



Report

Making a difference in the lives of women and girls

A report on the impact of MECCA's M-Power Program



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Executive summary

MECCA recognises the role education has in achieving improved equity, health outcomes, and political empowerment for women. Lingering issues such as educational inequalities and gender inequalities in the arts and male-dominated industries remain prevalent today.

To address these challenges, MECCA has invested through M-Power – its social change program – \$2.7 million in various programs to support female education and economic opportunity. The support of M-Power has created \$25.3 million in social value for girls, women, and wider society. It is conducted in alignment with the United Nations Sustainable Development Goals, which are crucial for a shared prosperous future.

This report was compiled by Think Impact, which undertook a social value analysis of five M-Power funded initiatives to determine the social impact of MECCA’s investments in women and girls around the world. These initiatives included the Skyline Education Foundation (Skyline), Stars Foundation, CAMFED, a partnership with the National Gallery of Victoria (NGV), and the MECCA Mentoring Program.

- Skyline supports gifted and high-achieving VCE students facing social and economic adversity. M-Power has invested \$345,000 in 30 students over the past 4 years, with 86% of students agreeing that Skyline provided them with education and employment opportunities they would not have otherwise had. Overall, MECCA’s investment has created \$3.9 million of social value, with a social value ratio of \$1:\$11.3.
- The Stars Foundation provides a holistic and culturally significant program which supports Indigenous girls and young women to attend and remain engaged at school. M-Power has contributed \$834,000 to help support 370 students over the past 3 years, creating \$10.3 million in social value, with a social value ratio of \$1:\$12.4.
- CAMFED serves girls and young women in impoverished districts in rural sub-Saharan Africa, tackling the pressing and intersectional challenges of poverty and gender which limit their education and opportunity. CAMFED does this by providing bursaries and supporting girls in schools, having a direct impact on education in numerous countries. Over the last three years, M-Power has invested \$1.1 million, creating \$10.0 million in value.
- The partnership between MECCA and the NGV supports one female artist per year in a commitment to address the underrepresentation of women in the arts. M-Power has invested \$185,000 to support 5 female artists, creating \$495,000 of social value.
- MECCA also sponsors a network of mentors to support those who are underrepresented in male-dominated fields, with 3 cohorts of 8-9 from 2017-19. M-Power has invested \$310,000 over 3 years for 25 women, generating \$552,000 of social value.

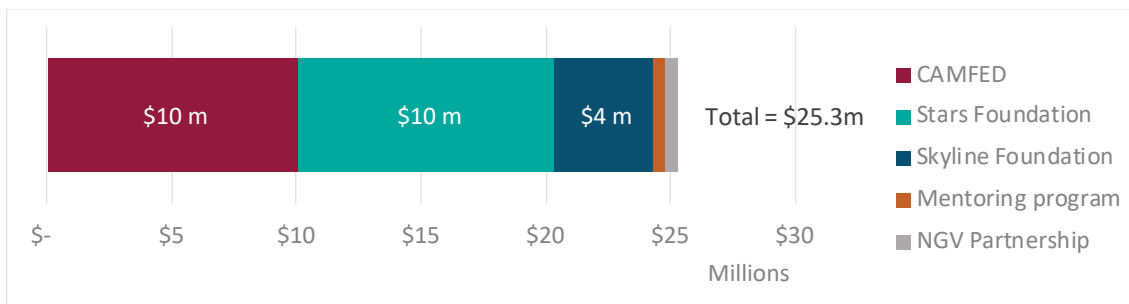


Figure 1 Social value by M-Power partnership

Together the education partnerships - Skyline, Stars and CAMFED - make up the majority of the social value created by M-Power. This is because:

1. These organisations' programs are aimed at particularly vulnerable demographics with significant potential.
2. The programmes are carefully designed for these cohorts, unlocking that potential through education and holistic supports.
3. Multi-year partnerships and relatively untethered funding from M-Power has enabled the organisations to optimise the way the funding is spent, resulting in strong outcomes.
4. The partnerships are genuinely changing the life trajectories of young females.

M-Power has enabled significant impact through these programs, directly improving outcomes for girls and women globally.

Overall, the MECCA M-Power Program has created \$25.3m of social value for an investment of \$2.7m, producing an overall social value ratio of \$9.3.

Recommendations

Maintain focus on investing in programs supporting women and girls

Investing in programs which align with the majority of MECCA's customer base makes sense. The evidence shows that women and girls face systemic barriers in many aspects of life. There is a question about the degree to which M-Power can meaningfully reduce those systemic barriers given the limitations on scale of investment. They can, however, support women and girls to overcome some of those systemic barriers. This is an important distinction.

Refine strategy to adopt a two-prong approach – supporting women and girls and addressing systemic barriers

M-Power clearly has great aspirations to address gender inequity and this study has revealed they are producing substantial social value by supporting a select group of women and girls to overcome the barriers imposed by gender inequity. This should continue. However, supporting women and girls to overcome barriers caused by gender inequity does not reduce or eliminate those barriers. We recommend that consideration is given to deliberative investment in programs and organisations that address systemic barriers alongside that which supports women and girls to overcome those barriers. This presents a powerful proposition

Develop and implement an outcomes framework

M-Power has made its first foray into understanding and measuring the outcomes associated with its investments. We recommend this continues and goes further by developing an outcomes architecture for M-Power which clearly expresses the intended impact of the organisation. This will strengthen its ability to report on its impact, engage the MECCA organisation in its effectiveness and to convene collaborations of like-minded organisations around its intended impact.

Convene collaborations

M-Power invests in dozens of organisations which have related missions. Imagine the power of bringing those organisations together to share learnings, test new ideas, co-mentor each other and represent the issues of women and girls to policy-makers, investors, philanthropists and others. Under a brand banner of *M-Power, the Power of Many* (working title only) this collaboration could significantly amplify the impact of each individual investment made by M-Power.

Purpose of this report

For over 20 years MECCA has been bringing cutting-edge beauty products and concepts to Australasian women.

MECCA is well known as a significant employer of women and a company passionately focused on helping women to look, feel, and be their best. Furthermore, MECCA has also been supporting many community organisations through its philanthropic activities.

In 2017 this philanthropy was formalised as the MECCA M-Power Program (M-Power). Its purpose is to empower women and girls through equality in education and economic opportunity. This report was commissioned to identify just **how much difference specific M-Power partnerships have made** in the lives and communities of those supported.



Scope and Limitations

Scope

To articulate the impact M-Power has made, Think Impact undertook a social value analysis of five M-Power funded initiatives from 2017 to 2022:



- **Skyline Foundation (Australia):** This funding supported 30 female students for two years each from 2019 to 2022.



- **Stars Foundation (Australia):** This funding supported three cohorts of female students, starting with 78 girls in 2019 and growing to 200 girls in 2021.



- **CAMFED (International):** This funding supported two cohorts of students and two cohorts of learner guides from 2019 to 2021.



- **MECCA NGV Partnership (Australia):** This funding supported 1 artist per year for 5 years from 2017 to 2022.



- **MECCA Mentoring programs (Australia):** This funding supported three cohorts of 8-9 mentees per year from 2017 to 2019.

This analysis focusses on the social value created and does not include commercial value which may flow to MECCA such as improved brand reputation or employee engagement.

