

# The Life Changing Power of Information

## PRELIMINARY IMPACT REPORT

August 2021



# ABOUT THIS REPORT

This is the first report on the development and impact journey of **Your Toolkit**. It is intended to document how the project has unfolded from initiation and as an overview of the process to bring outcomes-based rigour and understanding to the quest of addressing family and domestic violence through the development of the **Your Toolkit** resource.

The statistics and insights included here are as accurate and comprehensive as the resources of the Women at Risk Trust have allowed, and we aim to continue learning, monitoring and assessing our impact. The results in this first monitoring report will act as a baseline for future measurement.

The data and insights are based on information collated from March 2019 until June 2021 (unless otherwise indicated). This timeframe has been seminal in designing the resource, establishing the web-based platform, enlisting professional and lived experience, securing funding, and then developing a monitoring and evaluation framework with adequate data to begin telling the story of **Your Toolkit** and the women whose lives it is changing.

## Contact

### Elisa Fear

Chair, Women At Risk Trust

M: 0402 221 177

E: [yourtoolkit@financialtoolbox.org.au](mailto:yourtoolkit@financialtoolbox.org.au)

W: [yourtoolkit.com.au](http://yourtoolkit.com.au)

This Preliminary Impact Report has been independently prepared for the Women at Risk Trust and Financial Toolbox Inc. by:

### Sonia Nolan

Social Change and Strategy Consultant

E: [sonia@sonianolan.com](mailto:sonia@sonianolan.com)

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# CHAIRS: THE LIFE-CHANGING POWER OF INFORMATION

Family and domestic violence (FDV) \* occurs across all ages, socio-economic and demographic groups, but mainly affects women and children.



On average **ONE WOMAN** is murdered **EACH WEEK** by her current or former partner <sup>1</sup>

One in four Australian women will experience some form of domestic abuse in her lifetime <sup>2</sup>. In Western Australia alone that translates to roughly 265,000 women <sup>3</sup>. According to the Australian Institute of Health and Welfare, in 2016 in Western Australia 64% of assaults recorded by police in WA were related to family and domestic violence, the highest proportion in the country <sup>4</sup>.

**Statistics are more than numbers – they are women’s lives.**

**Domestic violence is any behaviour that in any way controls or dominates a family member and causes them to feel fear for their own, or other family member's safety or well-being.** It includes financial abuse as well physical, sexual, psychological and emotional abuse and includes behaviours that frighten, intimidate, terrorise, manipulate, hurt, humiliate, blame, injure or wound someone and any behaviour that causes a child to hear, witness, or otherwise be exposed to its effects.

In one study of 103 domestic violence survivors, **all** of the women reported being psychologically abused by their partners, 98% had been physically assaulted, and all but one (99%) had experienced economic abuse <sup>5</sup>. This is significant because the primary reason women return to abusive relationships is due to their lack of economic security and financial resources <sup>6</sup>.

**Your Toolkit is our response to this.** Your Toolkit is an important and all-encompassing web-based resource providing free, accessible and practical information on personal finances, safety and support services.



**1 in 6 women** have experienced physical or sexual violence since the age of 15 <sup>2</sup>

The icon shows six stylized female figures in a row, holding hands. The figure in the center is colored teal, while the other five are purple.

\* A note on terminology: in our research, we found that family and domestic violence, domestic violence, domestic abuse and intimate partner violence are terms that are all used to refer to patterns of behaviour in any relationship that are used to gain or maintain power and control over an intimate partner. We use these terms interchangeably in this report, guided in the choice of the term by the source of information where relevant.

In developing Your Toolkit we heard from industry professionals and women who had experienced family and domestic violence that any information needs to be presented in a way that is easily accessible, in one place and presented in 'bite-sized' chunks. In times of crisis information had to be easy to find, simple to understand and menu-driven according to what and when the information was likely to be needed.

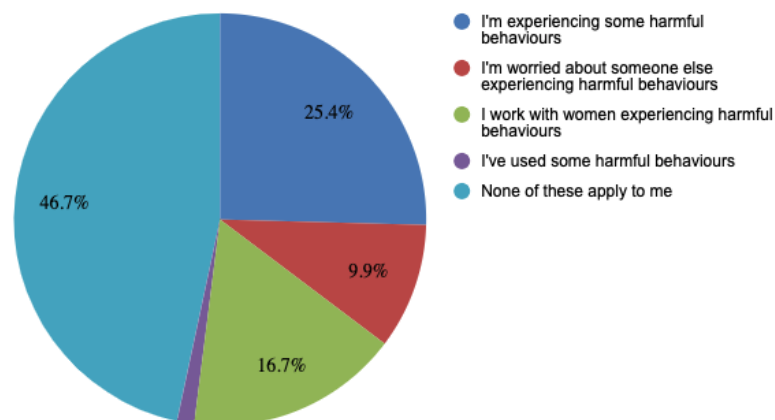


**Intimate partner violence is a leading contributor to illness, disability and premature death for women aged between 25-44<sup>4</sup>**

Since the launch of Your Toolkit in March 2019, feedback has been very positive.

We know from people working in the family and domestic violence sector that Your Toolkit has become a valuable and welcome resource for both the women they are supporting and the important work of their organisations.

### FDV Experience - all who responded



What we know about Your Toolkit users is that more than half of them are concerned about harmful behaviours.

It is with sincere gratitude that we acknowledge the many personal and professional voices who have shaped Your Toolkit, our funders, volunteers, supporters and the teams at the Financial Toolbox, and the Financial Toolbox Women at Risk Trust.

We present this preliminary report on our impact journey so far and look forward to your continued interest and support to ensure all who would benefit from Your Toolkit are aware of the life-changing power of the information it holds for them.

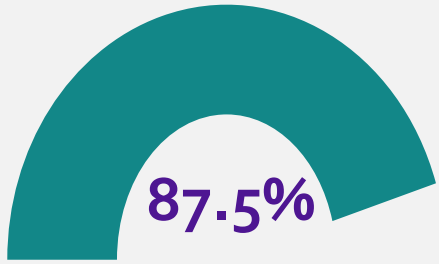
### Your Toolkit Website Pop-Up Survey

**Elisa Fear**  
Chair, Women at Risk

**Trisha Lee**  
Chair, Financial Toolbox Inc

# YOUR TOOLKIT IMPACT AT A GLANCE

## Comprehensive & Trusted

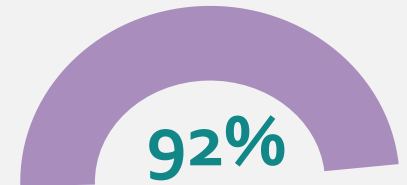


Believe Your Toolkit is 'very useful' or 'useful' to support workers or other community members supporting women experiencing harmful behaviour  
- Your Toolkit FDV Sector Survey

"Loads of information ... when you're scrolling you're just thinking **"oh wow, oh wow"** with the amount of content."  
- Lived Experience Research feedback <sup>7</sup>

"The Exit and Triple O buttons were a sign that **you really understand the needs of us people**. Made me trust you more than anything else ... **built trust immediately.**"  
- Lived Experience Research feedback

