



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

2020/21 Social Value Report

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THE DUKE OF EDINBURGH'S INTERNATIONAL AWARD NEW ZEALAND – THE HILLARY AWARD:

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Introduction



The social value analysis presented in this report builds on the analysis of the social value of The Hillary Award in New Zealand conducted for 2018/2019. In the 2018/2019 analysis year, The Hillary Award created **\$14 million in present social value**, and had a **Social Return on Investment (SROI) of \$4.63 : \$1**. In other words, the Award created \$4.63 in social value for every \$1 invested in the Award. The Hillary Award also created **\$56 million in future social value** for participants and society through those who gained an Award during 2018/2019.

The Award across the world has had to deal with unprecedented challenges since early 2020 due to the impact of the coronavirus pandemic. This has likely affected the experiences of young people and adults in the Award, as well as the total number of Awards Gained and active Adults in the Award. The Hillary Award has been less affected in comparison to the other countries, due to the New Zealand government's proactive and decisive approach to handling of the pandemic. Despite the challenges of the pandemic, the number of Awards Gained increased by 11%, and the number of adults in the Award increased by 16% compared to 2019/2020.

Coupled with the addition of the new impact valuations, we were able to account for a present social value of **\$19.5 million** for the 2020/21 analysis year. The 2020/21 social value analysis shows that The Hillary Award has an **SROI of \$5.77 : \$1**, a significant increase from 2018/2019.

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 2020, over 700,000 young people followed their own unique Award programme, via 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 8,000 registrations annually and 10,000 young people engaged at any one time in The Hillary Award.



In 2020/21
~ 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

Participants volunteer in their communities, make a positive contribution to society and demonstrate social responsibility.

Physical Recreation

Encourages young people to improve their fitness, performance and enjoy healthy lifestyles for good mental and physical wellbeing.

Skill

Enables participants to develop their talents, broaden their abilities, increase their self-confidence and improve their employability.

Adventurous Journey

Young people discover a spirit of adventure and gain a deeper understanding of the environment and the great outdoors.

Gold Residential Project

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, 2020/21



Young people getting active

~10,000* young people were actively participating in Award activities in 2020.

Delivery partners

~400* organisations were able to offer the Award to their young people in 2020: Including schools, universities, youth centres, NGOs, and sports clubs.

Young people, supported by Adults

559 adults supported young people to participate in their Awards in 2020/21.

Achieving the Award

3,487 young people completed an Award level in 2020/21.

Embraces diversity

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

*These values are from New Zealand's 2020 Annual Stats Return

What do young people say about the Award?



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

“I feel I have become more resilient, especially doing the Gold level I had to motivate myself and push through the challenges. I have then applied this resilience to other areas of my life and I feel the Award has changed me greatly as a person.”

“I have developed in the way that I now have an idea what service is and what it looks like making me keen to keep giving back to the community in some way.”

“I feel I have developed skills such as perseverance and resilience. The tramp was a hard climb and I learnt map reading skills which helped me grow and keep trying. I feel I have grown as a person by working at the charity shop as I had to serve customers much older than myself and come out of my comfort zone. It has also been hard during lockdown to complete different aspects of the Award so I feel I have learnt patience when dealing with circumstances outside my control.”

**These quotes are from a satisfaction survey answered by 260 Award participants who completed their Award in New Zealand in 2020.*

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 (91%), with some paid for this work (9%).

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 2020 a global satisfaction survey run by The Duke of Edinburgh's International Award Foundation to understand the experience of adults in delivering the Award, **86% 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 role of their Award Leaders* while progressing through their Award:

“She is always available and extremely enthusiastic for us to grow and get out there! I felt very comfortable and motivated to complete each level.”

“Whenever I had problems I could go to my Award Leader for help and they motivated our group when our tramp got difficult.”

“My Award Leader was incredible! If I ever had any questions, she was very quick to reply via email and always had an answer. I had the greatest interaction with my Award Leader in preparation for my tramps and she was very easy to work with. She gave me helpful feedback on my plans to ensure that I had all details covered off. I am very grateful for her support throughout this process.”

“They were always there to answer any questions I had about the Award, and always sent emails about openings for upcoming tramps, service opportunities and more.”

**These quotes are from a satisfaction survey answered by 260 Award participants who completed their Award in New Zealand in 2020.*



Methodology



The social value methodology that is used in this analysis has been developed in partnership with PriceWaterhouseCoopers UK (PwC) since 2018. 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. More details about the social value model and the core methodology can be found in Appendix 1.

This year, in addition to the methodology used in the 2019 analysis, new methodology to value more areas of impact has been developed by PwC and added to the social value analysis for 2020/21. These new areas are as follows:

Through Award participation, broadly:

- Wellbeing of participants from increased social cohesion
- Wellbeing of participants from increased confidence
- Wellbeing of participants from increased agency
- Wellbeing of participants from relief from depression / anxiety

Through Gold Award Holders completing the Gold Residential Project (GRP) section:

- Physical health benefits of participants from Activity Based GRPs
- Value of volunteer hours for Voluntary Service type GRPs
- Increased wellbeing from GRPs considered Vocational Training (qualifying Personal Development/Training Course and Activity Based GRPs)



Throughout the report, this symbol will be used to indicate where new impact pathways have been included.

The areas of impact that form the basis for the valuations in this report are the following:



**Improved
employability and
earning potential***



**Improved physical
health and fitness**



**Improved mental
health and
emotional wellbeing**



**Increased
engagement with
charitable and
community causes**



**Increased social
cohesion**

*The valuation of the *'improved employability and earning potential'* impact area only includes the future value of *'increased earnings of Award Holders from increased physical activity'* in this report. The other element of this valuation, *'increased earnings of Adults associated with delivering the Award'*, provides present value for this impact area. However, data required for this element was not collected from the Adults, based on The Hillary Award's preference.

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 between July 2020 to June 2021. For ease of reference, within this report, we refer to the analysis year as 2020/21.

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 young people who took part in the Award in 2020/2021 (data collection was conducted between December 2020 and March 2021). In 2019, we also ran a survey with Award Holders who are no longer participating in the Award (who completed their Award 6 years prior to taking the survey, 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 young people 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 3,487 young people who completed their Award in New Zealand, during the analysis year 2020/2021.

In order to collect information from those related to The Hillary Award's impact, data from surveying adults, those who have completed Awards during 2020/21, and those who have completed Awards before the analysis year were used in the Social Value Model.

Adults in the Award

Adults responses included 124 responses and represent 22% of adults that supported the Award during 2010 – 2021 (559). Adults responses were not a statistically representative sample size, and further research into adults would strengthen this data. The data was collected between December 2020 – March 2021.

Award Participants

Award Participant responses included 414 responses and represent 12% of Awards Gained in New Zealand during 2020 – 2021 (3,487), a representative sample size. The data was collected between December 2020 – March 2021.

Award Holders

Award Holder data included 119 responses, from Award Holders who completed their Award on average 6 years before completing the survey. The data from social value surveys run in 2019 were used in this analysis.

See Appendix 2 for information about how the surveys were run, an overview of the number and demographic distribution of survey respondents.

The Social Value Analysis of The Duke of Edinburgh's Hillary Award, 2020 - 2021



Top Level Results

The Social Value of The Hillary Award in 2020/21

~3,500 young people completed an Award in 2020/21

Social value created by the Award in 2020/21
\$ 19.5 million

Future value created in 2020/21 by the Award
\$ 40.9 million

~560 adults supported the Award

The average social value of a participant completing their Award in New Zealand in 2020/21:
Bronze: \$ 4,262
Silver: \$ 5,282
Gold: \$ 11,497

\$ 5.77 : \$ 1
SROI of The Hillary Award ¹

Total social value in 2020/21:
\$ 19,484,000

Total cost in 2020/21:
\$ 3,376,000

¹ Based on the social value analysis of The Hillary Award in 2020/21, we estimate that for every \$ 1 that was invested in the Award, \$ 5.77 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 19.

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 0.80, 0.99 and 1.56 years respectively.

Results by impact – Overview of Present Social Value

The area of impact where the highest social value was created was **social value of improved mental health and emotional wellbeing.**

\$ 8,383,000

Social value of support to charitable and community causes



\$ 1,260,000

Social value of improved physical health and fitness



\$ 7,659,000

Social value of improved mental health and emotional wellbeing



\$ 2,182,000

Social value of improved social cohesion



Results by impact - A note on Future Social Value

Future social value, created by the delivery of The Hillary Award in 2020/21, is estimated at \$ 40.9 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 before the survey), 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 2020/21 (i.e. over the rest of their lifetime).

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	76%	47%	56%
Silver	74%	47%	69%
Bronze	69%	46%	58%

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.
- For **deadweight**, we use Award Participants' activity levels before they began the Award.

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 2020/21, 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 2020/21.

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 \$ 8,383,000.

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, 55% of Award participants were already regularly engaging in volunteering activities before the Award, however 79% 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 2020/21:

- Wellbeing* benefits for Award Holders from increased volunteering = **\$ 5,636,000**
- Value of participant volunteer hours** = **\$ 1,605,000**
- Wellbeing benefits for adults from increased volunteering = **\$ 1,142,000**

Social value after completing the Award

Our results estimate that for young people who gained an Award in 2020/21, 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 **\$ 25,002,000** and **\$ 5,614,000** 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)

** Includes the value of volunteer hours for Environment Conservation and Voluntary Service Gold Residential Projects.

Results by impact

Social Value of Improved Physical Health and Fitness

Total social value of improved physical health and fitness is \$ 1,260,000.

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. These impacts can also be measured for Gold Award participants who complete an Activity Based Gold Residential Project.

