









# Measuring Community Wellbeing:

Lessons learnt from the  
co-design and application  
of scalable grassroots  
approaches

Canberra  
October 2025



# We elevate the voices of impacted people, globally

- 
- 2017** **Huber Social Launches**, a social enterprise aimed at improving the wellbeing of communities through measurement  

  - 2019** **Collaboration with Oxford University Blavatnik School of Government established.**  
Presented at Oxford Social Outcomes Conference and UN FAO Annual Conference in Rome, Italy
  - 2020** Established the first and only **nationally registered Human Research Ethics Committee** focussed on assessing projects measuring social impact.  

  - 2021** 2021 Huber Social invited to be a member of the **UNDP SDG Impact Assurance Advisory Group**  

  - 2022** The **Handbook for Measuring and Valuing Social Impact** for Standards Australia, led by Huber Social, is published  

  - 2023** Co-convenors of the **Wellbeing Economy Alliance Australia Hub**  

  - 2025** Recognised an **Australian Impact Market Builder** at the Australian Impact Investment Awards





**Our Vision** is for everyone to have the capability and opportunity to fulfil their potential: collective wellbeing

**Our Mission** is to lift wellbeing through better impact practice: measurement and decision making.



# The Hauraki Opportunity

- Brought together organisations at all levels of community to co-design, co-construct, and apply a repeatable wellbeing measurement and management system from the grassroots upwards.
- The system was developed with, and applied by and for, the people of the Hauraki.



**Waikato wellbeing project** | Hinonga  
toiora o Waikato  
Research . Knowledge . Storytelling

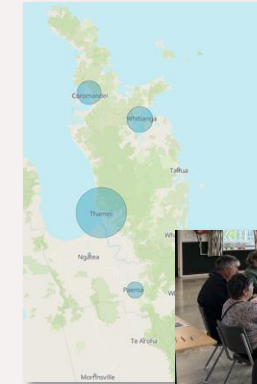






# Hauraki Deliverables:

- Framework and tools
- Full data set available
- Local capability built
- Findings report + public launch





## Highlights of the Approach:

1. Uses subjective wellbeing evaluation to identify priority needs

---

2. Hyperlocal data set - comparable, yet unique to place

---

3. Decision-makers able to ask the questions they need answers to

---

4. Cross and inter- district and sector collaboration supported

---

5. Targeted grassroots-up approach

---

6. Supports advocacy and decision making for organisations at all levels with a fit-for-purpose deliverables



## Principle 2: Use Subjective Wellbeing as the overall measure of Social Impact



**Wellbeing is ultimately something we experience. Therefore, assessment of someone's overall wellbeing is best done by people themselves: subjective wellbeing**

- Subjective wellbeing provides an overall system measure of someone's life.
- measures the 'net effect; of initiatives
- Goes beyond outcomes, recognising progress in one area may be at the expense of other aspects of people's lives.



Subjective well-being outcomes not only are meaningfully associated with objective health, education and labour market outcomes (for example), but also **shed light on trends in how people subjectively assess their experiences – which may diverge from trends in other measures of progress in meaningful ways.**

OECD (2025), *OECD Guidelines on Measuring Subjective Well-being (2025 Update)*, OECD Publishing, Paris, <https://doi.org/10.1787/9203632a-en>.





## Highlights of the Approach:

1. Uses subjective wellbeing evaluation to identify priority needs

---

2. Hyperlocal data set - comparable, yet unique to place

---

3. Decision-makers able to ask the questions they need answers to

---

4. Cross and inter- district and sector collaboration supported

---

5. Targeted grassroots-up approach

---

6. Supports advocacy and decision making for organisations at all levels with a fit-for-purpose deliverables



# The Opportunity for Australia To Lead the World

## Measurement that leaves no one behind

- **Fit for purpose community wellbeing measurement** that delivers the granularity required to understand what is driving those outcomes.
- **Subjective wellbeing evaluation** brings the opportunity to go beyond the high level outcomes, and understand not only the profile of the needs, but how different groups are experiencing life, and where we can focus our resources, rather than chasing the outcomes in equal measure.



# Resources

- **Examples of our work**

<https://hubersocial.com.au/published-reports>

- **Upcoming Webinar**

<https://events.humanitix.com/building-a-community-wellbeing-measurement-and-management-system>

- **SA Handbook**

<https://www.standards.org.au/standards-catalogue/standard-details?designation=sa-hb-204-2022>

- **More detail on the Hauraki Opportunity**

[https://www.waikatowellbeingproject.co.nz/hauraki-opportunity\\_/](https://www.waikatowellbeingproject.co.nz/hauraki-opportunity_/)

- **Accreditation Training and Courses**

<https://hubersocialacademy.com/>





**Michelle Macaskill**

CEO

Kirikiroa Hamilton

Aotearoa New Zealand

[Michelle.macaskill@hubersocial.org](mailto:Michelle.macaskill@hubersocial.org)



**Georgina Camp**

Partnerships and Growth

Whadjak Noongar Boodjar Perth

Western Australia

[Georgina.camp@hubersocial.org](mailto:Georgina.camp@hubersocial.org)