## Accessible, Empowering & Practical



Of FDV sector users found Your Toolkit 'very easy' or 'easy' or 'moderately easy' to use  
- Your Toolkit FDV Sector Survey

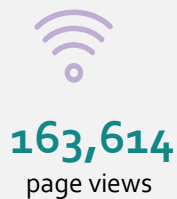
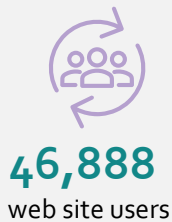
"It was beyond just supportive, it was really empowering ... **I've transformed my life, for sure.**" – Lived Experience Research feedback

"It sends an important signal to women that they are **not alone in their experience.**"  
- Your Toolkit FDV Sector Survey



**88%** of all respondents of the Your Toolkit Website Pop-Up Survey\* said they would be 'very likely' or 'likely' or 'moderately likely' to refer someone to Your Toolkit  
\*31 May – 5 July 2021

## Strong Engagement & Reach (up to 30 June 2021)



## Sustainable

>\$420,000 grant funding



30+ skilled volunteers



0.5 FTE paid program manager



Deductible Gift Recipient status achieved

# ABOUT YOUR TOOLKIT: REAL WOMEN, REAL RESPONSES

## Who is Your Toolkit?

**Your Toolkit** is managed by the Financial Toolbox Women at Risk Trust under the Trusteeship of Financial Toolbox Inc. (Financial Toolbox). Financial Toolbox is a not-for-profit, volunteer run organisation founded in 2017 dedicated to empowering women through financial education. It is guided by an active Board, including Ambassador former WA Australian of the Year and former WA Chief Scientist Professor, Lyn Beazley AO.

Violence against women  
is estimated to cost the  
**Australian economy**  
**\$22 billion a year**<sup>8</sup>



The Financial Toolbox Women at Risk Trust was established in August 2019 by Financial Toolbox for the purpose of providing support to women and their children facing, or having faced, family and domestic violence, including financial abuse. The Trust is registered as a charity by The Australian Charities and Not-for-profits Commission and is a Public Benevolent Institution endorsed with Deductible Gift Recipient status for tax purposes. The Trust works in close partnership through a Memorandum of Understanding with Chartered Accountants Australia and New Zealand (CAANZ).

Your Toolkit was created in 2019 with one-off funding of \$20,000 from the Department of Communities and \$5,000 from Demeter Legacy. Since its inception, many thousands of hours of volunteer work and significant in-kind support and professional partnerships have built Your Toolkit to where it is today.


## Our Mission and Vision

**Our Mission** is: To resource and empower vulnerable women to transition away from domestic abuse and financial abuse.

**Our Vision** is: That every woman is well equipped to be physically, emotionally and financially secure.

## Underpinned by research and lived experience

The Financial Toolbox Women at Risk Trust team spent more than two years researching the need for, and availability of, information and education material catering specifically to women facing family and domestic violence. This work is ongoing, as the team continues to maintain Your Toolkit to ensure information is always up to date and relevant and meets the needs of women facing family and domestic violence.

60% 

**Of women experiencing violence from a current partner are working<sup>1</sup>**

The team has interviewed domestic violence survivors, support workers, women's refuge staff, industry bodies including the Centre for Women's Safety and Wellbeing, 1800 Respect, staff from Legal Aid Domestic Violence Unit, social workers and others.

### Your Toolkit is unique

Your Toolkit is unique in that it brings together all the resources that a woman facing domestic and financial abuse needs into one comprehensive online resource.

The team has done all the hard work of finding the relevant information (guided and peer reviewed by sector specialists), and compiled it in a menu-driven, easy to find format. There are links to approximately 270 external web pages, and in each case, high level information about the support or service is provided and the user can choose to access the service or learn more information.

Your Toolkit provides a roadmap to the women, at a very difficult time, when the way ahead isn't clear. To our knowledge there are no other similar resources for women facing family and domestic violence in Australia that are as comprehensive and as accessible.

**Australian women who have been 85% sexually harassed<sup>1</sup>** 

**83.33% of FDV industry survey participants said there was 'a great deal of benefit' and a further 12.5% said there was 'quite a lot of benefit' from having 'a lot of relevant information that support women facing family and domestic violence in one place'.**

- Your Toolkit FDV Sector Survey

***"It is very hard to get ...all of this information from someone... you need to go to a lot of people ...it is very good that you have everything in one place"***

- Lived Experience Research feedback



## What is included in Your Toolkit?

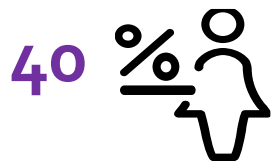
Your Toolkit is a comprehensive resource containing information to assist women and children facing family and domestic violence transition to becoming independent, empowered and financially resilient.

Your Toolkit is specifically tailored for their circumstance and provides crucial information in relation to personal finances as well as other relevant, practical information that will assist them on their journey to independence and security including about keeping safe and accessing support and help.

While some of the resources referred to on the Your Toolkit website are based in Western Australia, most of the resources are national or have counterparts in other states.

Your Toolkit has a menu-based approach that makes information easy to access, not overwhelming and available when it's needed. Information is provided for different stages of the women's journey:

- **Prepare** – information for keeping women as safe as possible if they decide to remain with their partner, or helping them prepare to leave if they choose to do so
- **Launch** – information about leaving home, including emergency services and crisis accommodation
- **Nourish** – information about coping in those early days after leaving and on what supports are available including financial assistance and hardship support
- **Flourish** – contextualised information about personal finances, dealing with banks, saving strategies, budgeting and managing debt to rebuild and move forward in the longer term.



Australian women  
continue to  
experience violence  
from a partner when  
temporarily separated<sup>1</sup>



Domestic and family violence is  
the leading cause of homelessness  
for women and their children<sup>1</sup>

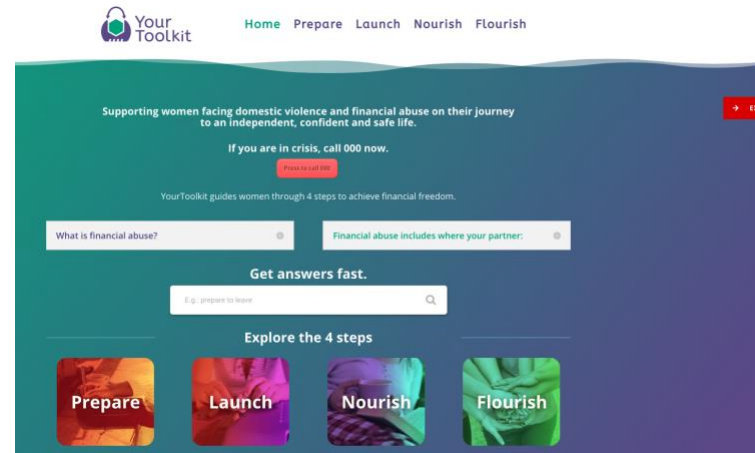
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\* Note: refer to Next Steps (page 28): in the upcoming website refresh these section headings will be renamed Prepare; Act Now; Rebuild and Thrive.

