



# Centre for Stories Social Impact Report

Improving wellbeing through  
storytelling

May 2022

Prepared by





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## **Acknowledgement of Country**

Huber Social acknowledge the traditional owners and custodians of country throughout Australia and acknowledges their continuing connection to land, waters and community. We pay our respects to the people, the cultures and the elders past, present and future.

## **Disclaimer**

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# Improving the Wellbeing of Storytellers and Their Audiences

Since the beginning of time, people have used stories as a means of connecting with each other across cultures, generations and borders. Storytelling - in both written and oral form - is not just a form of entertainment, but a means of educating, of challenging the status quo, of redefining our understanding of ourselves and others.

Centre for Stories recognises the innate social value of this art and has created a space for storytellers and listeners to gather, share, and learn. They focus on empowering those whose voices are most often silenced, including refugees, migrants, people of colour, LGBTQIA+, the elderly, and people with disabilities. Through skills training, mentorship, and production services, Centre for Stories has welcomed the people of Perth to listen to their whole community and find new, meaningful ways to grow together.

This social impact report outlines the findings and insights from research conducted during two storytelling events:

- **Backstories 2021:** An annual multi-sited storytelling event, Backstories champions the tradition of the Aussie backyard as a place for people to come together and celebrate what matters most. Measurement of this program includes the social impact experienced by audience members as well as storytellers.
- **2022 Writing Change, Writing Inclusion program:** a writing program offering mentorship, author promotion and access to additional support resources for early, emerging and established writers from culturally and linguistically diverse and/or First Nations backgrounds.

This report considers the impact of both programs, and presents a data driven profile of needs that may inform future Centre for Stories' programs.



Photo by: Aref Rashidan

**Centre for Stories was founded on the belief that stories matter because people matter.**



# Why Measure Social Impact?

Huber Social was engaged to measure the social impact of Centre for Stories' storytelling programs to demonstrate the overall program impact and identify opportunities to maximise effectiveness and better allocate resources.

## 1. Measure

To measure the impact of the Centre for Stories, Huber Social measures the shift in overall wellbeing and program outcomes for program participants - in this case, those in the Backstories events and Writing Change, Writing Inclusion program.

Measurement provides a data driven approach for the Centre for Stories to articulate their social impact to internal and external stakeholders.

## Why Wellbeing?

*Measures overall progress and supports the systematic solving of social issues*

Ultimately, the goal of all social impact is to put people in the best position to fulfil their potential and achieve wellbeing. It is therefore important to measure wellbeing to ensure that overall, programs are having a positive impact. To measure social impact, Huber Social therefore measures a shift in overall wellbeing and the specific program outcomes that contribute to it.\*

Taking a wellbeing approach also provides a whole-of-life understanding of a person's needs. Instead of starting with the issue at hand, which tends to focus on the crisis end of a problem and place artificial limitations on the needs of people, strengthening wellbeing supports building a person's capability and opportunity to fulfil their potential, thus working to systematically address social issues.

\*For details of how Huber Social measures wellbeing, please refer to Appendix 1, the Huber Social Wellbeing Measurement Framework

## 2. Maximise

Beyond a focus on target outcomes, Huber Social's approach considers the holistic needs of a person to be in the best position to fulfil their potential.

This approach identifies opportunities to refine the Centre for Stories' storytelling programs (if required) and utilisation of resources to maximise the program impact on participant wellbeing.



Photo by: Tasha Faye



MISSION

**Centre for Stories  
uses storytelling to  
inspire social  
cohesion and  
improve  
understanding of  
diverse communities.**



# Backstories 2021 Program Summary

Backstories is an annual storytelling event, hosted across the suburbs of Perth and regional Western Australia.

The design and framework used by the Centre for Stories upholds one of their core values which is to include the voices of under-represented communities in the creative sector. This allows them to present a mission that is two-fold. Community engagement comes through a desire to hold a mirror up to the community to show a true reflection of itself by adding the voices of those who are ordinarily silenced, representing the breadth and diversity of a community. It also offers storytellers a space to experience belonging and to craft new skills that can encourage confidence and be used to develop their artistry.

## Storyteller workshops and training

Story training is conducted by experienced trainers who have theatre and publishing backgrounds, and who have undergone the Centre for Stories trainer training program. Story training workshops for participants in Backstories:

- Covers the theory of storytelling;
- Provides direction on how to develop the narrative arc;
- Offers support to develop a story and practice, share, and receive feedback on stories; and
- Trains storytellers to deliver stories at live events.

## Audience events

14 backyards were selected for Backstories 2021. Each venue was supported by an MC, venue manager, photographer and security guard with first aid qualifications. Each event lasted approximately two hours; audiences were asked to bring a picnic, and were entertained by live music and two or three storytellers.



Photo by: Simeon Neo



# Writing Change, Writing Inclusion 2022 Program Summary



Photo by: Centre for Stories

Funded by The Ian Potter Foundation, Australia Council and Centre for Stories Founders Circle, Writing Change, Writing Inclusion (WCWI) is a writing program offering support for early, emerging and established writers from CaLD and/or First Nations backgrounds.

Informed by previous writing programs hosted by Centre for Stories, WCWI includes:

- Hot Desk Fellowship
- Mentoring program
- Access to emerging writer courses
- Access to professional courses
- Website and social media profiling
- Opportunities at festivals and events
- Access to Centre for Stories events, networks peer support, and staff support
- Opportunities to collaborate with relevant organisations and publishers
- Opportunities to submit to the Centre for Stories' next anthology.

## Mentoring program

This report includes WCWI participants who specifically participated in the mentoring component of the program. Mentees were paired with an established author or script writer for a period of 6-9 months to produce a body of work in poetry, prose, stage/script writing, or non-fiction. During this period, mentors and mentees had 20 hours of face-to-face contact time. Mentees and mentors were profiled on the Centre for Stories' website and social media, and have had the opportunity to attend Centre for Stories events and workshops, attend networking events, interact with other writers, and seek support from Centre for Stories staff.



# Centre for Stories' Impact Thesis

The Centre for Stories Impact Thesis outlines how the organisation impacts those who participate in their storytelling programs. Through measuring each level of impact, Centre for Stories can use a data driven approach to demonstrate what works and what is needed to maximise impact and outcomes. The following model considers outcomes for storytellers participating in Backstories 2021 and WCWI 2022, along with audience members who attend the Backstories festival events.