The social value attributed to improved physical health and fitness is therefore estimated through the following measures, which are linked to the Adventurous Journey and Gold Residential project sections:

- Physical health* benefits for Award Holders due to the Adventurous Journey = **\$ 800,000**
- Physical health benefits for Award Holders due to Activity Based Gold Residential Projects = **\$ 96,000** 
- Physical health benefits for adults due to the Adventurous Journey = **\$ 364,000**

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.*

Results by impact

Social Value of Improved Mental Health and Emotional Wellbeing | Part I

Total social value of improved mental health and wellbeing is **\$ 7,659,000**

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 2020/21 in this area of impact through the following:

- Wellbeing benefits for Award Holders from increased physical activity* = **\$ 601,000**
- Wellbeing benefits for Award Holders from spending time on skills = **\$ 337,000**
- Wellbeing benefits for adults from receiving Award training = **\$ 174,000**

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 **\$ 2,860,000** and **\$ 5,165,000** 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 Mental Health and Emotional Wellbeing | Part II

Total social value of improved mental health and wellbeing is \$ 7,659,000.

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 2020/21 in this area of impact through the following:

- Wellbeing benefits for Award Holders from increased confidence = **\$ 2,300,000** 
- Wellbeing benefits for Award Holders from relief from depression/anxiety = **\$ 1,826,000** 
- Wellbeing benefits for Award Holders from increased agency = **\$ 2,288,000** 
- Wellbeing benefits for Gold Award Holders for completing a Personal Development/Training and Activity Based Gold Residential Projects = **\$ 133,000** 

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 these wellbeing impacts will continue into the future.

Results by impact

Social Value of Improved Social Cohesion

Total social value of improved social cohesion is \$ 2,182,000.

Through participating in the Award, young people are likely to engage more in their community through making friends, participating in voluntary service (as well as other Award activities).

- Wellbeing for Award Holders from increased social cohesion = **\$ 2,182,000** 

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 the Award would provide future social cohesion benefits.

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 2020/21 from physical activity at **\$ 2,230,000**.

*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 2020/21.

CASE STUDY

Tauranga student forms friendship over reading for blind

Shirley Macdonald is blind. She doesn't "feel like she is blind", but when COVID-19 put the country into lockdown, she started to feel the weight of her impaired sight. Stuck in her retirement village room, with no one visiting and unable to get outside of it, Shirley started to feel blue. But there was a light and it came in the form of Lauren Scullin.

"Reading to Shirley has been an amazing part of my life," Lauren said. For two and half years, 17 year old Lauren has been reading to Shirley every Saturday.

While it started off as an act of service for Lauren to gain her Gold Duke of Edinburgh's Hillary Award, they have formed a strong friendship. So when the pair were forced apart by lockdown in 2020, they found a way to keep up the connection. For a moment, Lauren thought it would be easy enough to read through the window, but the more sensible option was to read over the phone. It was quickly arranged for a book to be dropped off to Lauren from Shirley's own collection.

The pair spent half an hour on the phone each Saturday. It is so important to them both that Shirley told her friends and relatives no one can interrupt during their reading time. Shirley does have audiobooks she can listen to however she said the books Lauren read, many of which are biographies of influential New Zealanders, allowed her to reminisce about the times when she was younger.

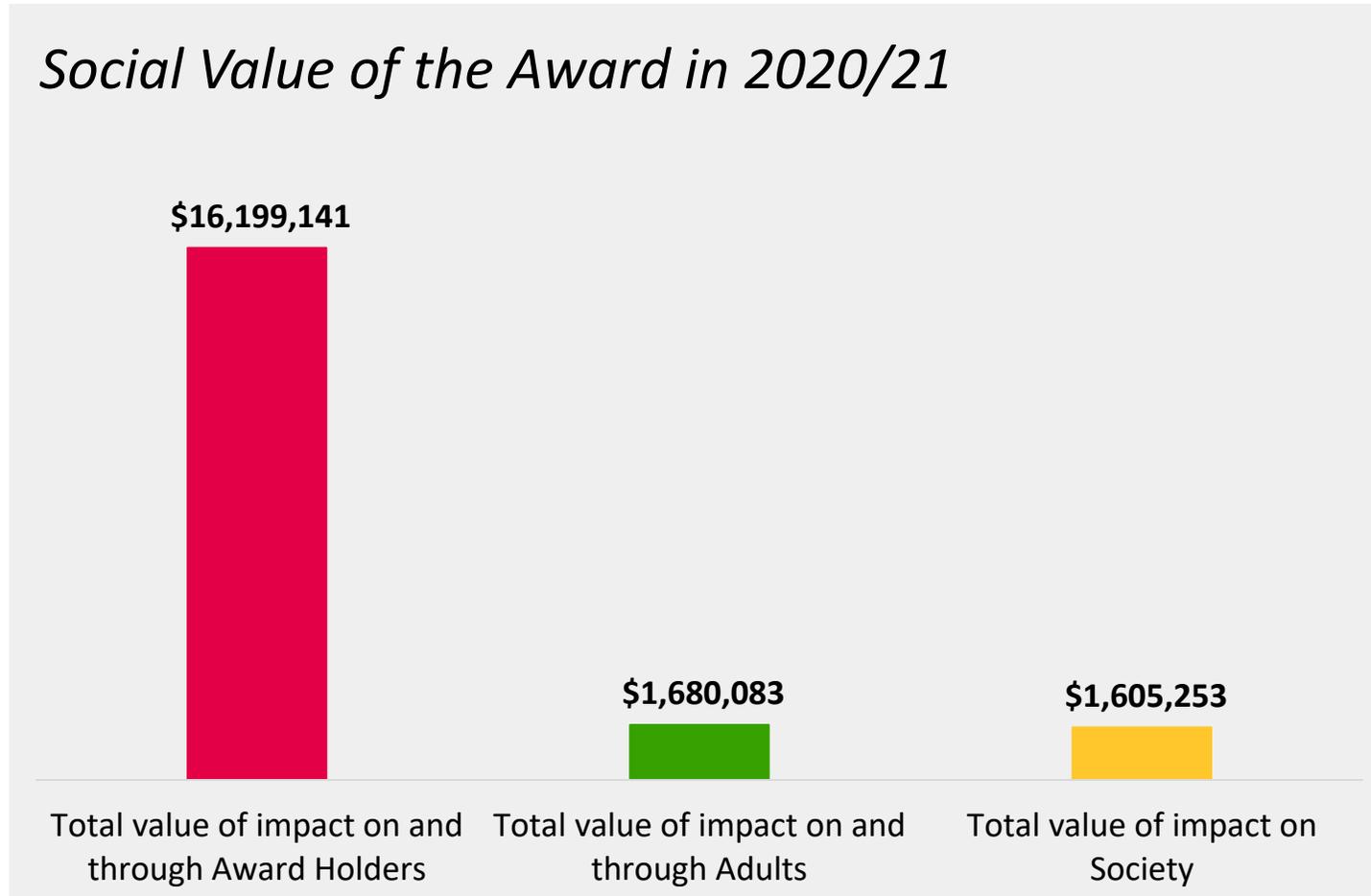
"It just opens another door," Shirley said. "It was one of my brighter times during lockdown".



Lauren Scullin and Shirley Macdonald have formed a close friendship from reading.

Results by key stakeholders - Overview

The distribution of total social value created during 2020/21 across three key stakeholder groups is as follows:



Results by key stakeholders - Award Holders overview

3,487 young people

completed an Award in 2020/21

Through their participation in the Award a total of **\$ 16,199,000** social value was generated for Award Holders.

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



\$ 5,636,000
of wellbeing benefits from
increased volunteering



\$ 601,000
of wellbeing benefits from
increased physical activity



\$ 8,596,000
of wellbeing benefits from
increased confidence, social
inclusion, and agency, and
relief from
depression/anxiety



\$ 471,000
of wellbeing benefits from
spending time on skills and
Personal
Development/Training
Course and Activity Based
Gold Residential Projects

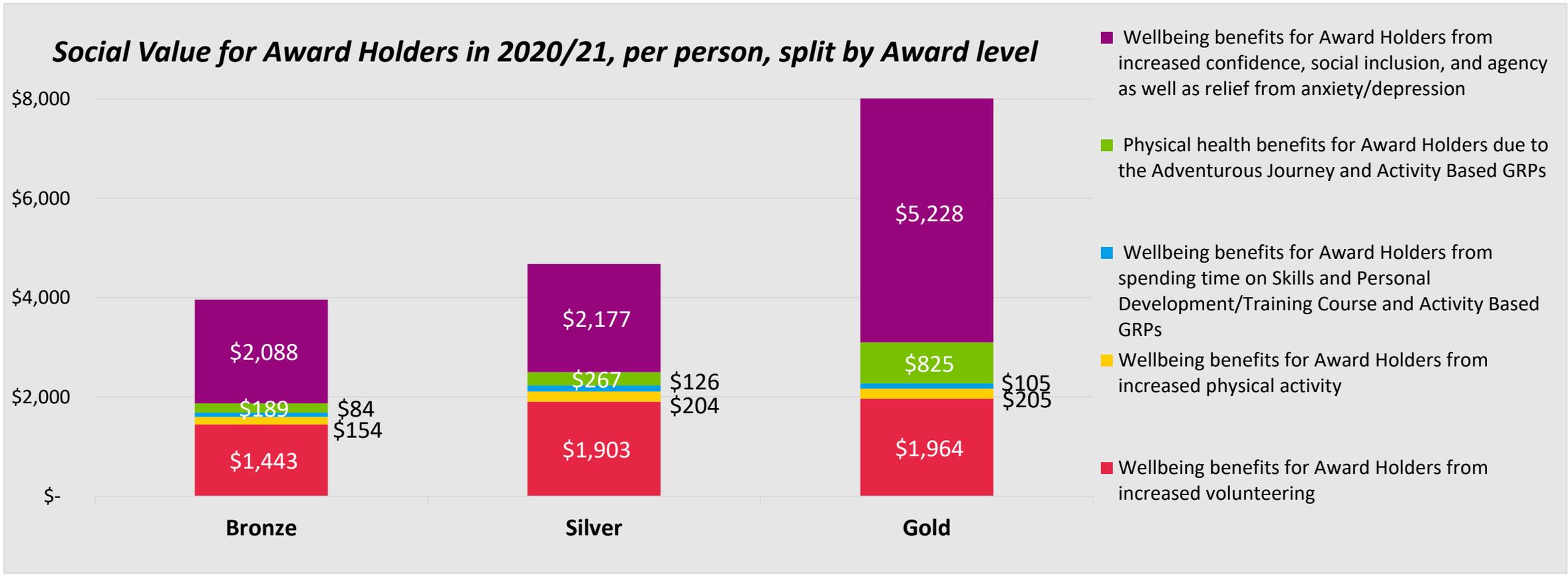


\$ 896,000
of physical health benefits
due to the Adventurous
Journey and Activity Based
Gold Residential Projects

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 **\$ 5,106** per Award Holder. (Note: These values do not capture the total social value experienced by Gold Award Holders during the duration of their Awards, since the Gold level takes on average over a year to complete, and these calculations limit the social value calculations to the 12 month analysis period).



