

## insights community update – Q1 & 2 2025

Hello from the insights team,

We're excited to share what's been happening across the first half of the year. From our first-ever in-person focus groups to insightful surveys and usability testing, your contributions have been invaluable. Thanks to your feedback, we're learning more about the needs of our community and making real changes.

Whether you joined a session, completed a survey, or shared your story, thank you.

Here's a look at **what we explored, what we heard, and how your input is driving change:**

### In-person focus groups: health and hardship

#### What we heard:

- Financial hardship is highly stigmatised, particularly at the beginning and end of careers, for small business owners, and those with family care or health responsibilities.
- Health and disability needs are broad and varied across the community.
- Isolation has a profound impact, leaving people in hardship disconnected and without a lifeline beyond their situation.

#### What we're doing:

- Developing campaigns to tackle stigma around seeking financial support, making client stories more visible and impactful.
- Exploring ways to provide community connections and peer support.
- Enhancing our website with preventative resources on financial and health support.
- Expanding our team: two new triage coordinators have joined, and we've introduced a new way to book calls with a support officer directly via email.

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### Website survey & 1-2-1 usability sessions

#### What we heard:

- The structure and functionality of the caba website are solid, but visibility of content and tools could improve.

#### What we're doing:

- Removing pop-ups that distract from resources.
  - Highlighting downloadable tools more clearly.
  - Adding sub-menus to improve navigation.
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### **Focus group: financial support application form**

#### **What we heard:**

- Some sections of the form felt cumbersome or unclear.
- Participants wanted clarity on why certain questions are required.
- Anxiety was raised about sharing financial details online.

#### **What we're doing:**

- Simplifying the form by removing unnecessary questions and improving explanations.
- Prioritising client choice and using your feedback to refine how we communicate about online applications and Open Banking.
- Introducing the Minimum Income Standard as a benchmark for assessing financial support.

### **Focus group: caba's theory of change and evaluation framework**

#### **What we heard**

- The new theory of change is clear, concise and user-friendly, making it easy to understand our intended impact.
- The outcomes survey is straightforward and simple to complete.
- A few small tweaks to the questions and formatting would make it even more user-friendly and provide stronger data for analysis.

#### **What we're doing**

- Updating the outcomes survey format and refining questions so everyone can complete it quickly and accurately.
- Sharing more about our theory of change on the website so our community can better understand the difference caba aims to make.

Thank you

Your input is helping us shape meaningful change across caba. We couldn't do this without you, and we look forward to keeping you updated as the year continues.