



KANYIRNINPA JUKURRPA

CASE STUDY

Proving the value of Indigenous On-Country programs

The work has highlighted that a key to these programs is that they work with Martu priorities, harnessing Martu skills and knowledge.

Peter Johnson, CEO, Kanyirninpa Jukurrpa



Kanyirninpa Jukurrpa (KJ) commissioned SVA Consulting to measure and evaluate the social, cultural and economic benefits of its On-Country programs, its foundational work supporting the Martu Indigenous desert people to build sustainable communities. To do this SVA Consulting developed the program logic for KJ, conducted a Social Return on Investment (SROI) study and developed a measurement and evaluation framework for KJ to use in the future.

More than environmental benefits

Having discovered that its On-Country programs were achieving more than environmental benefits, KJ with its partners recognised the need and opportunity for an independent assessment of the social, cultural and economic benefits of the programs. KJ hoped that this would demonstrate, in a compelling way, that its approach was achieving meaningful and positive change.

Two worlds meet

SVA Consulting first conducted a workshop to understand the program logic (PL). This connects what the program does to the outcomes sought i.e. it articulates how the activities of a program lead to the consequences that create the final impact.

Maintaining both Martu and whitefella perspectives made the process of developing the program logic more complex than when there is one way of understanding the world. Understanding the PL then enabled the team to understand what metrics and data needed to be collected.

SERVICE AREAS

- ✓ Measurement and Evaluation

IMPACT AREAS

- ✓ Indigenous

ABOUT SROI

The Social Return on Investment (SROI) methodology helps to understand, measure and evaluate the impact of a program, organisation, or policy. SROI is a form of cost-benefit analysis that seeks to understand and measure the value of the social, economic and environmental outcomes created by an activity or an organisation, and the costs of creating them.



Gaining respect takes time

An SROI study engages stakeholders, i.e. those most affected by the program, to understand from their perspective what the changes have been and how they value those changes.

SVA Consulting recognised that engaging with Martu required a tailored approach; clearly online questionnaires or structured one hour interviews would not work. SVA Consulting spent two weeks in two of the four remote communities (Jigalong and Purnngurr in WA) facilitating open conversations with program stakeholders. This included day trips out on country, conducive to the Martu talking about their lives and the impact the program had had.

Through this stakeholder engagement, SVA Consulting came to a deep appreciation of how the On-Country programs had changed Martu lives. There were unique and notable differences between each of the four communities, men and women, and young and old. As a result, the study identified 24 unique stakeholder groups who experienced a total of 54 significant social, cultural and economic changes.

Compelling insights

The insights have shown the worth of KJ's On-Country programs and validated the significance of the cultural, social and economic impacts. Highlights include:

- Martu people's principal motivations for participation are cultural – in particular, learning cultural knowledge – well ahead of earning money
- Young Martu men consistently stated that they went to town less, drank less and came back more quickly because of a desire to continue working 'on country'
- Police and corrective services staff reported a significant reduction in alcohol use, crime and sniffing because of the On-Country programs

- Young Martu people want to continue to live in Martu communities and to care for their country, rather than moving to town to live
- Despite the significant investment required to deliver a program in remote desert communities, it shows a positive return on investment. This analysis excluded the environmental and long-term health benefits which would increase the program's value.

The findings demonstrated that KJ's localised and culturally appropriate approach has resulted in significant positive change.

Potential to preserve a unique culture

KJ has used these findings to make the case for further and ongoing investment in its On-Country programs. There is an urgency to this work as there are few *pujiman* – bushmen who were born in the desert and lived a traditional life – still alive. The rich culture that they have to share will die with them if it is not passed down, in full, to their young people.

Also KJ, in collaboration with its partners, is drawing on the study to understand and make the case for Working on Country programs around Australia, and to share important lessons for how these programs can help "close the gap".

ABOUT KJ'S WORK

KJ helps to build the sustainability of Martu communities. To do this, KJ has provided programs that assist Martu to re-engage with their country, share and learn cultural knowledge themselves, and disseminate Martu cultural knowledge to the broader population all while earning an income. All programs aim to support Martu to derive both purpose and a sustainable income while living in their desert communities.

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