Limitations

In preparing this report, Think Impact has relied upon information provided by MECCA, prior social return on investment work conducted by Think Impact for Skyline Foundation, information available in the public domain, and stakeholder engagement.

Stakeholder engagement captured the views of 17 stakeholders and therefore does not necessarily reflect the views of all beneficiaries or other stakeholders.

The dollar values stated in this report do not represent cash but are financial proxies denoting the social value created, as determined by the process of social value modelling.

The social value modelling has been undertaken in accordance with the eight principles of social return on investment (SROI) but does not constitute a full SROI analysis.

The approach has been guided by accredited SROI practitioner judgement regarding discount factors such as deadweight, attribution, benefit period, and drop-off. Where it was not possible to engage with stakeholders to verify, we have used program documentation or drawn on similar SROI analysis from a database of existing reports to derive a discount factor.

What is the MECCA M-Power Program?

A social change program

MECCA M-Power is MECCA's social change program which focuses on the education and economic opportunity of women and girls to advance gender equality.

Through MECCA M-Power the organisation champions the education, independence, and entrepreneurship of women globally and locally.

It does this predominantly by creating multi-year partnerships with carefully curated organisations that support women and girls in Australia and abroad.

Partnerships are formed around three key aims:

1. Supporting the education of 10,000 girls through secondary school by 2025.
2. Supporting women in the arts.
3. Mentoring young females in underrepresented industries.

M-Power was established in 2017 and continues to evolve its strategy to educate, elevate and empower.

EDUCATE HER
ELEVATE HER
EMPOWER HER

Supporting the UN Sustainable Development Goals



The UN Sustainable Development Goals (SDGs) are a culmination of decades of international cooperation, underpinned by a shared vision for a peaceful and prosperous future.

They encompass global goals of sustainability, equality, and improved standards of living in pursuit of *the future we want*.

MECCA M-Power acknowledges the importance of the SDGs in achieving improved life outcomes, and by investing and engaging with organisations actively helps communities align with them.

The alignment of the M-Power partnerships are outlined below in Table 1.

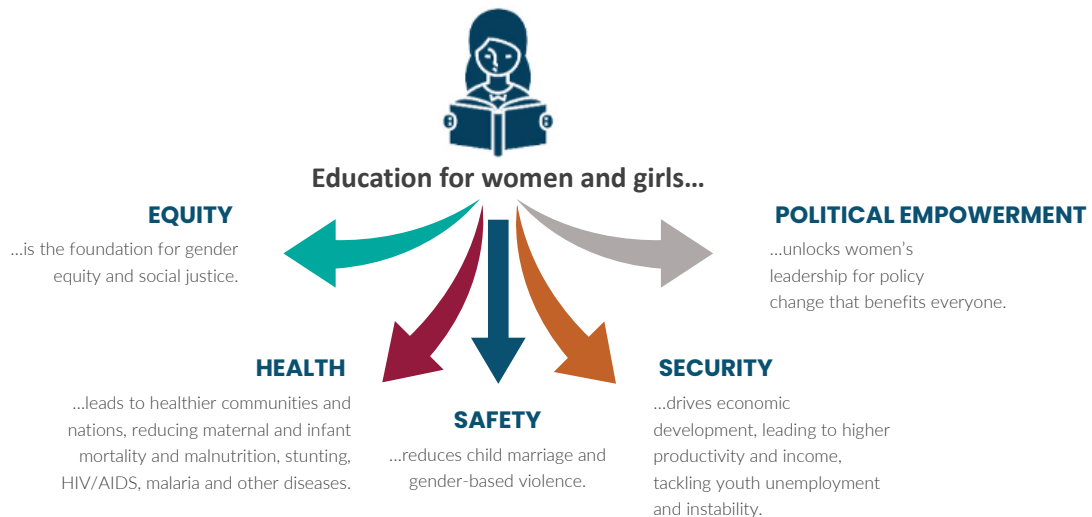
Table 1 The UN SDGs supported by M-Power

Sustainable Development Goal	Target	Aligned M-Power partnerships
	4.1 By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.	CAMFED Skyline Foundation Stars Foundation
	4.3 By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university.	CAMFED Skyline Foundation Stars Foundation
	4.5 By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations.	CAMFED Skyline Foundation Stars Foundation
	5.1 End all forms of discrimination against all women and girls everywhere.	NGV Partnership MECCA Mentoring Program
	5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.	NGV Partnership MECCA Mentoring Program

The problems M-Power seek to address

Education for women and girls leads to equity, health, safety, security, and empowerment

Research consistently indicates that education for women and girls has many flow on effects including improved equity, health, safety, security and political empowerment as illustrated below in Figure 2.



In Australia, women with a tertiary qualification have a life expectancy of 63.6 years at age 25, 5.5 years more than women who did not complete secondary school.

[Welsh et al. \(2021\)](#)

Women with a secondary school education will earn twice as much, on average, as women without an education
- [World Bank \(2018\)](#)

Girls with secondary schooling are five times less likely to marry as children compared to girls who have little or no education, and have healthier families
- [Global Partnership for Education \(2019\)](#)

Figure 2 Flow on effects of education for women and girls

Yet globally, girls are missing out on education

Education improves the lives of girls, leading to wider career opportunities, increased confidence, and a healthier, happier existence overall.

However, girls continue to face barriers to education. These challenges include poverty, cultural norms and structural violence.

Around the world, 129 million girls are out of school, including 32 million of primary school age, 30 million of lower-secondary school age, and 67 million of upper-secondary school age.¹

The effects of COVID-19 upon education are especially dire for girls from low-income families and communities which cannot effectively transition to online learning. The economic and social impacts of the pandemic further exacerbate these difficulties, and UNESCO has projected that as many as 11 million girls may not return to school as a result of COVID-19.

Some sub-saharan countries are among those with the lowest school completion rates.

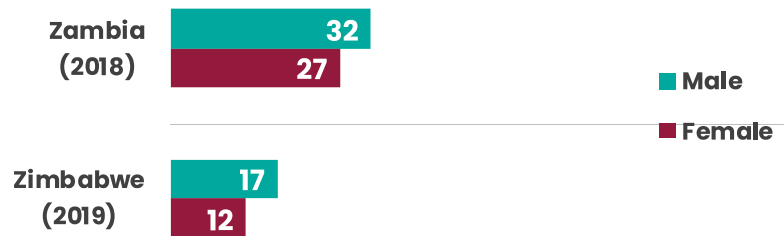


Figure 3 Upper secondary completion rates in Zambia and Zimbabwe (%)²

And even in Australia, educational inequalities remain

Despite high literacy rates and high enrolment rates across primary, secondary, and tertiary education, Australia's education system remains unequal – ranking 30 out of 41 compared to other wealthy countries.³ Whilst Australia performs well on gender disparity as a singular metric, other intersectional disadvantages contribute to educational inequities. These include:

- *Geographic inequality:* Students from rural or remote communities are less than half as likely to go to university – and are more likely to drop out if they do.⁴
- *Wealth inequality:* Poorer students are 17% less likely to complete secondary school than wealthy students.⁵

¹ <https://www.unicef.org/education/girls-education>.

