Co-Producing A Care Sector Workforce Strategy

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Purpose

- Review Of Where We Got To Last Time
- Briefing Of The Cabinet – Test Some Ideas/Get Key Messages
- Audit of Current Projects
- Prioritise & Progress Projects - IE

Develop A Coherent Workforce Plan

Re-run Workforce Challenges

- 11,000 new workers required next 3 years
- Disability sector stigma and "image" problem.
- Lack of understanding of career options in school environment.
- "Health" lens drives student expectations.
- Lack of clarity on future skills required.
- Unstructured career development.
- Undersupply of trained workforce.
- Workforce 'Casualisation'
- Ensuring convergence does not dilute unique disability skills

Known Workforce Shortages

- Auslan interpreters
- Support workers
- Social workers
- Case managers

- Allied health services, including physiotherapists, speech pathologists, dieticians, occupational therapists, psychologists, behaviour support practitioners and developmental educators

NDIS Market Challenge

- Utilisation stubbornly @ 50%

- Growth in demand still widely anticipated

- Under-utilisation a drag on the economy

The Aged Care Workforce Taskforce's A matter of care – a strategy for Australia's aged care workforce

- Almost one million workers by 2050 – has been developed by an industry-led expert taskforce.

- designed to help the sector shift attitudes to caring careers, and enhance the quality of life of senior Australians.

- There are a variety of additional Government programs that support service providers and aged are workers.

- The Productivity Commission projects the number of Australians receiving aged care will almost triple by 2050, to 3.5 million, requiring staff numbers to grow from 366,000 to almost one million.

The national aged care workforce strategic actions

- Creation of a social change campaign to reframe caring and promote the workforce

- Voluntary industry code of practice

- Reframing the qualification and skills framework

- Defining new career pathways including accreditation

- Developing cultures of feedback and continuous improvement

- Establishing a new standard approach to workforce planning and skills mix modelling

- Implementing new attraction and retention strategies for the workforce

- Developing a revised workforce relations framework to better reflect the changing nature of work

- Strengthening the interface between aged care and primary/acute care

- Establishing and Aged Care Centre for Growth and Translational Research

- Current and future funding considerations, including staff remuneration

- Transitioning the existing workforce to new standards.

Need to almost triple our aged care staff by 2050 which means we must make caring a career of choice, with clear professional pathways, high community appreciation and strong self-respect.

September Workshop

1. Develop a Shared Workforce Service model to manage the care sector workforce in SA and support a flexible work offer

2. Redesign of the Certificate 3 qualification & identifying further higher education pathways

3. The introduction of standard workplace training, mentoring and supervision and linking these obligations to funding conditions

4. Government advertising campaign designed with input from the sector

5. Awareness raising activities for careers in care sector in schools and career fairs

Actions

SA Workforce Committee to address the proposed strategy items

3 Taskforces - Leaders in 3 Key Strategy Areas to self-nominate:

1.   Flexible Workforce Offer
2.   Improving the profile/perception of careers in the care sector
3.   Care Workforce Training & Accreditation

Taskforce Actions:

- to lead collective industry initiatives that can be driven from the private/community sector (eg. shared services options, training initiatives)
- to lead the development of recommendations to government and other stake-holder groups

NDS State Workforce Projects	Other Projects	Areas Identified by this Thinkers Group
Attraction and Recruitment	Other Projects	
Shared Workforce Models	State Workforce Strategy	
Upskilling Existing Workers	1. Shared After Hours on call and Casual Pool 2. CSI Shared Casual Pool 3 Northern cooperative	
Essential Skills for New Workers and Pre-Employment Requirements	National NDS Skills Passport (Flinders is developing a similar project)	
Traineeships	Training Collaborations (Health, Aged & Disability)	

NDS State Workforce Projects	Other Projects	Areas Identified by this Thinkers Group
Attraction and Recruitment	**State Workforce Strategy**	1. **Government Advertising Campaign Designed** with input from sector (Perception of value of careers in care workforce) - Values-based work as a draw card - Language framed as "Benefits to the Community of Social Wellbeing" vs limited to description of sectors of service provision (Aged Care, Disability Care etc.) - Use roll-out of NDIS as an opportunity for constructive marketing 1. **Awareness Raising Activities for Careers in Care Sector** in schools and career fairs (Perception of value of careers in care workforce)
Shared Workforce Models	**1. Shared After Hours on call and Casual Pool** **2**. **CSI Shared Casual Pool** **3 Northern cooperative**	**Shared Workforce Service** (Flexible Work Offer) Scoping a model for shared services to manage the care sector workforce in SA and support a flexible work offer

NDS State Workforce Projects	Other Projects	Areas Identified by this Thinkers Group
Upskilling Existing Workers	**National NDS Skills Passport** (Flinders is developing a similar project)	**Compulsory Workplace Training, Mentoring and Supervision** (Flexible Work Offer and Training & Career Progression) Recommendation to government to tie traineeships, mentoring and supervision to organisational funding
Essential Skills for New Workers and Pre-Employment Requirements **Traineeships**	**Training Collaborations** (Health, Aged & Disability)	**Redesign of the Cert 3 & Pathways for further Qualifications** (Flexible Work Offer and Training & Career Progression) - Industry to work with Accredited Training Providers of the Cert 3 to redesign the training to support a flexible work offer across the cares sector and career progression through to other tertiary qualifications - Industry to work with Accredited Training Providers / Universities to map and design curriculum and accreditation to enable recognition of prior learning for higher education degrees and progression through to increased qualifications.

