Aged Care Workforce Industry Council

Delivering A Matter of Care
Australia’s Aged Care Workforce Industry Strategy

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1. Communicating strategically

Acknowledging the relevance and legitimacy of the Council – that it is the first leadership group of its kind in the industry (bringing together employers, consumers and employees through a united voice), its engagement needs to be strategic, deliberate and designed in a way to deliver maximum benefit to the implementation of the Strategy.

The Council has a critical role, to build a narrative that transcends aged care, and highlighted by the Strategy, makes the issue of caring for our elderly a community issue. The approach below defines how the industry as a whole will be informed of the intent of the Strategy, the implementation plan, and the transformational change that is expected to occur across industry, government and the community:

**Inform**
- To provide the community with balanced and objective information to help them understand the Council’s intent, acknowledge the failings of the current system, and the pragmatic solutions being implemented across the industry.

**Consult and involve**
- To obtain public feedback on alternatives and/or decisions.
- To work directly with the public throughout the implementation process to ensure their concerns and aspirations are consistently understood and considered.

**Collaborate**
- Achieve critical mass by partnering with the higher education sector (Universities and Vocational Education and Training) to see how we can support each other.

**Empower**
- To work with key stakeholders (across industry, government and the community) in a manner that enables final decision-making to be agreed together.
2. A proposed communications approach

From a communications perspective, the Council needs to build trust and credibility amongst its identified stakeholders (see Attachment 1) and the broader community – to demonstrate action in the delivery of the Strategy.

What is the narrative? Being clear on how we articulate the Council, what it is working to achieve, its actions and its achievements will go a long way in building confidence, trust, and the motivation to collaborate.

A consistent narrative has the ability to generate excitement and momentum and further propel the implementation of positive actions.

This is complemented by the following high-level communications approach, to enable the Council to communicate process of the Strategy’s implementation, and address barriers to implementation:

**Objective**
- Development of targeted communications, so that stakeholders receive the information they need from the people that they trust – improving take-up and cultural acceptance of the Strategy
- To build cultural awareness of the enhanced capabilities to be delivered through the Strategy.

**Strategic messages**
- The Aged Care Workforce Strategy represents the starting point to drive a process of transformational reform necessary to lead, inspire and effect lasting change
- Embedding long-lasting cultural change is fundamentally about inspiring people to act differently
- The Aged Care Industry Workforce Council shares a vision for the workforce Australia deserves, to support better care now and into the future.

**Key stakeholders include:**
- The workforce (through employers and unions)
- Consumers (through consumer representatives)
- Industry partnerships with:
  - The university sector
  - Vocational education training providers and TAFEs
  - The disability sector
- Government partnerships:
  - Ministers for Aged Care, Health, Education, Indigenous Affairs
  - Federal: Health, Education & Training, Infrastructure (Labour market issues)
  - State / Territory: Employment programs and initiatives
- Industry peak bodies
- Dementia Australia
- Carers Australia

**Key considerations**
- The Council’s program of work during 2019 and 2020 will be informed by: the impact of the rollout of the national Aged Care Quality Standards and new directions for aged care and its workforce arising out of the Royal Commission into Aged Care Quality and Safety.
3. Key Stakeholders

The Council will seek to grow and expand its stakeholder group. In the first instance the following key stakeholders have been identified:

**Workforce**
- Employers / providers
- Employee unions

**Government**
- Aged Care Royal Commission
- Aged Care Sector Committee
- Australian Commission on Safety and Quality in Health Care
- Chief Medical Officer
- Department of Education and Training
- Department of Employment
- Department of Health
- Department of Infrastructure (Labour market issues)
- Minister for Aged Care
- Minister for Health (the Secretary, together with the First Assistant Secretary and Assistant Secretary for responsible for aged care reform)
- Minister for Education
- Minister for Indigenous Affairs

- National Aged Care Alliance
- State/ Territory governments (Employment programs and initiatives)
- COAG – The Australian Industry and Skills Committee (to which the IRC reports) and is chaired by Professor John Pollaers

**Peaks:**
- Carers Australia
- Consumer representatives (i.e. COTA and National Seniors Australia)
- Dementia Australia
- Employee representatives (i.e. the Australian Nursing Midwifery Federation, Health Services Union and United Voice)
- Palliative Care Australia
- Provider peaks (i.e. ACSA, LASA and the Guild)

**Special interest groups:**
- Business Council of Australia
- Federation of Ethnic Communities’ Councils of Australia
- National LGBTI Health Alliance
- Organisations that represent workplace diversity and cultural diversity

**Industry partnerships with:**
- University (higher education) sector
- Vocational Education Training sector and TAFEs
- The disability sector (NDIS)
- Anna Bligh (Australian Bankers Association).