



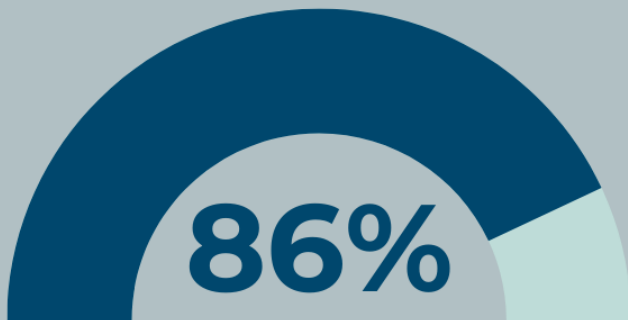
YEAR TO DATE SOCIAL IMPACT REPORT Q1-Q2 FY24

Published: 31 January 2024

Relationships Australia[®]
NEW SOUTH WALES

IMPACT SUMMARY

JULY - DECEMBER 2023



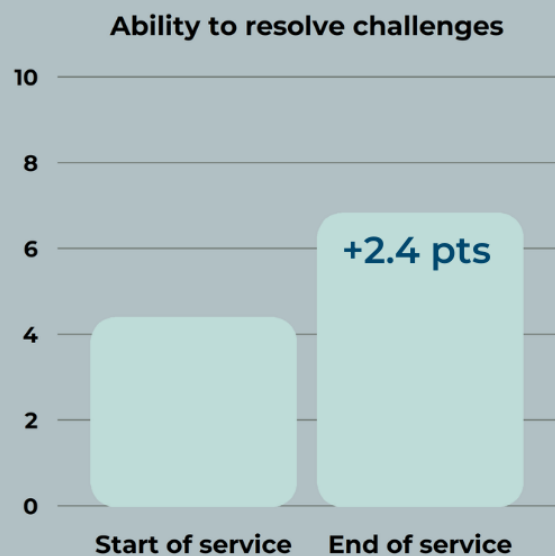
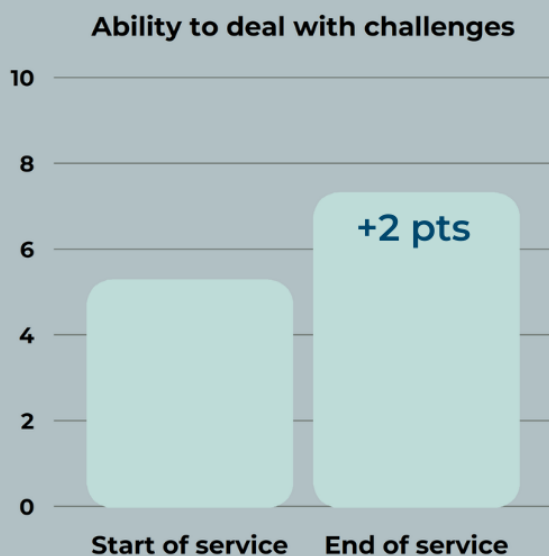
CUSTOMER SERVICE SCORE



CUSTOMER WELLBEING

"It has changed me. The way I communicate, I know what to say now. Things are still difficult at home [with my teenager], but the difference is I am able to communicate better. Sometimes I revert to my old ways, but I know its all about practise."

CUSTOMER RELATIONSHIPS



Contents

About this report	1
Customer Satisfaction.....	2
Impact on Wellbeing and Relationships.....	5
Opportunities for Service Development	8

Figures

Figure 1. Customer Service Score, FY24 YTD at 31 Dec 2023.....	2
Figure 2. Results by SCORE Satisfaction question, from mid- and post-service surveys, 1 Jul - 31 Dec 2023	2
Figure 3. Average change in self-rated wellbeing, 1 Jul - 31 Dec 2023.....	5
Figure 4. Average change in self-rated wellbeing by Quality of Life domain, 1 Jul - 31 Dec 2023	6
Figure 5. Average change in self-rated ability to resolve relationship challenges, 1 Jul - 31 Dec 2023	7
Figure 6. Average change in self-rated ability to deal with relationship challenges, 1 Jul - 31 Dec 2023	7

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The FY24 Q3 report will be published on 30 April 2024 and the full year FY24 Impact Report will be published on 31 July 2024. For more information, contact research@ransw.org.au.