# YourToolkit.com.au

## Website Snapshot – Current version

Stage 1 of new website design due for release September 2021



### Prepare

*Get ready for a more empowered, financially confident future. How to decide whether to remain with an abusive partner or choose to leave.*

If you are in an emotionally, physically or financially abusive relationship you may be considering if you should leave or not. This section contains a checklist of things to do to help you protect yourself and your children while you are in the relationship but also if you think you want to leave it.

It includes information on how to use technology safely; manage your own finances; make a safety plan; keep your key documents safe and collect evidence. It also provides links to organisations, including Centrelink, that offer support and payments.

### Launch

*Leaving an abusive relationship - strategies to consider.*

**If you are in crisis, call 000 now.**

**Press to call 000**

If you have decided that you need to leave a relationship, this section contains information to help you keep you and your children safe. It gives information on how to get help in an emergency; how to leave home safely; how to get a Violence Restraining Order (VRO); and where you can get food and a bed for the night in a crisis.

### Nourish

*Securing your finances and future - steps to take and where to go for help.*

If you are in the situation where you have recently left a relationship, you will want to protect yourself and your finances. This section contains information about what payments and services are available through the government (Centrelink) and how best to deal with them; how to keep yourself and your children safe in your home, including keeping your mail private; what alternative longer term accommodation options are available; and how to access legal support.

### Flourish

*Becoming financially independent and secure – budgeting, saving, debt and other key matters.*

If you are at the stage where you are moving on and building a new life, this section will help you in terms of how to budget and manage debts; how to set financial goals and build savings strategies. It also gives general information on insurances, superannuation, making a will and taxation; how your bank might be able to help you in the longer term; and organisations that offer financial education and courses to build your financial confidence going forward.

# OUR IMPACT: MEASURING WHAT MATTERS

A social impact is an effect on communities and people that can happen as a result of an intervention, or non-intervention, taken when implementing a policy, program, plan or project.

There are many reasons why measuring impact is important:

- *Purpose* – we need to know whether our actions are achieving our desired purpose;
- *Accountability* – measuring our impact can increase our effectiveness and accountability to the women who use Your Toolkit, our funders, supporters and partners;
- *Risk Management* – shows us when our actions are producing unintended negative impact, or no impact, as well as unintended positive impact;
- *Organisational culture* – promotes a culture of continual learning and innovation among our team - and this is important to us;
- *Scalability* – measuring impact through the life-cycle of a project can demonstrate a proof-of-concept so we might scale up or down as needed;
- *Sustainability* – demonstrating our rigour and outcomes-based approach will encourage supporters to trust, advocate for and financially support Your Toolkit into the future.

**Importantly, we only measure what matters.** We measure what is material, significant and relevant to our stakeholders in order that it will help us achieve our purpose. Our measurement aims to show our progress towards achieving the outcome that will provide a social impact.

According to the Stanford Social Impact Review (July 2021)<sup>9</sup>, at a minimum, an impact performance report should:

1. Be anchored in the impact priorities of the affected stakeholders;
2. Have at least some impact performance data gathered directly from these stakeholders; and
3. Have data that allows for comparison of the relative impact performance of different enterprises ... engaged in the same or similar activities.

# Methodology

Our methodology strongly aligned with the first and second best practice recommendations as noted above. The third recommendation, to ensure comparison with a like organisation, was not considered applicable as Your Toolkit is a unique resource that fills an important but previously unmet need for women experiencing family and domestic violence, hence the rationale behind its development.

A first step in the methodology for impact included developing and implementing a Theory of Change logic model (figure 1). Understanding our desired impact and stepping through this process was an essential first step which we achieved collaboratively.

We codesigned outcomes, indicators and metrics in collaboration with women with lived experience of domestic violence together with our professionally skilled committee members and volunteers. We agreed on data collection methods which were largely based on data-gathering from stakeholders, testers, those with lived experience and visitors to the Your Toolkit website.

For qualitative data we have used surveys, user testing and focus groups to inform the development and evaluate the impact of Your Toolkit.

Quantitatively we developed metrics and used Google Analytics to capture numerical data which was analysed by a data scientist. Various data sets have been generated during the last two years to understand the user experience, refine the resource and evaluate effectiveness. This data has been used to inform this report and establish a benchmark for future measurement.

It is important to note that some data sets include a small number of users with lived experience and FDV industry practitioners<sup>10</sup>. In line with best practice approaches noted above, while this sample size was in some instances small, their feedback was considered of relevant weight to include in this report as these stakeholders were directly affected by the issue Your Toolkit aimed to address and the feedback was directly related to outcomes.

The data presented in this report dates from the launch of Your Toolkit in March 2019 until 30 June 2021 (unless indicated otherwise). While this may be an unorthodox 27-month timeframe, it does draw a line in the sand from the first two years of start up and implementation, until the end of 2021 financial year.

We continue to monitor, analyse and evaluate our impact evidence and ensure we refine our approaches to demonstrate our outcomes into the future.

# Theory of Change

A **Theory of Change** Logic Model was established to work through the process of achieving **impact**. This involved understanding the problem which needed to be addressed and the desired long-term change (**impact**) the Financial Toolbox Women at Risk Trust team felt was needed and wanted to enact.

**Problem:** Women experiencing domestic abuse cannot easily and safely access all the information they need to know about their rights and the resources available to them. Accessing this information is difficult due to the restrictions these women experience in their daily life as a result of the abuse, coupled with the complexity of navigating the legal, financial and social services systems.

**Desired Impact:** Women experiencing abuse are empowered to improve their personal wellbeing and safety.

To achieve the **impact**, our process included identifying the change we wanted to see and how we could bring about that change.

**Change we want to see:** We want women affected by domestic abuse to be able to easily access accurate and practical information that makes them feel supported, informed and empowered to take action to improve their personal wellbeing.

**How we will bring about that change:** We will develop and promote a free, one-stop resource (Your Toolkit) to make it easy – during a difficult time – for women to access all the information they need about available supports, personal money matters and keeping safe.

Your Toolkit was hence created for women affected by domestic abuse in Western Australia\* and their support networks. Identifying this specific target audience was also key to ensuring our focus. We then worked backwards through the logic model to identify **indicators** and the **data** needed to show that we were progressing towards our specific **outcomes** to realising the social change we wanted to see.

**Outcomes:** Comprehensive and trusted resources; accessible, empowering and practical resource; strong engagement and wide reach; sustainable.

Tracking along the Theory of Change Logic Model for Your Toolkit (figure 1), the **outcomes** resulted from **outputs** from specific **activities** which were enabled by the **input** of resources.

We understood that our efforts, certainly in the first horizon, needed to be focussed and so our **assumptions** that women had regular and safe access to the internet, were English literate and had basic digital skills, meant Your Toolkit became an online, English resource.

**NOTE:** While these assumptions may be limiting, the intention is to revise the accessibility and language offerings of Your Toolkit in the future as resources become available, to meet the needs of women from culturally and linguistically diverse communities.

Our Theory of Change Logic Model also highlighted that to **enable the success** of Your Toolkit, effective project management, skilled expertise and a robust structure were required to ensure cross sector support and effective use of resources and assure the sustainability and ongoing funding for the tool.

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\* Note: refer to Next Steps (page 28): Expanding Your Toolkit information so that state specific information for users across Australia currently is being explored.