² <https://www.education-inequalities.org/indicators/>;

https://www.oecd.org/education/New%20Zealand_EAG2013%20Country%20Note.pdf;

<https://data.unicef.org/topic/education/secondary-education/>; <https://www.aihw.gov.au/reports/australias-welfare/secondary-education-school-retention-completion>.

³ An Unfair Start: Inequality in Children's Education in Rich Countries, UNICEF. <https://www.unicef.org.au/about-us/media/october-2018/unicef-report-finds-national-wealth-does-not-guarantee>.

⁴ Educational Opportunity in Australia 2015: Who succeeds and who misses out. Centre for International Research on Education Systems (2015). <https://www.vu.edu.au/mitchell-institute/educational-opportunity/educational-opportunity-in-australia-2015-who-succeeds-who-misses-out>.

⁵ Ibid.

- *Lack of restorative justice:* Aboriginal and Torres Strait Islander students are on average six times more likely to be below the national minimum standards for literacy and numeracy⁶ and have lower Year 12 retention rates, as outlined in Figure 4.

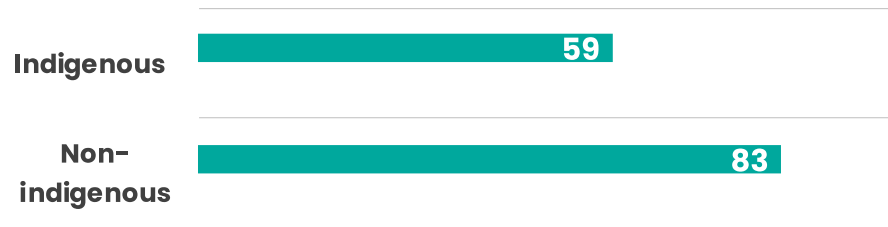


Figure 4 Australian Year 12 retention rate (2021)⁷

In Australia, gender inequality remains in the arts

Female artists earn \$0.70 for every dollar of arts-related income earned by male artists. This gap is roughly double that of the Australian gender wage gap.⁸ Despite representing 71% of arts school graduates, women in the arts remain underpaid and underrepresented. Women represent only 33% of the art in state galleries and museums.⁹

According to the Australian Council for the Arts, “women artists across all artistic occupations are subject to forms of gender-related disadvantage that reflect discriminatory problems affecting women in society at large, and which may be more serious in the arts than in other areas”.

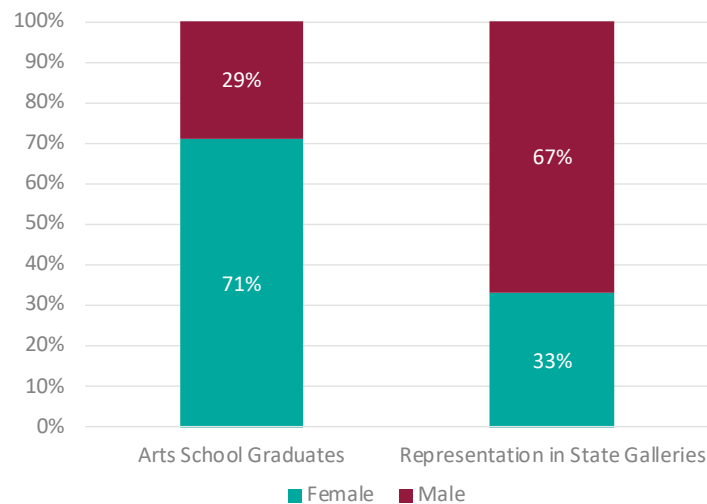


Figure 5 Underrepresentation of women in galleries in Australia

⁶ <https://www.abs.gov.au/statistics/people/education/schools/latest-release#aboriginal-and-torres-strait-islander-students>

⁷ <https://www.abs.gov.au/statistics/people/education/schools/latest-release#aboriginal-and-torres-strait-islander-students>

⁸ Throsby D, Petetskaya K and Shin S 2020, *The Gender Pay Gap Among Australian Artists: Some preliminary findings*, Sydney: Australia Council for the Arts.

⁹ https://countess.report/content/2019_countess_report.pdf

Females continue to be under-represented in many industries

Women are heavily outnumbered in male-dominated industries from STEM to filmmaking.¹⁰



Figure 6 Female underrepresentation in selected industries

Women face multiple barriers when it comes to economic participation, and these inequalities are compounded by further intersectional disadvantages for minorities, women with disabilities, and the poor. They face conscious and unconscious discrimination, structural inequality, and contend with issues not generally faced by men such as childbirth and childcare, the brunt of domestic work, and menstruation.

¹⁰ World Economic Forum

The impact of M-Power

Amount invested

Since 2017, M-Power has invested \$2.7m in partnerships to assist girls and women to meet the challenges outlined above.

The programs M-Power supports, and the numbers impacted



- **Skyline Foundation (Australia):** This funding supported 30 female students for two years each from 2019 to 2022.



- **Stars Foundation (Australia):** This funding supported three cohorts of female students, starting with 78 girls in 2019 and growing to 200 girls in 2021.



- **CAMFED (International):** This funding supported two cohorts of students and two cohorts of learner guides from 2019 to 2021 with approximately 1,500 students supported and 233 learner guides supported.



- **MECCA NGV Partnership (Australia):** This funding supported 1 artist per year for 5 years from 2017 to 2022.



- **MECCA Mentoring program (Australia):** This funding supported three cohorts of 8-9 mentees per year from 2017 to 2019. A total of 25 women were supported.

Overall social value created

Through these five partnerships, funded from 2017 – 2021, from M-Power has created \$25.3m in social value, with the majority of the value being created through the educational partnerships as illustrated in Figure 7.

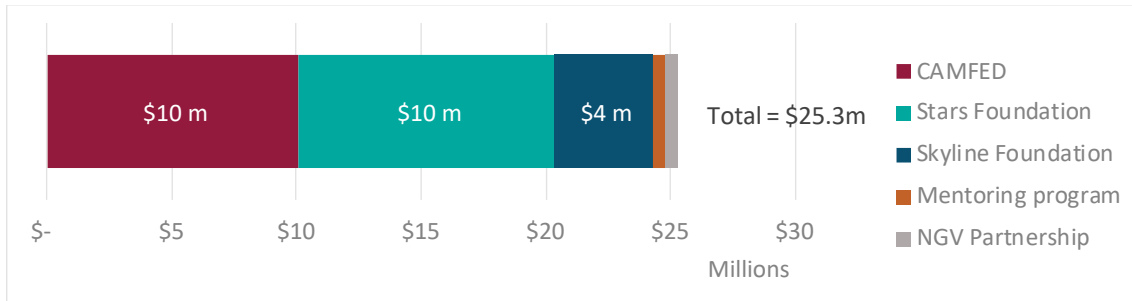


Figure 7 Social value by M-Power partnership

Overall, the MECCA M-Power Program has created \$25.3m of social value for an investment of \$2.7m, giving an overall social value ratio of \$9.3.

The details of this social impact is explained in the following sections about each partnership.

The impact of MECCA’s investment in Skyline Education Foundation



Skyline Education Foundation (Skyline) supports gifted and high-achieving VCE students to become resilient leaders in the face of social and economic adversity.