About this report

Our approach to measuring impact

From 1 July 2023, the Research & Impact team at Relationships Australia NSW (RANSW) implemented pre-, mid- and post-service outcomes measurement across the organisation. While we had done this within individual service evaluations previously, we had not had a systematic organisational approach until now.

In line with our Impact Framework, we developed an organisational Theory of Change that describes how all our services work together to improve people’s relationships and social connections and to support their wellbeing. While individual services may focus on additional outcomes, we believe that all our services work to achieve:

- Improvement in addressing relationship challenges (direct outcome)
- Increased personal wellbeing (indirect outcome)

These outcomes are measured through an online survey that is sent to each client at the start of service and at the end of service. Clients also receive a satisfaction survey during service and at the end of service. They are invited to share additional feedback in open-text fields and to participate in a follow-up phone interview.

Sample of clients represented in this report

This report presents results from 1,068 survey responses and four follow-up phone interviews with 794 RANSW clients who attended at least one session with us between 1 July and 31 December 2023, or who had their case closed in this period.

Table 1. Number of survey responses from clients served between 1 July and 31 December 2023

1,068	Total survey responses
443	Start of service
544	During service
80	End of service

RANSW has delivered 19,658 sessions to 8,794 clients in FY24 to date (July – December 2023). In the same period, survey invitations were sent in relation to 4,579 (23.3%) sessions with 2,851 (32.4%) clients. While our surveys have a very good overall response rate of 23.7%, this only represents around 9% of clients who received a service.

It is important to note that our end of service sample size remains small, which means that we cannot have a high degree of confidence in changes in client outcomes pre- and post-service. While the results in this report are encouraging, we can expect that as this sample grows, our impact results will narrow.

Customer Satisfaction

RANSW measures customer satisfaction using the Australian Government's Data Exchange (DEX) SCORE Satisfaction questions.¹ These questions are shown in

Figure 2 and are asked of all RANSW clients during service and after case closure.