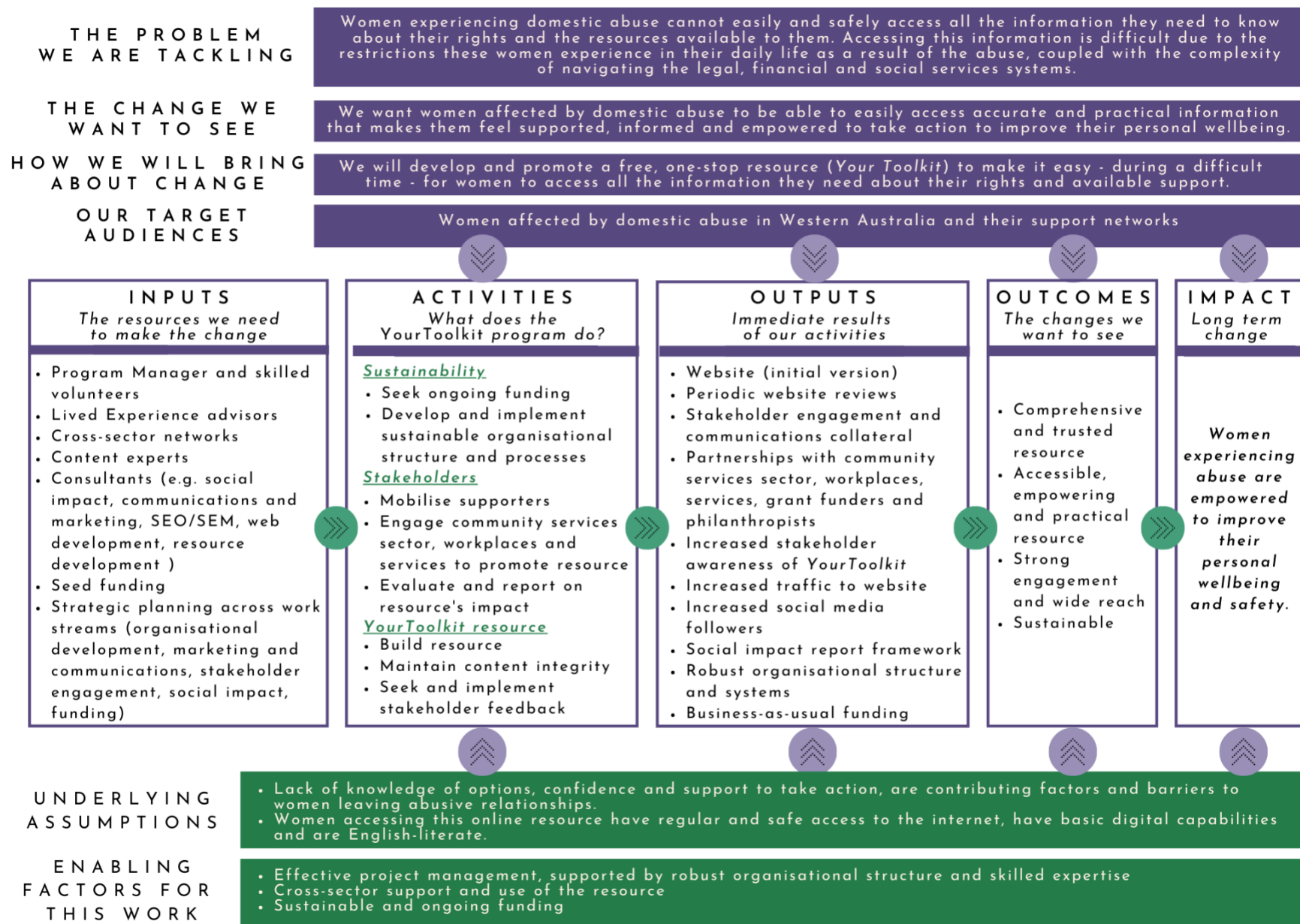


Figure 1: Theory of Change Logic Model for Your Toolkit

# Outcomes, Indicators and Data

The **outcomes** we identified are specific to Your Toolkit’s success in achieving the longer-term change where ‘Women experiencing abuse are empowered to improve their personal wellbeing and safety’. Figure 2 explains the Your Toolkit outcomes measurement approach. Indicator metrics are intentionally ambitious and stretch targets.

<b>OUTCOMES</b> <i>The changes we want to see</i>	<b>INDICATOR METRICS</b> <i>How we will know we are progressing</i>	<b>DATA COLLECTION</b> <i>[Workstream 4]</i>
<p><b>COMPREHENSIVE &amp; TRUSTED</b></p> <p><i>YourToolkit has been successfully developed as a free, one-stop, easy to use resource with legal, financial and social services information to help women affected by abuse.</i></p>	<ol style="list-style-type: none"> <li>1. 6-monthly review of website content</li> <li>2. &gt;80% of stakeholders consider <i>YourToolkit</i> a useful and necessary resource</li> <li>3. &gt;80% of stakeholders consider the information to be comprehensive and addressing all key information</li> <li>4. &gt;80% of stakeholders are likely to promote the resource within their networks</li> <li>5. &gt;80% of stakeholders consider the resource safe to use</li> <li>6. Best practice FDV safety recommendations are reviewed and updated annually</li> </ol>	<ul style="list-style-type: none"> <li>• Refer to Content Integrity Framework (1)</li> <li>• Interviews and surveys with users and support networks (2, 3, 4, 5)</li> <li>• Annual best practice stakeholder feedback in consultation with FDV experts (6)</li> </ul>
<p><b>ACCESSIBLE, EMPOWERING &amp; PRACTICAL</b></p> <p><i>YourToolkit is increasingly used by women as an easy-to-use and practical resource which empowers them during a difficult time.</i></p>	<ol style="list-style-type: none"> <li>7. &gt;80% of stakeholders consider the <i>YourToolkit</i> easy to navigate and use</li> <li>8. &gt;80% of stakeholders consider the information easy to read and understand</li> <li>9. &gt;80% of users consider <i>YourToolkit</i> is responsive to their experience and has been designed with empathy for their circumstances</li> <li>10. Stakeholders report being able to take practical steps as a direct result of using <i>YourToolkit</i></li> </ol>	<ul style="list-style-type: none"> <li>• Interviews and surveys with users and support networks (7, 8, 9, 10)</li> <li>• User behavioural analysis (7)</li> <li>• User testing (7, 9)</li> <li>• Focus groups (9, 10)</li> <li>• Feedback from stakeholders (9, 10)</li> </ul>
<p><b>STRONG ENGAGEMENT &amp; REACH</b></p> <p><i>YourToolkit is increasingly used and promoted as a trusted resource, by a growing network of stakeholders, to support women in their workplaces and networks who may be affected by domestic abuse.</i></p>	<ol style="list-style-type: none"> <li>11. Increased media promotion and impressions</li> <li>12. Increased social media followers and engaged audience (likes, shares, saves, subscribers)</li> <li>13. Increase in stakeholders who are aware of <i>YourToolkit</i></li> <li>14. Increase in stakeholders who report using <i>YourToolkit</i></li> <li>15. Increase in stakeholders who report recommending <i>YourToolkit</i> within their personal or professional networks</li> <li>16. &gt;80% of meetings with support network stakeholders translates to follow-up activities (increased social media engagement, funding, workplace presentations, third-party promotion/endorsements, partnerships etc.)</li> </ol>	<ul style="list-style-type: none"> <li>• Media article analysis (11)</li> <li>• Web and social media analytics (11, 12, 16)</li> <li>• CRM of stakeholder meetings (13, 16)</li> <li>• Interviews and surveys with users and support networks (14, 15)</li> </ul>
<p><b>SUSTAINABLE</b></p> <p><i>YourToolkit has sustainable, ongoing funding and partnerships to maintain its content integrity, product development, infrastructure, governance and promotion so that it continues to exist.</i></p>	<ol style="list-style-type: none"> <li>17. Renewed/ongoing funding from current funders</li> <li>18. Ongoing funding for staff and operations</li> <li>19. Stable number of skilled, active and engaged volunteers</li> </ol>	<ul style="list-style-type: none"> <li>• Funding agreements (17, 18)</li> <li>• Volunteer survey (19)</li> <li>• Analysis of cost of volunteer input (19)</li> </ul>

