

# Disability, Employment & Entrepreneurship

Dr Guy Turnbull

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# TEAM FOSTERING

Putting Children's Futures First



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the lender for social purpose



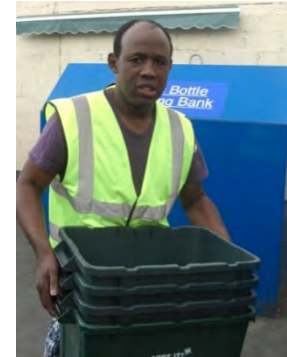
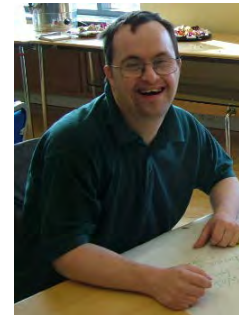
# CASA

CARE AND SHARE ASSOCIATES



**rapid enterprise  
development**





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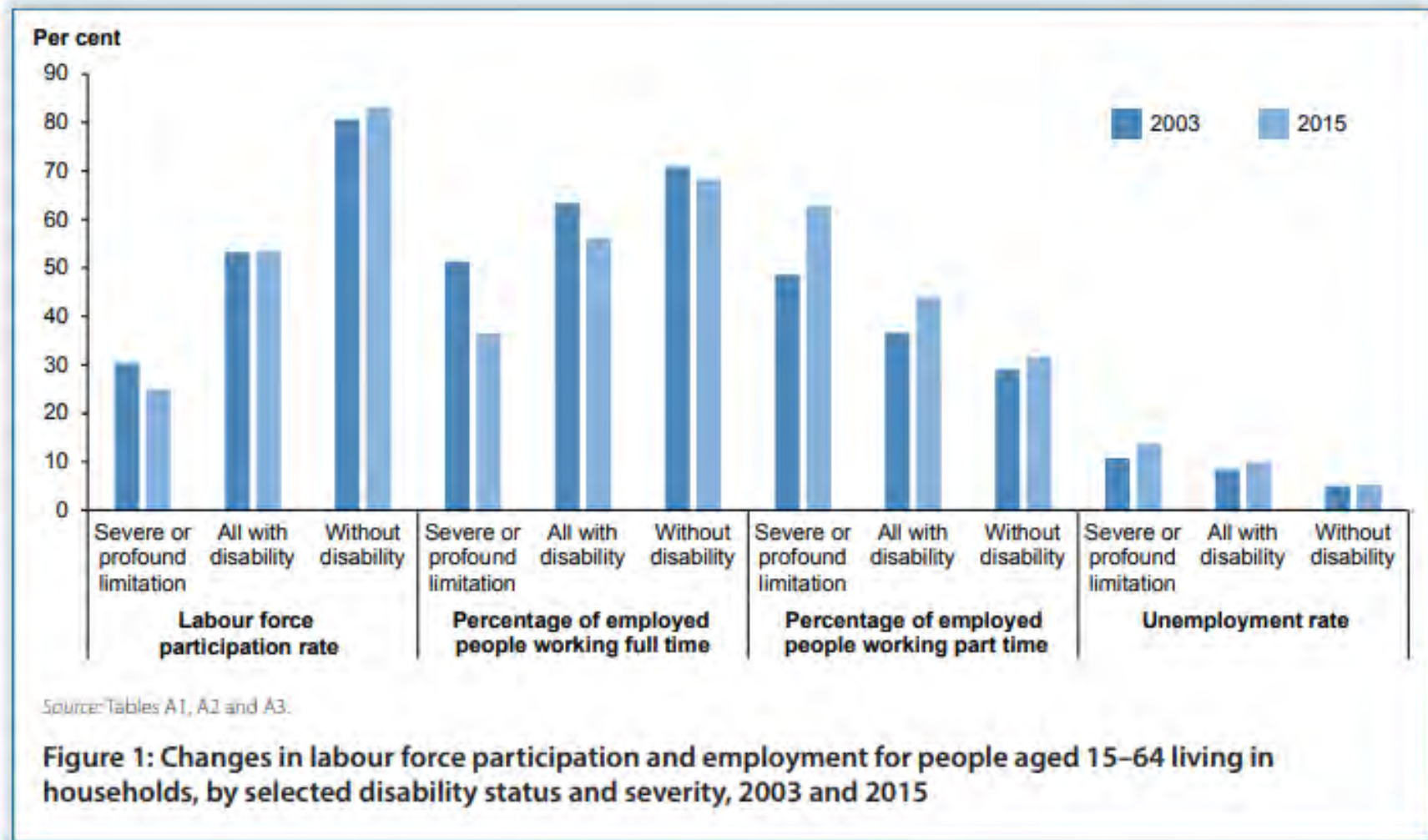
Somewhere To Live

Someone To Love

Something To Do



# Labour Force Participation Of Disabled People, 2003 vs 2015



# So What If There Are No Jobs?



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# So What Is Work?



