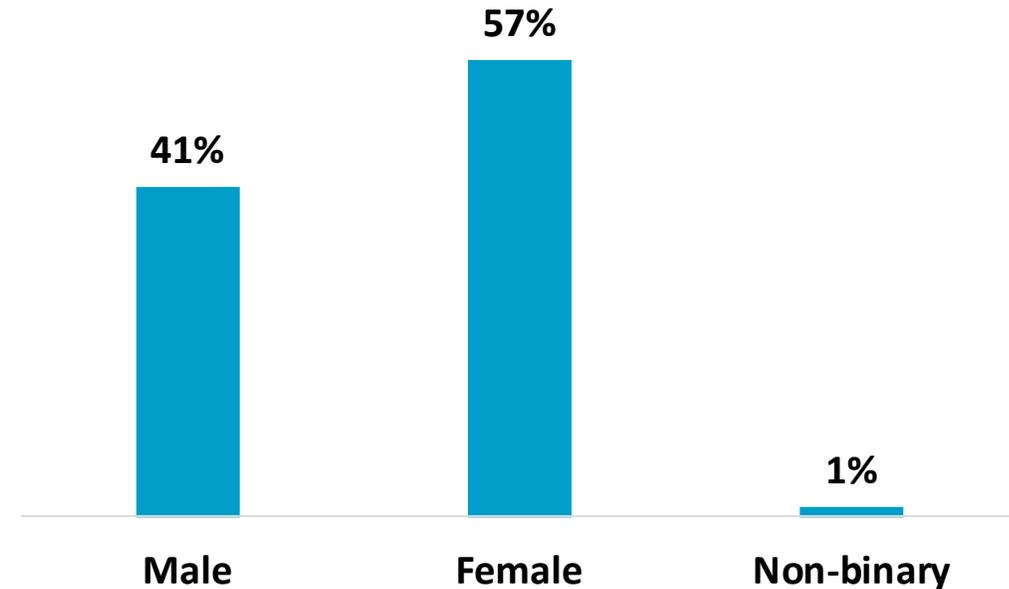
43% for 1 - 5 years.

22% for 6 -10 years

12% for 11-15 years

15% for 16+ years

Adults' Gender



APPENDIX 1

Research Survey Data Collection, Summary of Respondent Demographics, and Key Data Points