Skyline supports both male and female students, but M-Power focuses on support for female students.

A social return on investment evaluation conducted in 2019 found that Skyline is delivering on its intended impact: to support the education and career pathways of highly capable yet disadvantaged young people at risk of not realising their potential.

Without Skyline’s support, the students would struggle to finish school and move into higher education. They would not have benefitted from the support network Skyline offers, which allows them to explore their own identity and career interests and meet like-minded individuals. Their families would

shoulder the burden of school fees, with many students having to work part-time to support them while continuing their studies.

“It’s really there to make sure that you have the best opportunities... they will do whatever they can in their power to make sure you are being supported and make sure you have the best opportunities to do what you want to do.” – Skyline student 2020



Through Skyline, M-Power is changing lives

M-Power invested \$115,000 a year to support 10 female students each year for a two-year period. In addition to the \$345,000 invested, MECCA team members have contributed an additional \$87,779 including matching funding from MECCA.

This results in the outcomes summarised below.

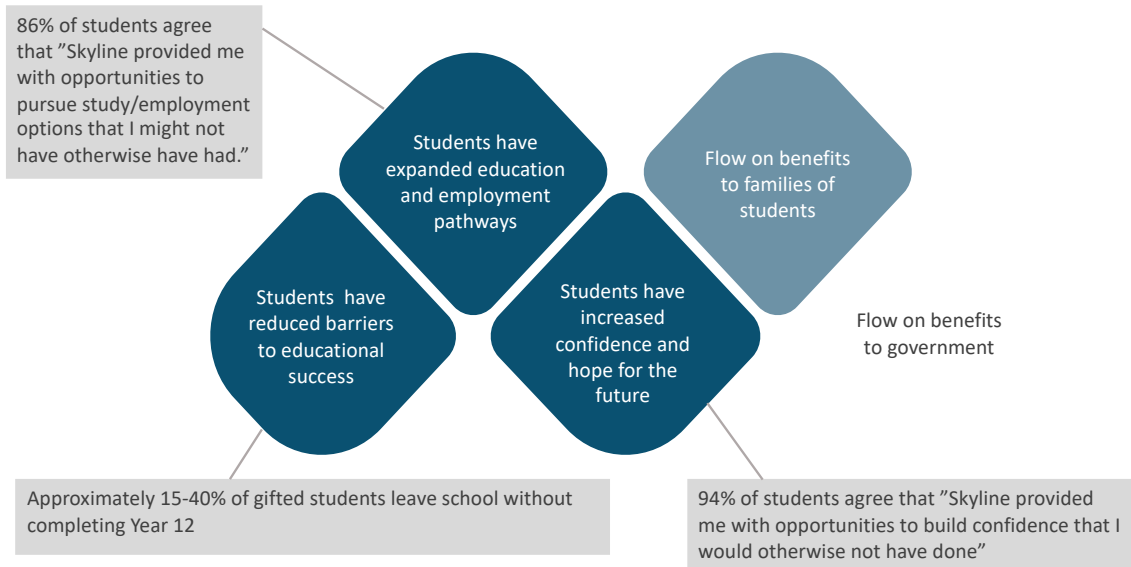


Figure 6: Summary of outcomes produced by Skyline¹¹

The social value for Skyline

Through the Skyline x M-Power partnership, \$3.9m of social value has been created for students, parents, and governments with the majority of value accruing to students (93%).

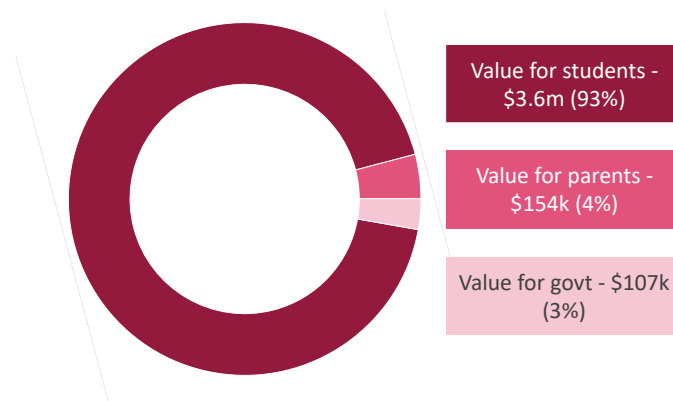


Figure 7: The social value generated by M-Power through its Skyline investment

Social value of outcomes: \$3,884,610

MECCA Investment: \$345,000

Social value ratio
\$1.0 : \$11.3

Figure 8: The social value ratio of M-Power's investment in Skyline

¹¹ Source: Skyline SROI 2019; Phillip Evaluation 2018; Inquiry into the Education of Gifted and Talented Students (2012) Victorian Government. Note: analysis included both male and female students, but no significant difference was noted in outcomes for males and females.

What this value represents

Discrete outcomes were defined for students, parents of students and the government based on what was heard in the stakeholder engagement. The values assigned to the outcomes reflect the relative values that the stakeholders themselves place on that outcome. The outcomes and their valuations are outlined below in Figure 8.

Students (n=30 x 2 years each)

Outcome	Total Value 2019 - 2021	
Stronger self-identity	\$ 1,508,153	42%
Expanded further education and employment pathways	\$ 1,222,529	34%
Increased self-confidence and hope for the future	\$ 372,406	10%
Increased feelings of security (stable support network)	\$ 317,248	9%
Increased sense of belonging (a peer community)	\$ 132,121	4%
Ability to finish Year 12	\$ 70,686	2%
TOTAL	\$ 3,623,144	100%

Parents of students (n=30)

Outcome	Total Value 2019 - 2021	
Reduced financial stress	\$ 136,502	89%
Moderate reduction in household stress and improved family dynamics	\$ 17,526	11%
TOTAL	\$ 154,028	100%

Commonwealth government

Outcome	Total Value 2019 - 2021	
Increased tax income	\$ 107,439	100%
TOTAL	\$ 107,439	100%

Figure 8 Skyline values by outcome

Stronger self-identity was valued most highly by students, who appreciated opportunities to explore their identity and develop greater empathy for others.

“She is beginning to talk about her hopes and dreams for her future a bit more now” - Skyline student’s parent

“Having people around that were always there to remind me of the potential they could see, where I could not. The support and belief carve a path, and I feel like I have gained another family” – Skyline student



The impact of MECCA's investment in Stars Foundation



The Stars Foundation provides a holistic program which supports Indigenous girls and young women to attend and remain engaged at school, complete Year 12 and move into full-time work or further study.

The program is based on strong, trusting relationships. The Stars Room provides a culturally safe, warm environment – a place where the girls and young women feel nurtured and inspired.

The full-time Mentors provide a diverse range of activities to support the Stars to develop the self-esteem, confidence, and life skills they need to successfully participate in school and transition into a positive and independent future.

M-Power's investment supports Year 12 students in the Northern Territory, Queensland, Victoria, and Western Australia.