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 2020/21, is estimated at **\$ 4,262** , **\$ 5,282** and **\$ 11,497** 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 Gold Award Holders, since it takes them longer than 12 months to complete the Award. It takes on average 1 year and 6 months to complete the Gold level. So, when looking at total participation time, the value experience by a young person is estimated at **\$ 17,935** for the Gold Award.

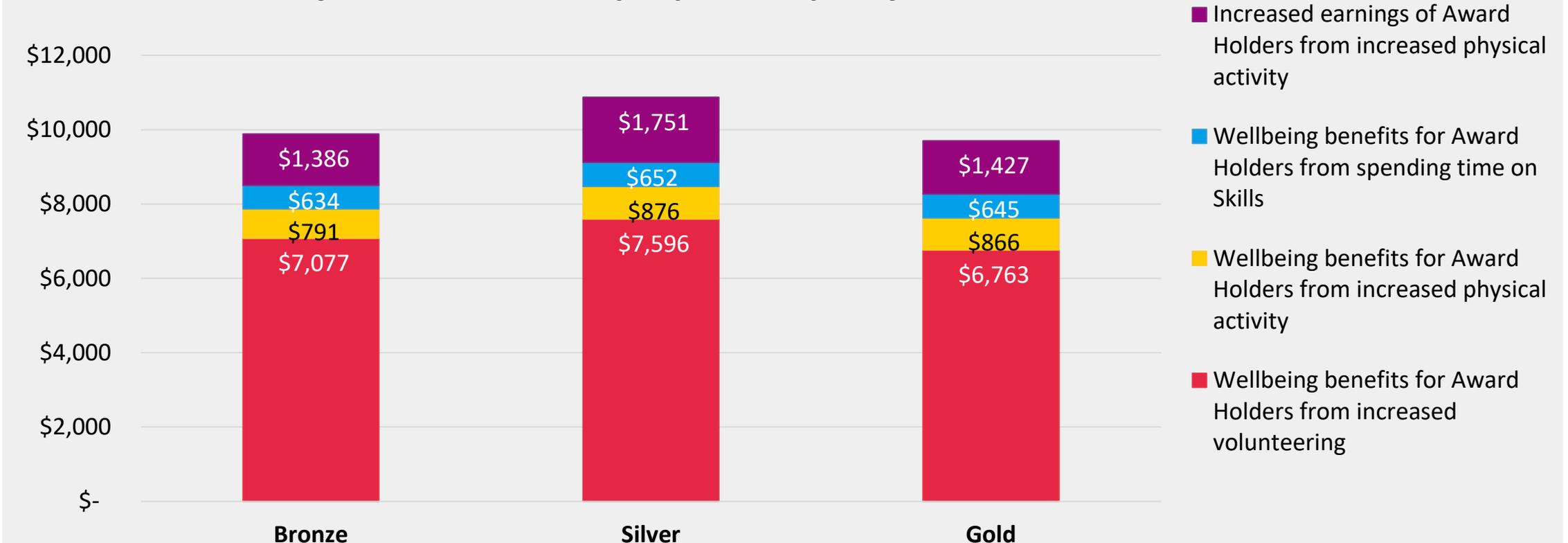
Taking into consideration social value after completing the Award as a result of continued volunteering, physical recreation and regular practice of a skill into the future, it is estimated that there are additional future benefits amounting to **\$ 11,721** per Award Holder on average, generated for and through those who completed their Award in 2020/21.

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 2020/21, amounting to \$ 11,721 per Award Holder on average.

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



CASE STUDY

Duke of Ed participants sailed into Auckland in January 2021, just in time for the 36th America's Cup

A ship of 16 students, who were completing their Gold Adventurous Journey, sailed into Auckland Harbour, just in time for the 36th Americas Cup. As the first Gold Level Award hosted by the New Zealand Sailing Trust, it was an adventure with a difference. Sailing into Auckland Harbour ahead of the America's Cup regatta, they passed the America's Cup boats on the water.

Having set off from Sullivan's Bay, the crew completed a five-day journey at sea. Steinlager II, the famous boat in which Sir Peter Blake raced around the world in 1989, was home to the crew of students on their final leg of their journey around the Coromandel.

"It's a bit different to your usual Gold Award," says Evelien Van Vliet, Development Manager for New Zealand Sailing Trust. "Most participants go tramping overland for their Adventurous Journey."

For Rotorua Lakes High School pupils, Kirsty and Isidora, raising funds for the journey and planning has been a significant part of gaining the Award. They funded their journey by selling chocolate bars and working in a local bike shop. **"It has been a lot of hard work and taught us both resilience and negotiation skills,"** says Isidora, who is in Year 12. "The Award encourages students to plan their own journey and be self-sufficient," Says Van Vliet.

[Students race into Auckland as Sailing Trust launches America's Cup schedule - NZ Herald](#)



Isidora, 17, and Kirsty, 18, raised over \$1000 for the sailing expedition. Photo / Supplied, TNZ

Results by key stakeholders – Adults in the Award

559 adults

supported the delivery of the Award in 2020/21

Through their involvement in the Award a total of \$ **1,680,000** social value was generated.

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

\$ 1,142,000
of wellbeing benefits
from increased
volunteering



\$ 174,000
of wellbeing benefits
from receiving Award
training



\$ 364,000
of physical health
benefits due to the
Adventurous Journey



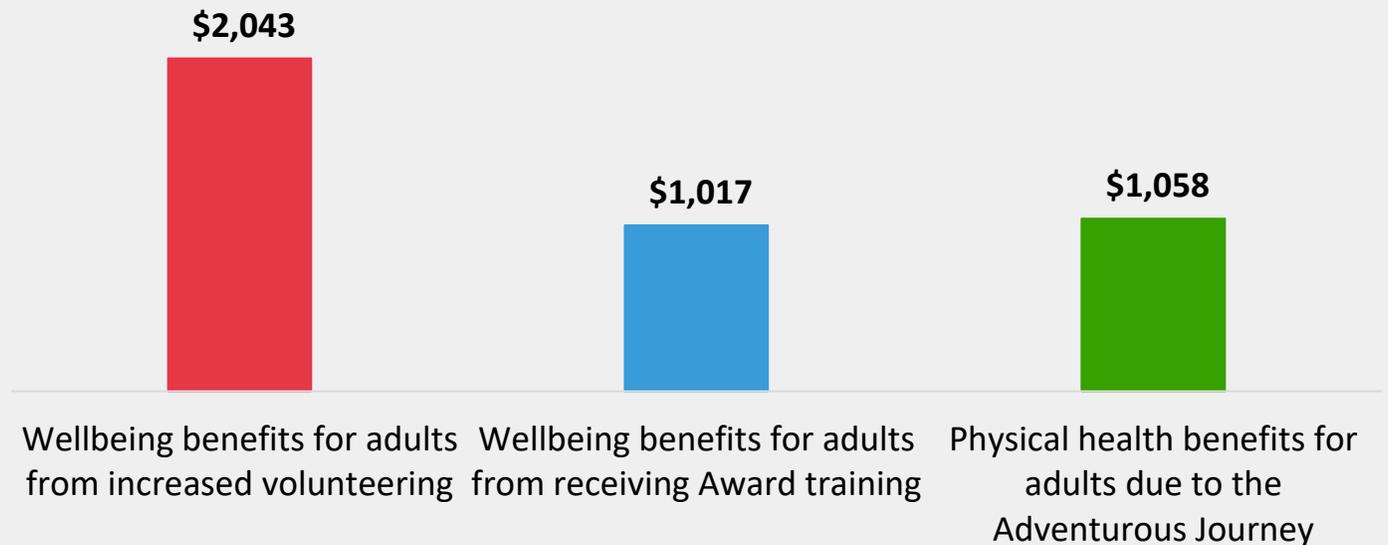
Results by key stakeholders – Adults in the Award, per adult

Social value generated per adult is \$ 4,119.

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 **57%** of adults felt the Award training they completed, gave them additional skills for work.

Social Value for Adults in the Award, per person



Keeping our parks clean and green



Students from Hutt Valley High School Tautoko Supported Learning Centre in Lower Hutt have been regularly cleaning up rubbish at Hikoikoi Reserve in Petone. The HVHS students do this voluntary work through the Empower programme which is specifically for students connected with school support learning centres and is run by Ignite Sport.



Heretaunga College students are doing something similar at Harcourt Park and Trentham Memorial Park in Upper Hutt, helping keep these wonderful green outdoor spaces rubbish free for all of the community to enjoy.

