# Cultural identity as a shield: *Measuring the social value of Culture and Kinship.*



VACCHO • Think Impact • Kowa Collaboration | 2025 Research SROI Analysis

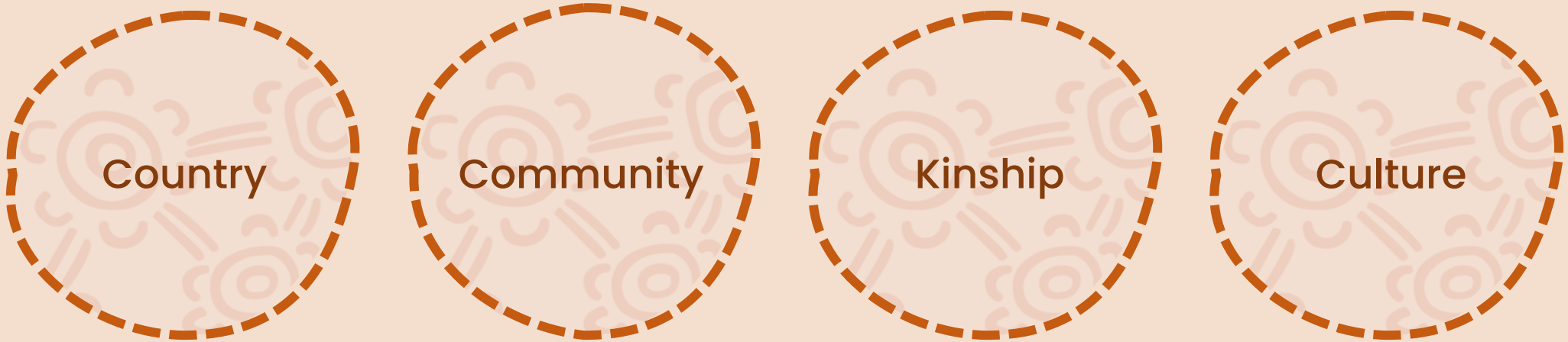
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VACCHO would like to acknowledge the Traditional Custodians of the land we stand on today, lands that have never been ceded, and pay respects to Elders past, present and emerging.

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# THE MODEL: CULTURE AND KINSHIP

At its core, Culture + Kinship is a wellbeing model.
It thrives through connection to four things:




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# WHERE IT BEGAN

A pilot that proved itself.

**$8.29**

Social Value per $1 invested (2022 pilot project + developmental evaluation)

Connection to Culture, Kinship, Community and Country is central to Aboriginal wellbeing — and a necessary foundation for long-term health.

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# FROM COMMUNITY MODEL TO COMMUNITY RESEARCH

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- Communities lead with own solutions
- ACCO-led program design and delivery
- Cultural practices are core
- Aboriginal governance structures
- Sovereignty over community data

# FOUNDATIONS OF COMMUNITY-LED RESEARCH

Aboriginal intellectual-leadership

REPRESENTED

Aboriginal Knowledge Holders

RESPECTED

Indigenous Research Paradigms

VALUED

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# WHO'S INVOLVED

Four ACCOs. Four Communities. One Model.

Bendigo + District Aboriginal Co-operative

Dja Dja Wurrang

Bubup Wilam Aboriginal Child and Family Centre

Wurundjeri

Mullum Mullum Indigenous Gathering Place

Wurundjeri

Wathaurong Aboriginal Co-operative

Wadawurrang

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# ACCO PROJECTS



STAFF CONNECTORS PROJECT

Bubup Wilam · Aboriginal Child and Family Centre

THE BALAYANG TRANSITION TO SCHOOL PROGRAM

MULLUM MULLUM Aboriginal Gathering Place

KINSHIP CAMP

WATHAURONG Aboriginal Co-Operative LTD

KADNA KAWA: YOUTH LEADERSHIP PROGRAM

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# WHAT DID WE SET OUT TO DISCOVER

1. How much social value does Culture and Kinship create?

2. Inform sustainable, self-determined funding

3. How does context change outcomes?

4. Transferability and scale of the model



# HOW WE LISTENED (Methodology)

## Why Impact Yarning?

- **Community –led:** Wider, safer engagement which externals could not achieve alone
- **Culturally grounded:** Resists against western models
- **Outputs can take any form:** Video, artwork, story, dance – not just survey words