## 1. Impact

Centre for Stories improves the wellbeing of storytellers and their audiences by putting them in the best position to fulfil their potential



## 2. Outcomes for Storytellers and Audiences

Centre for Stories achieves this impact by targeting outcomes across:

- Wellness
- Life skills
- Resilience
- Relationships
- Connection to community
- Opportunities for self-development



## 3. Outputs

Centre for Stories programming delivers the following outputs:

- Storytellers have mentors
- Storytellers develop new skills
- Storytellers have opportunity for employment
- Storytellers have community engagement
- Safe spaces provided for belonging



## 4. Activities

These outputs are achieved with the following activities:

- Mentoring
- Events
- Skills development
- Creating safe space for inclusion
- Performance opportunities



## 5. Resources

The above impact requires the following inputs:

- Mentors
- Administrative staff
- Other storytellers
- Events
- Marketing
- Audience members



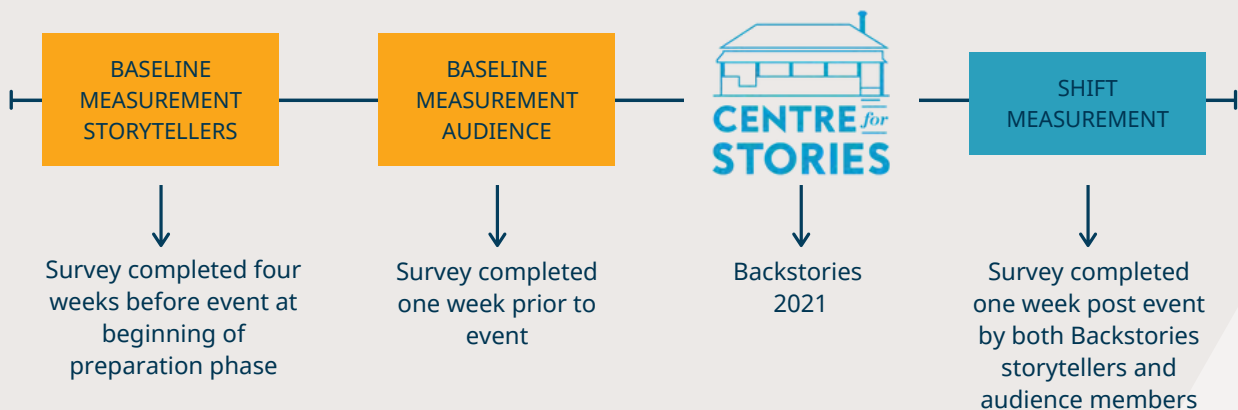


# The Measurement Activities

To measure the impact of Centre for Stories' Backstories 2021 and WCWI 2022 programs, Huber Social measured the shift in the wellbeing (impact) and shift in levels of capability and access to opportunities (outcomes) for writers, storytellers and audience members. A co-design workshop was conducted to determine the most appropriate outcomes to include in the measurement for both groups. For further information on the Huber Social Wellbeing Measurement Framework, see the report Appendix.

Data was collected primarily through the use of online, self-report surveys. For Backstories 2021 storytellers, baseline data was collected in January 2021 and shift data was collected throughout the end of March and April 2021. WCWI 2022 baseline data was collected in June-July 2021, and shift data was collected in February-March 2022.

## Backstories 2021 Measurement Plan



## WCWI 2022 Measurement Plan



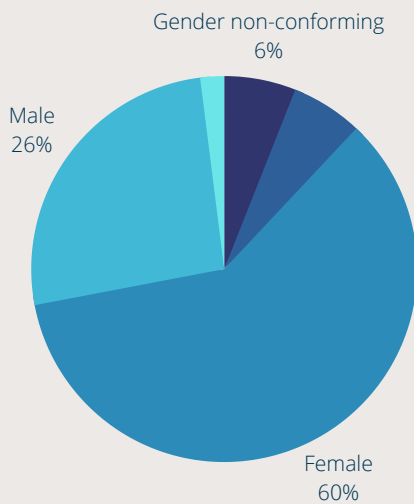


# Demographics of Backstories 2021 Storytellers

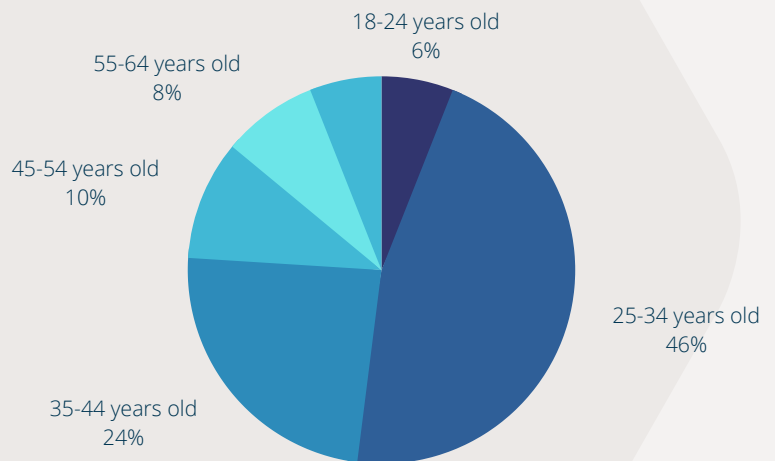
Centre for Stories prides itself on creating a safe space for everyone. This value of acceptance is reflected in the diversity of participants they welcomed in the Backstories 2021.

A total of 50 surveys were completed, with 20 paired responses from baseline and shift measurements. Over half of the storytellers in this year's cohort identify as female, and the majority were between 25-34 years old. While English is the predominant language spoken at home nearly half of participants spoke at least one other language.

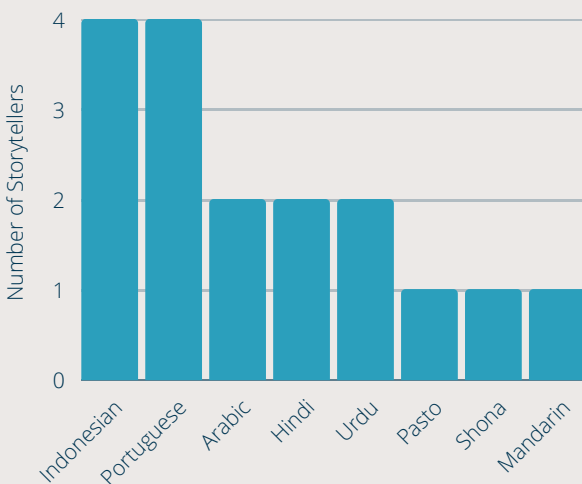
**Backstories 2021 storytellers, by gender identity**



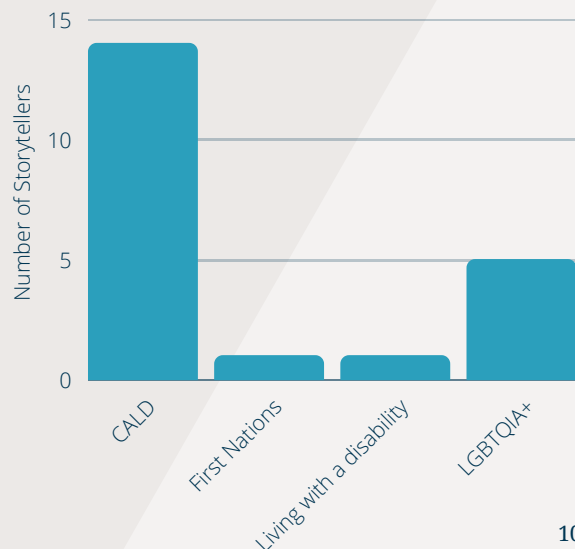
**Backstories 2021 storytellers, by age**