Results by key stakeholders – Society

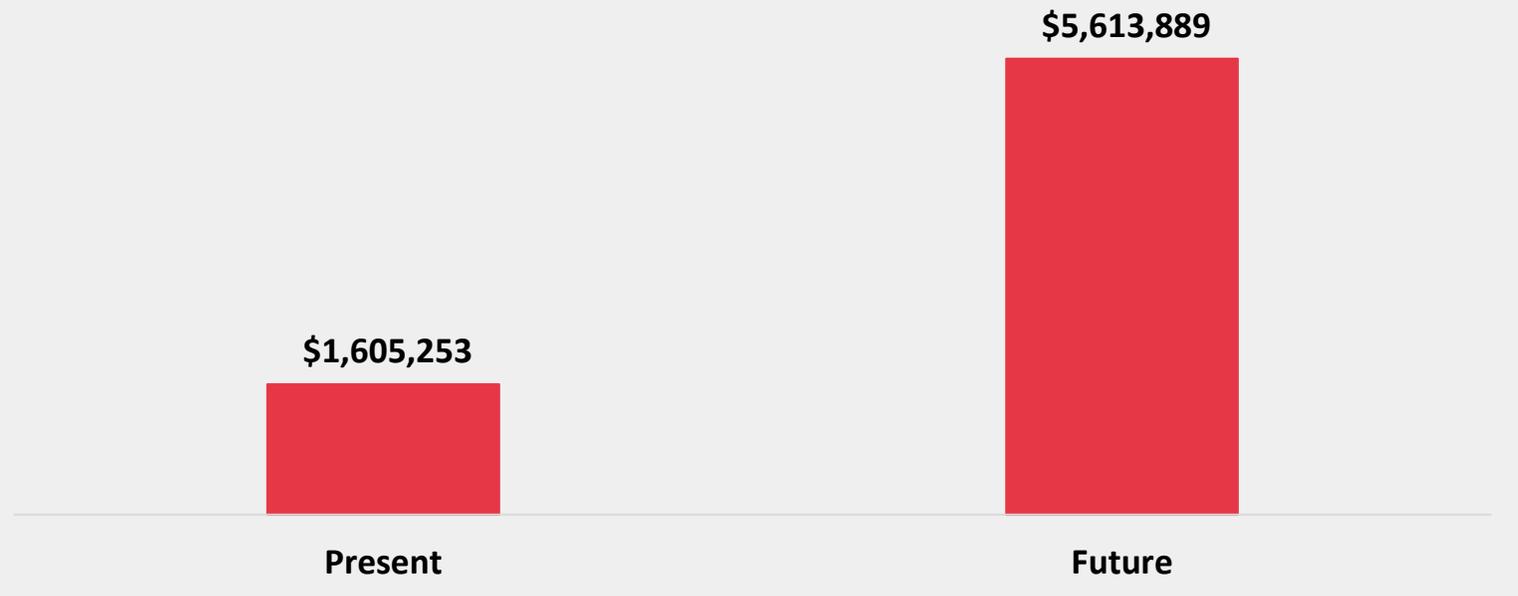
Through Award Holders' volunteering for local charitable and community causes in 2020/21, **\$ 1,605,000** social value was generated for society.

\$ 1,605,000
of participant volunteer
hours



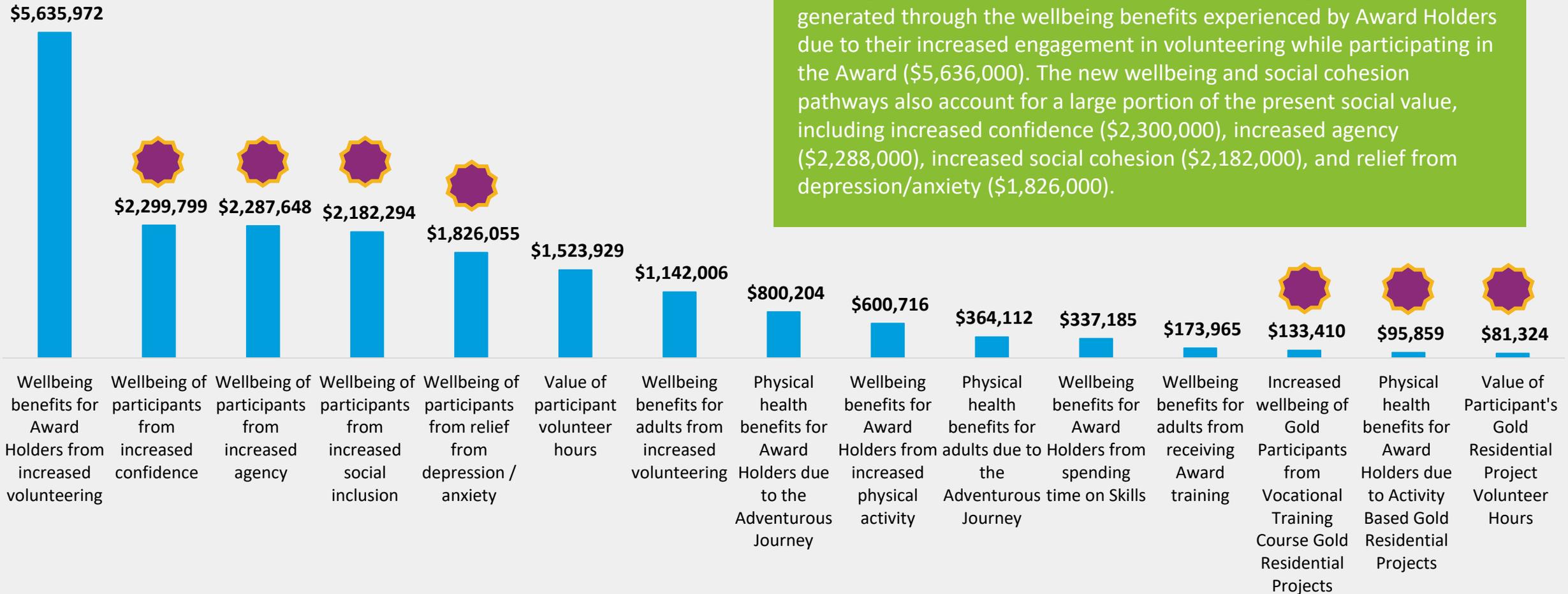
Present value created for local charitable and community causes through Award Holders' volunteering in 2020/21, versus future value due to Award Holder's ongoing engagement in volunteering throughout their lifetime, following the completion of their Award:

Value of Award participants' volunteer hours



Total Results Across All Impact Pathways – Present

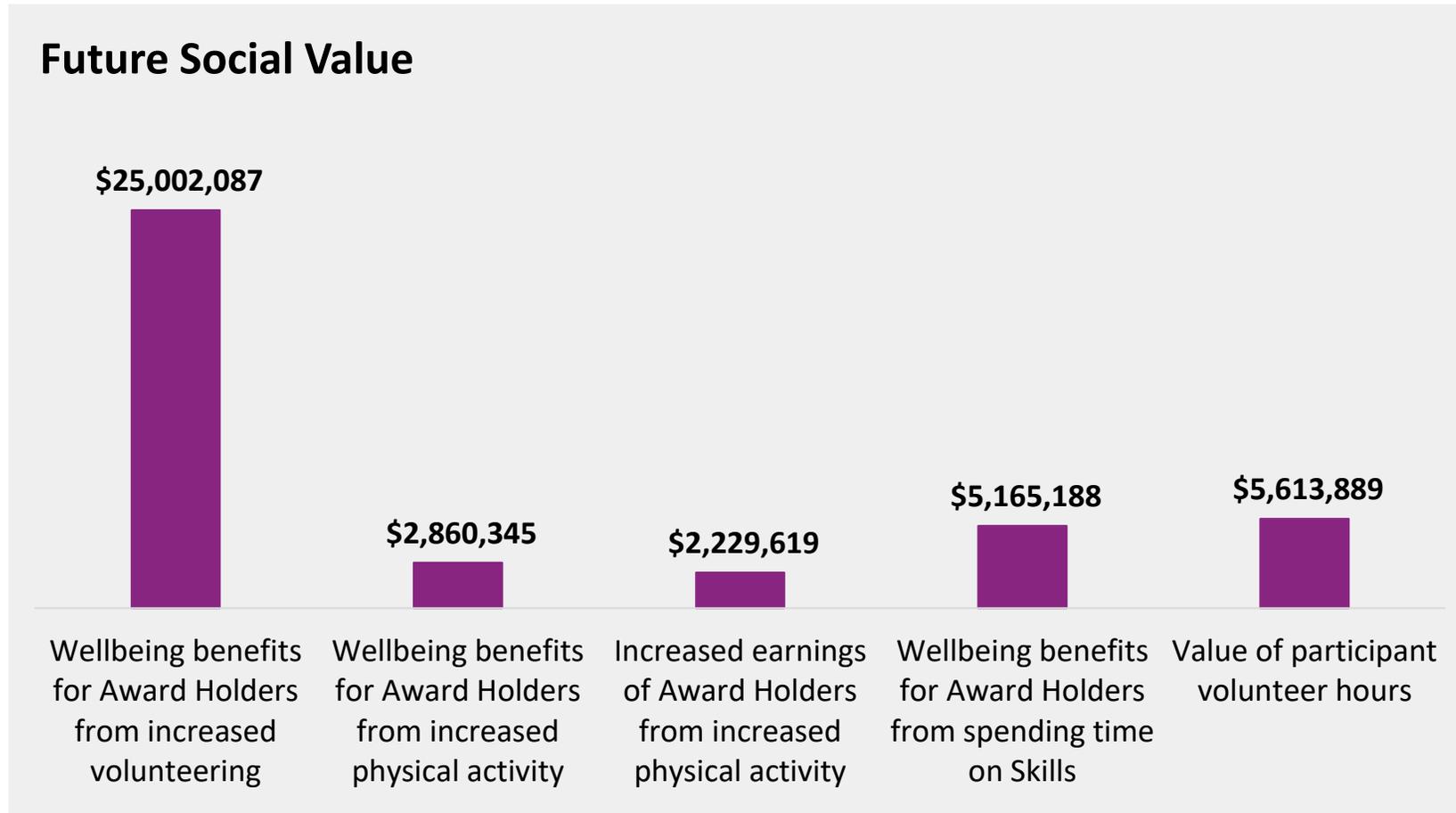
Social Value of the Award in 2020/21, by Impact



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 (\$5,636,000). The new wellbeing and social cohesion pathways also account for a large portion of the present social value, including increased confidence (\$2,300,000), increased agency (\$2,288,000), increased social cohesion (\$2,182,000), and relief from depression/anxiety (\$1,826,000).