"I had been living in Darwin, and when moved to Townsville with my family, I was really happy that Stars was here too. It meant I would have somebody." - Stars Graduate

"I was really in my shell when I started, but Stars had made me a lot more connected. It feels like you have a supportive family. I had spiraled into bad patterns of behaviour, but my mentor helped me to change these patterns and stay in school." - Stars Graduate

"I realised that I did enjoy learning and that I wanted to do more with my life. Stars has pushed me to do my best and inspired me to help other kids. Now I'm doing a Diploma of Aboriginal & Torres Strait Islander Education." - Stars Graduate

Through Stars Foundation, M-Power is changing lives

M-Power has invested over \$834,000 in its partnership with Stars Foundation to deliver on its mission, which has resulted in the support of over 370 students over the last three years. In addition, team members and MECCA donated \$172,643 to Stars Foundation to further support their work. This is over and above the partnership agreement and is untied funding.

This creates outcomes across four domains of value as outlined below in Figure 9.



Figure 9 Stars Foundation domains of value

"Stars helped me when my family was going through... stuff. It was good for them [my family] to know that I was coming to a supportive environment. They felt better knowing that." – Stars student 2021

The social value for Stars Foundation

Through the Stars Foundation x M-Power partnership, \$10.3m of social value has been created for students, mentors, parents, and governments with the majority of value accruing to students (94%).

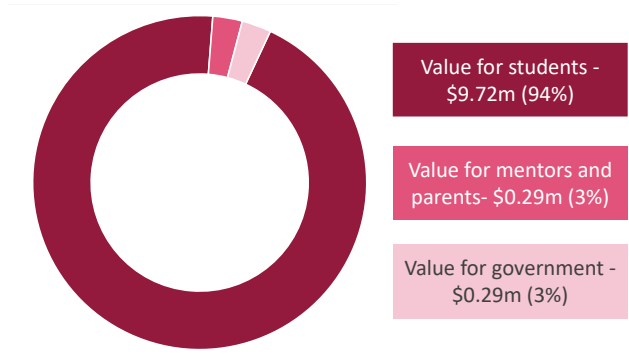


Figure 10: The social value generated by M-Power through its Stars Foundation investment

Social value of outcomes: \$10,309,855

Social value ratio \$1.0: \$12.4

MECCA Partnership Investment: \$834,000

Figure 11: The social value ratio of M-Power's investment in Stars Foundation

What this value represents

Discrete outcomes were defined for students, their Stars mentors, family members and the government based on what was heard in the stakeholder engagement. The values assigned to the outcomes reflect

the relative values that the stakeholders themselves place on that outcome. The outcomes and their valuations are outlined below in Figure 10.

Students (n = 380)

Outcome	Total Value 2019 - 2021	
Increased connection to Culture	PRICELESS	
Feeling supported	\$ 3,961,277	42%
Transitions into employment or further study	\$ 3,548,529	37%
Increased nutrition and healthy lifestyles	\$ 1,793,033	19%
Increased feeling of belonging and acceptance	\$ 958,408	10%
Increased school attendance	\$ 272,629	3%
Increased resilience	\$ 236,390	2%
Increased aspirations for the future	\$ 194,940	2%
TOTAL	\$ 9,527,594	100%

Mentors of students (n = 90)

Outcome	Total Value 2019 - 2021	
Sense of fulfilment	\$ 216,270	100%
TOTAL	\$ 216,270	100%

Family/community of student (n = 380)

Outcome	Total Value 2019 - 2021	
Feeling that child is supported	\$ 77,976	100%
Increased connection to culture	PRICELESS	
TOTAL	\$ 77,976	100%

Commonwealth government

Outcome	Total Value 2019 - 2021	
Increased tax income	\$ 292,037	100%
TOTAL	\$ 292,037	100%

Figure 10 Stars Foundation value by outcome

Embedded into the Stars program are community and cultural activities that share, celebrate, and strengthen Aboriginal and Torres Strait Islander language and culture. It was evident from our engagement with Stars graduates that these cultural experiences create great value for the students and their families through deepening connection to Culture. **However, valuing connection to Culture in financial terms is inappropriate due to its incredible importance, depth, and intrinsic value. Accordingly, we have chosen to not put a monetary value on this outcome, as it is deemed to be the most valuable outcome, and PRICELESS.**

Feeling supported was the second most valued outcome.

“Support from Stars - they listened to me, I was never alone, they kept me going even when I didn't want to. - Stars Graduate

“Building relationships with our mentors. Saying hello. I can always go to them and they are there for me.” - Stars Graduate

“I wouldn't have succeeded as much at school, I wouldn't have pushed myself as much.” - Stars Graduate

“I love seeing girls strive and achieve their dreams and be role models.” – Stars Mentor



The impact of MECCA's investment in CAMFED

CAMFED serves girls and young women in impoverished districts in rural sub-Saharan Africa, tackling the pressing and interlinked challenges of poverty and gender that limit their education and opportunity.



CAMFED partners with thousands of schools, communities, and education authorities to tackle barriers to girls' education.

By providing direct support to students and assisting the training of Learner Guides who support girls in school, M-Power in partnership with CAMFED has a direct impact on girls' education in Zambia and Zimbabwe.



Florence's story



"I am the fifth child in a family of six. When I was to finish my form three studies that is when my parents decided that I should drop out of school because it was difficult for them to pay for my school fees. Fortunately, that is when CAMFED was introduced to me by my teacher. I started receiving support in January 2020.

As a result of my involvement with CAMFED I am now a self esteemed person and I gained confidence because I was able to attend all my lessons like other children. I felt empowered because I come from rural areas where less education is given to a girl child when compared to a boy child... by being a member of CAMFED I managed to acquire education which helped me to pave my way. Currently I am attending business guide sessions which are also helping me on how to start a

business. Through attending these sessions I managed to start a small business and I am now selling sugar beans.

If I was not involved with CAMFED I would be serving as a housemaid or farming in rural areas... just to make a living. So CAMFED came as a rescue of my life.

In five years to come I see myself having more confidence, leading by example. I also need to help other children to acquire education as I did."



Through CAMFED, M-Power is changing lives

M-Power has invested over \$1.051 million to support 1,500 students and 233 Learner Guides over the last three years. In addition, a further \$93,892 has been raised by team members, including matching funding from MECCA, over and above the partnership agreement.

This results in the outcomes summarised below.

