



BaptistCare



Social Return on Investment Summary

*Because
we care*



In 2022, BaptistCare engaged ACIL Allen to undertake a Social Return on Investment (SROI) study of our work to measure our social impact. ACIL Allen is a leading independent economics, policy and strategy advisory firm, dedicated to helping clients solve complex issues.

SROI is a form of Benefit Cost Analysis for benefits that are less economic or financial in nature. It is a useful tool for mission-based organisations like BaptistCare which seek to foster positive social change.



Scan the QR code to
read the full report.

BaptistCare NSW & ACT has been serving the aged and people living with disadvantage since 1944. Our dedicated staff and volunteers love and care for over 16,000 people across our aged care services, community service hubs, and community housing. We know we make a difference and are transforming lives.

Understanding our social impact is key to us doing more for our customers.

OUR SROI FRAMEWORK

We worked collaboratively with ACIL Allen to develop an SROI framework built on five impact areas:



Service Cost Savings



Economic Empowerment & Independence



Family Support & Relationships



Health & Safety Outcomes



Connected Communities

OUR SOCIAL IMPACT

- In FY2022, for every \$1 invested, we return \$2.22 in value to the community.
- We generate an average net social impact (benefits minus costs) of \$23,700 per client.
- We create a total social impact of \$733 million from an investment of \$331 million.

Our SROI results demonstrate the integral role BaptistCare, and its workforce play in supporting and caring for vulnerable people in our community.

OUR SOCIAL IMPACT



Lessen the demand for public services like hospitals and community services, primarily benefitting Federal and State/Territory Governments



Additional employment opportunities, including jobs held by staff and people who can work because of our care support offerings



Improved family relationships and avoiding trauma such as domestic violence








Improved health and welfare for clients



Improved community connection, mental health and wellbeing because of our services

BAPTISTCARE SROI RESULTS - OVERALL SUMMARY

	RESIDENTIAL CARE	HOME CARE	RETIREMENT LIVING	COMMUNITY HOUSING	COMMUNITY SERVICES	TOTAL
SERVICE COST SAVINGS 	\$24.7 m	\$34.5 m	\$2.4 m	\$10.2 m	\$0.7 m	\$72.6 m
ECONOMIC EMPOWERMENT & INDEPENDENCE 	\$259 m	\$141 m	\$3.1 m	\$2.4 m	\$13.3 m	\$418 m
FAMILY SUPPORT & RELATIONSHIPS 	\$151 m	\$28.2 m	\$4.6 m	\$0.3 m	\$17.5 m	\$201 m
HEALTH & SAFETY OUTCOMES 	\$1.6 m	\$2.1 m	\$7.0 m	\$0.8 m	\$15.0 m	\$26.5 m
CONNECTED COMMUNITIES 	ASSESED QUANTITATIVELY	ASSESED QUANTITATIVELY	\$10.7 m	\$3.0 m	\$0.3 m	\$14.0 m
TOTAL BENEFITS	\$436 m	\$206 m	\$27.8 m	\$16.8 m	\$46.9 m	\$733 m
SOCIAL RETURN ON INVESTMENT (SROI)	2.27	2.01	1.57	3.33	3.47	2.22
NET BENEFIT / USER	\$145,900	\$10,900	\$12,300	\$19,500	\$7,700	\$23,700





At Home Our Social Return on Investment

WE'RE MEASURING OUR SOCIAL IMPACT ON THE COMMUNITIES AND PEOPLE WE SERVE.

PIONEERING
HOME CARE SINCE
1985



OVER
13,000
CLIENTS



SUPPORT THROUGH
COMPANIONSHIP,
DOMESTIC ASSISTANCE,
HOME MAINTENANCE,
NURSING AND
PREVENTATIVE HEALTH
SERVICES

CLIENTS IN
 **489**
POSTCODES

*“Home carers are
critical in enabling
seniors to maintain their
independence and stay
in their own home.”*

 OVER
1 MILLION
CARE HOURS DELIVERED

SNAPSHOT: AT HOME SOCIAL IMPACT

SAVED
\$34.5
MILLION
IN HOSPITALISATION
COSTS



FAMILIES STAY AT WORK
\$141
MILLION
ECONOMIC CONTRIBUTION



WE EMPLOY OVER
1,200 STAFF



MORE LEISURE TIME FOR
FAMILY CAREGIVERS,
VALUED AT

\$28.2
MILLION



 PREVENTED
\$2.1
MILLION
IN DISABILITY COSTS

*“Seniors receiving
home care are active
community participants
– local community
groups, volunteering and
leadership.”*



- MORE SENIORS ACTIVE IN THE COMMUNITY
- GREATER ENGAGEMENT WITH FAMILY MEMBERS
- DELAYED ADMISSION TO OTHER AGED CARE SERVICES*

*Due to data limitations, this impact has been analysed qualitatively, which may understate its value.
Source: ACIL Allen (2022) Social Return on Investment of BaptistCare NSW & ACT Report.
Data based on FY21-22.

Retirement Living Our Social Return on Investment

WE'RE MEASURING OUR SOCIAL IMPACT ON THE COMMUNITIES AND PEOPLE WE SERVE.

SERVING SENIOR
AUSTRALIANS SINCE
1944



CARING FOR OVER
1200
CUSTOMERS





15
VILLAGES
IN 2 STATES


ADAPTIVE
LIVING APPROACH


“Our Retirement Villages offer lifestyle benefits and enhance social connectivity in a strong community.”