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 2020/21, 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 2020/21. This means there will be some future social value created by Award's adult volunteers in 2020/21. 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)

\$ 5.77 : \$ 1

SROI of The Hillary Award

Total social value in
2020/21:

\$ 19,484,000

Total cost in 2020/21:

\$ 3,376,000

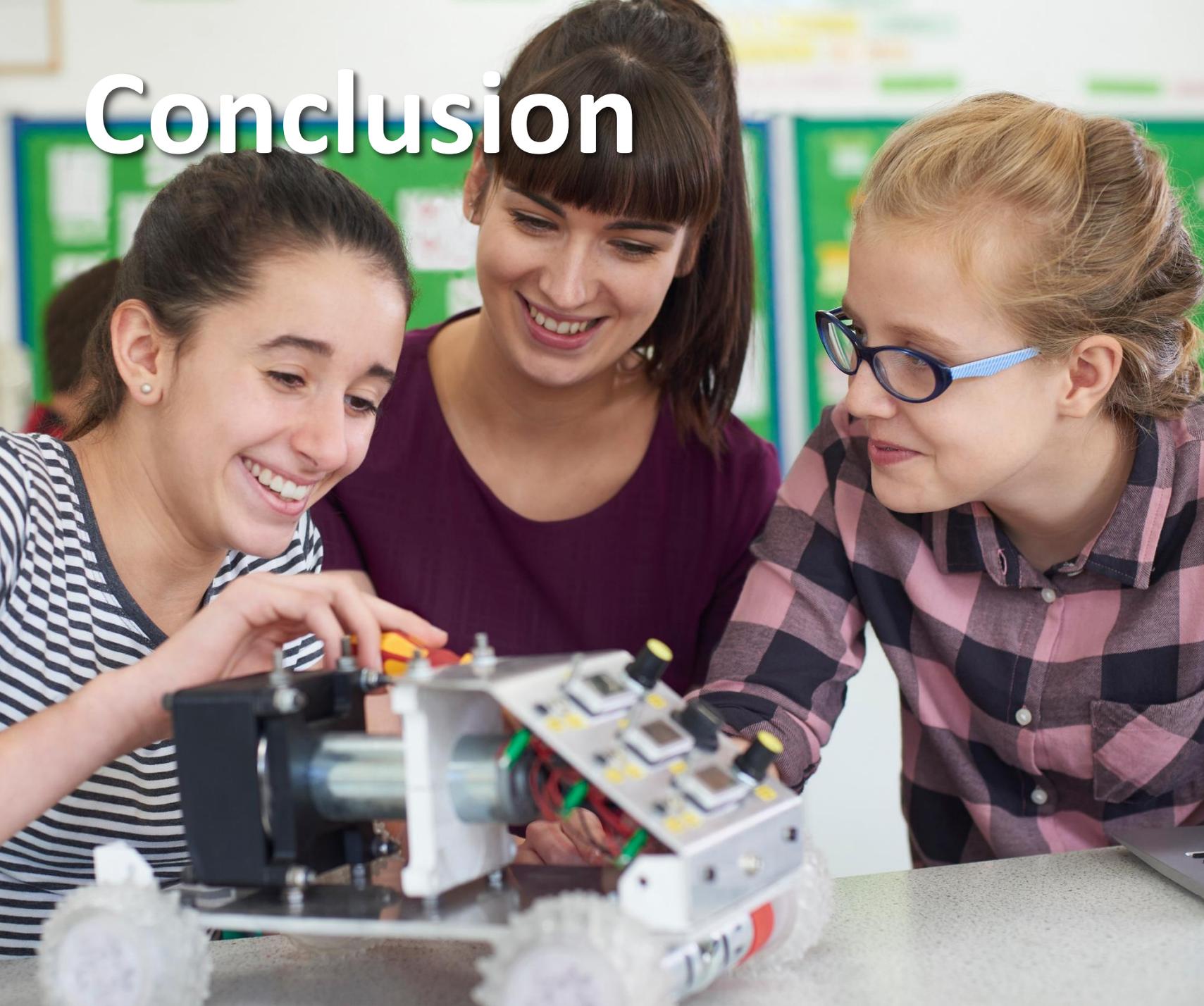
Based on the social value analysis of The Hillary Award in 2020/21 (July 2020 to June 2021), we estimate that for every **\$ 1** that was invested in the Award, **\$5.77** in social value was generated; this is the Social Return on Investment (SROI). The SROI calculation compares two types of value:

- 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, Adventurous Journey and the Gold Residential Projects. 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). We calculate the costs of taking part in an Award level for 12 months for Gold Award Holders and over the average Award length for Bronze and Silver Award Holders. See Appendix 2 for more information on the costs.

In the SROI calculation, we only include costs incurred and value created during one year (July 2020 to June 2021). The value created is based on participants who gained an Award in 2020/21 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 2018). 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 10 months, just under 1 year, and 1 year 7 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



**THE DUKE OF EDINBURGH'S
INTERNATIONAL AWARD** 
AOTEAROA NEW ZEALAND | HILLARY AWARD 

Limitations of the research

This research gives an estimation of the social value of The Duke of Edinburgh's Hillary Award in 2020/21 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=414) were representative (at 95% confidence level and 5% margin of error) of the total Awards gained in New Zealand during the analysis year (3,487), representing **12%** of Award Holders from 2020/21. The gender split of Award Holders in New Zealand in 2020/21 was 63% females, 36% males, and 1% non-binary / gender unknown, whereas the gender split of survey respondents was overrepresented by female respondents: 25% male, 73% female, 2% preferred to self-describe or to not disclose. These percentages do not include the 92 responses that did not respond to the gender question.

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 12% 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=124) represents **22%** of all adults that were regularly supporting the Award during the analysis year (2020/2021), 559 in total. This sample size is not a statistically representative sample size of the 559 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 22% 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 before the survey, 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. For some of the emotional wellbeing pathways, deadweight values were taken from HACT (i.e., deadweight for increase in confidence, increase in agency, and relief from anxiety / depression). 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 volunteering :** 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)
- **The ‘deadweight’ of young people’s belonging to their community:** what percentage of young people who already felt belonging to their community (data point from 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.

3. Sensitivity analysis (Continued)

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 % of young people who experienced negative emotions before the Award (e.g., % with low self-confidence before the Award) (data point from the research surveys)
- 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](#))

Comparing to 2018/19 Social Value Analysis

The biggest change from 2018/19 is the addition of new pathways, which have contributed \$ 6,547,000 to the wellbeing impact category and the entire \$ 2,182,000 of the new category of increased social cohesion as well as \$ 96,000 to improved physical health and fitness, and \$ 81,000 to increased engagement with community and charitable causes.

Year	Present Social Value (\$million)				Costs (\$million)		SROI	Future Social Value (\$million)
	Improved Mental Health and Emotional Wellbeing	Improved Physical Health and Fitness	Increased Engagement with Community and Charitable Causes	Increased Social Cohesion	NAO Costs	Participant Costs		
2018/19	\$ 997,000	\$ 2,503,000	\$ 10,228,000	-	\$ 1,229,000	\$ 1,734,000	1 : 4.63	\$ 55,734,000
2020/21	\$ 7,659,000	\$ 1,260,000	\$ 8,383,000	\$ 2,182,000	\$ 1,246,000	\$ 2,130,000	1 : 5.77*	\$ 40,871,000

Overall, new pathways contributed to 46% of the present social value and 0% of the future social value.

*Not including the new impact pathways, the SROI for 2020/21 would be 3.13

Comparing to 2018/19 Social Value

There were large changes in improved physical health and fitness and increased engagement with community and charitable causes. Participant costs increased while the total number of participants decreased. Overall, the increased SROI is due to the new pathways, which have contributed social value to all categories and added the social cohesion category. Because these new pathways did not consider future social values, and because of the changes noted below, the future value of the Award has decreased from 2019.

Improved physical health and fitness decreased.

- There was less change in physical activity (4% increase in 2018/19 versus 2% increase in 2020/21). This decline affected the social value of the physical health and fitness impact and contributed towards the decrease in future value.
- There were less Adult Volunteers who participated in Adventurous Journeys (75% in 2018/19 to 64% in 2020/21) and their total journeying hours decreased from about 160 hours per year to about 130 hours per year.

Engagement with community and charitable causes decreased.

- 5% more respondents had already volunteered before the Award, 3% fewer respondents planned to volunteer regularly after the Award, and the attribution to the Award for the increase in volunteering was 2% less.
- This impacted both the present value as well as the future value of the Award.

New pathway contributions to Present Value: 85% of improved mental health and emotional wellbeing, **8%** of improved physical health and fitness, and **1%** of the increased engagement with community and charitable causes.

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 **\$ 19.5 million** in social value was generated in 2020/21 through the delivery of the Award framework. A further **\$ 40.9 million** is estimated in future value, due to the 2020/21 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 the Award on reducing offending and reoffending.
- **Expanding methodology to include more impacts:** This social value analysis has included an expanded set of impacts, but there are still more impact pathways to be explored in future phases of the model and methodology.
- **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

Model and Methodology: Introduction to Social Value

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. Since then, Canada, Czech Republic, New Zealand and South Africa have measured their social value. 10 countries are still in the process of measuring their social value in 2020/21.

