






<p>Project</p> 	<p>The Social Value of an Aboriginal Run Sporting Club</p>	<p>Partner</p>	
<p>Purpose</p> 	<p>In 2014, the Centre for Sport and Social Impact (CSSI) at La Trobe University was commissioned by AFL Victoria to determine the social value of a “typical” community football club; specifically its social, health and community impact. In 2015, the CSSI was approached by the Rumbalara Football Netball Club (RFNC) to undertake a similar study to determine its social value.</p>		
<p>Method</p> 	<p>A Social Return on Investment (SROI) methodology was used to identify the resources, activities, outcomes and social value of the RFNC.</p> <ol style="list-style-type: none"> 1. In-depth semi-structured interviews were conducted with 32 internal and external stakeholders to elicit data pertaining to the benefits and outcomes of the RFNC activities. 2. The interview data and documents detailing the club’s activities were analysed to develop an initial logic model of the outcomes that can be attributed to the club activities. 3. The SROI was calculated by quantifying the impact of each outcome and dividing the total value of the outcomes by the total inputs to calculate the SROI ratio. 4. The research findings were reported to stakeholders and the wider community to ensure that the SROI calculation and the associated research is communicated effectively and the community understands the types of benefits the RFNC provides. 		
<p>Application</p> 	<p>From the case study conducted, the SROI for the RFNC has been calculated at a \$5.45 for every \$1 invested into the club.</p> <p>This is higher than the \$4.40 social value return for every \$1 invested into a tradition football club as determined by the CSSI/AFL Victoria study completed in 2014. The higher SROI attributed to the RFNC is largely due to the extended reach of the club into a specific population and additional targeted programs.</p>		

