

Youth Attraction Strategy - Logan, Gold Coast, Redlands and Scenic Rim

The Context

The National Disability Insurance Scheme (NDIS) is a shared reform agenda to replace current Commonwealth, state and territory disability support systems with a nationally consistent approach that gives people with disability, their families and carers more choice and control.

Implementation of the NDIS will drive changes in the disability services market. The disability services sector will see increased demand for goods and services along with an increase in the total value of services delivered. The NDIS will also bring significant changes in the diversity of service delivery, marketplace competition and organisational innovation.

The Future Workforce

Rapid expansion of the NDIS will heighten pressure on the recruitment and development of a skilled workforce capable of responding to the aspirations of NDIS participants. Estimates for the Logan, Scenic Rim, Redlands and Gold Coast regions, indicate that the disability care workforce will need to more than double in size.

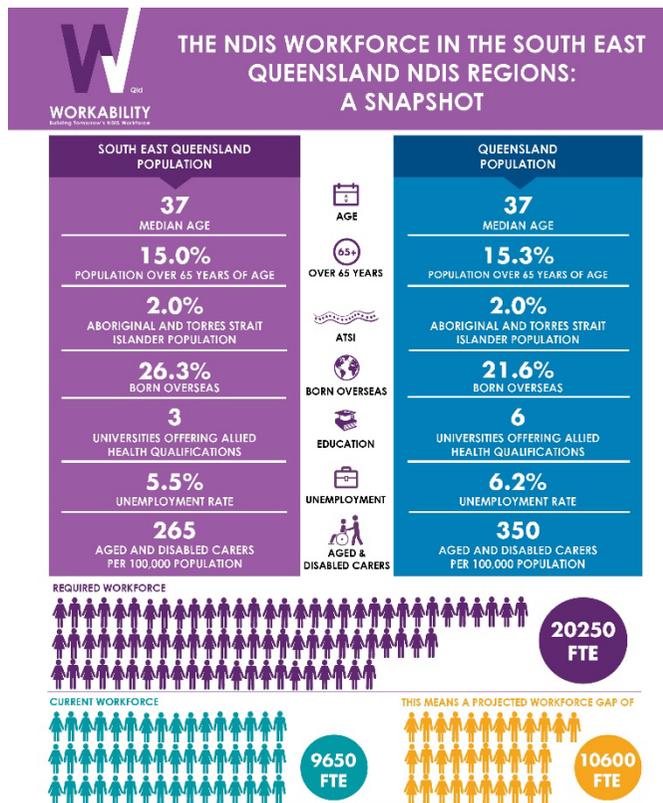
In addition to growing their staff numbers, service providers will not only need to plan and manage a more diverse workforce, (e.g. age, cultural background and employment type) but, engage staff that meet each participant's needs. Providers must be able to match the interests of participants with those of support workers to build long term and sustainable customer engagement.

An Operational Solution

Attracting skilled, yet youthful workers who are capable of responding to the aspirations of NDIS participants, is both a significant challenge and opportunity for the sector.

Service providers in the Logan, Scenic Rim, Redlands and Gold Coast regions, can leverage the already proven success of a sustainable 'Youth Attraction Strategy' to forever change the profile of their workforce.

Queensland's Department of Education and Training in collaboration with local high schools and the local hospital and health services has, with the support of local aged care and disability service providers, established locally based "Health Hubs". Each Health Hub identifies and inspires young people to not only take up a pathway to employment across the community and health services sectors, but build their skills, knowledge and competence to be work ready.



The Focus

The "Youth Attraction Strategy" aims to: empower, inspire and inform sector employers and educators of the flexible and rewarding youth career 'pathways' and 'employability' opportunities relevant to NDIS implementation.

Young people in Year 11, 12 and 13 who self-identify a desire to work directly with people with a disability or health issue, whilst supporting them in different aspects of their daily life. This may include supporting people in their home, community, in a respite or hospice centre, a hospital or education facility.



Working collaboratively with key stakeholders i.e. Department of Education and Training Health Hubs, Registered Training Organisations and sector Employers, the YAS will ensure GSEQ Region attracts the range of skills and abilities required to meet new demand, need and expansion under NDIS.

The Case Study

My Horizons Youth Strategy "Inspire, Educate and Engage"



Inspiring young students to look at a career in disabilities.