**Backstories 2021 storytellers, by language spoken at home**



**Backstories 2021 storytellers, by diverse population representation**



\*Languages spoken at home other than English

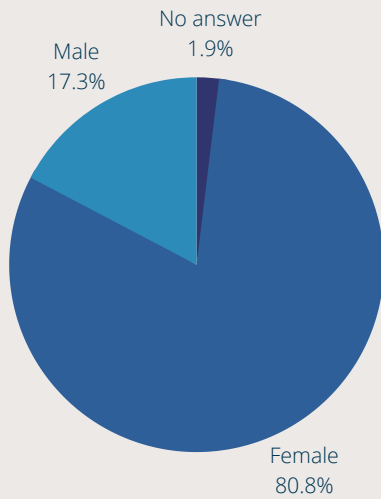


# Demographics of Backstories 2021 Audience Members

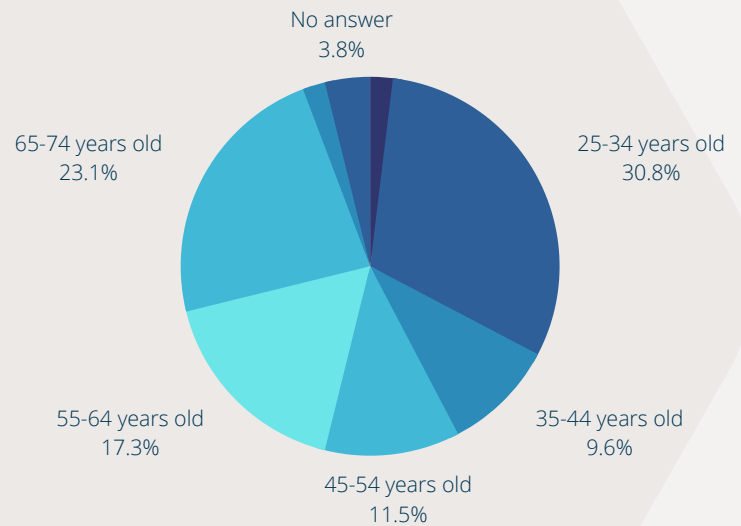
A total of 66 surveys were completed by Backstories 2021 audience members, of which only 12 were successfully paired from before and after attending events.

The majority of respondents identified as female (81%), and while close to four-fifths (79%) did not identify with any underrepresented population, there was representation from people who identify as LGBTQIA+ (2%), First Nations (2%), living with a disability (2%), and culturally and linguistically diverse (15%).

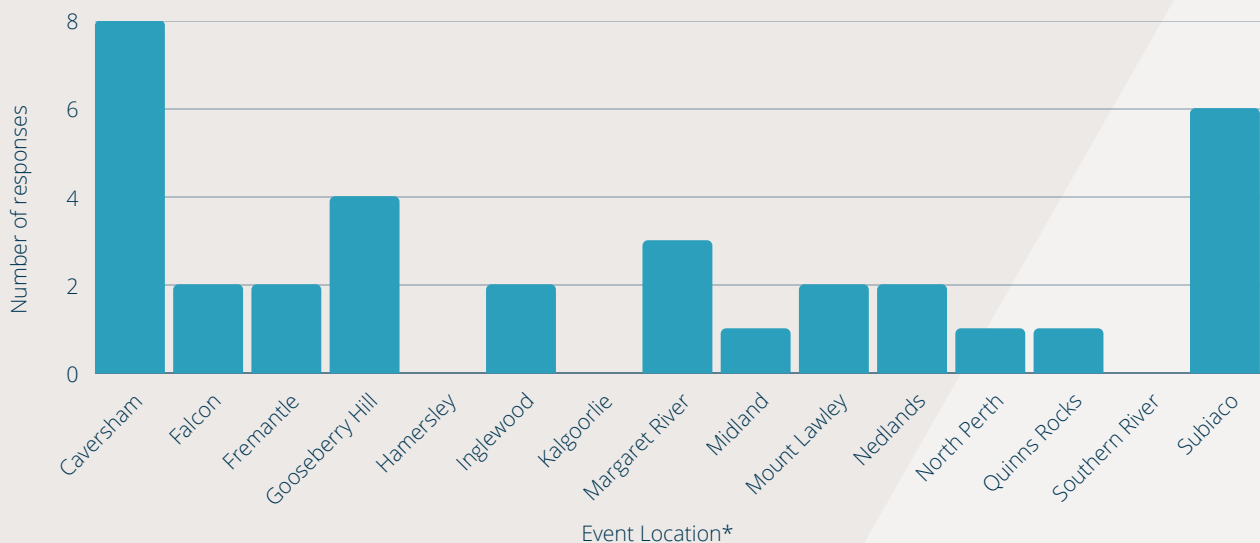
**Backstories 2021 Audience Members, by gender identity**



**Backstories 2021 Audience Members, by age**



**Backstories 2021 Audience Members, by location of respondents**



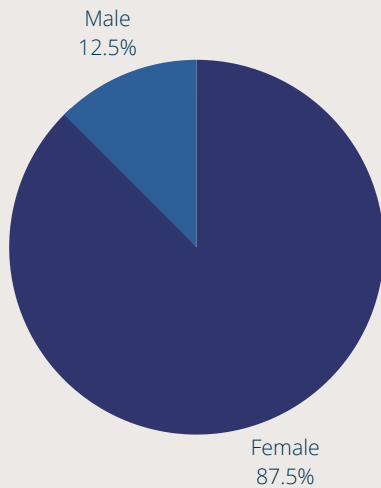
\*Note that no audience members who attended Backstories 2021 events in Hamersley, Kalgoorlie, or Southern River completed a baseline or shift survey.



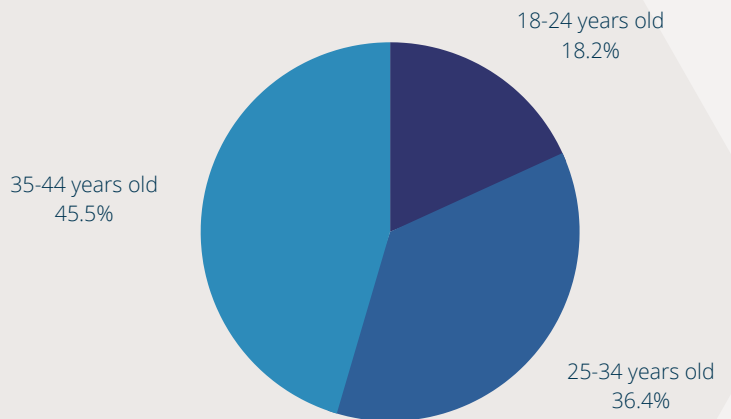
# Demographics of WCWI Writers

In this year's measurement, 8 of the 10 WCWI participants completed both baseline and shift surveys for a response rate of 80%. The majority of participants identify as female and from an underrepresented group (75%). On average, participants had completed about one Centre for Stories program prior to the start of WCWI. As there were no WCWI writers who identified as refugee or asylum seekers, Centre for Stories may want to consider other forms of outreach to this population to include them in future programming.