- Money
- Purpose
- Becoming adult
- Status
- Self-esteem
- Social



# I AM NOT DISABLED

- Businesses Are About People
- Challenging The Medical Model:  
A Social Approach To Disability
- Leads to:
  - Disabled people are well placed to understand and assess their own needs;
  - Disability is about loss of control;
  - Disabled people not only have physical impairments. There can also be loss of self-esteem and adoption of poor body image.

# Enterprise Provides

- Economic independence
- 'Give' Not 'Take'
- Self Esteem - you walk 'taller'
- Control over working environment
- Integration
- An ever changing environment

# Enterprise & Disability;

- Are “Businesses that Support” not “Projects that Trade”
- Recognises a Values First approach;
  - Enterprise
  - Employment
  - Empowerment

# Benefits of Co-operative Development for Disabled People

- Horses For Courses
- Creation of new employment opportunities
- Confidence-building
- Integration
- Creation Of Dynamic Environment
- A Degree of Choice & Control Over Working Environment
- Self-esteem and Satisfaction

# Other Benefits

- True integration into the community
- Less reliance on publically funded provision
- Fewer demands on their carers, reducing the need for respite care
- Stimulates Local Economic Development

# The testing cycle

- Having an idea
- Making sure it will work
- Getting the right support



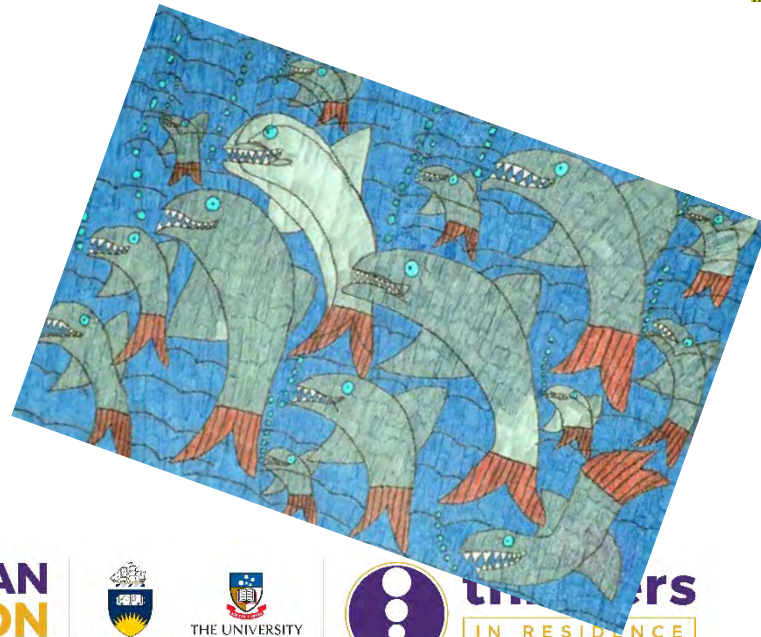
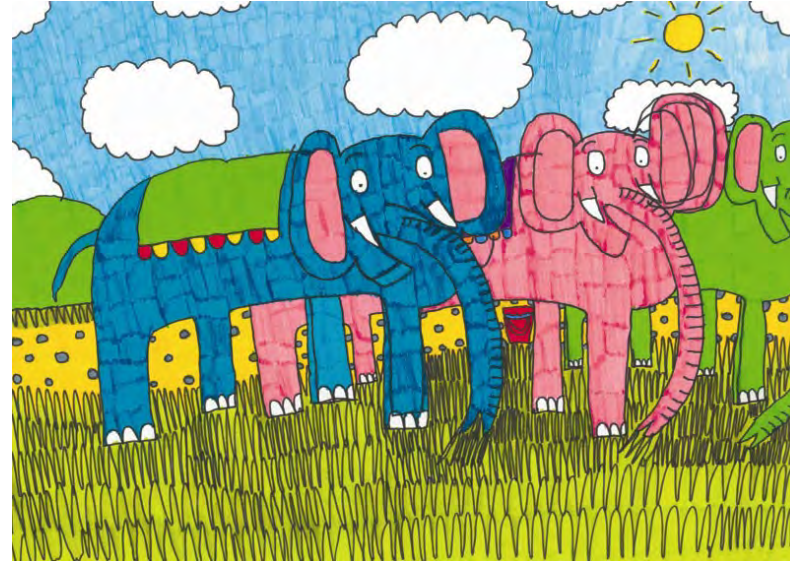


