VOICES THAT CONNECT AND STRENGTHEN COMMUNITIES



Christian Broadcasting Social Return on Investment

Executive Summary

CMAA Christian Media & Arts Australia

Community Broadcasting Foundation

thinkimpact

SCAN TO SEE FULL REPORT

STRENGTHENING AUSTRALIA

CHRISTIAN BROADCASTING STRENGTHENS AUSTRALIA

More than 800 broadcasting locations reach 1.89million+ Australians each week, providing trusted, locally relevant media for communities often underserved by commercial and public broadcasting.

THE SECTOR AT A GLANCE

800+

36 Community broadcasting services and over 765 Open Narrowcast and DAB+ services

1.89m+

Over 9% of the Australian population listen every week

230+

Employees across the sector

$8.17m

Estimated annual volunteer value

1500+

Volunteers supporting local services

87.8%

Total social value experienced by listeners

DEEPLY LOCAL. NATIONALLY SIGNIFICANT.

Christian broadcasting reflects local voices, cultures, identities and concerns, helping people feel represented, informed and connected.



THE EVIDENCE

SOCIAL RETURN ON INVESTMENT

For every $1 invested in Christian broadcasting: $8.70 in social value is created.



8.7X SOCIAL RETURN

$40M INVESTED CREATED $350M IN SOCIAL VALUE

- **$40M** Invested
- **$350M** in social value created
- **8.7x** social value per **$1** invested

HOW CHRISTIAN BROADCASTING CREATES VALUE

VOICES

Community voices, cultures, identities and experiences are represented.

CONNECTION

People feel heard, informed and connected.

PARTICIPATION

People engage with communities participate in civic life and help solve social issues

VALUE

Stronger, flourishing communities, , improved wellbeing and greater resilience.

WHO EXPERIENCES THE VALUE?

LISTENERS | VOLUNTEERS | EMPLOYEES | SPONSORS | GOVERNMENT

87.8% of total social value is experienced by listeners.

This reflects the sector's strongest outcomes: representation, connection, participation, wellbeing and resilience.

COMMUNITY BENEFIT

DELIVERING ON NATIONAL PRIORITIES

Christian broadcasting contributes to enduring national priorities: social cohesion, civic participation, wellbeing, resilience and access to trusted information.

SOCIAL COHESION
People build stronger personal relationships, feel more connected, represented, less isolated and part of something larger than themselves.

CIVIC PARTICIPATION
Listeners become more aware of services and opportunities, and are more able and likely to participate in community and civic life to help solve social issues.

WELLBEING
Trusted local content increases positive spiritual growth, improves mental wellbeing, builds support networks and helps people feel hopeful and encouraged.

COMMUNITY RESILIENCE
Trusted information helps people feel safer and supports communities through natural disasters, disruption and change.

TOTAL SOCIAL VALUE BY STAKEHOLDER



VALUE BY OUTCOME FOR LISTENERS

OUTCOME	VALUE
Positive spiritual growth	$114,400,000
Feel more represented in society	$77,700,000
Improved mental wellbeing	$51,000,000
Feel more connected to their communities	$33,700,000
Stronger personal relationships	$13,400,000
Contribute to solving social issues	$12,200,000
Feeling safer in emergencies	$5,700,000



A DELIVERY PARTNER FOR PUBLIC PRIORITIES

These outcomes support policy goals across health, social services, emergency preparedness, multicultural affairs, regional development, First Nations affairs and civic participation.

TRUSTED LOCAL VOICES REACH PEOPLE OTHER MEDIA OFTEN MISS

Christian broadcasting moves people from passive consumption to active participation. For underserved and marginalised Australians, it provides a trusted pathway into community and civic life.