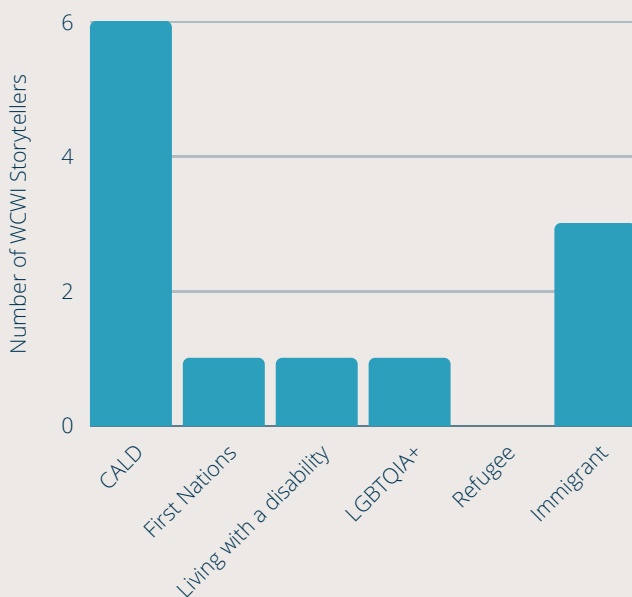
**WCWI Writers, by gender identity**



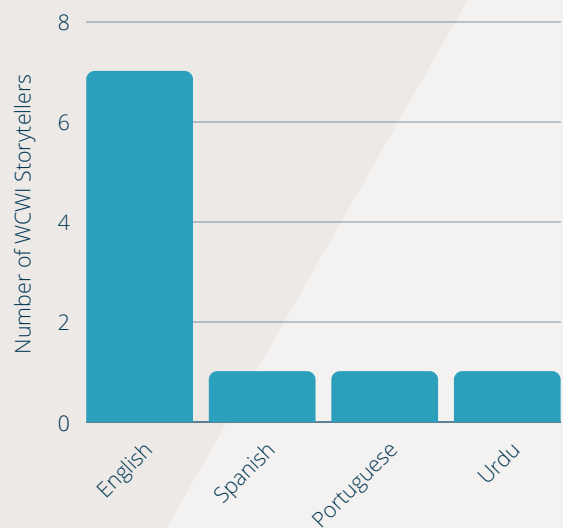
**WCWI Writers, by age**



**WCWI Writers, by diverse population representation**



**WCWI Writers, by primary language spoken at home**





**"First in a long time I could truly say I was proud of myself."**

I've had the opportunity to develop personally. I did things and spoke in ways I never would have imagined. Centre for Stories pulled me out of my comfort zone and made me feel brave. It was a great feeling like no other I've ever felt after delivering my story. First in a long time I could truly say I was proud of myself. I've come a really long way and would love to continue. There is still room for growth and development on my part. Thank you so much!

*- Backstories Storyteller*



# **Key Findings:** **The Impact of Centre for Stories**

## **1. Centre for Stories' Programs Improve Overall Wellbeing Among Storytellers**

Centre for Stories creates a significant positive shift in overall wellbeing for storytellers, across both the Backstories 2021 (9%) and WCWI 2022 (22%) programs. This demonstrates the power of storytelling and the effectiveness of Centre for Stories' programs.

## **2. Backstories Strengthens Storytellers' Sense of Connection and Communication Skills**

Storytellers reported a significant increase in their communication skills following their participation in Backstories 2021, particularly in their ability to share their thoughts and feelings with others (12%) and to express themselves through storytelling (9%). They also reported an increase in their sense of connection with community, family and friends, and in their problem solving skills.

## **3. Backstories Audience Members Feel More Connected to Culture and Community**

After attending a Backstories 2021 event, audience members reported feeling significantly more connected to culture (8%). They also reported an increase in their sense of community connection and feeling more safe in their community.

## **4. WCWI Improves Writers' Access to Environments that Promote Self-respect**

WCWI writers reported a 10% increase in feeling heard and respected by others. Given that this is also a need with a statistically strong relationship with overall wellbeing, these results demonstrate that WCWI successfully addresses the needs most important to participants' wellbeing.

## **5. Relationship Skills Are A Priority Need for Storytellers and Writers**

Across storytellers and writers from both programs, relationship skills - namely feeling confident in one's ability to make new friends and to trust others - were identified as needs that are not currently being fully addressed. Centre for Stories may want to consider ways to focus on or further incorporate these factors into their future programming so as to maximise the positive impact it can have on the wellbeing of all storytellers and writers.



## Backstories 2021

The following section explores the impact of Backstories 2021 among both storytellers and audience members.



# The Impact of Backstories 2021

## Following participation in the Backstories 2021, overall wellbeing among storytellers increased by 9%.

To measure overall wellbeing, storytellers and audience members were asked about their own satisfaction with life.

Before beginning the Backstories 2021 event preparation, average overall wellbeing among storytellers was 4.99 out of 7. Following the event, average overall wellbeing of storytellers had increased to 5.34 out of 7. When comparing individual shifts in wellbeing, results show an increase of 9% in average overall wellbeing across all storytellers.\*

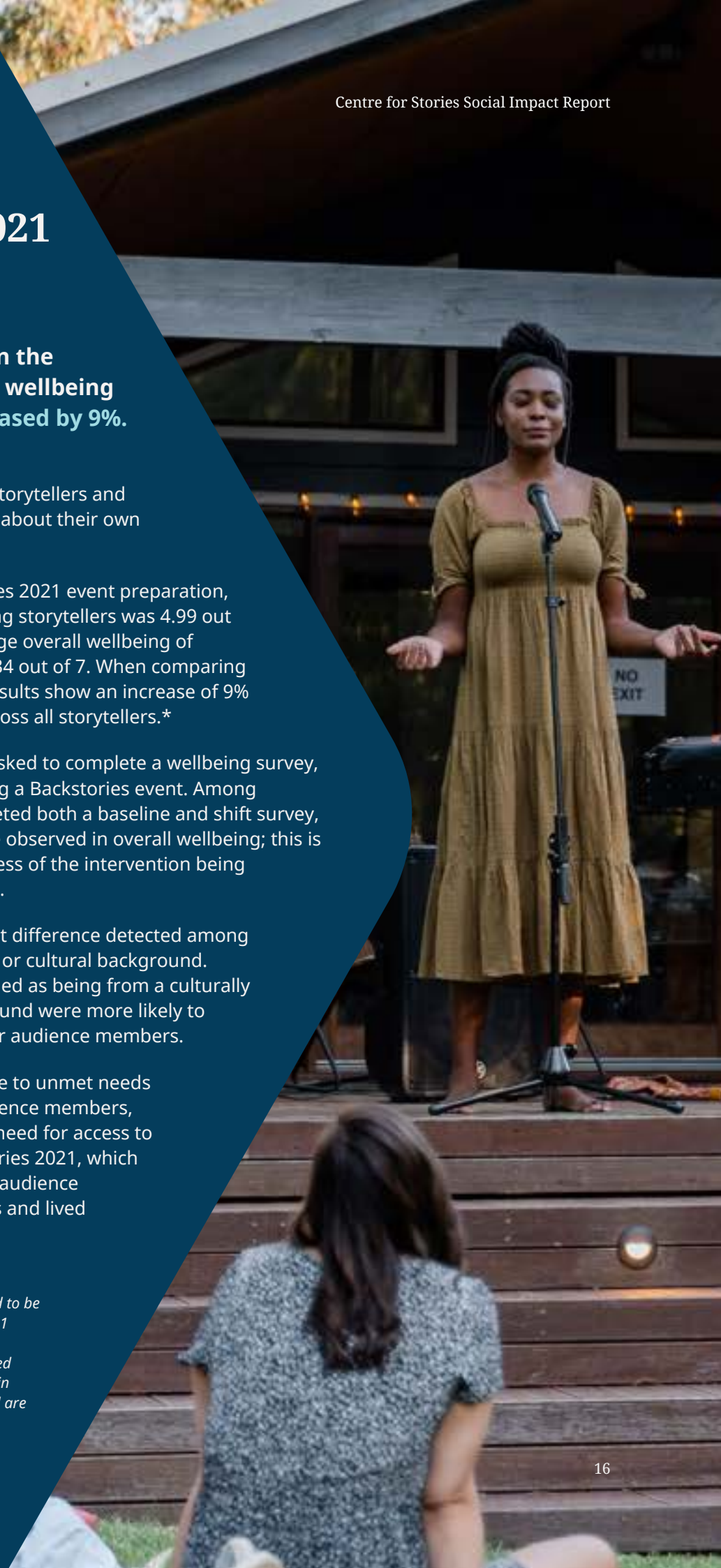
Audience members were also asked to complete a wellbeing survey, both prior to and after attending a Backstories event. Among audience members who completed both a baseline and shift survey, there was no significant change observed in overall wellbeing; this is not surprising given the shortness of the intervention being measured (one two-hour event).