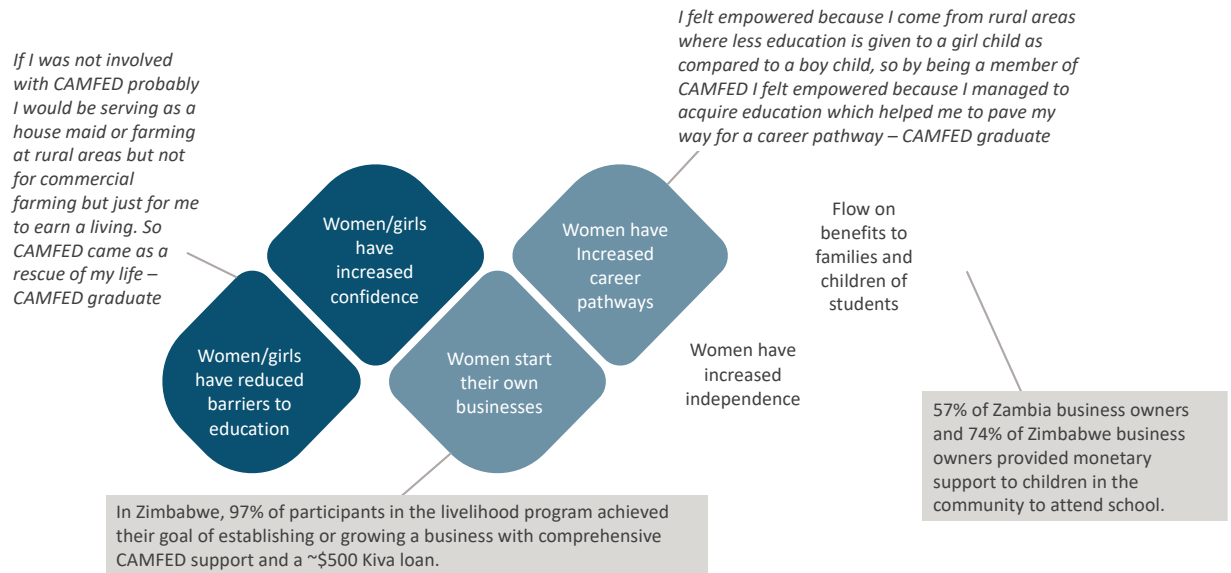


Figure 12: Summary of outcomes produced by CAMFED¹²

The Social Return on Investment for CAMFED

Through the CAMFED x M-Power partnership, \$10.0m of social value has been created for students, learner guides and families/communities. The majority of value flows to students (85%).

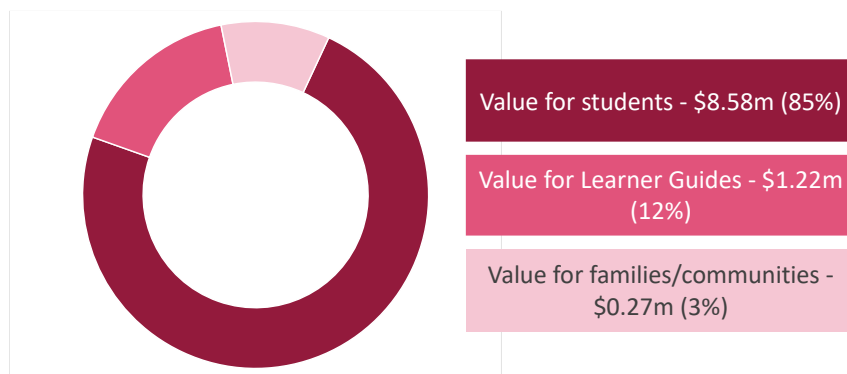


Figure 13: The social value generated by M-Power through its CAMFED investment

¹² Source: Interviews with graduates; An Evaluation of CAMFED’s Impact in Supporting Young Women’s Livelihoods in Four African Countries (2019).

Social value of outcomes: \$10,069,121

Social value ratio
\$1.0: \$9.6

MECCA Partnership Investment:
\$1,051,000

Figure 14: The social value ratio of M-Power’s investment in CAMFED

What this value represents

Discrete outcomes were defined for students, parents of students and the government based on what was heard in the stakeholder engagement, case studies and previous evaluations. The values assigned to the outcomes reflect the relative values that the stakeholders themselves place on that outcome. The outcomes and their valuations are outlined below in Figure 11.

Students (n = 400 + 1100 = 1500)

Outcome	Total Value 2019 - 2021	
Transitions into employment or further study	\$2,958,123	34%
Increased confidence and self esteem	\$2,760,366	32%
Part of a supportive community	\$1,823,457	21%
Increased aspirations	\$1,035,477	12%
TOTAL	\$8,577,423	100%

Learner guides n = 160 + 73 = 233

Outcome	Total Value 2019 - 2021	
Building confidence	\$428,777	35%
Transitions into employment or further study	\$298,288	24%
Part of a supportive community	\$283,244	23%
Increased financial independence	\$55,495	5%
Increased aspirations	\$160,844	13%
TOTAL	\$1,226,647	100%

Family/community of student (n = 1733)

Outcome	Total Value 2019 - 2021	
Reduced financial stress	\$201,786	76%
Increased community support	\$63,265	24%
TOTAL	\$954,185	100%

Figure 11 CAMFED value by outcome

Transitions into further employment or study and increased confidence and self esteem were the most valued outcomes for students.

“They helped me a lot, I don’t think I would be in school”- CAMFED Student

“I found a way of supporting myself financially” – CAMFED Learner guide

“Building confidence. Before I had no dream, but was given that confidence that nothing is impossible”- CAMFED Student

“Interact with people freely - feel more connected with people in your community. There is a more valuable life.” - CAMFED Student

“I have a sense of belonging” - CAMFED Student

The impact of MECCA's investment in the NGV Artists Initiative



As part of MECCA's commitment to address industries where women are under-represented, they collaborate with the National Gallery of Victoria (NGV) to empower women in the arts and raise awareness around their practice.

Through this unique partnership, MECCA engages female artists to create exceptional projects, such as their annual holiday campaign that informs their windows and packaging. As part of this holiday collaboration, they also support the acquisition of a major work from the artist for the NGV collection.

Through the NGV Artists Initiative, M-Power is changing lives

M-Power has invested \$185,000 to support 5 female artists address the barriers to participating in the arts sector.

"The exposure was more than you could ever wish for. The way they interpreted my work was very respectful." - Artist

"Exposure helped my career. They helped me build my career so it can be more sustainable." - Artist





Being selected as an M-Power NGV artist was an amazing experience all round. The way they interpreted my work was very respectful. I really trusted them - they knew what they were doing.

Without question, being a part of the initiative helped build my confidence as an artist and enabled me to develop my practice. Having my work exhibited at the NGV gave me an incredible sense of respect and increased my profile. The exposure was more than you could ever wish for and has a huge impact on me financially. Tammy Kanat, Artist

The Social Return on Investment for NGV Artists Initiative

Through the NGV x M-Power partnership, \$495,000 of social value has been created for artists.

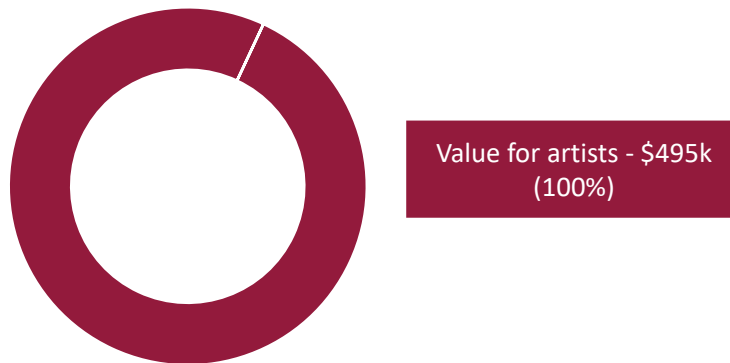


Figure 15: The social value generated by M-Power through its NGV Artists Initiative investment

Social value of outcomes: \$494,741

MECCA Partnership Investment:
\$185,000

Social value ratio
\$1.0 : \$2.7

Figure 16: The social value ratio of M-Power's investment in NGV Artists Initiative

What this value represents

While there are fewer women supported through this partnership, the value per woman is quite high at \$98,948 generated predominantly through increased exposure of art as outlined in Figure 12.