# George

- Talented artist
- Notable style
- Independent Living Fund and Direct Payment
- Business support
- PA Supports Self Employment
- Potential for 'back office' co-op









# Delroy

- Delroy's Plan
  - likes to crush plastic bottles
  - Enjoys walking and being outdoors
  - Loves transport and going places
- Plastic recycling collections not offered locally



# Delroy

- Local collection service
- Charge per bag
- Local headache
- Reaps the rewards



# Roundtable Discussion #1: Enterprise

- Disability inclusion in the 'Enterprise Space'
- Identifying barriers to self employment and how they can be overcome
- The potential development of a community led disability enterprise strategy

# What Makes A Successful Business?



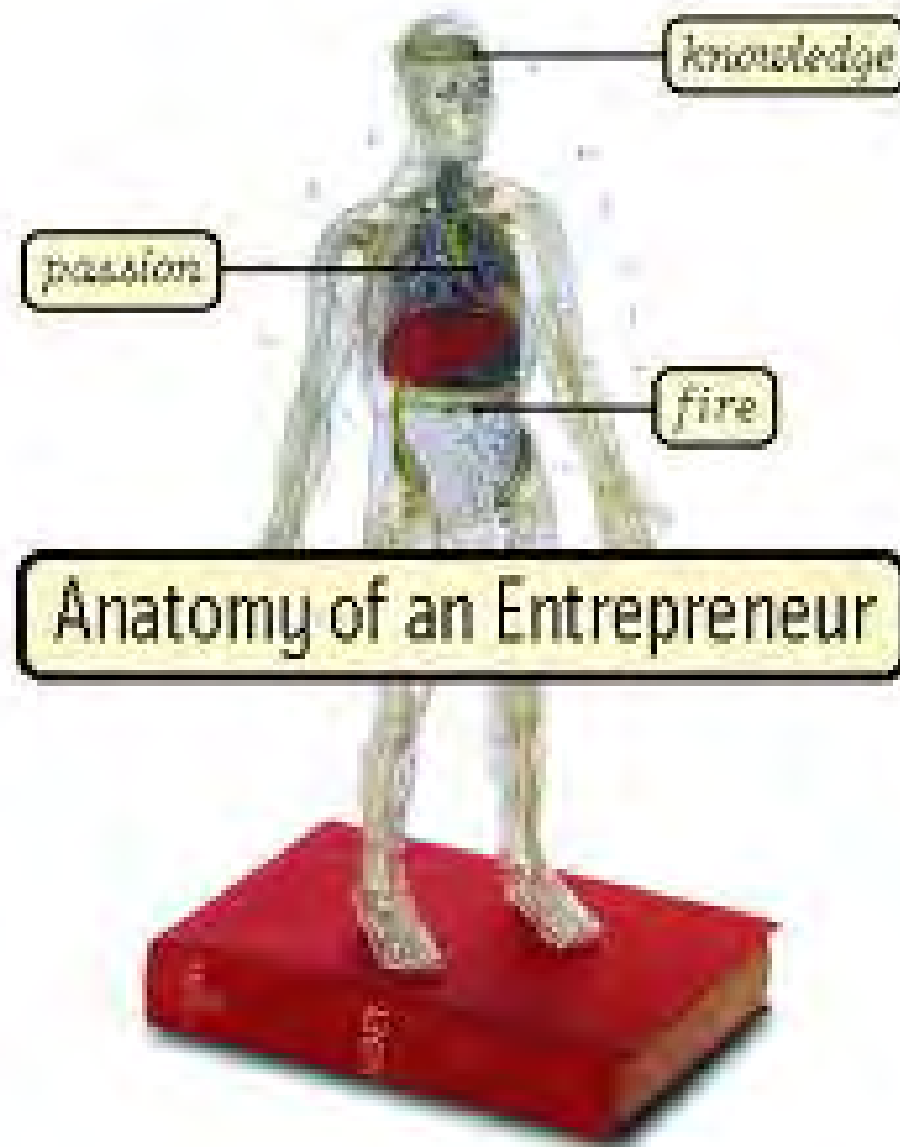
# Success Factors

- Effective and well researched business idea generation and development
- Good market research
- Dynamic marketing
- A Market
- Appropriately skilled & trained workforce
- Tight financial control
- The right financial & other resources
- Location
- Product innovation, development & design
- Flexibility