- **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)

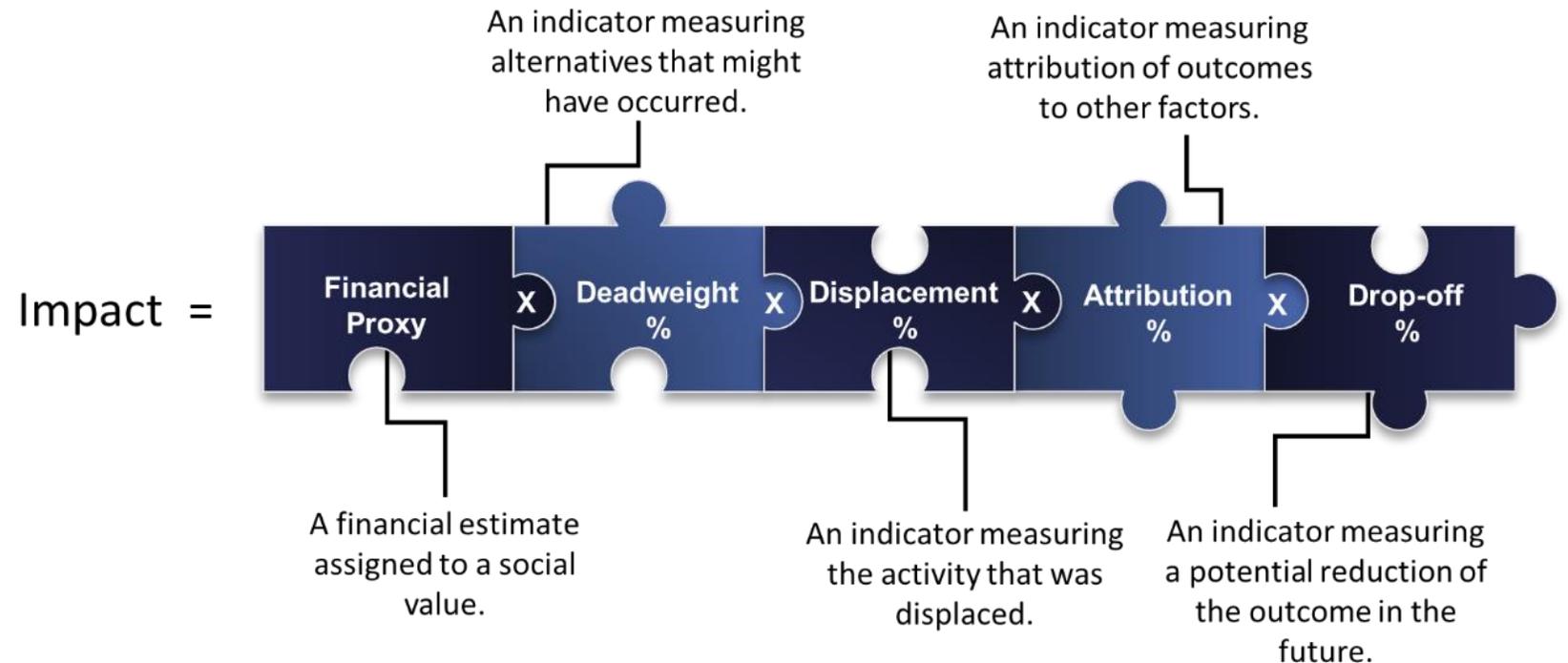
APPENDIX 1

Model and Methodology: 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.



APPENDIX 1

Model and Methodology: Our Social Value Approach, continued

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.

APPENDIX 1

Model and Methodology: Our Social Value Approach, continued

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.

APPENDIX 1

Model and Methodology: 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.

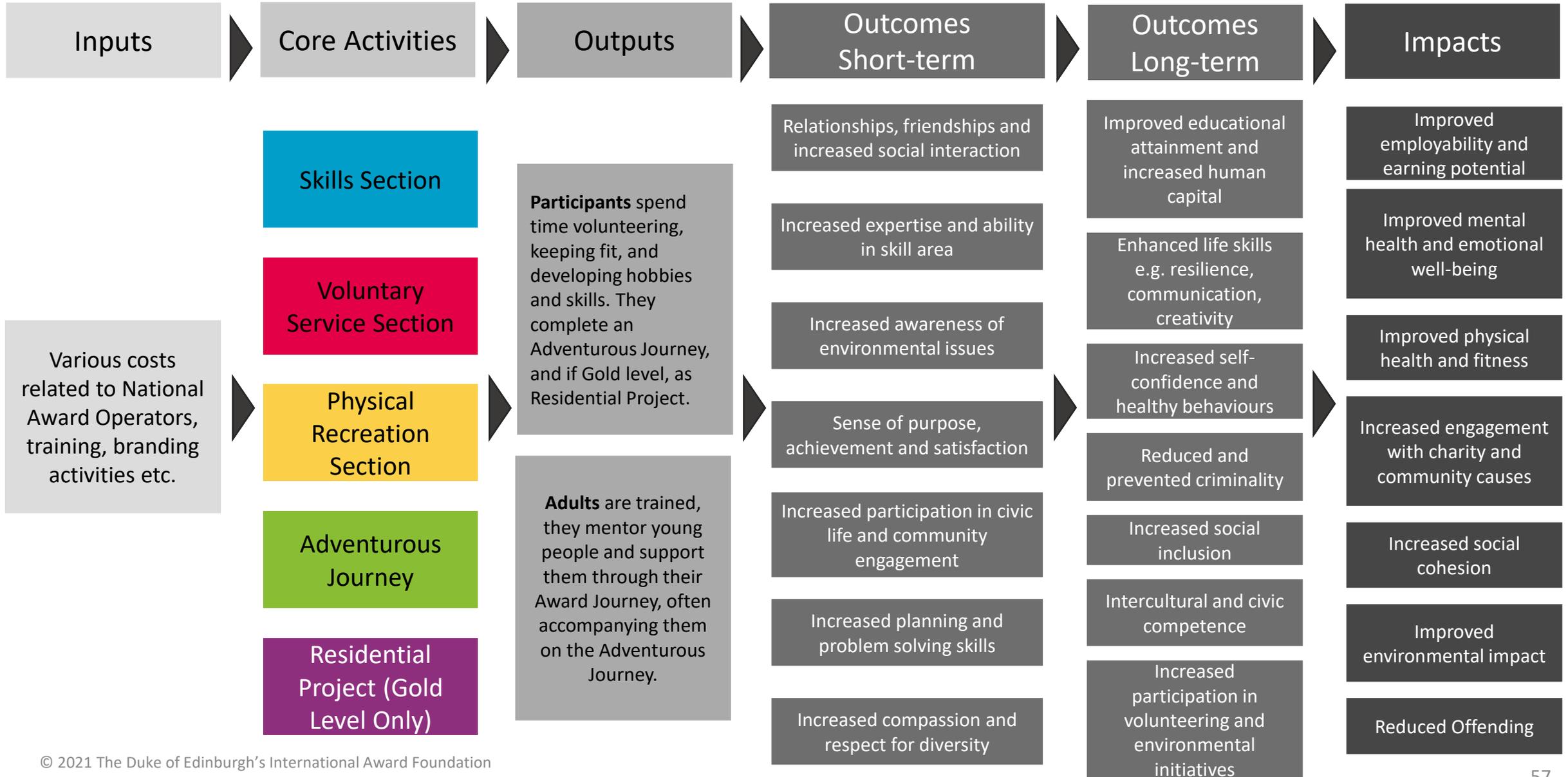
First, impact pathways were developed for each section of the Award and for adults delivering the Award. The impact pathways set out the relationship between the inputs, outputs, outcomes and impacts:

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.

APPENDIX 1

Model and Methodology: The Award's Overall Impact Pathway



APPENDIX 1

Model and Methodology: 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**



**Increased social
cohesion**

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 other key impacts: **Improved environmental impact, Reduced offending.**

APPENDIX 1

Model and Methodology: 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.

APPENDIX 1

Model and Methodology: How the social value of the Award was measured and valued

To calculate the value of the five 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 2020/21. 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 = 414) represented 12% of Awards Gained in New Zealand during 2020/21 (3,487), a representative sample size.
- Adults responses (n = 124) represent 22% of adults that supported the Award during 2020/21 (559). 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. This survey was not run for 2020/21 and data from surveys in 2018/19 were used in the 2020/21 analysis.

APPENDIX 2

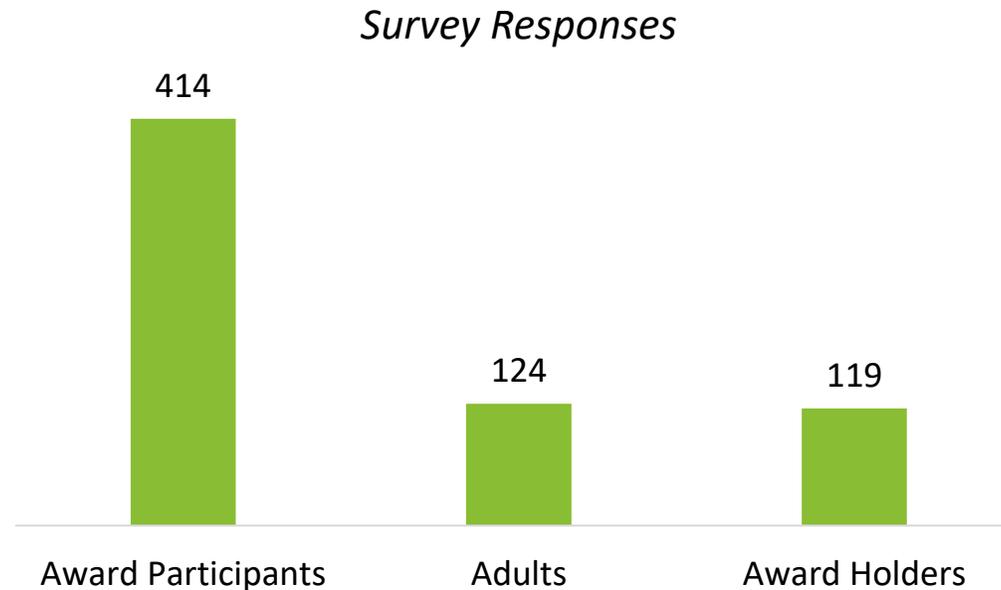
Research Survey Data Collection, Summary of Respondent Demographics, and Key Data Points

Research Survey Data Collection:

Survey data was collected and stored on an online survey platform, called Qualtrics. Data collection period was between December 3rd 2020 and March 22nd 2021. Survey respondents were contacted by The Hillary Award and provided a link to complete the survey. Each group was incentivised to answer with the offer of 3 x Secret Outdoors Pack.