INDEPENDENT
LIVING FOR OVER
55'S

SNAPSHOT: RETIREMENT LIVING SOCIAL IMPACT

AVOIDED
\$2.4 
MILLION
IN HOSPITALISATION
COSTS IN FY22

\$3.1 
MILLION
ECONOMIC CONTRIBUTION

EQUIVALENT OF 
\$4.6
MILLION
IN IMPROVED COMMUNITY
AND FAMILY RELATIONSHIPS


DELIVERED
\$7
MILLION
IN IMPROVED PHYSICAL AND
MENTAL HEALTH OUTCOMES

“Retirement villages provide safe, connected and well-resourced environments for people to live.”


DELIVERED
\$11
MILLION
IN LIFESTYLE CHOICES AND
COMMUNITY INCLUSION

BaptistCare is growing and will soon bring these benefits to more homes and customers.

Source: ACIL Allen (2022) Social Return on Investment of BaptistCare NSW & ACT Report.
Data based on FY21-22.

Residential Services

Our Social Return on Investment

WE'RE MEASURING OUR SOCIAL IMPACT ON THE COMMUNITIES AND PEOPLE WE SERVE.

SERVING SENIOR AUSTRALIANS SINCE
1944



CARING FOR OVER
1660
CUSTOMERS




18
HOMES
IN 2 STATES



*“Our Residential Services specialise in providing person-centred care that encourages **independence** and focuses on **quality of life.**”*

 **\$1.9**
MILLION
MEALS PER YEAR

SNAPSHOT: RESIDENTIAL SERVICES SOCIAL IMPACT

AVOIDED
\$24.7 
MILLION
IN HOSPITALISATION COSTS IN FY22

FAMILIES REMAIN IN THE LABOUR FORCE AND EMPLOY OVER
 **1200** STAFF
\$259 
MILLION
ECONOMIC CONTRIBUTION

FREE UP FAMILY LEISURE TIME, VALUED AT

\$151
MILLION

 PREVENTED
\$1.6
MILLION
IN DISABILITY COSTS

“Our Residential Care instils pride and confidence in high-quality services for vulnerable people in the community.”

 CONFIDENCE IN CARING FOR VULNERABLE PEOPLE
GREATER COMMUNITY FEATURES
GREATER SECURITY AND PERSONAL SAFETY
OPPORTUNITIES FOR VOLUNTEERING

BaptistCare is growing and will soon bring these benefits to more homes and customers.

*Due to data limitation, this impact has been analysed qualitatively, which may understate its value.
Source: ACIL Allen (2022) Social Return on Investment of BaptistCare NSW & ACT Report
Data based on FY21-22.

Community Services

Our Social Return on Investment

WE'RE MEASURING OUR SOCIAL IMPACT ON THE COMMUNITIES AND PEOPLE WE SERVE.

SERVING VULNERABLE AUSTRALIANS SINCE
1944



CARING FOR OVER
4,350
CUSTOMERS




16
SITES
ACROSS NSW


42,920
SERVICES TO
4,353 
PEOPLE


*“Our Community Services team supports people in **urgent need**, including one-off, regular and **intensive support**.”*


62,839
MEALS PER YEAR

SNAPSHOT: COMMUNITY SERVICES SOCIAL IMPACT

AVOIDED
\$0.7 
MILLION
IN HOSPITALISATION COSTS IN FY22

\$13.3 
MILLION
ECONOMIC CONTRIBUTION IN SALARIES AND WAGES

AVOIDED 
\$17.5
MILLION
IN DOMESTIC VIOLENCE COSTS

CHAPLAINCY SUPPORT IMPROVED MENTAL HEALTH OUTCOMES


VALUED AT
\$15
MILLION

*“Food and emergency relief, counselling and pastoral care may alleviate daily challenges and provide individuals with the **confidence and support** to pursue and maintain employment.”*

 DELIVERED
\$0.3
MILLION
IN WELFARE IMPROVEMENTS

Community Housing

Our Social Return on Investment

WE'RE MEASURING OUR SOCIAL IMPACT ON THE COMMUNITIES AND PEOPLE WE SERVE.

SERVING VULNERABLE AUSTRALIANS SINCE
1944



CARING FOR OVER
600
CUSTOMERS




14
VILLAGES
ACROSS NSW

SAFE AND
CONNECTED
COMMUNITIES



*"We are committed to helping Australians experiencing hardship by offering **supportive services** and **compassionate care.**"*

AFFORDABLE, SOCIAL AND TRANSITIONAL HOUSING



SNAPSHOT: COMMUNITY HOUSING SOCIAL IMPACT

\$10.2 
MILLION
IN COST SAVINGS FOR GOVERNMENT

\$2.4 
MILLION
ECONOMIC CONTRIBUTION IN SALARIES AND WAGES

PREVENTED 
\$0.3
MILLION
IN NONHEALTH-RELATED DOMESTIC VIOLENCE COSTS

 PREVENTED
\$0.8
MILLION
IN HEALTH-RELATED DOMESTIC VIOLENCE COSTS

*"Our community housing provides **additional support** that helps clients feel **included, supported** and **empowered** to **access services.**"*

 DELIVERED
\$3
MILLION
IN COMMUNITY INCLUSION BENEFITS




BaptistCare

 1300 275 227

 ask@baptistcare.org.au

 baptistcare.org.au

 **BaptistCare**
Level 2, 22 Brookhollow Avenue
PO Box 7626
Norwest NSW 2153

 [Youtube.com/BaptistCareNSWACT](https://www.youtube.com/BaptistCareNSWACT)

 [Facebook.com/BaptistCareNSWACT](https://www.facebook.com/BaptistCareNSWACT)

 [@BaptistCare](https://twitter.com/BaptistCare)

 [BaptistCare NSW & ACT](https://www.linkedin.com/company/BaptistCareNSW&ACT)

BaptistCare NSW & ACT ABN 90 000 049 525

*Because
we care*