Artists (n=5)

Outcomes	Social value	Value per artist	% of total value
Increased exposure of art	\$420,147	\$84,029	85%
Increased credibility/respect for the artwork	\$46,584	\$9,317	9%
Feeling empowered	\$14,005	\$2,801	3%
Increased financial security	\$14,005	\$2,801	3%
TOTAL	\$494,741	\$98,948	100%

Figure 12 NGV partnership value by outcome



The impact of MECCA's investment in M-Power Mentoring

It is clear that women are underrepresented in many industries such as social enterprise, STEM, and the arts. Having a network of champions who can advise and encourage can make a world of difference for women advancing their careers in these male-dominated fields.

EDUC▲TE HER
ELE▼ATE HER
EM▲POWER HER

In response, MECCA has partnered with some of Australia's leading organisations to develop a unique 12 month Mentoring program. It is designed to empower extraordinary women and girls to realise their potential through access to funding, mentoring, and learning opportunities with industry experts, plus their own specialists at MECCA Brands.



Through M-Power Mentoring, M-Power is changing lives

M-Power has invested \$310,000 over the last three years to empower 25 women.

"There are few opportunities like this one that work with you to ensure you can launch into the next stage of your career. It is allowing me to be creatively and professionally brave knowing I have the MECCA community's support with me." - Hollie Fifer, MECCA M-Power mentee

"It's a great opportunity to meet like-minded people and learn and grow personally and professionally." - Dr Nicole Papadopolous, MECCA M-Power mentee

The Social Return on Investment for M-Power Mentoring

Through the M-Power mentor program, \$552,000 of social value has been created for mentors and mentees.

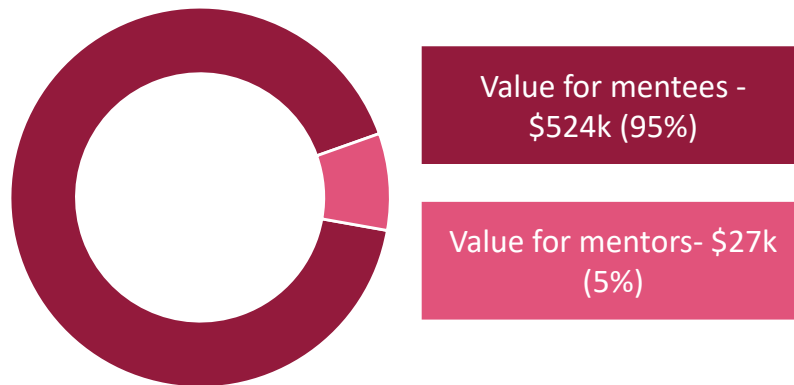


Figure 17: The social value generated by M-Power through its M-Power Mentoring investment

Social value of outcomes: \$552,000
 MECCA Investment: \$310,000
 Social value ratio
\$1.0 : \$1.8

Figure 18: The social value ratio of M-Power’s investment in M-Power Mentoring

What this value represents

Outcomes were defined for mentees and mentors who participated as outlined below in Figure 13.

Mentees (n=25)

Outcome	Total Value 2017 - 2019	
Increased financial capacity	\$215,000	41%
Increased professional networks	\$142,643	27%
Feeling part of a supportive community	\$108,745	21%
Increased confidence	\$39,112	7%
Increased business acumen	\$19,177	4%
TOTAL	\$524,677	100%

Mentors (n=25)

	Total Value 2017 - 2019	
Sense of fulfilment	\$18,586	67%
Access to talented people	\$9,181	33%
TOTAL	\$27,767	100%

Figure 13 Mentoring program value by outcome

Increased financial capacity to develop oneself or a particular line of work was a valuable outcome for the mentees and they also valued the professional networks that they were connected with through the program.

Here, while the mentees indicated that they received strong value from the program, they also indicated that there were several other factors contributing to their success and that they may have also achieved these outcomes through other programs that they were involved in.

“Having the support and people that back you transforms your ability to do great things.”
 – Mentee

“I also did [another program]. Developed a large group of mentors and networks that cross over.” – Mentee

What drives value

Together the education partnerships - Skyline, Stars and CAMFED - make up the majority of the social value created by M-Power. There are key drivers of this value which include:

1. These organisations' programs are aimed at particularly vulnerable demographics with incredible potential.
2. The programmes are carefully designed for these cohorts, unlocking that potential through education and holistic supports.
3. Multi-year partnerships and relatively untethered funding from M-Power has enabled the organisations to optimise the way the funding is spent, resulting in strong outcomes.
4. The partnerships are genuinely changing the life trajectories of young females.

The other partnerships are also creating positive value, although not to the same extent.

Recommendations

Maintain focus on investing in programs supporting women and girls

Investing in programs which align with the majority of MECCA's customer base makes sense. The evidence shows that women and girls face systemic barriers in many aspects of life. There is a question about the degree to which M-Power can meaningfully reduce those systemic barriers given the limitations on scale of investment. They can, however, support women and girls to overcome some of those systemic barriers. This is an important distinction.

Refine strategy to adopt a two-prong approach – supporting women and girls and addressing systemic barriers

M-Power clearly has great aspirations to address gender inequity and this study has revealed they are producing substantial social value by supporting a select group of women and girls to overcome the barriers imposed by gender inequity. This should continue. However, supporting women and girls to overcome barriers caused by gender inequity does not reduce or eliminate those barriers. We recommend that consideration is given to deliberative investment in programs and organisations that address systemic barriers alongside that which supports women and girls to overcome those barriers. This presents a powerful proposition.

Develop and implement an outcomes framework

M-Power has made its first foray into understanding and measuring the outcomes associated with its investments. We recommend this continues and goes further by developing an outcomes architecture for M-Power which clearly expresses the intended impact of the organisation. This will strengthen its ability to report on its impact, engage the MECCA organisation in its effectiveness and to convene collaborations of like-minded organisations around its intended impact.

Convene collaborations

M-Power invests in dozens of organisations which have related missions. Imagine the power of bringing those organisations together to share learnings, test new ideas, co-mentor each other and represent the issues of women and girls to policy-makers, investors, philanthropists and others. Under a brand banner of *M-Power, the Power of Many* (working title only) this collaboration could significantly amplify the impact of each individual investment made by M-Power.

Other support provided

MECCA has made a number of smaller, untied donations to a range of organisations in Australia between 2017 and 2021 totalling \$514,761 in support as outlined in Table 2 below. This does not include donations made to Skyline Foundation and Stars Foundation outside of their partnership agreements totalling \$67,987 and mentioned above.

Table 2 MECCA donations by organisation

Organisation	MECCA donations 2017-2021
The Hunger Project	\$246,450
Australian Red Cross	\$100,000
Our Watch	\$36,701
Bank of Melbourne - Neighbourhood Fund	\$30,000
ACCF -Australian Cervical Cancer Foundation	\$23,760
University of Melbourne	\$23,000
Alzheimer's Drug Discovery Foundation	\$20,675
Butterfly Foundation	\$15,461
Fitted for Work	\$10,622
Mardi Gras	\$10,000
Melbourne Foundation for Business & Economics	\$10,000
Camp Quality	\$10,000
Scale Investors	\$9,091
TOTAL	\$545,761

Team members have shown their support as well with a large fundraising drives in 2019 and 2021 totalling \$510,720 in support for a range of organisations in Australia as outlined in Table 3 below. This does not include the \$286,827 fundraised for Skyline Foundation, Stars Foundation and CAMFED mentioned above.