**Figure 2: Outcomes, Indicator Metrics and Data Collection for Your Toolkit**



# Preliminary (Baseline) Results

These results form the first monitoring report by Your Toolkit to measure its **impact** through the progress of its **outcomes**. These preliminary results can serve as a baseline from which to monitor and measure future progress and insights.

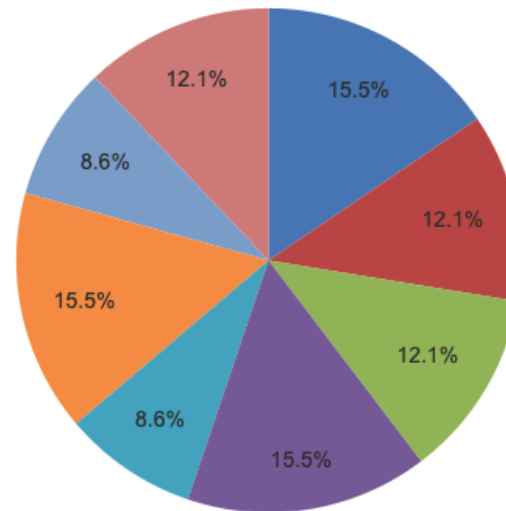
Outcome 1: Comprehensive & Trusted		
Your Toolkit has been successfully developed as a free, one-stop, easy to use resource with legal, financial and social services information to help women affected by abuse.		
Indicator Metrics	Quantitative	Qualitative
1. 6-monthly review of website content	<p>A comprehensive, rolling schedule of updates, in accordance with the Your Toolkit Content Integrity Framework, indicates that:</p> <ul style="list-style-type: none"> <li>Internal reviews and changes are made on an ongoing basis</li> <li><b>102</b> changes/updates were put through in the <b>12 months to 30 June 2021</b></li> <li>External peer review of all content is currently underway and due for completion Q3 2021</li> </ul>	
2. >80% of stakeholders consider Your Toolkit a useful and necessary resource	<p>Your Toolkit FDV Sector Survey indicated that:</p> <ul style="list-style-type: none"> <li><b>87.5%</b> of respondents believed women experiencing harmful behaviours would gain 'a great deal of benefit' (54.17%) or 'quite a lot of benefit' (33.33%) from using Your Toolkit.</li> <li><b>87.5%</b> of respondents believed Your Toolkit was 'very useful' (66.67%) or 'useful' (20.83%) to support workers or other community members supporting women experiencing harmful behaviour</li> </ul>	<p><i>"I have found Your Toolkit useful to educate older women who may have never managed finances prior to death of a spouse. It enables them to take control rather than hand over to a child who may abuse the situation."</i> Your Toolkit FDV Sector Survey</p> <p><i>"I've transformed my life."</i> Lived Experience Research feedback</p>
3. >80% of stakeholders consider the information to be comprehensive and addressing all key information	<p>Your Toolkit FDV Sector Survey indicated that the top three ways in which Your Toolkit best supports women are by:</p> <ul style="list-style-type: none"> <li>Empowering women to make choices about their lives</li> <li>Educating women about their money</li> <li>Increasing understanding about pathways to safety</li> </ul>	<p>The Lived Experience Research feedback found that the <b>information was noted as very helpful and the amount of content was comprehensive – albeit possibly overwhelming</b> at first but a very useful checklist and resource to continually dip in and out of. The relevance of the four menu titles were easy to understand but there was some confusion over the ambiguity of the word 'Launch'. There was a clear element of discovery as to the amount of information which was useful to women in this situation.</p> <p><i>"Flourish stuff, making a budget is a really useful resource to come back to."</i> Lived Experience Research feedback</p>

		<p><i>"Didn't know I needed to know it."</i> Lived Experience Research feedback</p> <p><i>"I discovered what financial abuse was and made sense of a lot of things...I had no idea this was a thing."</i> Lived Experience Research feedback</p> <p><i>"I quickly looked at the four tiles, clicked on one ... the four tiles are brilliant!"</i> Lived Experience Research feedback</p> <p><i>"Big surplus of info"</i> Lived Experience Research feedback</p> <p><i>"Love the number of links to information – useful for women."</i> Lived Experience Research feedback</p> <p><i>"Loads of information ... when you're scrolling, you're just thinking "oh wow, oh wow" with the amount of content."</i> Lived Experience Research feedback</p> <p><i>"More videos and pictures would make it more engaging."</i> Lived Experience Research feedback</p> <p><i>"It is very hard to get ... all of this information from someone.... you need to go to a lot of people .... it is very good that you have everything in one place."</i> Lived Experience Research feedback</p>
<p>4. <b>&gt;80% of stakeholders are likely to promote the resource within their networks</b></p>	<p>Your Toolkit website Pop Up Survey data <b>between 31 May 2021 – 5 July 2021</b> indicated that:</p> <ul style="list-style-type: none"> <li>● <b>88%</b> of respondents were 'very likely' (57%), 'likely' (22%) or 'moderately likely' (9%) to refer someone to Your Toolkit.</li> <li>● <b>100%</b> of people who work in the FDV sector were 'very likely' (75%) or 'likely' (25%) to refer others to Your Toolkit.</li> <li>● <b>72%</b> of people with experience of FDV were 'very likely' (43%) or 'likely' (29%) to refer others to Your Toolkit.</li> </ul> <p>Your Toolkit FDV Sector Survey indicated that:</p> <ul style="list-style-type: none"> <li>● <b>83%</b> of respondents had referred Your Toolkit to others.</li> </ul> <p>Lived Experience Research insights report May 2021 indicated that:</p> <ul style="list-style-type: none"> <li>● <b>100%</b> of research participants were 'highly likely' to recommend Your Toolkit to others</li> </ul>	<p><i>"Useful to my sister as a checklist as it was all there for her to use."</i> Lived Experience Research feedback</p>