Sample Size:

538
survey responses
were analysed in
total*



*Does not include the 119 previously analysed Award Holder responses, collected for 2018-2019, which were used for Alumni data.

APPENDIX 2

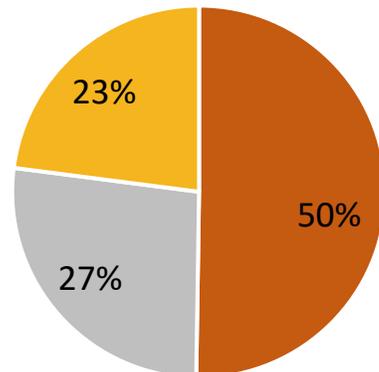
Research Survey Data Collection, Summary of Respondent Demographics, and Key Data Points

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

There were **414** useable survey responses from Award participants. This is a representative sample size for the total number of participants who completed an Award in 2020/21 (with a 95% confidence level and 5% margin of error).

This represents **12%** of participants who completed an Award in 2020/21 (3,487). The gender split of participants in New Zealand in 2020/21 was 63% females, 36% males, and 1% non-binary or gender unknown. The Award levels split of completed Awards in 2020/21 was 64% Bronze, 25% Silver and 11% Gold. The below graphs show the demographic information of our Award participant research respondents:

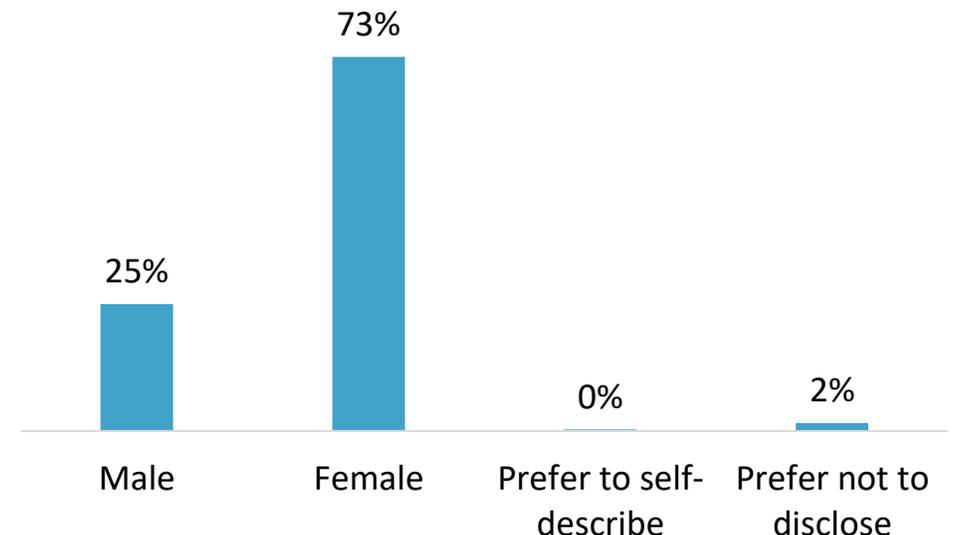
Award Level of Respondents



■ Bronze ■ Silver ■ Gold

**6% of Award
participant
respondents
identified
themselves as
having a disability**

Award Participants' Gender



APPENDIX 2

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

Adults in the Award Survey: Respondent Demographics: Age and Disability Status

There were **124** useable survey responses from Adults in the Award. 228 survey responses would be a representative sample size for the total number of adults who regularly supported the Award in 2020/21 (with a 95% 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 **22%** of adults that were regularly supporting the Award, 559 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 17 to 71
With a mean age of **46**

6% of adults surveyed considered
themselves to have a disability

APPENDIX 2

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

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

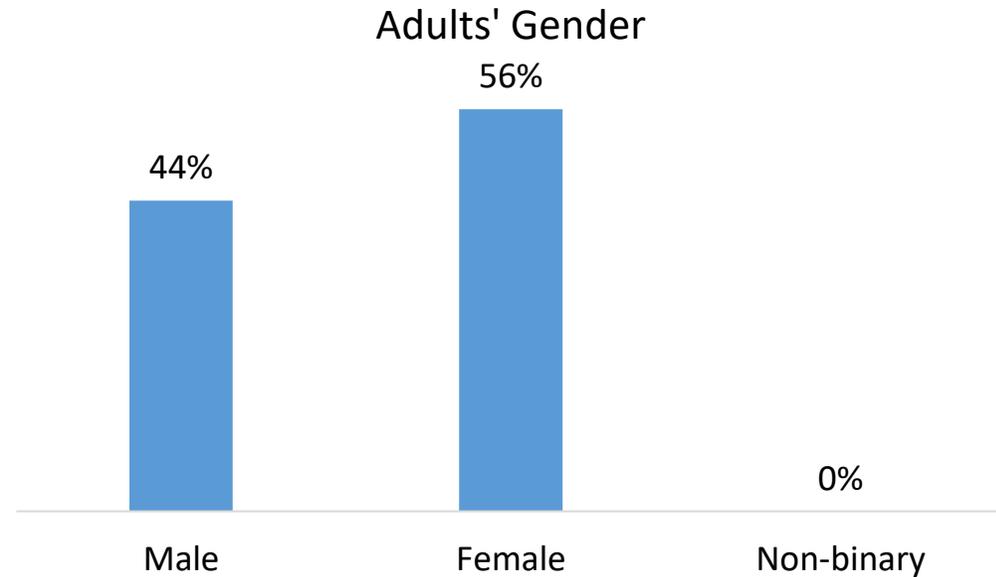
15% have been supporting the Award for less than a year.

48% for 1 - 5 years

15% for 6 -10 years

11% for 11-15 years

11% for 16+ years



APPENDIX 2

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

Year Award(/s) Completed

In the last two years (2019, 2018)

60%

3 - 5 years ago (2017 - 2013)

23%

6 - 10 years ago (2012 - 2002)

5%

10 + years ago

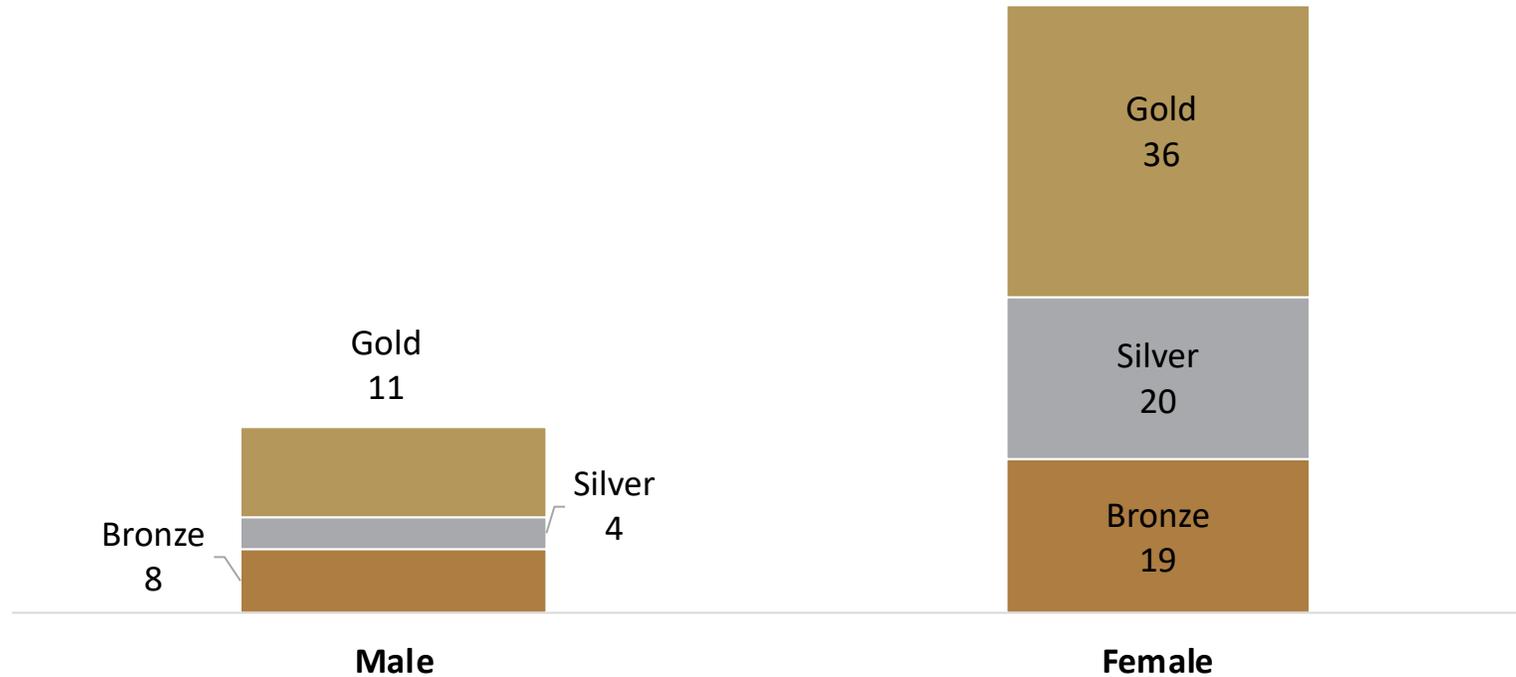
13%

APPENDIX 2

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 2

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

Key Data Points used from the Award Participant Survey: Award Section Activities

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	91%	95%	93%	47%
Voluntary Service	55%	88%	79%	72%
Skills	72%	91%	83%	60%

*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 2

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

Key Data Points used from the Award Participant Survey: Award Section Activities

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	18	19	19	47%
Voluntary Service	5	8	7	72%
Skills	10	12	12	60%

APPENDIX 2

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

Key Data Points used from the Award Participant Survey: New Wellbeing and Social Cohesion Pathways

In the research survey, Award participants were asked about their feelings now and to think back to how they felt before the Award.