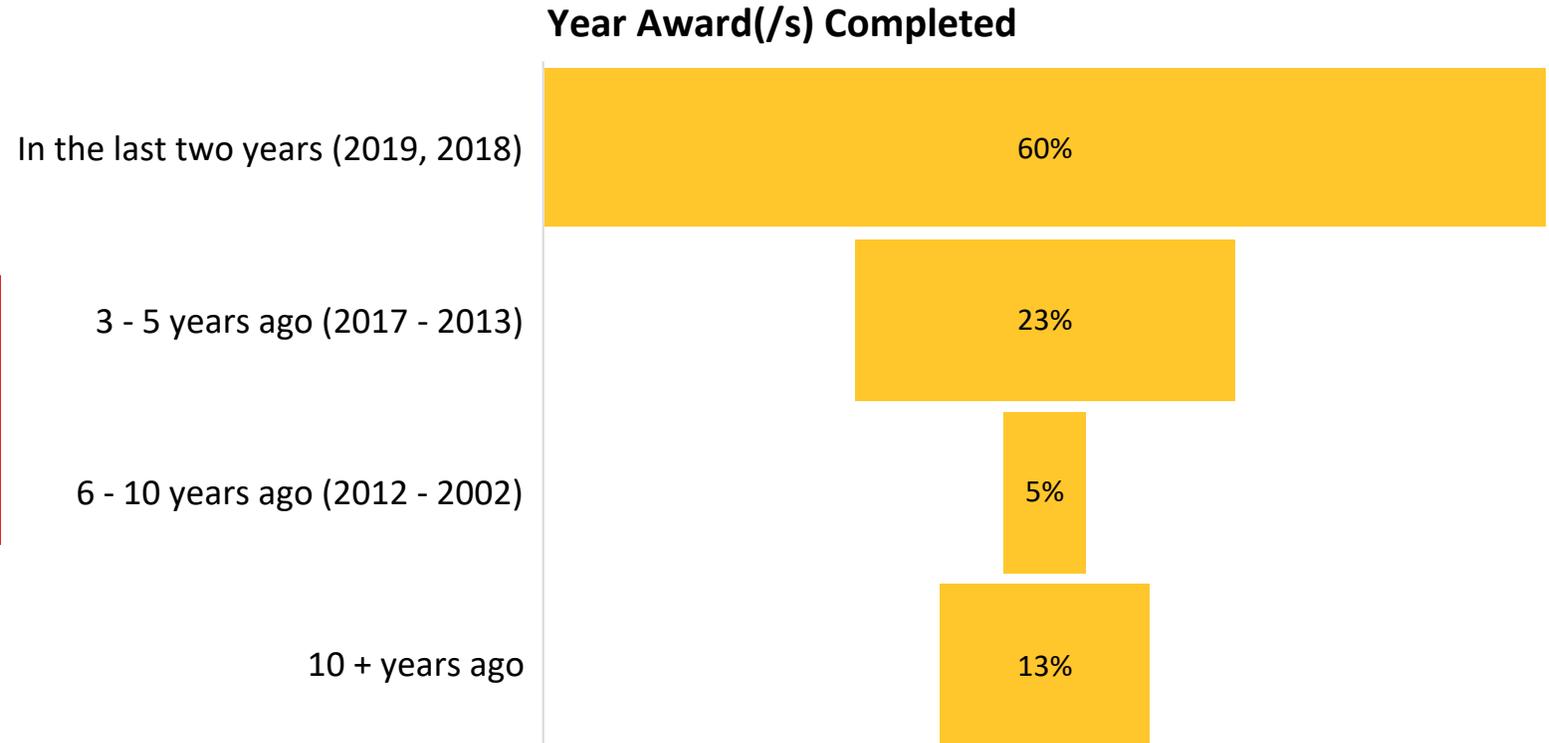
Award Holders' Survey: Respondent Demographics: Gender, Year Award completed, Language

There were **119** useable survey responses from Award Holders – young people and adults who completed an Award between 1967 and 2019. Award Holders who completed their Award in 2019 completed their Award at least 6 months before taking completing the research survey.

Award Holder respondents are:
75% female, 25% male

Award Holders completed their
Award on average, **6 years**
before completing the research
survey