However, there was a significant difference detected among audience members by ethnicity or cultural background. Audience members who identified as being from a culturally or linguistically diverse background were more likely to have lower wellbeing than other audience members.

This difference is likely to be due to unmet needs amongst culturally diverse audience members, and may speak to the ongoing need for access to creative events such as Backstories 2021, which are reflective of the diversity of audience members' cultural backgrounds and lived experiences.

*\*Difference in overall wellbeing was found to be statistically significant for Backstories 2021 storytellers ( $p < 0.01$ ), but not for audience members ( $p > 0.1$ ). This means that observed changes in wellbeing for storytellers may in part be attributed to program impact and are not due entirely to chance.*

Photo by: Liam Moore







# Backstories Storytellers Improve Connections and Communication Skills

To understand Centre for Stories' specific program outcomes for Backstories 2021 storytellers, Huber Social measured impact across a range of different capabilities and opportunities.

To measure impact, storytellers were asked to assess their own level of capability and access to opportunity across a variety of factors that could contribute to their wellbeing. The percentages below represent the six largest positive shifts that storytellers self-reported before and after this year's Backstories.



### Community Connection

**+14%**

Storytellers feel closer to their community



### Problem Solving\*

**+12%**

When confronted with a problem, storytellers can usually find a solution



### Communication Skills\*

**+12%**

Storytellers are able to share their thoughts and feelings with others



### Connection to Culture

**+12%**

Storytellers feel a closer connection to their culture



### Connection to Family

**+10%**

After participating in Backstories, storytellers feel closer to family



### Communication Skills\*

**+9%**

Storytellers feel more confident in their ability to express their ideas through story

#### Data includes:

- 20 baseline responses (before participating in Backstories 2021)
- 20 shift responses (after participating in Backstories 2021)

Responses were collected from Perth and regional Western Australia.

*\*Indicates outcomes shifts that were found to be statistically significant (p<0.2), meaning that observed changes in these outcomes may in part be attributed to program impact and are not due entirely to chance.*



**"You've brought me closer to my community and feel like I belong."**

You've helped me connect with like-minded people. You've helped me connect human to human. You've brought me closer to my community and feel like I belong. You've brought out my light and lifted my spirit through the storytelling training. You've helped me better understand people's experiences who identify in different ways. You've helped me find confidence in my story and sense of self.

*- Backstories Storyteller*



# Audience Members Feel More Connected to Culture and Community

Just as storytellers benefit from the Backstories events, so does the audience. To understand specific program outcomes for audience members, Huber Social measured the impact of Centre for Stories across a range of capabilities and opportunities. The percentages below represent the six largest positive shifts that audience members experienced.



**Connected to Culture\***

**+8%**

Feeling connected to their culture



**Community Access**

**+7%**

Feeling safe in their own community



**Community Connection**

**+6%**

Being accepted by their community



**Community Connection**

**+6%**

Having a sense of belonging within their community



**Self-Development Opportunities**

**+6%**

Chance to connect with new people



**Self-Acceptance**

**+6%**

Audience members like who they are

*Data includes:*

- 29 baseline responses (before attending Backstories Festival 2021)
- 36 shift responses (after attending Backstories Festival 2021)

Responses were collected from Perth and regional Western Australia.

*\*Indicates outcomes shifts that were found to be statistically significant (p<0.2), meaning that observed changes in these outcomes may be attributed to program impact and are not due entirely to chance.*



**"Telling others what I have been through made me stronger as a person and proud of who I am."**

Centre for Stories has helped me by giving me the skills and the platform needed so I could share my story. With this opportunity, I learned that by telling others what I have been through made me stronger as a person and proud of who I am. Moreover, the more I shared my story, the more I saw people coming to me saying they had been through similar situations, which is very meaningful to me.

*- Backstories Storyteller*



# Predictive Factors of Wellbeing Among Backstories 2021 Storytellers

To understand what matters most to storytellers' wellbeing, statistical analysis was used to identify which, of the 53 individual factors measured, have a strong, positive relationship with overall wellbeing - these are called 'predictors of wellbeing'. When someone scores high on a predictor of wellbeing, they are more likely to also have high wellbeing as opposed to someone who scores low on that factor. Similarly, if the average score of a predictor of wellbeing is improved upon across all storytellers, overall wellbeing is more likely to improve as well.

Results show that the following three factors were significantly associated with a higher score of overall wellbeing for Backstories 2021 storytellers:



### **Mental Wellness - Being proud of one's accomplishments**

This was one of two factors positively associated with wellbeing among storytellers prior to beginning Backstories preparation.



### **Relationship Skills - Ability to trust others**

While this factor was positively associated with wellbeing among storytellers, it was also one of the lowest ranked both before and after Backstories, indicating that this factor presents an opportunity for future gains.



### **Mental Wellness - Having a sense of purpose in one's life**

This factor emerged as a positive predictor of wellbeing among storytellers after participating in Backstories.

These results suggest that Backstories 2021 storytellers who have a greater pride in their achievements, who are able to trust others, and who have a greater sense of purpose in life are more likely to have higher wellbeing compared to other storytellers.

As the Centre for Stories storytelling programs aim to address these factors among all participants, these findings support Centre for Stories' approach and reinforce the importance of storytellers' access to programs that strengthen their sense of pride, purpose, and comfort with vulnerability. With this information, Centre for Stories can better understand which aspects of the Backstories 2021 program are successfully addressing these predictors of wellbeing, and where there is potential for the organisation to have an even greater impact on storytellers' wellbeing by modifying or expanding the Backstories 2021 program to further improve these key wellbeing needs.

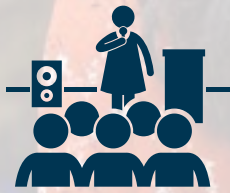
*All factors identified as predictors of wellbeing are statistically significant ( $p < 0.01$ ). For more information on predictors of wellbeing and the methodology used to calculate them, please see the 'Predictors of Wellbeing' page in the report appendix.*



# Ability to Trust Others is a Priority Need

The ability to be willing and able to trust others speaks specifically to our relationship skills, and is a predictive factor for higher wellbeing among storytellers.

However, this factor was also found to be one of the lowest scoring reported among storytellers, both before entering Backstories preparation and after the event.



**Trusting Others**

**4.9**

One's ability and capacity to trust others.\*

This is therefore an indication of where storytellers feel that their needs are unmet; it also presents an opportunity for future work to be done.

By strengthening the relationship skills of storytellers so that they may feel more able in trusting others, they will be more likely to see an increase in their overall wellbeing.

