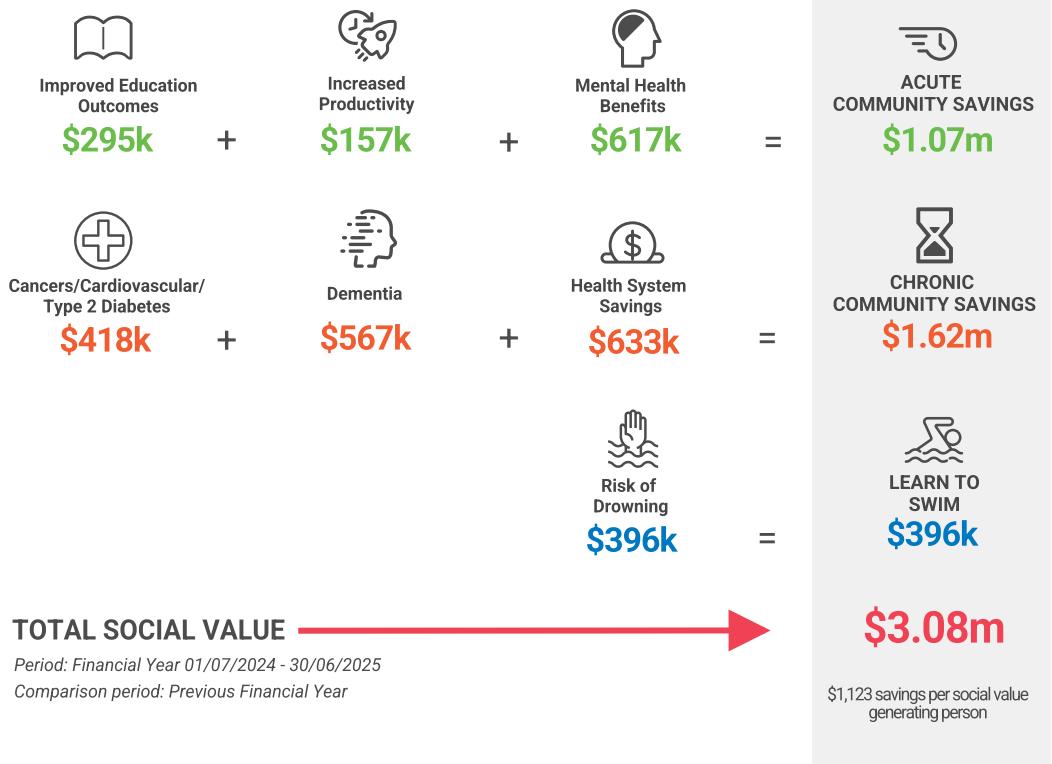


# SOCIAL VALUE

Governments and tax payers invest in sporting and recreation facilities for the known connection to community wellbeing.

Advances in Social Value reporting now enable us to accurately evidence this impact. The following metrics are based on industry and government adopted model principals, translating data on participants, their attendance, and activity into \$ monetary values against health, education and employment indicators.

