

# Media Release

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## Community Arts Network's Social Impact Worth Millions

An independent analysis of Community Art's Network's programs in Narrogin has found that for every \$1 spent, \$18.58 in social value has been returned.

According to the company that conducted the research, Resourceful Communities, it's among the highest social returns ever recorded in the world.

"This vindicates what we have intuitively known all along, creative programs that engage, inspire and motivate communities not only have a positive social impact, but an enormous economic impact as well," said CAN's Chief Executive Officer, Jo Metcalf.

Between 2010 and 2015 CAN worked with the Noongar community and schools in Narrogin to deliver a variety of workshop programs aimed specifically at addressing issues such as feuding, violence, poor school attendance and high rates of suicide.

CAN developed a community arts program called Strong Communities, Strong Culture and through it delivered a variety of workshops, including media, music, visual art, storytelling, fashion and language revival.

"We knew our work in the region was having a profound impact, however we needed more than anecdotal evidence to support the value of the work," said Ms Metcalf.

CAN commissioned an independent study to assess the social impact of its programs in the region.

Social Return on Investment (SROI) uses a monetary value to measure how change is created through social, environmental and economic outcomes. CAN's results were outstanding.

"The CAN ratio of 18:58:1 is one of the highest ratios I have encountered while undertaking SROI analysis or reviewing international SROI reports," said Annette Hoskisson who is an accredited SROI practitioner and the report's author.

The SROI analysis found that CAN was able to convert \$592,200 worth of government funded community arts programs into a staggering \$11 million plus in social value.

The research also concluded that CAN's work has been instrumental in encouraging Noongar students to return to school.

In the long term this will have significant benefits for the wider community because students will have improved careers, health, welfare and social well-being.



Staff and students from Narrogin Senior High School at the launch of CAN's Noongar Pop Culture CD/DVD

## About Community Arts Network (CAN)

CAN is a dynamic organisation working towards positive social change through community arts and cultural development practice.

Since 1985 CAN has been inspiring and mobilising communities to express their unique stories through creativity and the arts.

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