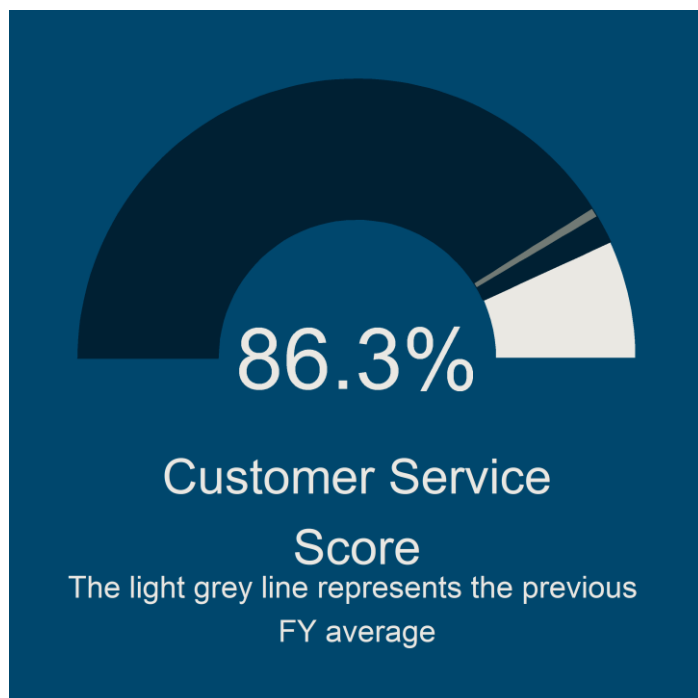


Figure 1. Customer Service Score, FY24 YTD at 31 Dec 2023

FY24 YTD: 86.3%

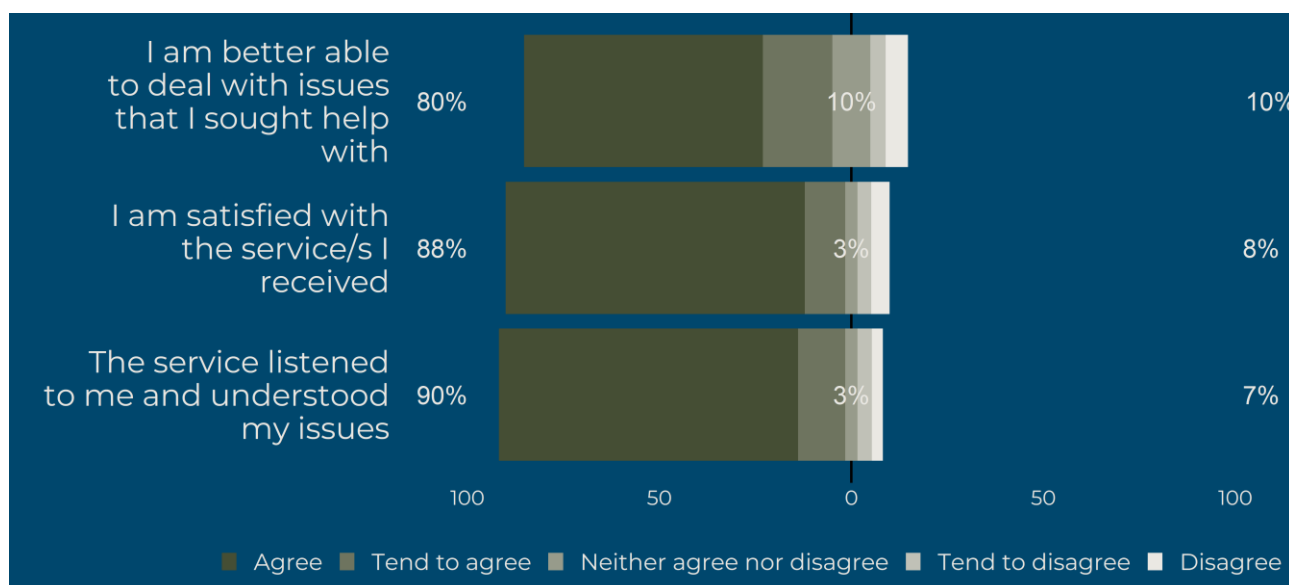
Above target: +3.2 points on FY23 result of 83.1%

Our Customer Service Score, shown in Figure 1, is the average percent of responses to the three SCORE questions. It includes clients who were either mid-service or had ended service at the time they were surveyed.

CSAT: 88%

Above target: +5 points on FY23 result of 83%

The SCORE question "I am satisfied with the service/s I received" is considered equivalent to the Customer Satisfaction Score (CSAT).



¹ For more information on SCORE, see SCORE – at a glance at <https://dex.dss.gov.au/document/281>

Among the 80 clients who completed service in July – December 2023 and responded to the post-service survey, more than half (n=46) gave the highest score for all three satisfaction statements, and more than three-quarters (n=62) either agreed or tended to agree with all statements. Around half of respondents who gave positive quantitative scores provided further comments in the open-text field.

As detailed in Table 2 below, respondents explained their high satisfaction as being related to positive experiences with their RANSW practitioner/s, achieving positive relationship outcomes, and benefitting from engaging with an organisation with varied, subsidised services.

Table 2. Qualitative themes associated with positive post-service satisfaction scores

Positive relationships with RANSW clinical practitioners (counsellors, mediators, group facilitators, caseworkers)	<ul style="list-style-type: none"> • Enjoying attending sessions with their practitioner. • Perceiving their practitioner/s to have strong relational skills, such as being empathetic, caring, safe, and good at listening.
Achieving positive relationship outcomes and building lifelong skills	<ul style="list-style-type: none"> • Experiencing practitioners as supportive and helpful, and skilled at identifying their needs. • Receiving information, advice or skills that they were able to apply in their lives, and that they expect to continue using over time. • Achieving an outcome that they believe they couldn't have achieved alone.
Perceived benefits of engagement with RANSW as an organisation	<ul style="list-style-type: none"> • Benefitting from multiple RANSW services over time (e.g. seeing a counsellor and attending group education courses). • Perceiving the organisation as affordable and accessible for people on low incomes.

“We found our counsellor really intuitive, able to listen and ascertain our needs, then guide and help us work through with last strategies for longevity and sustaining” – Counselling client, surveyed November 2023.