3% identified themselves as
having a disability

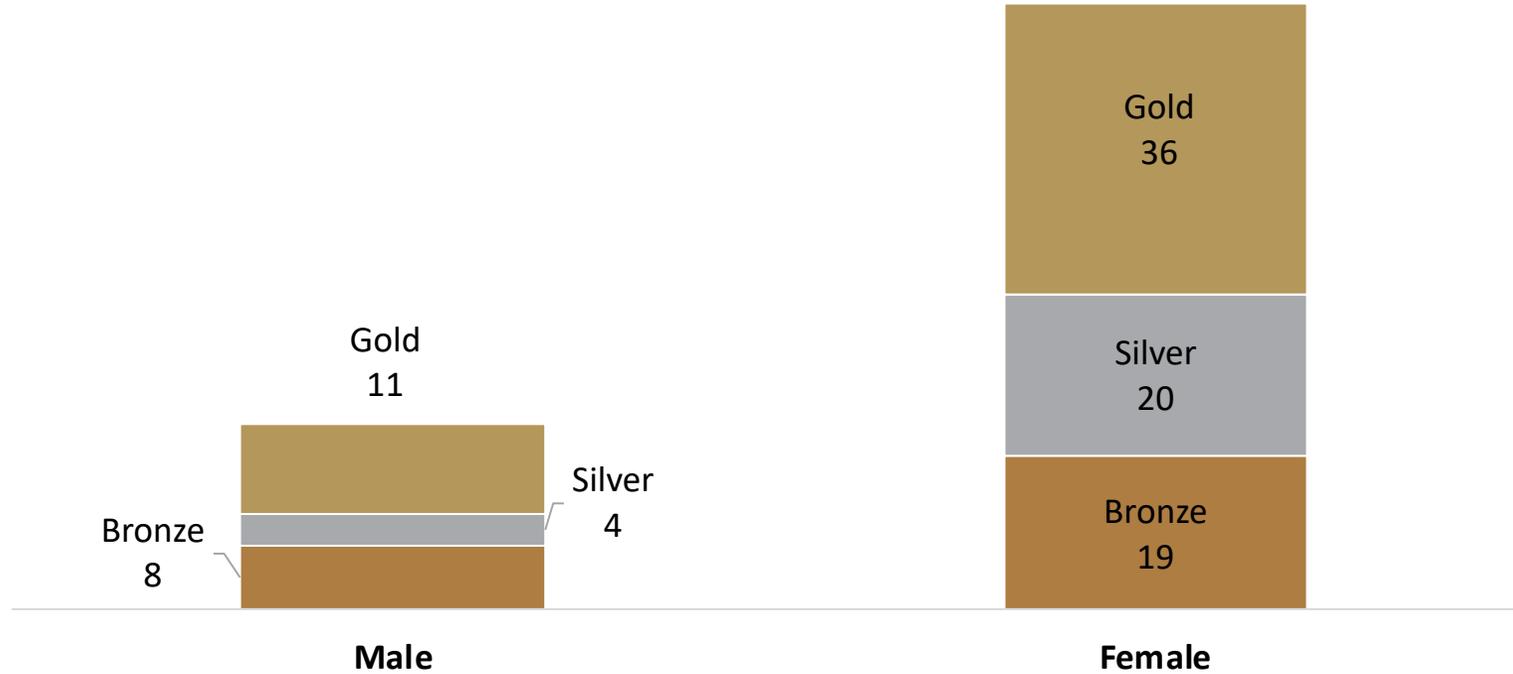


APPENDIX 1

Research Survey Data Collection, Summary of Respondent Demographics, and Key Data Points

Award Holders' Survey: Respondent Demographics: Highest completed Award level.

**Award Holder Gender and
Highest Completed Award Level**



APPENDIX 1

Research Survey Data Collection, Summary of Respondent Demographics, and Key Data Points

Key Data Points used from the Award Participant Survey

In the research survey, Award participants were asked to detail their levels of engagement in volunteering, skills practice, and physical activity, before the Award, during the Award, and to indicate how much they plan to engage in these activities after the Award.

% of Participants Regularly* Participating in...	Before the Award	During the Award	After the Award	Attribution of any increase in activity levels from before the Award, to during.
Physical Recreation	92%	96%	96%	45%
Voluntary Service	50%	94%	82%	79%
Skills	71%	91%	83%	61%

*Note: Regular engagement is classed *at least once per week* for Skills and Physical Recreation activities, and as *at least once per month* for voluntary service activities. This is because to calculate the wellbeing benefits for Award Holders of their increased time spent on volunteering, skills and physical activity, we use wellbeing values found in secondary literature, specifically from within the HACT Social Value Bank, which base their wellbeing estimations on engagement in skills and physical activities as *at least once per week*, and volunteering activities as *at least once per month*.

Reference: HACT and Daniel Fujiwara (2018). Community investment values from the Social Value Bank. Available at www.socialvaluebank.org

APPENDIX 1

Research Survey Data Collection, Summary of Respondent Demographics, and Key Data Points

Key Data Points used from the Award Participant Survey

Here is the same survey data from Award participants, about how regularly they engage in these activities, but displayed as number of hours spent per month on these activities.