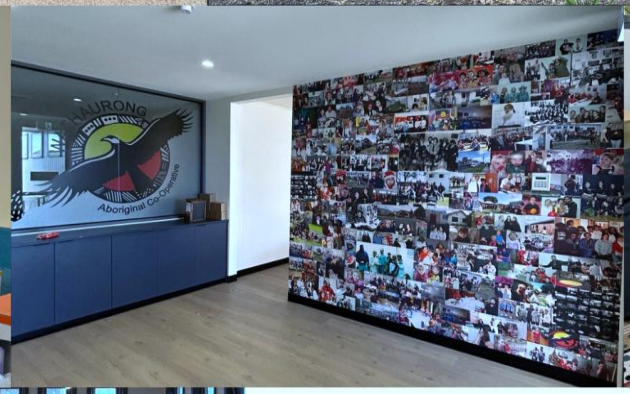
# WATHAURONG WAY



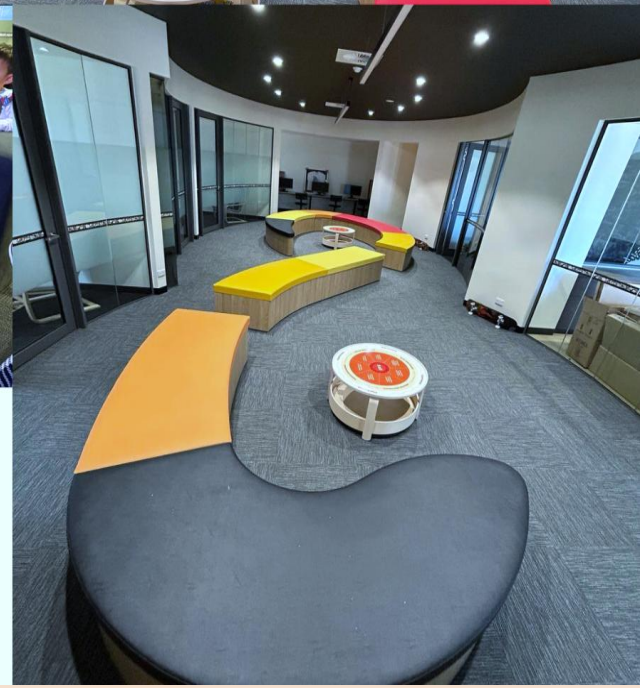












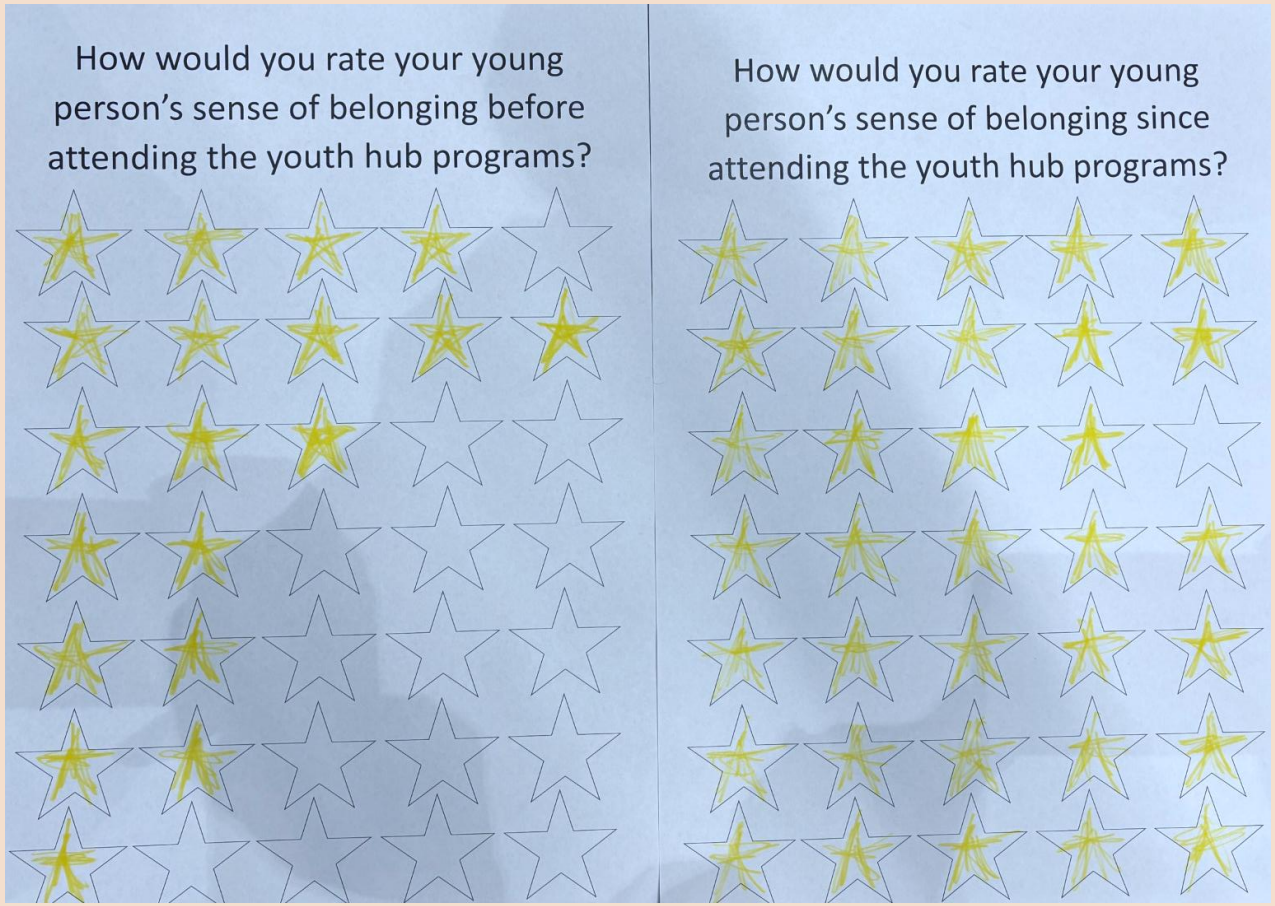


# WATHAURONG YOUNG MOB FEEDBACK






# WATHAURONG FAMILY + KIN FEEDBACK







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# ACCO AND COMMUNITY FEEDBACK

*"Young people have greater engagement with the ACCO"*



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# THE METHOD (SROI Process)

From story to a dollar figure.

1

## Impact Yarns

Harvest stories of change from ACCO

2

## Value Yarns

Work with each Community to value outcomes

3

## Adjust

Remove what would have happened anyway, or is owed to others

4

## SROI Ratio

Total value ÷ total investment

# THE SROI RESULT

**$6.67: $1.00**

Outcomes valuation = $2,438,417

Input costs = $372,553

| $11.36 | $8.47 | $3.31 | $2.33 |
|---|---|---|---|
| Bubup Wilam | Wathaurong | BDAC | Mullum Mullum |

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# WHO BENEFITS

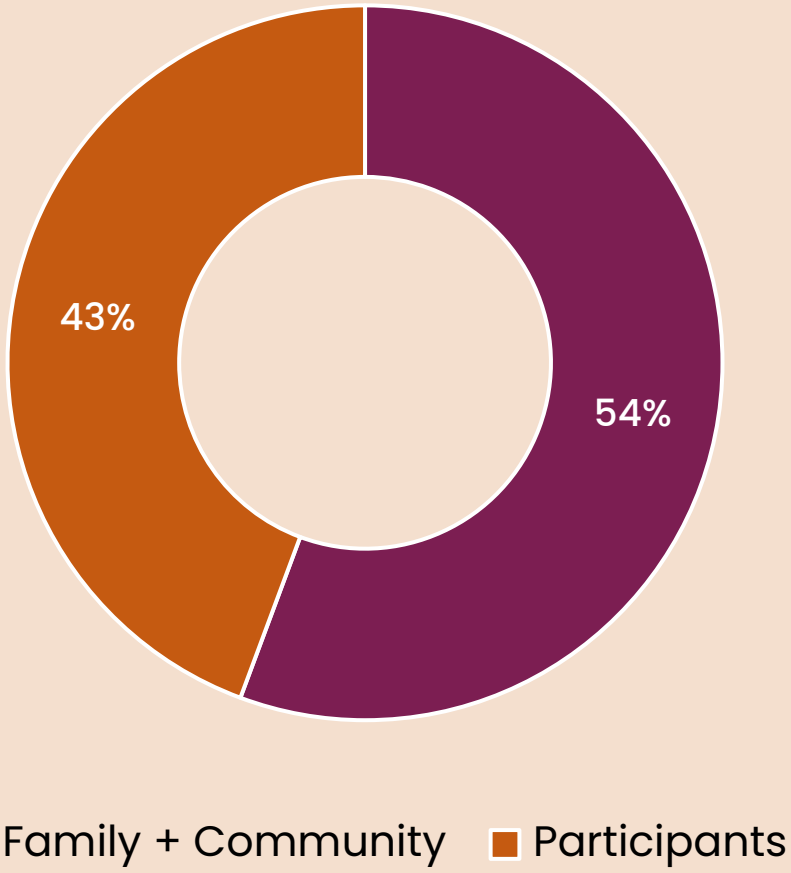
It doesn’t stop with the participant.

**54%**

to families and Community

**43%**

to direct participants



# STRONGEST OUTCOMES: WHAT IT MEANS

Consistent across all four initiatives:

CULTURAL IDENTITY

CONFIDENCE

CULTURAL SAFETY

EMOTIONAL WELLBEING

### For Community

Cultural Identity is the primary driver of change.

### For ACCOs

Model adapts to any program type.

Enabling conditions matter more than location.

### For Governments

An upstream investment in long term health – the case for sustained funding.

## WHAT'S NEXT

# Six Recommendations

1. Sustain and expand investment as core, long term prevention
2. Strengthen data on Community-level + family outcomes
3. Build the evidence base linking Culture and Kinship to health outcomes
4. Fund enabling conditions, not just geography
5. Invest directly in Aboriginal leadership + Community connection (enablers)
6. Keep building ACCO confidence in data + sensemaking

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*Vibrant, healthy, self-determining*
*Aboriginal and Torres Strait Islander communities*

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