“I attended [a parenting course] and it has changed me. The way I communicate, I know what to say now. Things are still difficult at home [with my teenager], but the difference is I am able to communicate better. Sometimes I revert to my old ways, but I know it's all about practise and being in a good environment” – Relationship Education Program client, surveyed October 2023.

“Exceptional service. I felt so supported throughout such a difficult process. The advice provided will carry though post separation. I'm so grateful for your help, you made the process so much easier than it could

Some clients who gave positive satisfaction ratings nevertheless noted some less positive customer service experiences, particularly around communication systems. While this is a known issue related to ongoing systems improvements with our new CRM, it is worth noting that this was still impacting clients surveyed in FY24 Q2.

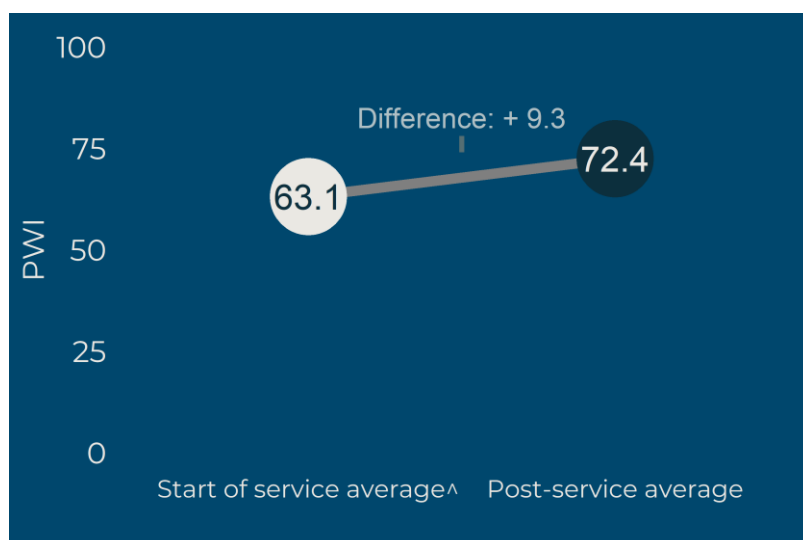
A small minority of post-service survey respondents (n=4, 5%) disagreed with all three SCORE Satisfaction statements and another six disagreed or tended to disagree with one or two of the statements. All ten (12%) of these post-service respondents provided further comments about their experience in open-text survey fields. They explained their poor experience as being a result of not achieving their desired outcomes, poor relational experiences with their practitioners, and in one case, inadequate response to a disability request.

Notably, these clients’ responses related to negative experiences with clinical rather than administrative aspects of service, which suggests that clients are perhaps more willing to look past poor administrative experiences if their experiences with clinical service is positive.

Clients who are still receiving services also had an opportunity to provide open-text feedback through the mid-service survey. Themes in these responses were largely consistent with those in post-service surveys, both positive and negative. Similarly to the one post-service respondent who shared a disability accommodation issue, one mid-service respondent shared a concern that their practitioner was insufficiently knowledgeable about gender dysphoria and their experiences as a trans person.

Impact on Wellbeing and Relationships

Wellbeing outcomes are measured using the Personal Wellbeing Index (PWI)², which calculates a person's subjective wellbeing out of 100, based on their self-rated satisfaction in seven areas related to quality of life. We administer the PWI before and after a client receives a service, and we can also compare our clients' wellbeing to the Australian population as a whole, because the PWI is administered as part of the annual Household, Income and Labour Dynamics in Australia (HILDA) Survey.



FY24 YTD result: +9.3 pts

FY23 Post-Service Avg: 70.4

Aust Gen Pop Avg: 74.5

As our sample size for post-service results is comparatively small, we expect that as the sample grows during the year, the difference between pre-service and post-service results may narrow.

Figure 3. Average change in self-rated wellbeing, 1 Jul - 31 Dec 2023

[^] this measurement is the weighted mean between a true and retrospective start of service rating

Respondents who reported higher-than-average increases in wellbeing included clients from across all RANSW programs and geographic locations. Open-text responses from these clients suggest that having a positive relationship with their clinical practitioner/s may be particularly correlated with increased wellbeing.