*\*Wellbeing factors are scored on a scale from 1 to 7, with 1 being lowest and 7 being highest.*



# Predictive Factors of Wellbeing among Backstories 2021 Audience Members

As with storytellers, statistical analysis was used to identify which factors have a unique and significant relationship with the overall wellbeing of the Backstories 2021 audience members.

Results show that the following three factors were significantly associated with a higher score of overall wellbeing:



### **Mental Wellness - Being proud of one's accomplishments**

Similarly to storytellers, being proud of one's accomplishments in life was found to have a significant positive relationship with wellbeing among audience members.



### **Self-development - Access to environments that facilitate self-respect**

Feeling that one's opinions are heard and respected was found to be a protective factor for wellbeing among audience members



### **Mental Wellness - Enjoying life and having fun**

Audience members who report having fun and enjoying life are more likely to have a higher overall wellbeing.

These results indicate that Backstories 2021 audience members who have a greater sense of pride, self-respect and enjoyment in life are more likely to have higher wellbeing as compared to audience members who have low scores across these factors.

These findings may be useful for Centre for Stories in design and deliver of current and future events that include audience presence. Events that address these three factors in particular are more likely to have a positive impact on the overall wellbeing of audience members. In promoting new storytelling opportunities, Centre for Stories may also want to consider highlighting the transformative power their programs have with respect to pride, enjoyment and self-respect as these factors may likely be important to the overall wellbeing of potential new participants.

*All factors identified as predictors of wellbeing are statistically significant (p<0.01). For more information on predictors of wellbeing and the methodology used to calculate them, please see the 'Predictors of Wellbeing' page in the report appendix.*



Photo by: Hannah Uren



# Backstories 2021 Storytellers and Audience Members Strengths

To understand where storytellers and audience members are feeling the most confident following their participation in Backstories 2021, Centre for Stories can look to the factors which received the highest scores at 'shift' measurement.\*

## Storyteller Strengths

For Backstories 2021 storytellers, across all factors measured participants scored the highest on average on factors related to personal interests, hope and access to relationships. This indicates that Backstories 2021 storytellers are incredibly passionate and hopeful, and most appreciate relationships that offer words of affirmation.



**Passions**

**6.55**

Storytellers have strong passions and interests



**Hope**

**6.25**

Storytellers have things to hope for



**Access to Relationships**

**6.25**

Storytellers have people in their life that encourage them

## Audience Member Strengths

Backstories 2021 audience members are strongest in their relationship skills, opportunities to learn new things, and community safety.



**Relationship skills**

**6.50**

Audience members are comfortable with cultural diversity



**Self-development**

**6.36**

Audience members have the opportunity to learn new things



**Community Access**

**6.25**

Audience members feel safe in their communities

\*All scores reported are out of 7.





# Challenges that Remain

Despite the positive outcomes achieved by Backstories 2021, both storytellers and audience members face ongoing challenges, beyond and outside of the program.

These challenges have been identified by assessing the lowest scoring factors at the 'shift' measurements for storytellers and audience members. Many of these outcomes are also those that have seen the largest shifts, which may indicate that these are areas where further gains can be made, particularly for those identified as priority needs.

## Challenges Experienced by Storytellers

Only three factors received an average score of 5 or below (out of 7):



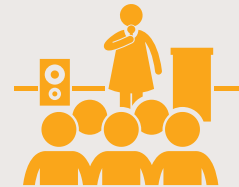
### Connection to Culture

Having access to opportunities to engage with their culture



### Connection to Family

Feeling a close bond with their family



### Trusting Others

Ability to trust others and be vulnerable

## Challenges Experienced by Audience Members

The following three factors scored an average score of 5 or below (out of 7):



### Connection to Culture

Having access to opportunities to engage with their culture



### Spirituality

Feeling a meaningful connection with something bigger than themselves



### Communication skills

Being able to ask for help when they need it

A woman with dark, wavy hair and glasses is speaking into a microphone. She is wearing a red patterned top. The background is a blurred green and yellow bokeh, suggesting an outdoor setting with trees. A large white diagonal shape is overlaid on the left side of the image, containing text.

**"I am truly grateful for this opportunity to have my creative voice be heard."**

Centre for Stories, with assistance from DADAA, have given me a great platform to hone and express my creativity to write and tell stories that I am proud to tell and read out. I am grateful for the support that the team has given me and my fellow storytellers. There are not many facilities that would offer a great platform or network for many people like myself, a person from culturally diverse background and living with a disability. I am truly grateful for this opportunity to have my creative voice be heard.

*- Backstories Storyteller*



## Writing Change, Writing Inclusion

The following section explores the impact of the 2022 Writing Change, Writing Inclusion program.



# The Impact of Writing Change, Writing Inclusion

**Following participation in WCWI, overall wellbeing among writers increased by 22%.**

Baseline data was collected from writers at the start of the WCWI program. A second (shift) measurement was taken directly after completing the mentoring program.

The average overall wellbeing of WCWI writers at baseline was 4.63; by program completion, average overall wellbeing had increased to 5.63. Results show a statistically significant increase of 22% in overall wellbeing, meaning the changes observed may in part be attributed to program impact and are not entirely due to chance.

First Nations WCWI writers and writers who do not identify as part of an underrepresented group were more likely to have higher wellbeing than their fellow peers. There was no difference detected in overall wellbeing by age, gender, disability, identification as LGBTQIA+ or cultural or linguistic diversity. It is important to note that the sample is quite small, and findings should be indicative only of survey participants rather than the general population.



Photo by: Centre for Stories

*Sample size for analysis include baseline and shift survey responses from 8 participants. All shifts reported are statistically significant ( $p < 0.01$ )*



# WCWI Improves Writers' Sense of Self

To understand Centre for Stories' specific program outcomes for WCWI writers, Huber Social measured impact across the same outcomes identified in the Centre for Stories Impact Thesis.

Writers were asked to assess their own level of capability and access to opportunity across 35 different factors which could contribute to their wellbeing. The percentages below represent the largest significant shifts that storytellers self-reported before and after this year's WCWI.\*



### Self-expression

**+18%**

Writers feel that they can express themselves through creativity



### Self-worth

**+12%**

Writers feel pride in their life achievements



### Self-acceptance

**+11%**

Writers like themselves for who they are



### Self-respect

**+10%**

Writers have access to environments that promote respect



### Access to Relationships

**+9%**

Writers feel that they have more people in their life who help them

#### Data includes:

- 8 baseline responses (before participating in WCWI)
- 8 shift responses (after participating in WCWI)

Responses were collected from Perth and regional Western Australia.

*\*All factor shifts reported above were found to be statistically significant (p<0.1), meaning that observed changes in these factors may in part be attributed to program impact and are not due entirely to chance.*



**"I can call myself a writer and a poet with more excitement and confidence now."**

I am a much stronger writer who has a lot more direction in what I am trying to convey. I feel more confident in my abilities as a poet, and the vast changes in my writing style has helped me find my voice in what I create. Finishing the poems for this program has encouraged me to start new projects to follow up from here that I am really excited to work on.

*- WCWI Writer*



# Predictive Factors of Wellbeing Among WCWI Writers

As with the Backstories 2021 measurement, this project aimed to understand which of all factors measured have a significant relationship with overall wellbeing. With this information, Centre for Stories will have a better understanding of which predictive wellbeing factors the WCWI program already addresses, and where there is potential for an even greater impact in writers' wellbeing.