Hours spent per month, participating in...	Before the Award	During the Award	After the Award	Attribution of any increase in activity levels from before the Award, to during.
Physical Recreation	17	18	18	45%
Voluntary Service	4	8	6	79%
Skills	9	11	10	61%

APPENDIX 1

Research Survey Data Collection, Summary of Respondent Demographics, and Key Data Points

Key Data Points used from the Award Holders Survey

Data from the Award Holders' Survey was used to make estimations about how much the 2019 cohort of Award Holders in New Zealand, will continue with their engagement in physical recreation, volunteering, and skills activities, following their completion of the Award.

For future value calculations, we use participants' survey responses to find how many participants aim to continue with regular activity in each Award activity, following the Award. We then use the drop-off rates of Holder's activity levels from during the Award to after the Award, to create a drop off activity level rate which decreases year on year following completion of the Award (over the lifetime of the Award Holders), to match the decreasing activity levels of Award Holders within our research survey.

	Physical Recreation	Skills	Voluntary Service
% of Award Holders that regularly* engage in this activity during the Award	96%	92%	97%
% of Award Holders that regularly* engage in this activity after the Award (on average, these Holder are 4 years after their Award completion)	90%	53%	71%

*Note: As previously stated, regular engagement is classed *at least once per week* for Skills and Physical Recreation activities, and as *at least once per month* for voluntary service activities.

APPENDIX 1

Research Survey Data Collection, Summary of Respondent Demographics, and Key Data Points

Key Data Points used from the Adults in the Award Survey

- **70%** of adults already volunteered before the Award
- **75%** of adults undertook an Adventurous Journey
- **97%** of adults support the Award voluntarily
- **56%** of adults felt the Award training they completed, gave them additional skills for work
- **44%** 'Deadweight' Training (what % of adults felt they would have attended similar training elsewhere, if they hadn't been involved with the Award)
- **162 hours per year (~14 hours per month)** Average time spent per adult journeying during Adventurous Journeys during 1 year
- **52%** of time adults spent 'journeying' on Adventurous Journeys, that would otherwise be spent exercising

APPENDIX 1

Research Survey Data Collection, Summary of Respondent Demographics, and Key Data Points

Lasting Impact of the Adventurous Journey

In the research survey, Award Holders were asked to describe the lasting impact that participating in the Adventurous Journey has had on them (if any). Here are some of their responses:

“It has helped me gain a greater awareness for our environment and how important it is to keep its natural beauty. It also taught me lots of new survival skills and a new passion for tramping.”

“The Adventurous Journey has taught me a lot about myself and where i can find my identity - adventuring in this beautiful country.”

“Participating in this award has given me the courage to use my skills while travelling the world. I have found it amazing meeting people in other countries who have participated in this Award and are travelling the same as me. I think this scheme is one of the most memorable parts of my teenage years.”

“It really helped me develop outdoor skills, e.g. map reading, navigation etc. This also helped with my Geography at school. However the biggest impact the Adventurous Journey had on me was the people I met. I completed a 10 day sailing trip for mine, with 30 other people I had never met before. I created life long friendships, and also had the experience of a lifetime learning to sail a new boat, discovering my capability, and learning not to give up.”



APPENDIX 1

Research Survey Data Collection, Summary of Respondent Demographics, and Key Data Points



Lasting Impact of the Gold Residential Project

In the research survey, Award Holders were asked to describe the lasting impact that participating in the Gold Residential project has had on them (if any). Here are some of their responses:

“My Residential Project allowed me to meet a really cool bunch of people, who I am in still in contact with. I saw a part of the country I never could've seen without this project. I also learnt some good team skills and it has encouraged me to apply for many opportunities since.”

“I learned so much about the culture in which I immersed myself in (language, clothing, food, customs, religion, etc.). Through this, I became more socially and culturally aware than I was before.”

“Often think back to it. Huge reference point in my life. Lots of learning I keep learning from! Many memories.”

“The Residential honed my leadership and interpersonal skills, and inspired me to continue volunteering after completing the Award.”

