

The Social Value of The Duke of Edinburgh's International Award | Hillary Award in 2024/25



The Duke of Edinburgh's International Award | Hillary Award is a youth charity striving to give more young people each year, access to a high quality, non-formal education and learning experience. To demonstrate the value of the impact of the Award, we have conducted a Social Value analysis. Social Value is the value of changes that stakeholders of the Award experience due to their involvement with the Award.

Our stakeholders are the **young people** who take part in the Award, the **adults** who volunteer to support them through their Award experience, and the **wider community** that benefits from the Award-related activities undertaken by young people and adults in the Award, in terms of contributions to the economy and through volunteering.



The Duke of Edinburgh's International Award | Hillary Award in 2024/25

4,764

Young people completed an Award

\$ 8.69 : \$ 1

SROI of The Duke of
Edinburgh's International
Award | Hillary Award¹

\$45.7 million

Social value created through the
Awards gained in Aotearoa New
Zealand in 2024/25

748

Adults supported the Award regularly

Future value created through
the Awards gained in
Aotearoa New Zealand in
2024/25
\$103.9 million

The average social value of a participant
completing their Award in Aotearoa New
Zealand in 2024/25:

Bronze: \$ 7,900

Silver: \$ 9,900

Gold: \$ 14,700

¹ Based on the social value analysis of the Award in Aotearoa New Zealand between July 1, 2024 – June 30, 2025 (2024/25), we estimate that for every \$1 that was invested in the Award, \$8.69 in social value was generated.

The SROI for 2024/25 is based on an annual cost of Award delivery and participation (\$4.5 million) and the social value created in 2024/25 only (\$39.2 million). As the average time to complete the Bronze, Silver and Gold Award level is 1.17, 1.42, and 2.08 years respectively, the value created in 2024/25 only is lower than the total value created through all Awards gained in 2024/25 (\$45.7 million).

A more detailed explanation of how this social value breaks down across the different impact areas is provided in the full report.

Results by impact – Overview of Present Social Value



\$13.7 million

Social value of
improved mental
health and
emotional
wellbeing



\$22.0 million

Social value of
support to
charitable and
community
causes



\$6.7 million

Social value of
improved social
cohesion



\$2.8 million

Social value of
improved physical
health and fitness



\$0.6 million

Social value of
improved
employability and
earning potential