“Without the help and support of [my practitioner] all the way through this, I wouldn't have made it without ending up in a total emotional mess”
– Wattle Place client, surveyed January 2024.

“I love the commitment to help people especially those less financial[ly able]. [My practitioner] was an amazing teacher of the Circle of Security and has helped me for a few years with counselling. I can't tell you how much I miss our sessions” – Counselling client, surveyed October 2023.

“The presenters were professional, empathetic and understanding” – Relationship Education Program client, surveyed January 2024.

² For more information on the PWI, see: <https://www.acqol.com.au/instruments>

As shown in Figure 4 below, responses in individual PWI domains show that respondents reported greatest improvements in satisfaction with their personal relationships (+12 points), their health (+12 points), and future security (+11 points).

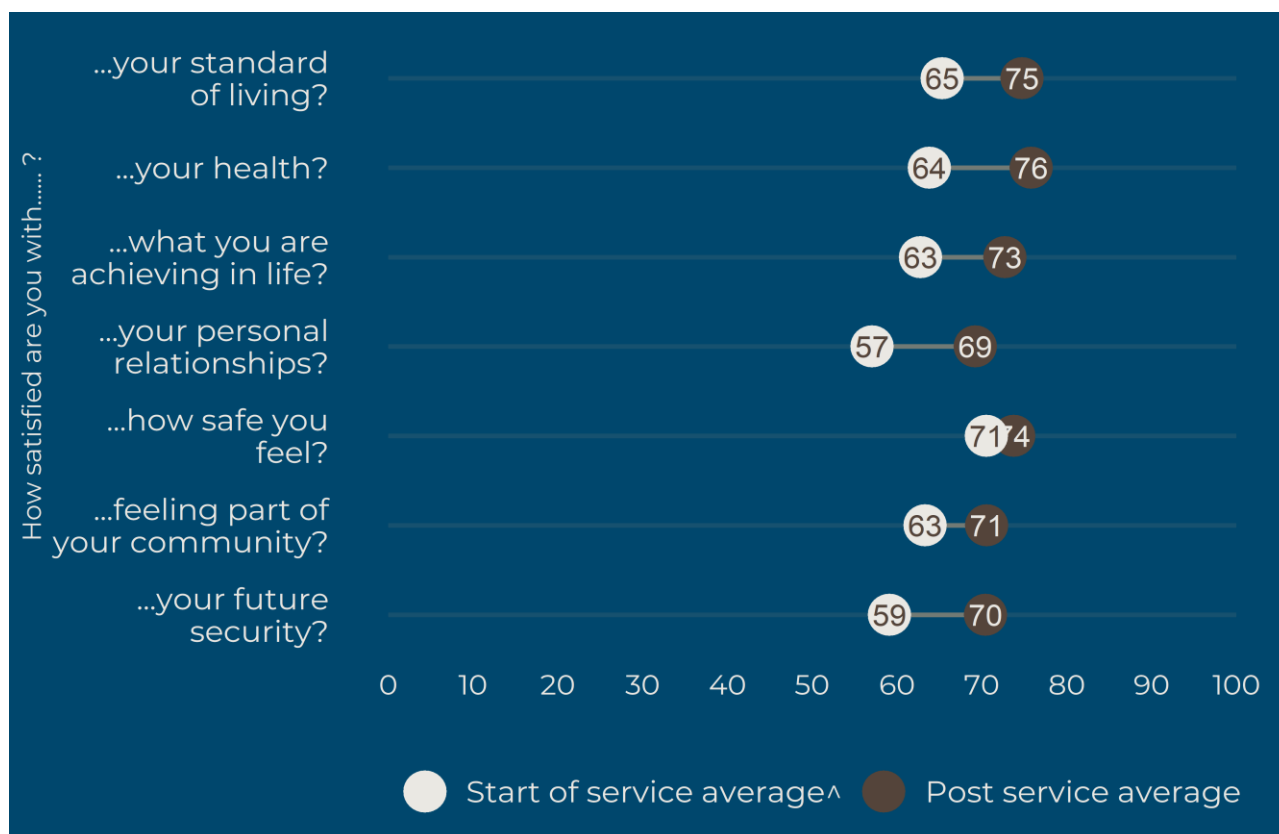


Figure 4. Average change in self-rated wellbeing by Quality of Life domain, 1 Jul - 31 Dec 2023

[^] this measurement is the weighted mean between a true and retrospective start of service rating

Nine (11%) respondents reported a negative change in their wellbeing between the start and end of service, with all but one of these clients also reporting negative service satisfaction, as discussed in the previous section. Most commonly, these respondents reported negative changes in how safe they felt (6 of 9 respondents), their future security (6/9), their personal relationships (5/9), and feeling part of their community (5/9).