<p>5. &gt;80% of stakeholders consider the resource safe to use</p>		<p>The Lived Experience Research feedback found that <b>the tool was trusted and most respondents reported feeling safe using Your Toolkit</b>. The ability to use it on a phone for added privacy and ease and the quick exit buttons were benefits. The inclusion of a safety plan and the crisis care number were noted as potential additions to the site. *NB These elements are already available on the resource.</p> <p><i>"Connecting multiple pathways to safety."</i> Your Toolkit FDV Sector Survey</p> <p><i>"I believe it would be safe enough to access at home."</i> Lived Experience Research feedback</p>
<p>6. Best practice FDV safety recommendations are reviewed and updated annually</p>	<p>This is a work in progress and forms part of the ongoing reviews by the Your Toolkit team and external peer reviewers.</p>	

**Phrases that apply to Your Toolkit - respondents who answered pre-set questions**

- The website is easy to navigate
- The website addresses key topics women need to know about
- Information on Your Toolkit is easy to understand
- It is helpful to have a lot of relevant information in one place
- Information on the site helps women take steps to improve their personal wellbeing and safety
- The website points vulnerable women and their supporters towards appropriate services
- The website is designed with empathy and an understanding of the challenges women experiencing abuse face
- The website helps women get more in control of their finances



*Your Toolkit FDV Sector Survey*

## Outcome 2: Accessible, Empowering & Practical

Your Toolkit is increasingly used by women as an easy-to-use and practical resource which empowers them during a difficult time.

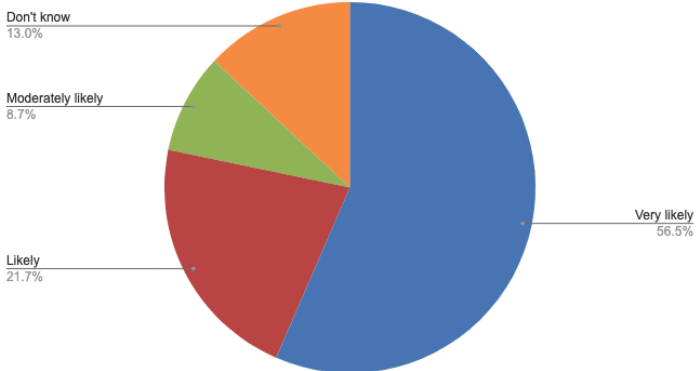
Indicator Metrics	Quantitative	Qualitative
<p>7. &gt;80% of stakeholders consider Your Toolkit easy to navigate and use</p>	<p>Your Toolkit FDV Sector Survey indicated that:</p> <ul style="list-style-type: none"> <li>● 91.67% found Your Toolkit 'very easy' to use (41.67%) 'easy to use' (37.5%) or 'moderately easy to use' (12.5%)</li> </ul> <p>Lived Experience Research insights report indicated that:</p> <ul style="list-style-type: none"> <li>● 83% of research participants found the website 'easy' or 'very easy' to use</li> </ul>	<p>Lived Experience Research noted that:</p> <ul style="list-style-type: none"> <li>● <i>Users are not always browsing with a clear mindset. They can be in states of emergency, fear, panic and high stress when accessing the service</i></li> <li>● <i>Mobile phone browsing was more popular with users for the convenience and speed, as well as the privacy benefits of a personal device. A Your Toolkit app was also suggested</i></li> <li>● <i>Users need to be able to instantly understand where they are in the website and what each section is for</i></li> </ul> <p><i>"...points vulnerable women and their supporters towards appropriate services."</i> Your Toolkit FDV Sector Survey</p> <p><i>"I'm really familiar with this platform now and it's really easy to use, so that's why I often come back there."</i> Lived Experience Research feedback</p> <p><i>"What I saw looked very user friendly."</i> Lived Experience Research feedback</p> <p><i>"Beautifully designed."</i> Lived Experience Research feedback</p> <p><i>"Found it easy to use and navigate."</i> Lived Experience Research feedback</p>
<p>8. &gt;80% of stakeholders consider the information easy to read and understand</p>		<p>Lived Experience Research feedback found that a translation capability for people with English as a second language was needed.</p> <p><i>"No jargon which was good."</i> Lived Experience Research feedback</p>

<p>9. &gt;80% of users consider Your Toolkit responsive to their experience &amp; has been designed with empathy for their circumstances</p>		<p><i>"It sends an important signal to women that they are not alone in their experience."</i> Your Toolkit FDV Sector Survey</p> <p><i>"The Exit and Triple O buttons were a sign that you really understand the needs of us people. Made me trust you more than anything else ... built trust immediately"</i> Lived Experience Research feedback</p>
<p>10. Stakeholders report being able to take practical steps as a direct result of using Your Toolkit</p>		<p><i>"It was beyond just supportive, it was really empowering ... I've transformed my life, for sure."</i> Lived Experience Research feedback</p> <p><i>"wish she (sister) had it earlier, but thinks she has been able to make steps"</i> Lived Experience Research feedback</p> <p><i>"People could use the site to make steps forward."</i> Lived Experience Research feedback</p> <p><i>"Wished I had access to this site earlier."</i> Lived Experience Research feedback</p>

## Outcome 3: Strong Engagement & Reach

Your Toolkit is increasingly used and promoted as a trusted resource, by a growing network of stakeholders, to support women in their workplaces and networks who may be affected by domestic abuse.

Indicator Metrics	Quantitative	Qualitative
<p><b>11. Increased media promotion and impressions</b></p>	<p>Website analytics for Your Toolkit from 1 March 2019 (launch) to 30 June 2021 show that:</p> <ul style="list-style-type: none"> <li>● <b>Users</b> *: the total number of users in that period was <b>46,888</b>;</li> <li>● <b>Page views</b>: the total number of page views was <b>163,614</b>, with an average <b>3.02</b> page views per session, and a bounce rate of <b>15.63%</b>.</li> </ul> <p>During the initial wave of the COVID-19 pandemic, use of Your Toolkit almost doubled the previous annual use:</p> <ul style="list-style-type: none"> <li>● the total number of users in the <b>three-week</b> period 20 March - 9 April 2020 was <b>17,408</b>.</li> <li>● This compares to 8,969 users in the <b>first 12 months</b> after the site was launched.</li> </ul> <p>* Google analytics reports a similar number of new users – this is likely to be as a result of users browsing in private mode or deleting browsing history - that can result in the same user being reported as a new user each visit.</p> <p>Marketing collateral has been developed including posters for wide distribution to inform and engage women with the Your Toolkit resource.</p> <p>Five strategic media engagement opportunities were accessed:</p> <ul style="list-style-type: none"> <li>● Two internal newsletter articles for Health and Education departments; (April 2020 &amp; May 2020)</li> <li>● One feature opinion article published on the widely respected The Conversation web platform which resulted in 4,499 hits of which 18% were international readers. (August 2020)</li> <li>● Two podcast interviews with Women at Risk Chair (Dec 2020 &amp; Mar 2021)</li> </ul>	<p>Stakeholder Engagement and Marketing plans are being refined and implemented.</p> <p><i>A note on Average Session Duration:</i> Your Toolkit is designed so that women facing family and domestic violence can dip in and out of the site, gathering information and referrals as needed. This is different to traditional sites where longer time on site can equate to greater user engagement.</p>
<p><b>12. Increased social media followers and engaged audiences (likes, shares, saves, subscribes)</b></p>	<p><b>Your Toolkit Facebook</b> (March 2019 - June 2021) Unique accounts reached: 23,000   Followers liked: 650</p> <p><b>Your Toolkit Instagram</b> (Nov 2020 - June 2021) Unique accounts reached: 23,000   Followers: 280</p> <p><b>Financial Toolbox Facebook</b> posts about Your Toolkit (June 2020 – June 2021) Accounts reached: 5,092   Followers liked: 728</p> <p><b>Financial Toolbox Linked</b> posts about Your Toolkit (Sept 2020 – June 2021)</p>	<p><i>A note on Social Media:</i> Social media posts are currently based on promoting activity as opportunities arise, rather than targeted and regular content sharing for engagement and increasing followers. We expect significant increases in our social media reach and engagement following the recent hire of our first dedicated marketing and communications resource (0.6 FTE) (see Next Steps p28). However, it is</p>