Table 3 Team member donations by organisation

Organisation	Team member donations 2019-2021
Share the Dignity	\$45,925
White Ribbon	\$41,881
Endo Aus	\$40,274
Look Good, Feel Better (NZ)	\$35,733
Look Good, Feel Better	\$27,326
PANDA	\$20,377
The Hunger Project	\$12,376
TOTAL	\$223,893

Some examples of generous product donations made by MECCA include:

- **\$200,000** of sunscreen products to support bushfire relief efforts in 2020.
- 31,750 “Thank You” boxes worth **\$525,000** for frontline health care workers in hospitals across Australia and New Zealand in 2020.

Appendix A Social Value Modelling Principles and Methodology

1.1 Social Value Modelling

Social value is the quantification of the relative importance that people place on the changes they experience in their lives.

The social value does *not* represent a financial transaction or money changing hands. It is a financial *proxy* to represent the value experienced by a stakeholder.

Value is subjective. It is important to consider and measure this social value from the perspective of those who receive the value.

This report is based on social value modelling and does not constitute a full social return on investment. See Figure 14 below for an overview of levels of social valuation.

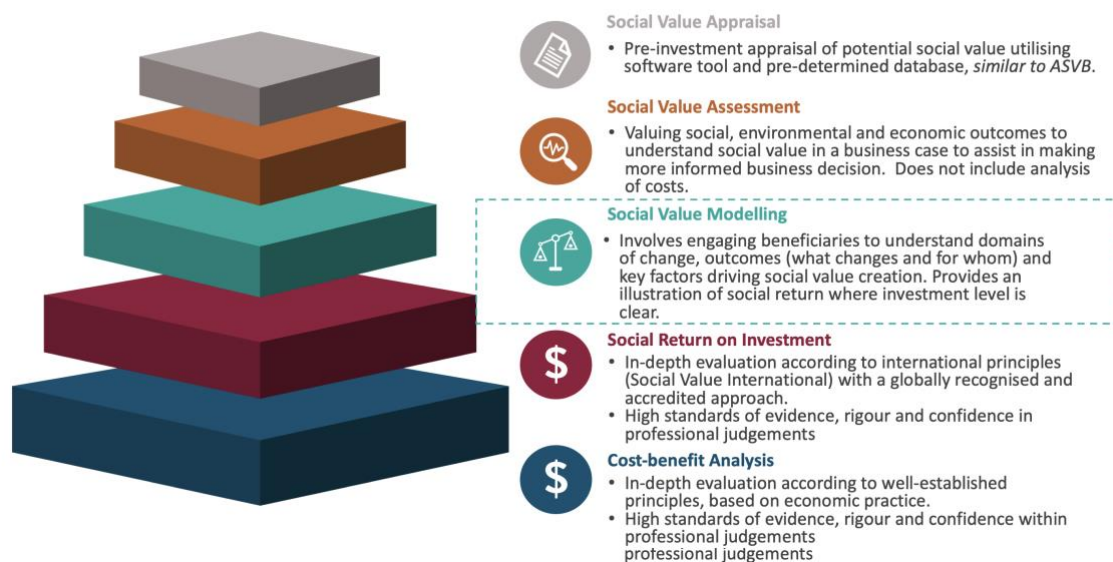


Figure 14 Levels of social valuation

1.2 Methodology for Social Value Modelling

The six stages of social value modelling are outlined below in Figure 15.

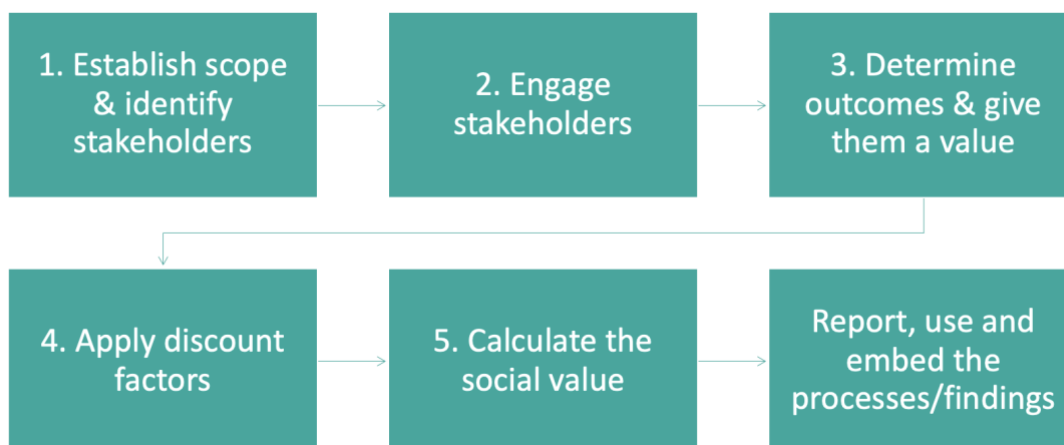


Figure 15 Stages of social value modelling

Each stage was completed as outlined below in Table 4.

Table 4 How the stages of social value modelling were applied

Stage	How it was applied
1. Establish scope and identify stakeholders	The scope of the partnerships that would be assessed were determined in conjunction with M-Power staff. Stakeholders were identified based on an initial assessment of the key stakeholder groups for each partnership and individuals selected based on ensuring all key stakeholder groups were represented.
2. Engage stakeholders	<p>Stars Foundation: 5 Interviews including mentors, mentees and organisational staff. Validation of outcomes and relative values was awaited at the time of writing.</p> <p>CAMFED: 7 interviews including students, learner guides and organisational staff.</p> <p>NGV partnership: Two interviews with artists plus validation of the outcomes and relative valuations with one artist.</p> <p>MECCA Mentoring program: Three interviews with mentees. A discussion with M-Power staff validated outcomes for mentors. There was also a validation of outcomes and relative values with two mentees.</p> <p>Skyline Foundation: As a full Social Return on Investment Analysis had recently been completed it was deemed unnecessary to further engage stakeholders to validate</p>

	<p>outcomes. A discussion with the Skyline CEO validated the findings for this report.</p>
<p>3. Determine outcomes and give them a value</p>	<p>Outcomes were determined based on the stakeholder interviews and program documentation provided.</p> <p>Valuation of the outcomes was conducted in line with social value international's standards on assigning financial proxies to outcomes. This includes using methods such as revealed preference valuation and willingness to pay valuation.</p> <p>For more information see: https://www.socialvalueint.org/principle-3-value-the-things-that-matter</p>
<p>4. Apply discount factors</p>	<p>Discount factors such as deadweight, attribution, and displacement were determined and applied based on interview responses and accredited social return on investment practitioner judgement.</p>
<p>5. Calculate the social value</p>	<p>An Excel model was developed for each partnership including investment in each partnership, outputs, outcomes and valuation.</p>
<p>6. Report and embed the findings</p>	<p>This report was produced and discussions held with MECCA on next steps for the M-Power program.</p>



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