We have designed two additional questions to help us understand whether our services are having their intended impact on clients' relationships. As shown in Figure 5 and Figure 6 below, on average, clients reported substantial improvements in their ability to resolve relationship challenges (+2.4 points) and in their ability to deal with relationship challenges (+2 points).

Similarly to those reporting positive changes in wellbeing, respondents who reported the greatest improvements in their relationships commonly described positive experiences with their clinical practitioners.

"We found our counsellor really intuitive, able to listen and ascertain our needs, then guide and help us work through with last strategies for longevity and sustaining" – Counselling client, surveyed in October 2023.

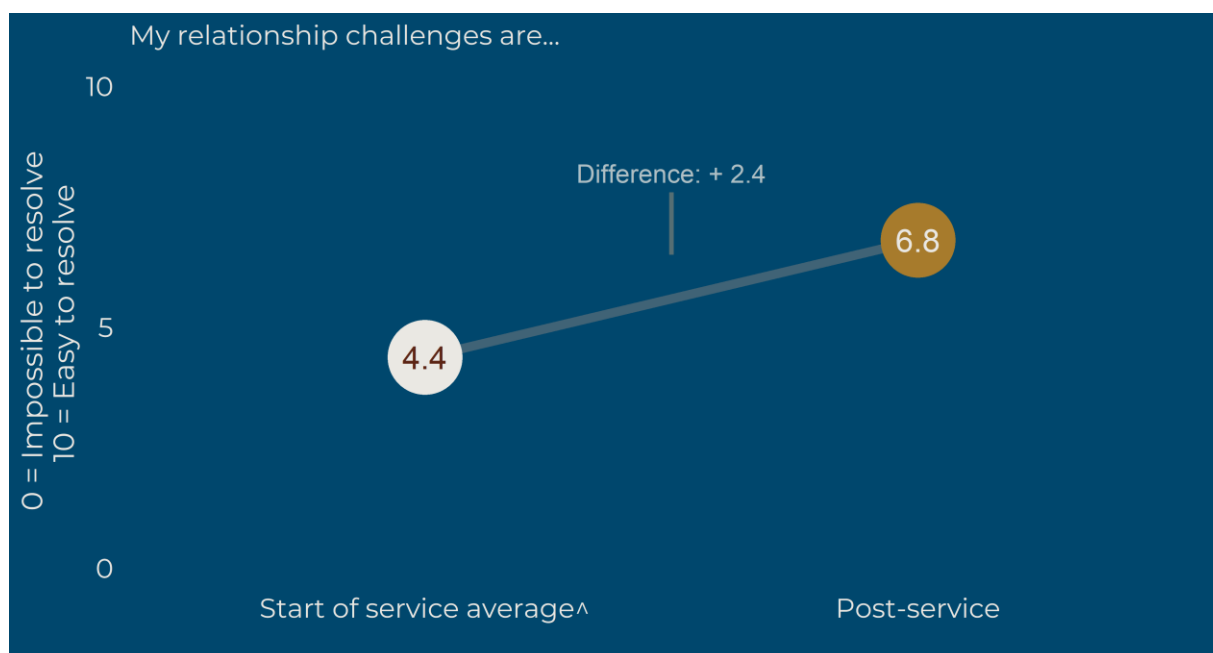


Figure 5. Average change in self-rated ability to resolve relationship challenges, 1 Jul - 31 Dec 2023