# Finding the entrepreneur







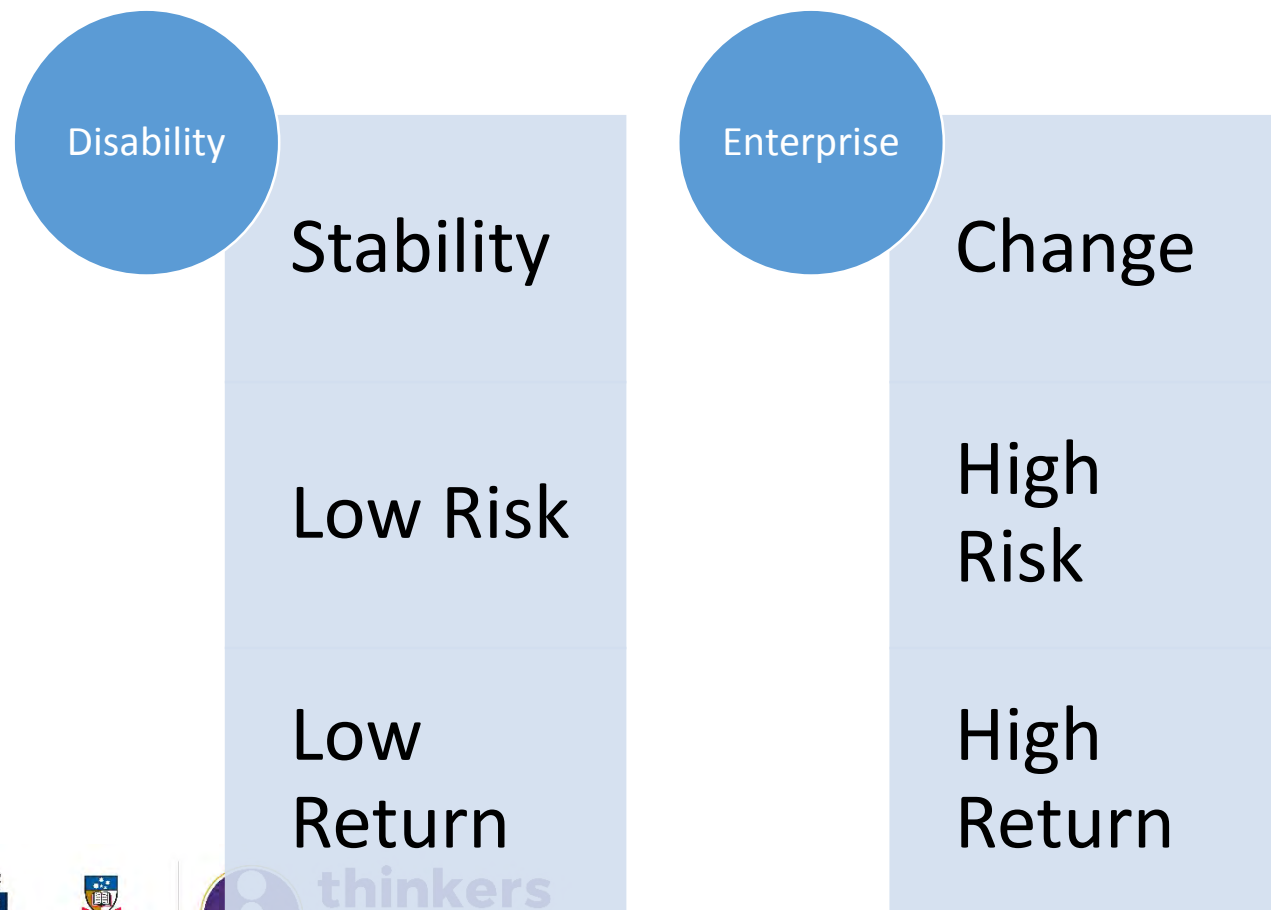
# Anatomy of an Entrepreneur

# Entrepreneurs

- Having guts, determination & focus - being able to overcome barriers and not get side-tracked (for too long)
- Being able to spot opportunities
- Having vision
- Having responsibility and ownership - autonomous management
- Feeling comfortable with ambiguity / being open to change
- Managing networks and relationships- creating interdependency and win-win scenarios
- Being energetic and motivated - a good starter, identifying finishers
- Taking incremental risk/managing risk
- Taking initiative and making things happen - being able to make the 'phone ring'