	Impressions: 7,195   Followers: 255	<i>unlikely that women facing FDV will follow or engage with our social media, so we expect statistics not to represent total audience.</i>										
13. Increase in stakeholders who are aware of Your Toolkit	Since its launch on 1 March 2019, Your Toolkit has had significant positive endorsement from industry including being adopted as a resource and/or promoted by a significant number of organisations including financial counselling and legal services, domestic violence and women’s health agencies, emergency helplines and other key conduit agencies.	Since the launch of Your Toolkit in March 2019, feedback has been very positive and discussions with a range of organisations working in this sector have confirmed that Your Toolkit is a valuable and welcome resource for both the women, and organisations in their work to support victims of domestic violence.										
14. Increase in stakeholders who report using Your Toolkit	For the <b>12 months ending June 2021</b> a total of <b>93 meetings</b> were recorded with approx. <b>630 participants</b> engaged across relevant sectors including:											
15. Increase in stakeholders who report recommending Your Toolkit within their personal and professional networks	<ul style="list-style-type: none"> <li>• 40 meetings with 110 participants were held with the family and domestic violence sector (including women with lived experience)</li> <li>• 22 meetings and presentations with 190 participants were held with the corporate sector</li> <li>• 5 meetings with 36 participants were held with the Government Sector</li> <li>• 7 meetings with 41 individuals keen to learn more or support Your Toolkit</li> <li>• 2 podcast interviews were given, and presentations made at 4 conferences/industry forums, reaching an estimated 250 people</li> </ul>											
16. >80% of meetings with support network stakeholders translates to follow-up activities	<p>Additionally 8 functions were attended specifically aimed at promoting Your Toolkit (eg: 16 days in WA to stop violence against women function).</p> <p><b>Likelihood of referring someone to Your Toolkit - all respondents</b></p>  <table border="1"> <thead> <tr> <th>Likelihood</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Very likely</td> <td>56.5%</td> </tr> <tr> <td>Likely</td> <td>21.7%</td> </tr> <tr> <td>Don't know</td> <td>13.0%</td> </tr> <tr> <td>Moderately likely</td> <td>8.7%</td> </tr> </tbody> </table> <p><b>Your Toolkit Website Pop-Up Survey</b></p>	Likelihood	Percentage	Very likely	56.5%	Likely	21.7%	Don't know	13.0%	Moderately likely	8.7%	
Likelihood	Percentage											
Very likely	56.5%											
Likely	21.7%											
Don't know	13.0%											
Moderately likely	8.7%											

## Outcome 4: Sustainable

Your Toolkit has sustainable, ongoing funding and partnerships to maintain its content integrity, product development, infrastructure, governance and promotion so that it continues to exist.

Indicator Metrics	Quantitative	Qualitative
<p><b>17. Renewed ongoing funding from current funders</b></p>	<p>8 funders granting more than <b>\$420,000</b> worth of funding.</p> <p>Initial funders open to further grant funding submissions.</p> <ul style="list-style-type: none"> <li>Department of Communities has awarded three separate grants.</li> </ul> <p><b>Deductible Gift Recipient (DGR) status achieved</b> 2019 to ensure charity status and attract grant funding and support</p>	<p><i>"CA ANZ has partnered with Financial Toolbox, who developed 'Your Toolkit' as a comprehensive resource. There is a clear and urgent need for easy-to-access information that provides guidance and support to help women transition from being victims of domestic violence and financial abuse to being independent, empowered and financially resilient. Education on personal finances and available support services is vital to increase women's financial resilience and the ability of women and children to leave abusive relationships, and to not be coerced into returning into these situations. This is all available on a resource like Your Toolkit, and Chartered Accountants Australia and New Zealand enthusiastically support this invaluable initiative."</i> - Ainslie Van Onselen, CEO, Chartered Accountants Australia New Zealand</p> <p><i>"Your Toolkit provides web based support for women experiencing family and domestic violence to build their financial knowledge and provide other comprehensive critical information that is vital to recovery, independence and resilience going forward. Providing readily accessible support is key to assisting women at this time. Financial Toolbox's strong partnership approach and utilisation of volunteers and pro-bono experts has strengthened the delivery of this unique service delivery."</i> - Stacey Collins, Director; Family and Domestic Violence Unit, Department of Communities</p> <p><i>"As COVID-19 restrictions were introduced in 2020 we worked closely with the Department of Communities to understand how Woodside could support families impacted by domestic violence. The Department had informed us about the alarming spike in the number of visitors to the Your Toolkit website. Through Woodside's COVID-19 Community Fund we acted quickly and proactively provided financial support to increase resourcing for this vital service. With the COVID-19 pandemic and social restrictions placing thousands of Western Australian families under additional stress, it's more important than ever that women and children are supported to be free of</i></p>



		<i>violence and financial abuse in the home.</i> ” – Gemma Rapson, Social Investment Manager, Woodside
<b>18. Ongoing funding for staff and operations</b>	Funding for staff and operations secured for 2021-2022 Financial Year.	Key focus area for Q4 2021 and beyond is funding sustainability.
<b>19. Stable number of skilled, active and engaged volunteers.</b>	<b>1</b> paid Program Manager (0.5 FTE) <b>14</b> members of the Financial Toolbox board <b>7</b> additional members on the Women at Risk Trust committee Plus many thousands of volunteer hours were devoted to the development and update of the resource, including those who have and continue to support external peer review of the content and lived experience groups.	Skills within the volunteer network include financial, legal, social services, marketing, women with lived experience and research.

## Summary

Measurement metrics were set at ambitious stretch targets as a signal of the importance for Your Toolkit to achieve its outcomes early in its development and implementation.

Data from early users of the resource and testers who have had lived experience of domestic violence, confirmed the resource was achieving its first two outcomes of being **comprehensive and trusted**; and **accessible, empowering and practical**.

With the integrity and usefulness of the resource confirmed, ensuring **reach and engagement** is the next focus. Plans are currently being implemented and early indications demonstrate good engagement with the strong potential to grow through more targeted promotion, social media content and proactive stakeholder communications.

Underpinning the overall project is the **sustainability** of funding, expertise and people to action the future of Your Toolkit. Funding and volunteer engagement has been very positive and this will remain a focus to deliver on partnerships and ensure continued progress towards achieving our impact so that **women experiencing family and domestic violence are empowered to improve their personal wellbeing and safety**.