Award participants agreed with the following statements	Negative Feelings Before the Award	% Total Participants that have seen improvements since starting the Award	Attribution of any positive change in my feelings.
Confidence: I never feel useless	47%	22%	57%
Anxiety/Depression: I have nights where I lose sleep worrying or days where I feel unhappy	55%	10%	60%
Agency: I feel that what happens to me is out of my control	57%	11%	56%
Social Cohesion: I feel like I belong to my community	50%	24%	62%

APPENDIX 2

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 2020/21 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 2

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

Key Data Points used from the Adults in the Award Survey

- **65%** of adults already volunteered before the Award
- **62%** of adults undertook an Adventurous Journey
- **91%** of adults support the Award voluntarily
- **57%** of adults felt the Award training they completed, gave them additional skills for work
- **42%** 'Deadweight' Training (what % of adults felt they would have attended similar training elsewhere, if they hadn't been involved with the Award)
- **136 hours per year (~11 hours per month)** Average time spent per adult journeying during Adventurous Journeys during 1 year
- **54%** of time adults spent 'journeying' on Adventurous Journeys, that would otherwise be spent exercising

APPENDIX 2

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

Impact of the Adventurous Journey

From the 2020 Participant Satisfaction Survey*, Award Participants were asked to describe the impact that participating in the Adventurous Journey has had on them (if any). Here are some of their responses:

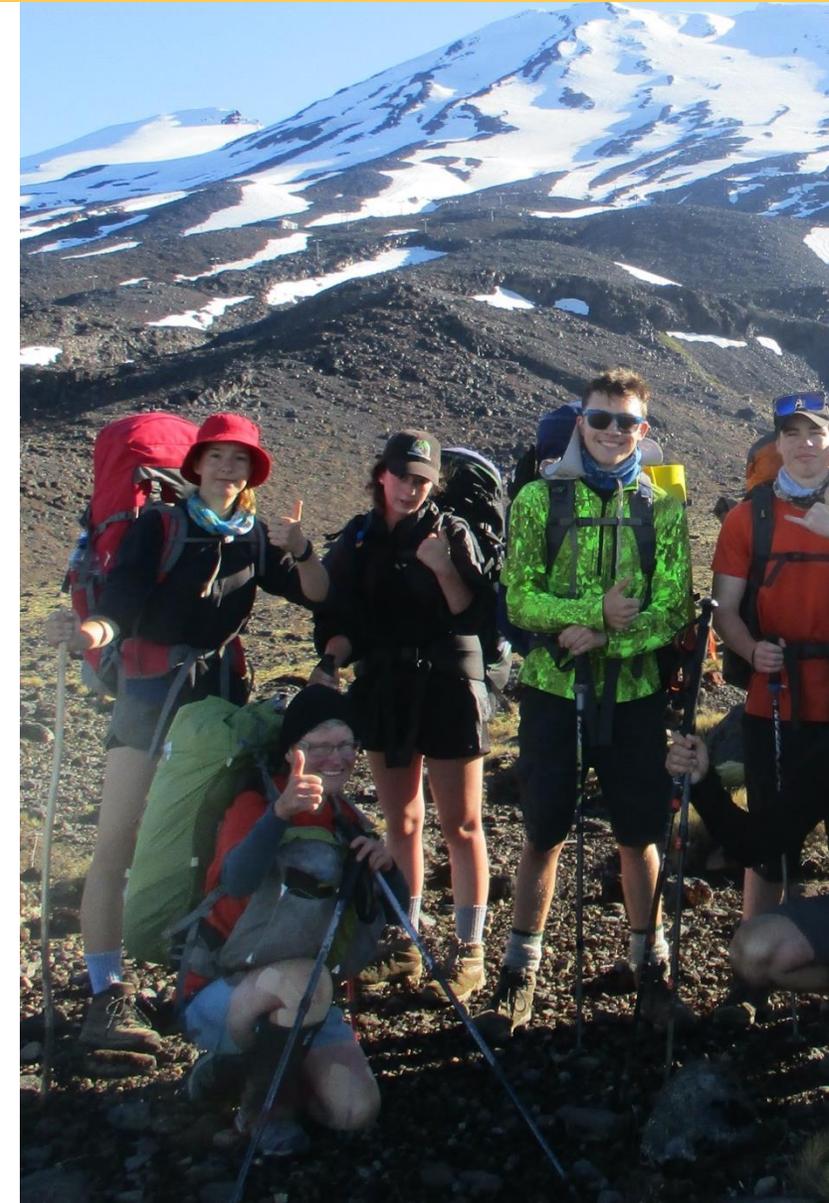
“The Adventurous journey developed my skills at cooking and working with others in a team and lead others. I enjoyed the map reading and leading others and I feel more confident now to do this again.”

“I had a great time with my friends on the trips which I did and will never forget the skills which I learned on that trip.”

“It was a new experience for me and allowed me to grow independence and good decision making in a short time. It has taught me to give time and have a consistent routine in life to ensure I get things done.”

“The Adventurous Journey is the best part of the award!! While very challenging, organising and completing these events they are always super fun and rewarding. The journey definitely gave me an appreciation for my country and the many different environments right on my doorstep. It has totally inspired me to get out and see some more of our beautiful mountains, lakes and oceans.”

*These quotes are from a satisfaction survey answered by 260 Award participants who completed their Award in New Zealand in 2020.



APPENDIX 2

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



Impact of the Gold Residential Project

From the 2020 Participant Satisfaction Survey*, Award Participants were asked to describe the impact that participating in the Gold Residential project has had on them (if any). Here are some of their responses:

“I learnt so many new things about myself by completing the course, and made 12 life long friends by the end of it all. I was taught how to be myself and not hold any judgement on people I hadn't met before. Over the three weeks it was so inspiring to watch each other grow and be ourselves.”

“This had a massive impact on me and because of this I am volunteering for another camp this summer. I really enjoyed helping the children and working with other young people.”

“I learnt many skills such as time management, working in a team, and outdoor leadership skills.”

“I met new people and experienced different culture like I never had before, it was an incredible opportunity and impacted me with newfound lifelong friendships formed.”

“The experience was was life-changing. I was able to meet so many like-minded people, wanting to make a difference on the world.”

*These quotes are from a satisfaction survey answered by 260 Award participants who completed their Award in New Zealand in 2020.

APPENDIX 3

Costs of running The Hillary Award in 2020/21

The cost of running The Hillary Award in 2020/21

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 2020/21**. This value is estimated at \$ 3,376,000 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	\$ 2,130,000
The Hillary Award costs	\$ 1,246,000
Total cost	\$ 3,376,000

APPENDIX 3

Costs of running The Hillary Award in 2020/21

The cost of running The Hillary Award in 2020/21, continued

- **The Duke of Edinburgh's International Award - New Zealand (NAO) costs** (\$ 1.25 million) - includes all NAO expenditure over the year, as recorded within yearly financial accounts.
- **Award Holders costs** (\$ 2.13 million) – Award Holders costs are based on NAO's records, as well as estimations from the participant 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 and Gold Residential Project (only asked of Gold Award participants who had completed their Gold Residential Project).

We took into account only participants' costs that were directly attributable to the Award by asking participants to not include costs that they would have incurred even if they were not doing the Award. Total costs are estimated to be \$ 1,115 for each participant completing the Bronze level, \$ 1,148 for Silver, and \$ 3,153 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 2020/21 as follows: \$ 480 per Bronze participant, \$ 579 per Silver participant, and \$ 1,421 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 76 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 4

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 2020/21 (<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)	\$ 19,484,000	\$ 5,588	1 : 5.77	\$ 40,871,000	\$ 11,721
6 (NZ Treasury)	\$ 19,484,000	\$ 5,588	1 : 5.77	\$ 32,866,000	\$ 9,425

APPENDIX 5

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. To ensure all possible costs of delivery is accounted for in the analysis, it is recommended that cost to the Award Centres are identified and included in future analyses.

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 2020/21, and related with delivering the Award to young people in 2020/21.

APPENDIX 5

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 \$289 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 2020/21 (398). 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 \$ 743,000, cost per Award Centre as \$1,866. 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 2020/21 (Unaffected)	SROI
1	\$ 0	\$ 2,130,000	\$ 1,246,000	\$ 3,376,000	\$ 19,484,000	1 : 5.77
2	\$ 115,000	\$ 2,130,000	\$ 1,246,000	\$ 3,491,000	\$ 19,484,000	1 : 5.58
3	\$ 743,000.	\$ 2,130,000	\$ 1,246,000	\$ 4,119,000	\$ 19,484,000	1 : 4.73



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



AOTEAROA NEW ZEALAND | HILLARY AWARD