# When Two Worlds Collide





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# Business Planning Resources

- Accessible Business Plan Work-books
- Downloadable Examples
- Accessible Training Workshops
- Circles Of Support
- The Journey

# Employment



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# We know what works

When we give good quality support to people who are interesting in finding work, we can match their skills interests and aspirations with the needs of local employers and get good job outcomes

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When we give **good quality support** to people who are interesting in finding work, we can match their skills interests and aspirations with the needs of local employers and get good job outcomes

- Supply of job coaches
- Development
  - Quality
  - Training
  - Finance

# We know what works

When we give good quality support to **people who are interesting in finding work**, we can match their skills interests and aspirations with the needs of local employers and get good job outcomes

- Aspirations
- Families
- Community
- Transition
- Education

# We know what works

When we give good quality support to people who are interesting in finding work, we can match their skills interests and aspirations with the **needs of local employers** and get good job outcomes

- Employer focused
- Promoting business benefits
- Help with recruitment
- Ongoing support

# Key employment considerations for people with moderate and severe learning disabilities

- Ability to understand verbal instruction and to provide information
- Cue dependency creates difficulty transferring tasks learned here (training) to there (job)
- Small changes can lead to the person being unable to do a well known task :
  - Changes in task sequence
  - Changes in work machinery
  - Changes in work materials
  - Changes in a co-worker role
  - Changes in workplace environment
- All this weakens the relevance of pre-training

# Supported employment model

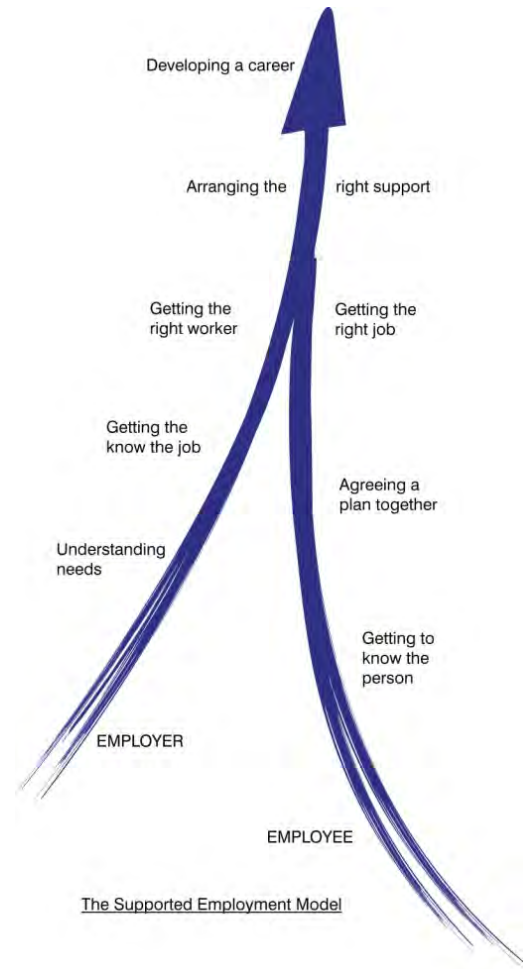
American model following Marc Gold

## - Training in Systematic Instruction

- On the job training
- Predominantly non-verbal
- No praise – the task is the natural re-enforcer
- No news is good news
- Small trainable steps
- The word 'NO' is out
- Trainer should know the task inside out
- Assistance should be reduced each time until the learner works unassisted



# Supported employment



## Work with the job seeker

- Engagement
- Getting to know you
- Agreeing a plan together

## Work with the employer

- Engagement
- Understanding needs and identifying vacancies
- Getting to know the job

## Job match

- Employers get the right worker and jobseekers get the right job
- Arranging the right support