Results show that of the 53 factors measured, the following four factors were significantly associated with a higher score of overall wellbeing:



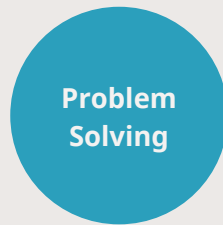
**Self-development - Access to environments that facilitate self-respect**

Feeling that one's opinions are heard and respected was found to be one of the strongest predictors of wellbeing for WCWI writers, and was a factor that writers' improved upon over the program



**Services and Structures - Access to safe communities**

This factor received a score of 5.75 out of 7, indicating that WCWI writers feel moderately safe in their communities



**Resilience - Confidence in one's abilities to solve problems**

This factor emerged as a positive predictor of wellbeing, but WCWI writers' problem solving skills did not significantly improve over the course of the program



**Life Skills - Ability to make friends easily**

This factor was identified as a predictive factor for WCWI writers' wellbeing, but received a below-average score of 5.43

WCWI writers who have a greater sense of self-respect, who are confident in their problem solving and relationship building skills, and who feel safe in their communities are more likely to have higher overall wellbeing as compared to writers who feel less confident across these factors. Importantly, access to environments that facilitate self-respect improved 10% among WCWI writers over the course of the program, demonstrating that WCWI is effective at addressing the needs most important to program participants.

While these four factors are within the scope of WCWI outcomes, these four factors all received average or below average scores at the end of the WCWI program, indicating that there is an opportunity for the program to better serve these needs so as to have an even greater impact on participant wellbeing. For future WCWI programs, Centre for Stories may want to consider ways that the program design and delivery can focus on the above outcomes, or explore the addition of new curriculum components so that the program fully addresses those needs most important to writer wellbeing.

*All factors identified as predictors of wellbeing are statistically significant (p<0.01). For more information on predictors of wellbeing and the methodology used to calculate them, please see the 'Predictors of Wellbeing' page in the report appendix.*



# Problem Solving and Relationship Skills Are Priority Needs

For WCWI writers, problem solving and relationship skills, specifically the ability to make friends, were both identified as predictors of wellbeing due to the strong, positive correlation these factors have with overall wellbeing.

However, neither of these factors saw significant improvements over the course of the WCWI program, and both received below-average scores from writers following program completion.\*



**Relationship Skills**

**5.43**

One's ability to make friends with ease



**Problem Solving Skills**

**5.43**

Ability to solve problems

This is therefore an indication of where WCWI writers' needs are not fully being addressed by the program; it also presents an opportunity for future work to be done.

By strengthening the relationship and problem solving skills of future WCWI writers, Centre for Stories will be more likely to see an increase in the overall wellbeing of their program mentees.

*\*Outcomes factors are scored out of 7. Average outcomes score was 5.85 at shift measurement*





# WCWI Writers' Strengths and Challenges

To understand where writers are feeling the most confident following their participation in WCWI, Centre for Stories can look to the factors which received the highest scores at 'shift' measurement. Across all factors measured, WCWI writers scored the highest on average across factors related to personal interests and access to relationships. This indicates that WCWI writers are incredibly passionate but also place importance in relationships that offer acts of service and words of affirmation, all outcomes well aligned with the mentorship components of WCWI.

## Three Highest Scoring Factors at Shift\*



**Passions**

**6.75**

Writers have strong passions and interests



**Access to Relationships**

**6.63**

Writers enjoy giving their time to others



**Access to Relationships**

**6.63**

Writers have people in their life that encourage them

Despite the positive outcomes achieved by WCWI, writers also face ongoing challenges, beyond and outside of the program. These challenges have been identified by assessing the lowest scoring factors at the 'shift' measurements for WCWI writers. Many of these factors also overlap with those reported amongst Backstories 2021 storytellers and audience members, indicating a consistent need that may be underserved amongst Centre for Stories participants and the broader community.

## Three Lowest Scoring Factors at Shift\*

The following factors received a score below 5 out of 7:



**Connection to Culture**

Access to opportunities to engage with one's culture



**Self-development**

Feeling free to be themselves around others



**Connection to Culture**

Feeling connected to one's culture

\*All scores reported are out of 7.



**"I will always have  
this mentorship as  
one of the most  
important aspects of  
my adult life."**

Meeting my mentor was like finding the perfect glove to cover your scared hands. She got me, and we connected and had deep meaningful conversations, and I learnt so so much from her. This person will be forever in my heart, and I am happy to say that we became good friends.

*- WCWI Writer*



## Get Involved

Centre for Stories runs mentoring and fellowships to support emerging writers to develop their craft; runs training programs for young and old to craft their oral stories; and shares these stories in print, online and at live events.

### BECOME A STORYTELLER

Centre for Stories is always looking for oral storytellers to be trained and participate in their festivals, so pitch your story to them. Send a 100-word story pitch to: [info@centreforstories.com](mailto:info@centreforstories.com)

### COLLABORATE

Centre for Stories supports individuals, community groups, government agencies and the corporate sector to tell stories that engage and inform. Reach out to chat further about collaboration and partnerships.

### SPONSOR

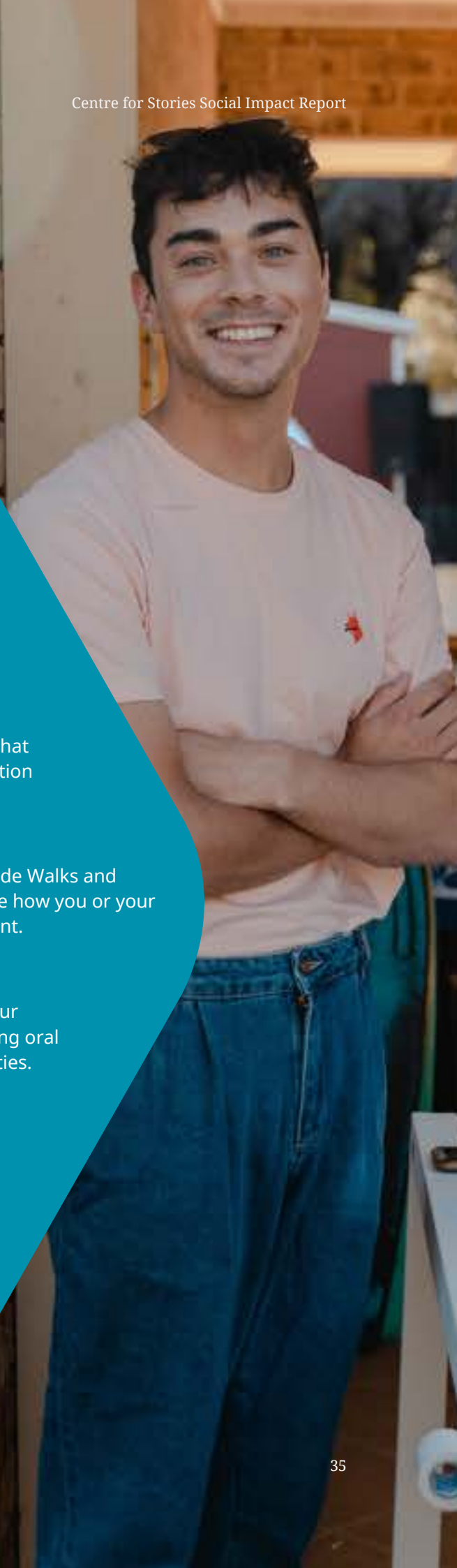
Centre for Stories seeks sponsorship for its annual festivals, Side Walks and Backstories, and other public facing events. Get in touch to see how you or your business will benefit from sponsoring a Centre for Stories' event.