Shared Resources

- On Call

- Other back office functions

- Shared Workforce

On Call Pilot

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Headache(s) To Solve

Functions

Key Pilot Findings

Next Steps

Shared Workforce

Headache(s) To Solve

Business Model Canvas IDEA:			Author:	Customer Segments
			On:	
			Iteration:	

Key Partners	Key Activities	Value Proposition	Customer Relationships	Customer Segments
	Key Resources		Channels	

Cost Structure	Revenue Streams

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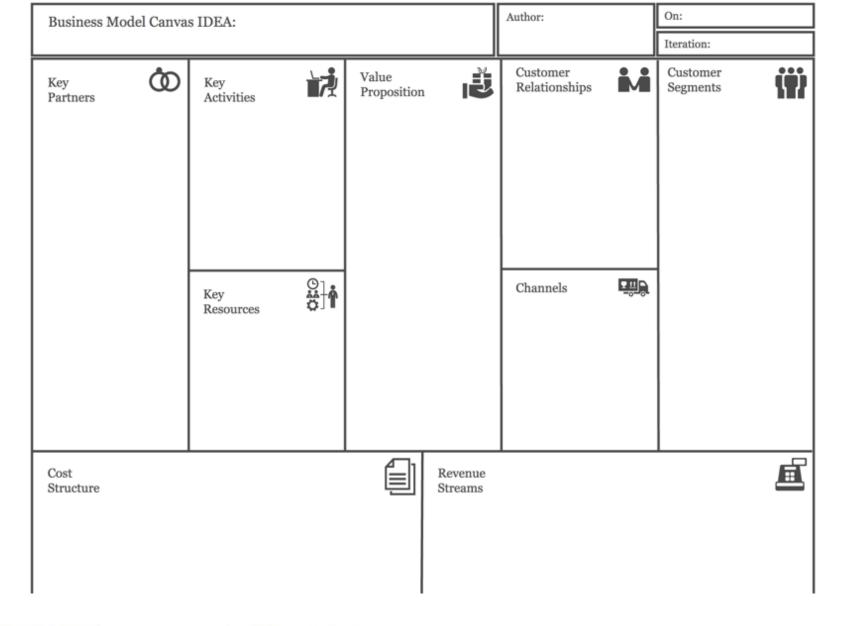Flinders UNIVERSITY THE UNIVERSITY of ADELAIDE

thinkers IN RESIDENCE
SOCIAL CAPITAL RESIDENCIES

Value Proposition

- The collection of products and services a business offers to meet the needs of its customers.

- USP/Point Of Difference

- Provides value through various elements such as newness, performance, customization, "getting the job done", design, brand/status, price, cost reduction, risk reduction, accessibility, and convenience/usability.

- The value propositions may be:
  - Quantitative – price and efficiency
  - Qualitative – overall customer experience and outcome

Key Partners

- Who are your key partners?
- Who are your key suppliers
- Other Stake-holder Groups

Key Activities

- The most important activities in executing a company's value proposition. An example for Bic, the pen manufacturer, would be creating an efficient supply chain to drive down costs.

Key Activities

- Quality Assurance – Recruit, Training, Screen, select, certification and Induct.

- Support worker supply

- Marketing

- Business Development - Inc - creating products that the market wants.

- Member support

- Back office, payroll, insurance (i.e economies of scale).

Key Resources;

- The resources/assets that are necessary to create value for the customer. They could be:

- human

- Financial

- Physical

- Intellectual

Customer Segments

- Niche Market: Specialized needs and characteristics of clients.

- Segmented: Additional segmentation within existing customer segment. based on gender, age, income, etc

- Diversify: Multiple customer segments with different needs and characteristics.

- Multi-Sided Platform/Market: Serve mutually dependent customer segments. EG A credit card company provides services to credit card holders while simultaneously assisting merchants who accept those credit cards.

Customer Relationships

- Personal Assistance/Dedicated Personal Assistance: The most intimate and hands-on personal assistance in which a sales representative is assigned to handle all the needs and questions of a special set of clients.

- Self Service

- Automated Services

- Communities

- Co-creation

Channels

- Shop-front/SPOA/One Stop Shop
- Web-site
- etc

Revenue Streams/Business Model

- Usage Fee – Money generated from the use of a particular service. e.g. UPS

- Subscription Fees – Revenue generated by selling access to a continuous service. e.g. Netflix

- Brokerage Fees – Revenue generated from an intermediate service between 2 parties. e.g. Broker selling a house for commission

- Advertising – Revenue generated from charging fees for product advertising.

Barriers To Stakeholder Buy-In

Next Steps

Let's Co-Operate!

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