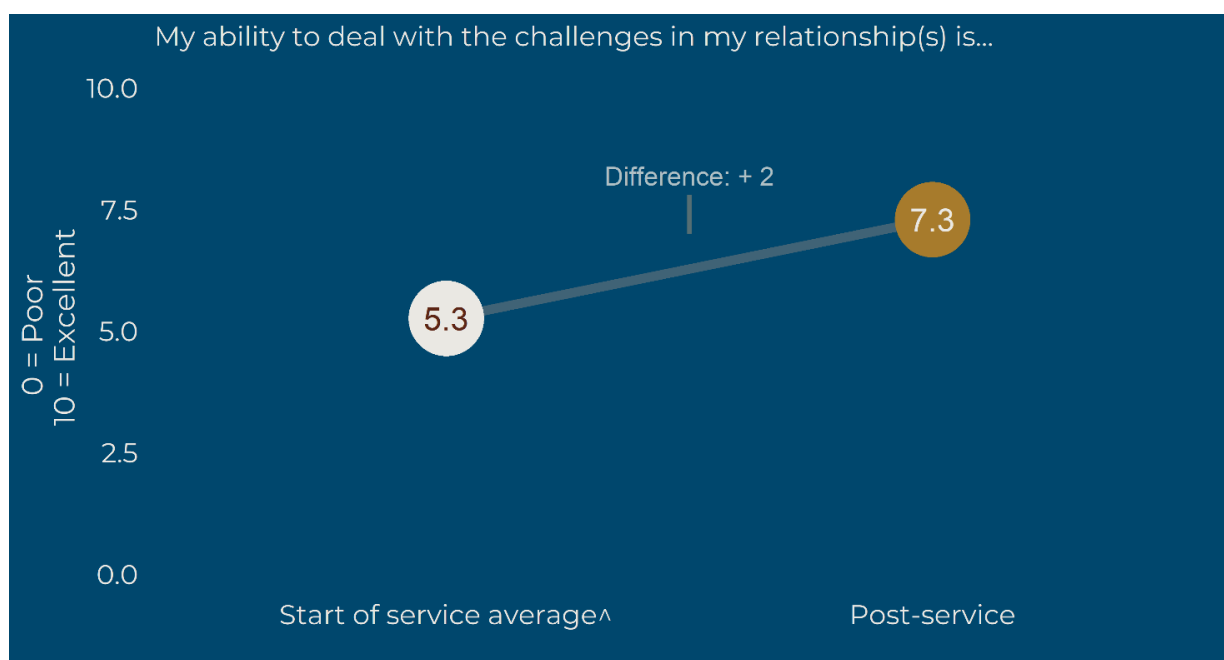


Figure 6. Average change in self-rated ability to deal with relationship challenges, 1 Jul - 31 Dec 2023

Four respondents reported negative changes on both relationship measures following service, and another two respondents reported negative change in one of the two measures. These respondents also reported negative service satisfaction and decreased wellbeing, with qualitative themes being the same as those discussed above. Overall, five (6%) post-service survey respondents reported negative service satisfaction and both negative wellbeing and relationship outcomes.

Opportunities for Service Development

Qualitative responses from the mid-service and post-service surveys, as well as follow-up interviews over the past six months, have identified several potential opportunities for service development, which RANSW's Customer Service and Operations division may choose to explore further. An overview of these is provided in Table 3 below.

Table 3. Summary of Service Development Opportunities

Service offer	<ul style="list-style-type: none">• Consider pathways for customers to return to RANSW services for “top-up” interventions, such as refresher courses
Systems and processes	<ul style="list-style-type: none">• Improve systems to ensure timely and accurate communication with customers, throughout service• Review needs assessment processes at intake and throughout service, to ensure clients are directed to the most appropriate services in a timely manner• Review processes associated with client handover when an employee leaves the organisation, to ensure that clients experience a smooth transition• Review processes for requesting, recording, and responding to disability accommodation requests
Employee supports	<ul style="list-style-type: none">• Support practitioners to deliver disability-affirming practice, including improving knowledge of neurodiversity and neurodivergence• Support practitioners to deliver gender-affirming practice, including improving knowledge of trans people's experiences and support needs

Further detail on service development opportunities has been provided to our Customer Service & Operations division leadership team. These data are reviewed quarterly by organisational leadership, alongside operational data, and decisions are made about priorities for service development.