Index

1. The importance of a narrative ................................................................. 2
2. Context for delivering the Strategy................................................................. 3
3. The Council’s relevance and legitimacy ............................................................. 4
1. The importance of a narrative

Building trust will be a key focus of the Council.

Whilst the Council leadership has the responsibility to drive accountability and focus on delivery, they also need to motivate those around them.

The Council can actively shape a ‘winning’ culture by engaging and actively guiding the Technical Advisory Capability, project teams; but more importantly those key stakeholders across the industry, government and the community.

The Council needs to take a lead in generously and publicly acknowledging those who demonstrate the leadership behaviours and program delivery capabilities that make the Strategy succeed – and in so doing share and amplify these experiences across the community.

It should not be assumed that industry, government and the community will necessarily ‘get it’ in the first instance. As the leadership group, the Council needs to actively convey a deep commitment to the Strategy itself, its delivery priorities and providing regular reinforcement.

The Council needs to govern through transparency to engender trust and enhance cross-industry cooperation; together with industry and government collaboration in delivering the Strategy.

The Council will need to be united and follow decisions through to delivery.

Through its implementation plan, the Council is committed to making strategic decisions rapidly. This means having an ability to move quickly to correct course when required, reprioritise, and remove roadblocks. In so doing the Council will need to make the most informed decisions from the information available – but should actively seek to build an evidence base to support its decision-making.

In delivering the Strategy, the Council working with key stakeholders, needs to consider and address risks and interdependencies explicitly – both upfront and regularly throughout delivery. This needs to be supported by a lean and powerful governance structure to reinforce accountability, ownership, and a bias towards action – based on agreed metrics and milestones.
2. Context for delivering the Strategy

The Australian Government has long been committed to increasing the productivity, sustainability and resilience of Australian industries.

Australia’s population is ageing rapidly, consumer expectations about the quality of aged care services is increasing, and in the current climate, visible leadership and funding transparency will be critical.

Engaging frontline services providers will be essential if the sector is to meet an ever-increasing demand for services, and to continually innovate and improve evidence-based practice and policy.

It is more important than ever that providers from across the industry drive quality improvements, proactively responding to consumer demand and expectations. While peak bodies play an important role representing their members’ interests, and aggregating sector wide issues for government, they are not well positioned to effect change.

A leadership group of Aged Care sector providers has a unique ability to design and test solutions to systemic issues, given their direct role in delivery. They are also well positioned to communicate learnings and drive cultural change.

The Strategy is the catalyst to drive long lasting cultural and behavioural change necessary across a sector that manifestly share an interest in having a respected, skilled and well supported workforce. It has been brought to life with the establishment of the Council.

The Council, empowered by the Strategy, provides an opportunity to lift the conversation and address those strategic impediments to us being world class in the delivery of aged care – that consumers and their families choose to use; and that the diverse workforce is proud to be part of.

Implementation of the Strategy will be driven, in the main, by the Council. And it is this visible and courageous leadership that will bring together the industry, government and the community. Ultimately, the Council will help bring government, industry and the community together – enabling:

- The implementation of Strategic Actions that challenge the industry to reinvent itself
- Progressive and pragmatic thinking around workforce engagement and enablement
- Innovative practices and/or technology in delivering holistic care to consumers
- The desire and commitment to lead industry transformation.
3. The Council’s relevance and legitimacy

The relevance and legitimacy of the Council underpinned by the fact that it:

- Is the first leadership group of its kind in the industry – bringing together employers, consumers and employees through one voice
- Provides a tangible opportunity to engage and bring together the broader industry, government and community in a collaborative dialogue
- Unites a fragmented aged care landscape – so that together (rather than individually) each contributor (industry, government and the community) can resolve the issues being highlighted by the Royal Commission, and in doing so, reposition how aged care is perceived across our society.