

A photograph of a yellow and blue LifeFlight helicopter with several crew members in high-visibility vests and hard hats standing around it. The helicopter has "RACQ LifeFlight Queensland" written on its side.

Measuring LifeFlight's Social and Economic Impact

Social impact is how organisations actions positively affect their surrounding community.

In a period dominated by rising cost-of-living pressures, new independent economic analysis has put a dollar value on the benefits returned to communities, investors and donors from LifeFlight's aeromedical efforts. For every dollar invested in LifeFlight, Queenslanders receive \$8.20 in economic and social benefit.

Social return on investment (SROI) is a framework that helps organisations measure and account for much broader concepts of value. SROI translates social outcomes into tangible monetary values helping LifeFlight to understand the greater benefits that flow from investment of time, money, and other resources. The benefits can be seen in terms of the return for individuals, stakeholders, communities, and society.

Each year LifeFlight is making a significant difference to the lives of thousands of Queenslanders providing treatment to seriously ill and critically injured patients, whilst providing rapid-response aeromedical transfer to hospitals around the state.

Aeromedical intervention can significantly increase a patient's chance of survival, greatly reducing the possibility of death, permanent disability and assist in a shorter recovery time. All of which have economic and social benefit and value attached to it.

LifeFlight's operations contribute considerable benefits to Queensland in both social benefits (lives saved and improved health outcomes) and economic benefits (including operational expenditure, direct and indirect jobs, taxes).

Analysing the economic, employment and social benefits that LifeFlight makes every day to the people of Queensland.

To calculate an overall Return on Investment (ROI) rate for the LifeFlight, specialist assessors QEAS analysed, quantitatively and qualitatively, the total value of economic and social benefits provided to the Queensland community because of LifeFlight's operations and health outcomes.

Assessors used detailed company data, comparative aeromedical industry data, the latest Australian and global information on economic value of improved health outcomes. They examined both social and economic data, from patient numbers and outcomes, mortality rates associated with different modes of medical transportation, patient access and service reach, through to salaries

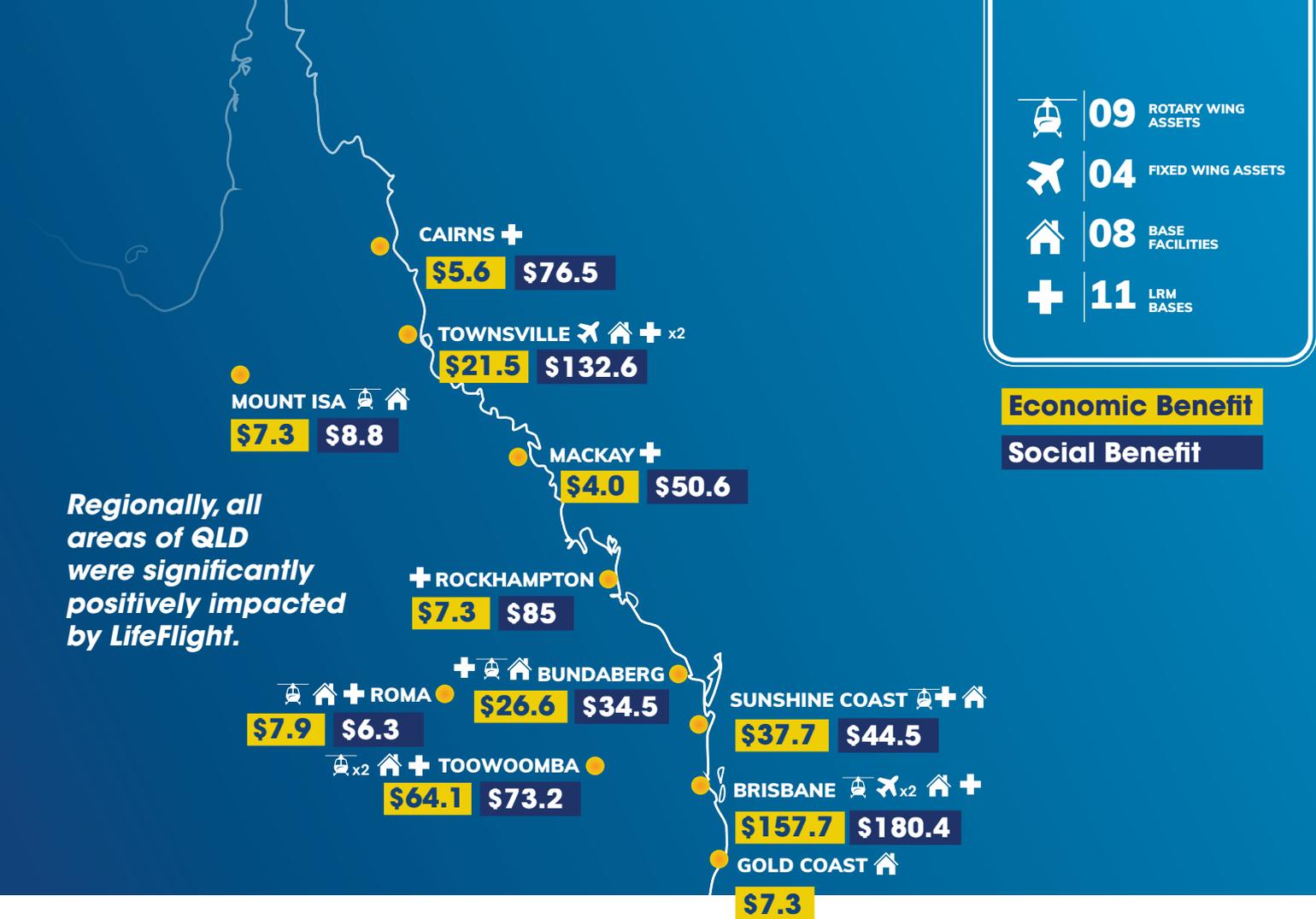
and wages and cost of fuel, aircraft maintenance, equipment, freight, information technology, power, and training.

A positive ROI greater than 1 indicates the value generated by the organisation is greater than the resources invested in it. For LifeFlight, the assessment returned an ROI of 8.20, meaning for every \$1 the company invests, the Queensland community receives \$8.20 in benefits.

In other words, the value to the community in lives saved (social benefit) and capital expended (economic benefit) outstripped the cost of providing the service, by more than 8 times.



For every dollar invested in LifeFlight, Queenslanders receive \$8.20 in economic and social benefit.



The Economic and Social Contribution that LifeFlight makes to the Queensland Community

The combined social and economic benefits of LifeFlight's operations are assessed to be \$1,044.9 million in 2022-23.

LifeFlight provides more than \$351.3 million in economic benefits to the Queensland economy each year through its life-saving aeromedical services to Queenslanders. The social benefit LifeFlight provides to its patients and the Queensland community in health outcomes is estimated at \$693.7 million.

\$351.1 mil
Total Economic Benefits
2022-23

\$693.7 mil
Total Social Benefits
2022-23

\$1,044.9 mil
Total combined
Social/Economic Benefits
2022-23

Who is QEAS?

Queensland Economic Advocacy Solutions delivers solutions in economic, political and social advocacy in Queensland for small and medium sized businesses, industry associations, local chambers of commerce, and local and state government.