## SOCIAL VALUE BY INDICATOR



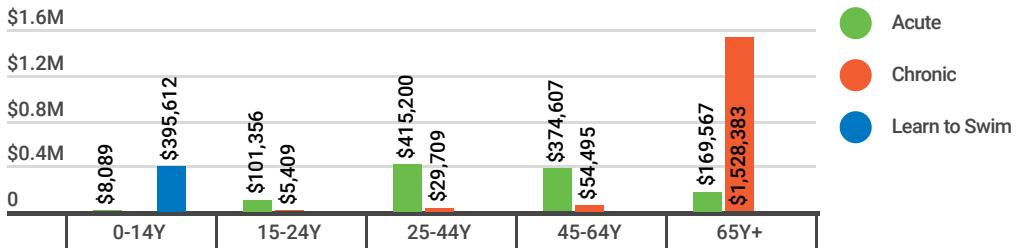
## TOTAL SOCIAL VALUE COMPARED



## Social Value

### COMMUNITY SAVINGS BY INDICATOR AND AGE GROUP

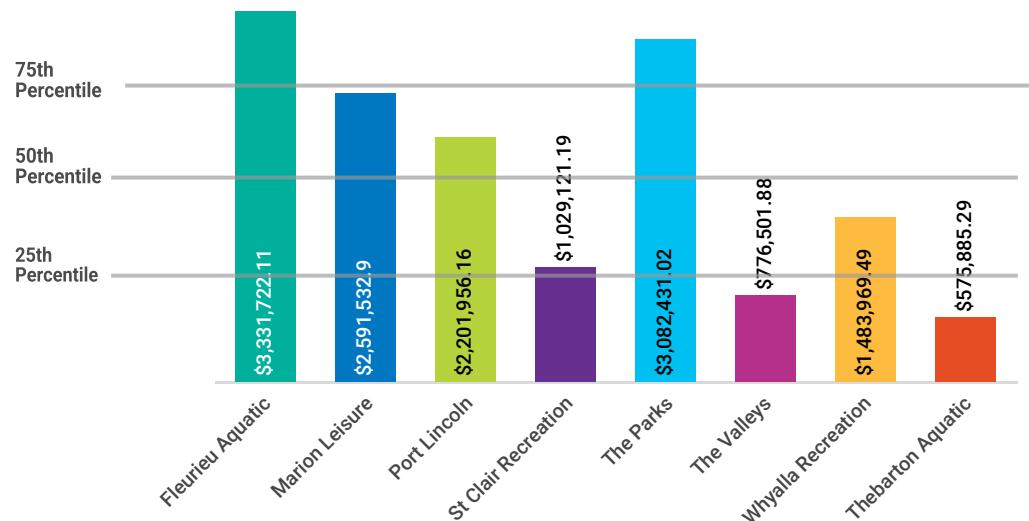
Period: Financial Year 01/07/2024 - 30/06/2025



### COMPARING RESULTS

Social Value savings are hard to compare. Every facility is different - different amenities, facility size/capacity, catchment area size and demographics, etc. In addition, Social Value currently only takes into account visits recorded through our POS software, meaning user groups and social stadium sports are not included.

Keeping in mind these limitations, it is still interesting to assess total Social Value generated in comparison to other facilities and all of Australia sector average benchmarks (indicated by percentiles).



## Explaining Social Value

### What is social value?

Social value can be defined as the range of positive impacts which accrue to people, places and communities. In specific context to this report and recreation centres, actual participant data is translated into monetary values against specific health, education and employment indicators.

The Social Value calculations presented in this report account only for benefits that have agreed, evidence-based methodologies to translate activity data into monetary terms. This same approach to calculating Social Value is currently being used by over 200 Councils and venues Nationally.

Some aspects of Social Value are non-quantifiable and can not be accurately represented in monetary terms. While not included in this reports financial calculation of Social Value, it is widely accepted recreation centres provide a number of qualitative community outcomes such as:



Increased levels of trust



Reduced anti-social behaviour



Increased social connectedness and inclusion



Increased community pride and identity

### Why is calculating social value important?

Reporting, tracking and celebrating Social Value shifts the conversations from one of cost to investment. Ascribing monetary value to positive community health and social outcomes enables a fair discussion on the net financial impact of a recreation centre on the community, helping reinforce its importance to the community and need for continued investment. In summary, Social Value directly addresses the reasons why governments and tax payers invested in sport infrastructure in the first place.

### How is social value calculated?

In 2018, KPMG was engaged by the Australian Sports Commission to quantify the economic, social and health benefits of community sport infrastructure. It was found that sport infrastructure is estimated to generate an annual value of more than \$16.2 billion to Australia, with \$6.3 billion worth of economic benefit, \$4.9 billion worth of health benefit and \$5.1 billion worth of social benefit.

The \$4.9 billion worth of health benefit includes personal benefits to those who are less likely to contract a range of health conditions which are known to be associated with physical inactivity and the benefits to the health system from a healthier population.

An organisation called ActiveXchange is then responsible for linking the broad National health benefits to actual facility participation data. To do this, ActiveXchange partnered with KPMG to establish a Social Value calculation model, utilising the assumptions, technical reasoning and justifications from the federally commissioned report. Actual centre data of the user (placed in a demographic segment with specified risk levels/costs) and activity data (frequency, intensity, duration) are then pushed through the calculation model to establish monetary values against specific health, education and employment indicators. Acute savings are calculated monthly once an activity threshold is hit, whereas chronic savings are calculated annually if thresholds are met both monthly and annually. The majority of members due not achieve the required monthly and annual activity thresholds, hence on average only about one third of members contribute towards the calculated social value figure. Stadium sport, user group, and casual customers are not currently incorporated into calculating social value.