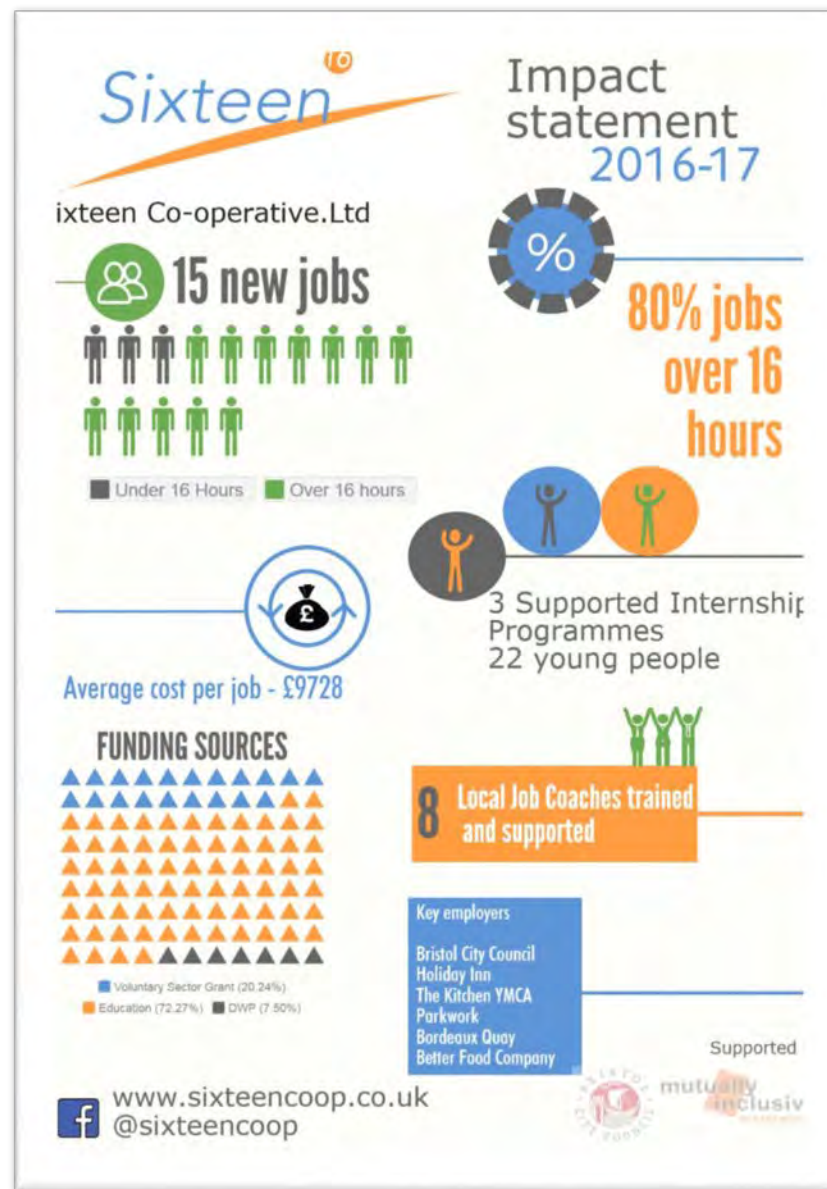
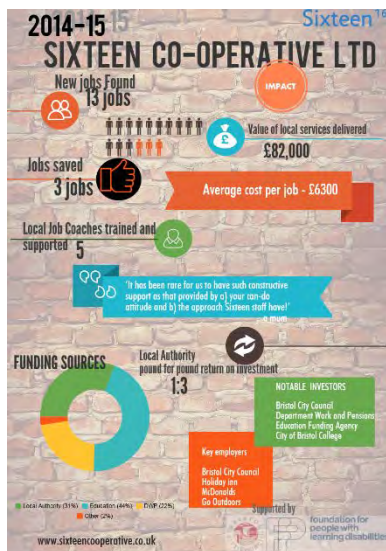
# Illustration – Sixteen job coaching

Specialist job coaching support to people with a learning disability providing the right support by the right person at the right time

- Evidence based practice
- Blend of social care, educational and employment (DWP) funding
- Individual (not block) contracts
- Delivery
  - Discovery and Vocational Profiling
  - Employment planning
  - Job Search
  - In work support



16  
*Sixteen*



## Measuring Impact

- Jobs
- Under / over 16 hours
- Retention
- Job Coaches trained
- Return on investment
- Cost per job

# Roundtable Discussion #2: Employment

- Disability inclusion in the ‘Workplace’
- Identifying barriers to employment and how they can be overcome
- The potential development of a community led disability employment strategy