

African Australian Inclusion Program (AAIP)

Social return on investment (SROI)



In 2012 NAB and Jesuit Social Services undertook an impact study to measure the social value created by participation in the AAIP. The SROI methodology was used and work was completed by the consultancy, Netbalance. The analysis identified changes experienced by key stakeholders (program participants, their families, NAB teams involved) based on their involvement in the program. The findings quantified that for every dollar invested in the AAIP, these stakeholders received the equivalent of \$6.24 in social value.

Since 2009, the AAIP has sought to break the cycle of generational under-employment amongst skilled African Australians.

Participants of the six month paid work experience program, aim to conclude their time at NAB better equipped to access opportunities in the broader Australian employment market.

Participants gain invaluable corporate experience, through access to:

- NAB mentors
- accredited coaches
- professional development programs
- networking skills
- an Alumni network.

86% of NAB participants* went on to full time employment at the end of the program, either remaining with NAB or securing roles

*Cumulative employment total as at end of Round 8 (March 2013)

The program has been recognised with multiple awards



Alumni network



AHRI Diversity Award Winner 2012
(L-R) Cath Scarth – CEO AMES, Rachel Riak – past AAIP participant, Jade Camilleri – Program Advisor NAB.



Participants catching up at NAB

“This dream is coming to life with the opportunity made available by the AAIP”

“As a skilled migrant, there was a very big problem of how to get my very first work experience in Australia. Upon joining NAB through the AAIP, that problem became a thing of the past. I now feel I belong to society. I feel fulfilled and happy doing what I am doing. The best thing that has happened to me in my migration to Australia is the opportunity of being in the AAIP.”

Current AAIP participants

“The greatest beneficiaries of this program are African Australians two generations from now who will have had a generation of middle class parents and have role models in the professional field.”

NAB employee

“This program has been invaluable for me. I have learnt a lot, developed skills and strengthened skills. I have met some wonderful people and all together, the experience has made me a different person, someone who is more confident to face my future and the future of my family in Australia.”

Past AAIP participant

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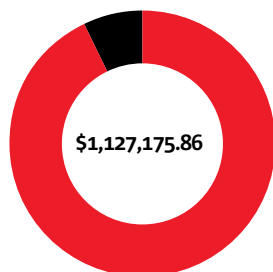
Highlights (excerpt from full SROI report)

Table 1: Social return to stakeholders from investment

Stakeholder	Outcome experienced	% experiencing outcome	Present value	Total
AAIP participants	Improved prospect of meaningful and stable employment	96%	\$186,719	\$1,048,053
	Increased self esteem	96%	\$772,291	
	Improved relationship with family members	100%	\$89,044	
Families of participants	Improved family relationships	100%	\$51,324	\$79,123
	Improved financial stability	96%	\$27,799	
Total social and economic value created				\$1,127,176
Total value of inputs				\$180,695

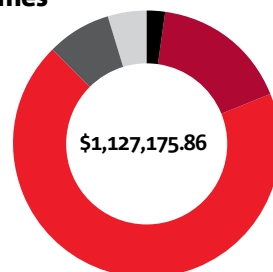
Social return on investment ratio = \$1 : \$6.24

Figure A: Value created per stakeholder



- \$79,122
Family members
- \$1,048,053
Participants

Figure B: Value created per stakeholder outcomes



- \$27,798
Improved financial stability
- \$186,718
Improved prospect of meaningful and stable employment
- \$89,043
Improved relationship with family members
- \$51,324
Improved family relationships
- \$772,290
Increased self esteem

Table 2: Program running costs

Program inputs	NAB + JSS
Staff	
Volunteers	
Use of Facilities	
Equipment & Supplies	
Professional Services	
Total cost of running AAIP in 2012	\$180,694.65

Table 3: Value offering

Summary of activities	Recipients
Employment	AAIP participants
Job search skills training & experience	AAIP applicants & participants
Coaching and mentoring	AAIP participants
Skills training e.g. networking	AAIP participants

Source: SROI analysis of the African Australian Inclusion Program (AAIP), National Australia Bank and Jesuit Social Services, January 2013.

For a full copy of the report email community@nab.com.au