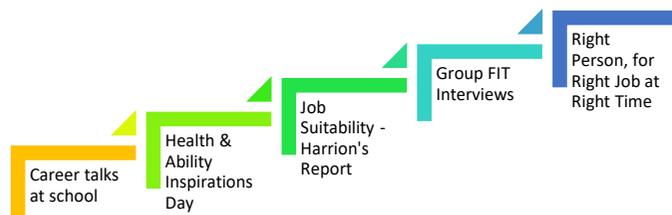
My Horizons conducted 8 Career talks at:

- Mabel Park Health Hub
- St Francis College Health Hub
- Capalaba College Health Hub
- Faith Lutheran Health Hub

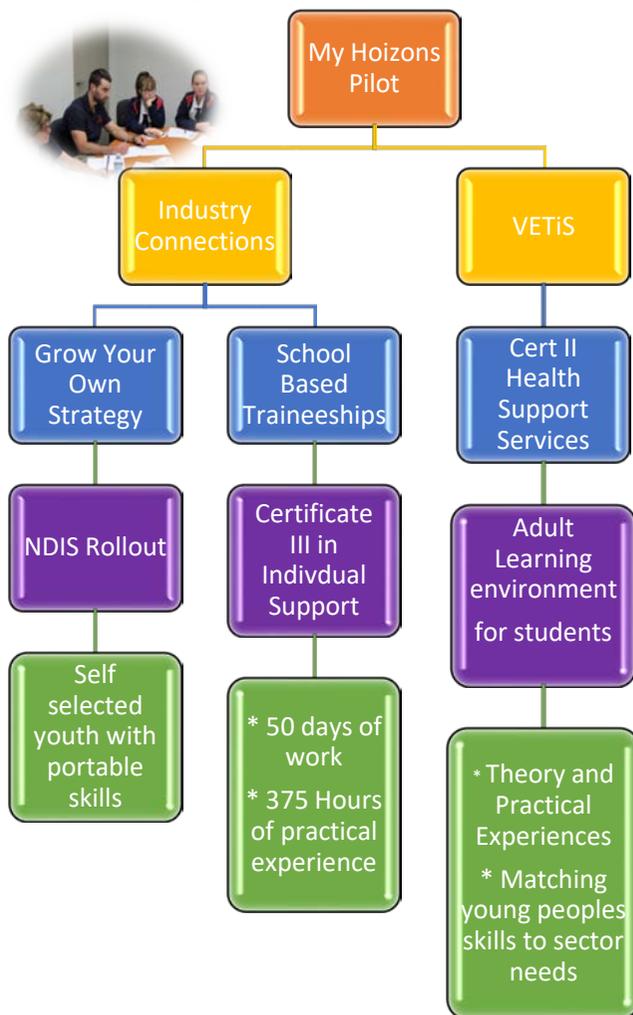
My Horizons:

- ✓ Shortlisted 30 young people out of 180 students who wished to know more about the disability sector
- ✓ Followed up with a "Ability Inspiration Day"
- ✓ Conducted further 'group interview situation interviews' with 25 shortlisted students
- ✓ Commenced the first 'sector' School Based Trainees, 12 SBT across four sites: Redlands, Capalaba, Logan and Ormeau.

Student Selection Process



The Strategy



For further information contact:

Local WorkAbility Coordinator

<http://workabilityqld.org.au/logan-redlands-ndis-region/>

Acknowledgements:

- ◆ Barry Dowling, Snr Field Officer – Dep. of Education & Training
- ◆ Frewtrell, HOD - Mabel Park Health Hub
 - ◆ Janine Lillico, Assistant Manager, Lifestyle - My Horizons
- ◆ Helen Hansen, Local WorkAbility Coordinator

The Benefits

Fosters strong, beneficial and rewarding partnerships with the disability sector.

- ✓ Offers an alternative, sector driven attraction strategy that addresses both the supply and demand sides of the skills equation as NDIS rolls out throughout the SEQ region
- ✓ Offers recognized career pathway for young people to obtain essential skills for employment
- ✓ Identifies and promotes the disability sector as an exciting career destination
- ✓ Attracts new entrants to the disability job market i.e. school students (Yr. 11 & 12) and young people aged (17-24) not engaged in training or employment
- ✓ Demonstrates value of sector 'career talk' collaboration with Health Hubs to educate, inspire and engage young people to seek employment in the disability sector
- ✓ School students engage with industry:
 - 13 Schools collaborating to send over 100 students to health Hubs
 - Identifies self-selecting students wanting to pursue a career in the sector
 - Delivered in an adult learning environment
 - Develops real-world skills within lab environment for enhancing practical expertise
 - Most students identified 'work ready'
- ✓ Creates employment hubs which increase, mutually beneficial opportunities for the employer and young people to enhance career pathways and supply outcomes.