# STRATEGIC PARTNERSHIPS

## Lived Experience

A key aspect of the development of Your Toolkit has been to engage women with lived experience of family and domestic violence. The insights, feedback, contribution and time of these women has been instrumental in ensuring Your Toolkit is a useful, practical and appropriate resource which is easy to understand in times of crisis and able to be navigated with ease and discretion. Your Toolkit will continue to engage and rely on the input of lived experience as it grows and seeks to continually update and verify its content.

## User Testing

Your Toolkit is an online, free web-based resource with the aim of being comprehensive, trusted, accessible, empowering and practical. To ensure these goals are met, user testing was conducted with women who all had lived experience of family and domestic violence. Ruffle Design Co conducted the testing and recorded feedback which indicated these goals were being achieved and a number of recommendations for future development were also put forward. User testing will continue to be an important part of Your Toolkit evaluation.

## Community and Social Services Sector

The Community and Social Services Sector is a vital conduit linking professional service providers with women experiencing family and domestic violence. Financial Toolbox, via the Women at Risk Trust, has engaged deeply with this sector's professionals to understand how women experiencing family and domestic violence present to them; and importantly, have promoted and educated sector professionals on the use of Your Toolkit so that they will share the resource with clients.

## Corporate Sector

Engaging widely with the corporate sector means that Your Toolkit is promoted among staff members, employers are more aware of the situations confronting women during this difficult time and staff hearing Your Toolkit presentations can share the information with family and friends who may be experiencing abuse.

## Supporters

Your Toolkit continues to be generously supported by many organisations which ensures the ongoing viability of the resource and our goal of sustainability.

Specifically, Chartered Accountants ANZ has been an integral and generous partner and via a Memorandum of Understanding they have assisted us through fundraising, use of meeting rooms, awareness raising and the provision of a space in their CBD office.

Woodside and other organisations have been tremendously supportive, including financially. PwC and Lavan Legal provided us with pro-bono work in relation to creation of the Financial Toolbox Women at Risk Trust and gaining Deductible Gift Recipient Status. Demeter Legacy and Department of Communities gave us our seed funding, and Department of Communities has again provided us with financial and other support. Our funding from Lotterywest in 2020 enabled us to continue our work in the last year. Absolute Edge Media built Your Toolkit at a discounted rate and continues to provide discounted services for Your Toolkit.

We sincerely thank all our supporters (in addition to others who wish to remain anonymous) for their generous sponsorship, in kind support and advocacy.



# NEXT STEPS

Two key and exciting recent advances, made possible thanks to our funders:

- A new General Manager (0.6 FTE) was appointed in July 2021 to lead the next stage of Your Toolkit;
- A new (inaugural) Marketing and Communications Coordinator was appointed in August 2021 to let women in community facing family and domestic violence know that this resource exists for them.

Remaining true to the **Theory of Change** Logic Model and continued implementation of the activities related to the outcomes will be a priority to ensure impact. Therefore, the first priority is to ensure Your Toolkit remains current with all links workable and information factual. Your Toolkit is predominantly powered by volunteers through their generous time and sharing of skills. The initial development of such a comprehensive resource was a mammoth task and its development will continue in order to ensure the integrity of the content, and the expectations and needs of women with lived experience of domestic violence are respected and delivered.

The Content Integrity Framework will assist in this governance and in achieving the outcome of a **comprehensive and trusted** resource; while continued feedback and engagement with users and women with lived experience of domestic violence will keep us true in creating an **accessible, empowering and practical** resource.

Thereafter, the **reach and engagement** of Your Toolkit is intended to grow:

- *Continued engagement with the Corporate and Community Services sectors* will raise awareness of the resource and its life changing potential;
- *Expanding Your Toolkit information for interstate users* is being explored. Currently the information is targeted at Western Australian women however many resource links are national and therefore should be applicable across Australia. A grant has been submitted to assist with this expansion and Change Makers Collective, a social enterprise, is conducting pro-bono research into Australia wide equivalents of the WA state based referrals and resources on Your Toolkit;
- *Social media engagement will be amplified through the recent appointment of our first Marketing and Communications Coordinator.* The modest social media efforts to date have established the platforms. As a priority, the new staff resource will implement a strategic plan to increase followers, develop content and partner with supporters to leverage content and awareness;
- Stage 1 of the Your Toolkit *website refresh* is underway which aims to enhance the user experience and ensure content integrity. As part of this update, the specific section headings (noted on pages 9-10) will change to: *Prepare, Act Now, Rebuild, Thrive*. This rewording is based on recommendations from user experience testing and to achieve greater clarity.

Continued implementation of the stakeholder engagement and marketing plans will grow this reach, promote the availability and need for this resource and work with key partners and grant funders to secure ongoing funding for **sustainability**.

**“Thank you for doing this work. This work is incredibly important ... there are so many women I know who would love to say thank you to you but can't - they're voiceless ... so I speak for all of us when I say thank you .... it's incredible and it's amazing.”**

- Lived Experience Research feedback.

# END-NOTES & REFERENCES

- 1 <https://whiteribbon.org.au/Learn-more/Get-the-facts/Facts-and-Statistics/Prevalence>
- 2 ABS Personal safety survey 2016: Almost one in four women (23% or 2.2 million) experienced emotional abuse by a current and/or previous partner since the age of 15. Emotional abuse occurs when a person is subjected to certain behaviours or actions that are aimed at preventing or controlling their behaviour, causing them emotional harm or fear. These behaviours are characterised in nature by their intent to manipulate, control, isolate or intimidate the person they are aimed at. They are generally repeated behaviours and include psychological, social, economic and verbal abuse.
- 3 ABS 2019 population by age, sex and state
- 4 Family, domestic and sexual violence in Australia 2018, Australian Institute of Health and Welfare
- 5 A E Adams, et al., 2008, Development of the Scale of Economic Abuse
- 6 A Herman, 2019, Literature Review: Analyzing the Reasons for Returning to Abusive Partners
- 7 All Lived Experience Research was conducted by user testing of the Your Toolkit website by Ruffle Design Co in Q1 2021, with all participants being women with lived experience of family and domestic violence.
- 8 KPMG, 2016, The cost of violence against women and their children in Australia
- 9 [https://ssir.org/articles/entry/this\\_is\\_not\\_an\\_impact\\_performance\\_report](https://ssir.org/articles/entry/this_is_not_an_impact_performance_report)
- 10 24 FDV sector participants responded to our survey in Q4 2020

## Your Toolkit internal reporting frameworks and documents used to inform this report:

- Website: YourToolkit.com.au
- Your Toolkit Theory of Change
- Your Toolkit Outcomes Indicator Metrics Data Collection
- Content Integrity Framework
- Marketing, Communications and Engagement Strategy
- Your Toolkit Stakeholder Mapping
- Marketing Stakeholder Engagement Key Events
- Social Media Analysis Reporting
- Ruffle Design Co. User Testing Insights Report
- Outcomes Monthly Reporting Template
- Funding Agreements
- Your Toolkit FDV Sector Survey
- Strategic Plan Financial Toolbox Women at Risk Trust 2020
- Website Pop Up Survey Results