“My Residential Project was on the Spirit of Adventure. It renewed my interest in sailing, which I have been doing since young..”

APPENDIX 2

Costs of running The Hillary Award in 2019

The cost of running The Hillary Award in 2019

In order to create a Social Return on Investment (SROI) calculation, we needed to estimate **the 'cash' amount it took to deliver The Hillary Award in 2019**. This value is estimated at \$ 2,963,000 and includes costs incurred by the National Award Operator as well as costs incurred by the Award Holders themselves. You can see the distribution of these costs in the accompanying table.

Award Holders' costs	\$ 1,229,000
The Hillary Award costs	\$ 1,734,000
Total cost	\$ 2,963,000

APPENDIX 2

Costs of running The Hillary Award in 2019

The cost of running The Hillary Award in 2019, continued

- **The Duke of Edinburgh's International Award - New Zealand (NAO) costs** (\$ 1.7 million) - includes all NAO expenditure over the year, as recorded within yearly financial accounts
- **Award Holders costs** (\$ 1.2 million) – Award Holders costs are based on NAO's records, as well as estimations from the participants and adults research surveys. The costs for a participant to complete the Award includes registration fees (\$ 75 for Bronze, \$ 75 for Silver, \$ 100 for Gold (as per NAO records) and costs incurred in undertaking Skills, Physical Recreation and Voluntary Service activities, as well as the Adventurous Journey. Adventurous Journey costs were estimated using a mixture of Award participants and adults survey responses (equipment costs were estimated using Award participants responses, while travel, food and any accommodation costs were estimated by adults). Costs for the Physical Recreation, Skills, Voluntary Service and Gold Residential Project activity sections were estimated using participants' survey responses.

We took into account only participants' costs that were directly attributable to the Award, by asking adults and participants, when reporting on participants' costs, to not include costs that they would have incurred even if they were not doing the Award. Total costs are estimated to be \$ 805 for each participant completing the Bronze level, \$ 1,275 for Silver, and \$ 1,907 for Gold. However, this research only counts for the social value created over a 12 month period, we also only count the costs for participants for a 12 month period. The research also discounts social value by deadweight and attribution, we also therefore discount participants costs for deadweight and attribution – making the total cost for Award participants in 2019 as follows: \$ 394 per Bronze participant, \$ 637 per Silver participant, and \$ 760 per Gold Participant.

The reliability of these costs could be improved in further research by gathering cost information from larger sample sizes. For example for the costs related to Gold Award activities, only 9 participants survey responses could be used in this estimation.

Costs of running, and participating in the Award vary due to the flexibility of the Award framework; if a participant is willing to and able to pay for activities that require a lot of money (for example, a private tutor for their skill activity, an Adventurous Journey that requires travel to a far away location, or which requires expert assessors and supervisors such as an Adventurous Journey on water). Conversely, if a participant keeps their activities local and self-led, costs of participation can be kept to a minimum.

APPENDIX 3

Research Results with alternative Social Time Preference Rate (STPR)

Research Results with alternative Social Time Preference Rate (STPR)

When measuring future social value, it is best practice to discount future value by Social Time Preference Rate (STPR). Within this research we have used an STPR rate of 3.5%, this is the same rate as the UK use, as outlined in [The Green Book](#), and is suggested as a suitable rate in secondary literature, for example see [here](#). However, the New Zealand Treasury suggest using a rate of 6% for all public sector projects. (See [here](#)). Using a higher social discount rate insinuates that the value of a New Zealand Dollar in the future is worth less, therefore it places less emphasis on future value created and more emphasis on the short term benefits.