### DONATE

Show your support through a monthly or annual donation. Your contribution will enable Centre for Stories to continue delivering oral storytelling and creative writing training for diverse communities.

Centre for Stories runs specific programs that:

- Support young women to build their confidence, share their dreams and aspirations through the craft or storytelling;
- Support young people from migrant and refugee backgrounds to express themselves, feel empowered by their experiences, and build confidence so that they can transition to employment and mainstream education;
- Mentor emerging writers from diverse backgrounds (CALD, LGBTQIA+, people living with a disability) to develop their craft and their writing practice to achieve publication.





# Get in Touch



## Centre for Stories

info@centreforstories.com  
www.centreforstories.com



HUBER  
SOCIAL

## Huber Social

info@hubersocial.com.au  
www.hubersocial.com.au



Photo by: Hannah Uren



## Appendices

1. The Huber Social Wellbeing Measurement Framework
2. Data Transparency Page
3. Predictors of Wellbeing



# 1. Huber Social Wellbeing Measurement Framework

To be able to fulfil their potential and achieve wellbeing, each individual needs to have the capability and the opportunity to do so. Everyone has different needs within these categories depending on their context.

When it comes to measuring the social impact of a service, Huber Social measures the 'shift' the service creates in terms of wellbeing and the specific program outcomes achieved to create this. Results are then consolidated at a sector, community and global level.

Longitudinal measurement monitors effectiveness of programs to meet these needs; ensuring resources are directed to have the greatest impact. The vision is a wellbeing measurement system that delivers us the whole picture, to put each of us in the best position to achieve wellbeing and leave no one behind.

**The goal for each of us is the same; wellbeing. The part that differs, are our individual needs.**

## The Huber Social Wellbeing Measurement Framework

IMPACT

### Wellbeing

To be in the best position to fulfil your potential and live a life of value. The overall goal for all services working with people.

OUTCOMES

#### Through building Capability

- Resilience
- Life skills
- Wellness - mental, physical and spiritual

OUTCOMES

#### and providing Opportunity

- Resources
- Self development
- Societal structures
- Relationships



## 2. Data Transparency Page

To ensure the integrity of findings always, Huber Social includes a data transparency page for every project. This ensures both the rigour of evidence and rigour of analysis is clear for each project, across every stage of the data lifecycle.



Phase	Questions on the Treatment of the Data	Points allocated	Yes or No	
<b>Design</b>	Everyone in the program included in the measurement	2	Y	
	SAMPLE	OR Survey sample population designed to be representative of group	1	N
		Sample description: <i>Backstories 2021 sample: 50 surveys completed by storytellers and 65 surveys completed by audience members across Perth and regional Western Australia. WCWI sample: 8 baseline and 8 shift surveys completed by program participants</i>	N/A	N/A
	BASELINE	Control group (independent of the intervention)	3	N
		Group baseline measured (pre -intervention)	2	Y
		Baseline inferred from time in program (e.g. 1 vs. 3 years)	1	N
EXCLUSIONS	Details of people specifically excluded from the measurement: <i>No one specifically excluded. Survey sent to all storytellers registered to present at and audience members registered to attend a Backstories event in March 2021.</i>	N/A	N/A	
<b>Data Collection</b>	DISTRIBUTION	Online surveys	Y	
		OR hardcopy surveys	N	
	DATA SOURCES	Data collection supervised by Huber Social consultant	1	1
		Translation or guidance provided	N/A	N/A
		Data Mining of other sources	1	N
<b>Cleaning</b>	CLEANING	Data included from previous years/measurements	1	N
		Partial responses removed or no partial responses	1	Y
		Details of any responses removed: <i>Responses removed if surveys incomplete. Partial responses, where a full response to either the wellbeing of a storyteller or audience member was complete, were included in the dataset. Unpaired responses from storytellers (missing either baseline or shift measurement) were excluded from analysis.</i>	N/A	N/A
<b>Analysis</b>	SHIFT MEASUREMENT	Calculated on time in program	N	
		Calculated on group average	1	Y
		Calculated based on individual scores	2	Y
	TEST APPLIED	Basic analysis	Y	
		Statistical Correlation Test	2	Y
<b>Reporting</b>	REPORTING	Multiple Regression or Lasso Regression Test	3	N
		Client published Outcomes Report (prove)	1	Y
		Client received Social Performance Report (improve)	2	Y
		Client published full Social Impact Report	3	Y
<b>RIGUOUR SCORE: LOW-9; MED 10-14; HIGH 15-19</b>		<b>HIGH</b>	<b>16</b>	



### 3. Predictors of Wellbeing

In order to inform how to best support Centre for Stories participants and audience members, correlation analysis was performed to identify outcomes measured which have a significant relationship with overall wellbeing; these are known as predictors of wellbeing.

The predictors of wellbeing can be found listed in the following tables in order of statistical strength. The stronger the relationship between an outcome and overall wellbeing, the more confidence there is that a change in the outcome will correspond with a change in wellbeing.

Relationship strength is based on both the statistical significance (p-value) and beta coefficient value. All predictors listed are statistically significant to  $p < 0.1$  (unless otherwise noted), meaning there is 90% confidence that the relationship identified between the predictive outcome and wellbeing is true, rather than produced due to sampling error or chance. The beta coefficient describes how closely each outcome and wellbeing are likely to move together related to each other.

The following tables present the predictors of wellbeing for each Centre for Stories impact measurement group.

**Table 1. Predictors of Wellbeing for Backstories 2021 Storytellers**

<b>Factors</b>	<b>Coefficient</b>	<b>p-value</b>
<b>Mental wellness</b> – Having a sense of purpose in life	0.46	$p = 0.001$
<b>Relationship skills</b> – Ability to be vulnerable with others	0.397	$p = 0.001$
<b>Mental wellness</b> – Being proud of one's accomplishments	0.535	$p = 0.006$

**Table 2. Predictors of Wellbeing for Backstories 2021 Audience Members**

<b>Factors</b>	<b>Coefficient</b>	<b>p-value</b>
<b>Self-development</b> - Access to environments which promote self-respect	0.29	$p < 0.001$
<b>Mental wellness</b> - Being proud of one's accomplishments	0.422	$p < 0.001$
<b>Mental wellness</b> - Enjoying life and having fun	0.679	$p = 0.002$

**Table 3. Predictors of Wellbeing for WCWI Writers**

<b>Factors</b>	<b>Coefficient</b>	<b>p-value</b>
<b>Self-development</b> - Access to environments which promote self-respect	0.690	$p < 0.01$
<b>Access to community</b> - Feeling safe in one's community	0.554	$p < 0.05$
<b>Problem solving</b> - Ability to solve problems	0.534	$p < 0.05$
<b>Relationship skills</b> - Ability to make friends easily	0.477	$p < 0.1$





[info@hubersocial.com.au](mailto:info@hubersocial.com.au)  
[www.hubersocial.com.au](http://www.hubersocial.com.au)