Using the STPR rate of 6%, the future social value of the Award results are as follows:

STPR Rate	Present Social Value – Total value created in 2019 (<i>unaffected</i>)	Present Social Value – Value per Award Holder (<i>unaffected</i>)	SROI (<i>unaffected</i>)	Future Social Value – Total Value created in New Zealand	Future Social Value – Value per Award Holder
3.5 (current research)	\$ 3,727,000	\$ 2,945	1 : 4.63	\$ 55,734,000	\$ 13,784
6 (NZ Treasury)	\$ 3,727,000	\$ 2,945	1 : 4.63	\$ 45,301,000	\$ 11,170

APPENDIX 4

Social Return on Investment (SROI), with estimated Award Centre Costs

Social Return on Investment (SROI), with estimated Award Centre Costs

When conducting a Social Return on Investment (SROI) analysis, organisations must consider all the costs involved within their organisation, for the Award this is NAO costs (the expenditure involved in running the national office, in order to provide young people with access to a high quality Award experience), costs to the young people themselves in participating in their Award activities, and also costs for Award Centres delivering the Award (any expenditure involved for the schools / youth clubs / other licensed organisations that deliver the Award to their young people, for example hiring a minibus to take participants on Adventurous Journey trips, providing space and resources for Award participants, remunerating staff for their time spent delivering the Award, so so on).

It is assumed that in New Zealand, Award Centre costs are minimal, as most of the costs at Award delivery level, are absorbed by the young people themselves. Within this research report, we therefore report on the SROI of The Hillary Award, with an assumed Award Centres cost of \$ 0.

It was not possible during this research process to conduct research with Award Centres to gather an estimation of Award Centre costs. However, other countries which have undergone the social value research analysis have been able to provide estimations on Award Centre costs. We are therefore able to present some different scenarios of the SROI results for New Zealand, by making some Award Centre costs estimations. On the next page we present two different scenarios; one with a low Award Centres cost, and one with a higher Award Centres cost.

It should be noted that these costs (and therefore these scenarios) do not change the social value results of this research, since the value created by the Award is unrelated to the costs associated with delivering the Award. Any change in costs only affects the SROI; the ratio between the total social value created in 2019, and related with delivering the Award to young people in 2019.

APPENDIX 4

Social Return on Investment (SROI), with estimated Award Centre Costs

Social Return on Investment (SROI), with estimated Award Centre Costs (continued)

Scenario 1 is the current research methodology – in which we do not estimate Award Centre costs (they are set to 0), and total costs during the analysis year includes NAO costs and estimated Participants Costs.

Scenario 2 uses a set rate per Award Centre (£150 GBP, converted to \$317 NZD), to estimate how much Award Centres might spent during the analysis year; multiplying the cost per Award centre, by the number of Award Centres operating in 2019 (400). This is based on the estimations made by our Australia NAO when conducting the research in 2018. Australia’s Award Centres costs make up just 1% of their total costs for the year (total costs are the sum of NAO costs, participant costs and Award Centre costs).

Scenario 3 uses the Award Centre costs estimated by South Africa, Czech Republic and Canada to estimate Award Centre costs for New Zealand. We took the percentage of the Award Centres costs as a percentage of the total costs (22% on average between the three countries), and applied this to New Zealand’s costs, calculating the total costs as \$ 836,000, cost per Award Centre as \$2,100. We used South Africa, Czech Republic and Canada as these are the three most recent countries to undergo social value research, during 2019, and they each consulted with a number of Award Centres to estimate these costs.

Scenario	Award Centre Costs	Participant Costs (Unaffected)	NAO Costs (Unaffected)	Total Costs	Total Social Value in 2019 (Unaffected)	SROI
1	\$ 0	\$ 1,734,000	\$ 1,229,000	\$ 2,963,000	\$ 3,727,000	1 : 4.63
2	\$ 615,000	\$ 1,734,000	\$ 1,229,000	\$ 3,090,000	\$ 3,727,000	1 : 4.44
3	\$ 836,000.	\$ 1,734,000	\$ 1,229,000	\$ 3,799,000	\$ 3,727,000	1 : 3.61



**THE DUKE OF EDINBURGH'S
INTERNATIONAL AWARD**

AOTEAROA NEW ZEALAND | HILLARY AWARD