Supported Employment, 14c and Australia

ACCSES Winter Summit 2020
Perspective
Agenda

- Personal Lense
- Australia 101 and 14c
- Wallara and Why Social Change is in our Mission
- The Inclusion Movement and 14c campaign
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- **Australia 101 and 14c**
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Australia 101 – Where?
Australia - Social Democracy

Compulsory voting
Medicare
NDIS - $25B
14C in Australia

- 20,000 participants
- 400 providers – 600 workplaces
- Invisible workforce ….

Wage Tools – BSWAT – new tool under development productivity based has bipartisan support

Buyability – Social Impact – Success Stories PR campaign
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Wallara Australia

“Driving social change in our community to empower people with different abilities”
Who Are We - Wallara 101

- 50 year old institutional service
- Residential – Day Services - Employment
- Transformation Began 2010
  - Recruited Talent in Snr Management and Board
  - Change Culture – Can Do
  - Language - Support Coaches, Social Enterprise
  - Mission: drive social change – partnerships
  - Profile - Be a leading disability educator and thought leader – mission driven
  - WallaraTV

- 500 clients and families - $20Mil p/a
What We Want To Change

- PWD have poor inclusion, low employment participation
- Employers are keen to be more inclusive but need help
- Teachers are not equipped to teach disability in the classroom
- Adult education – Uni and Tafe – need to be more inclusive but choices must be respected

*How can we reach and educate the mainstream to raise their capacity and drive greater inclusion?*
Branding

Can Do, Confident, Contemporary
Education & Partnerships: Keep On Learning – Monash University
Sages Cottage: Australia’s Most Inclusive Farm
ETHAN: I feel happy and proud.
Partnerships – Sports
Inclusion Movement

- Advocates
- Segregated
- Sheltered Workshops
- School and Work
- Evangelical crusade

- Schools – Choice
- Future of Work - Tech, Kiosks, Checkout less stores
- PLU’s
- Choice is a Human Right
Inclusion

Exclusion

Segregation

Integration
Media & Story Telling

- Disability has great content but terrible at using it
- Market Size & Multiplier
- Imagine – a global online channel where our community gathers and shares
The Vision

- **Public Channel** – an inclusive Netflix

- **Educational Platform** – Schools and Employers

- Primary Audience - Disability Community - PWD, families/carers and support agencies

- Secondary - Mainstream
DCA launching soon
NDS and DCA advertising on TV
Myer support 1Life disability
Kevin Rudds day in a wheelchair

**TEEN**

Blind Skater
Tommy Carroll

**NEWS**

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**RECENT STORIES**

Myer announces Dementia Choir store tour
Lynda Kinkade is singing at Myer with the Dementia choir on August 27th at 10am.

Hugh Jackman supports the international disability film festival in France
The Moulin Rouge hosted international disability film festival and Hugh was host.

The Aussie paralympians win 23 gold in London
The Australian Paralympian team have won over 50 medals and there's plenty more to come.

**EVENTS**

* International Disability Film Festival
* Art show Portraits in ACMI
* Rodeo at Lang Lang for amputees

**FAMILY**

Consider Scuba Diving for a Family holiday?

**WORK**

Commonwealth Bank announces new disability participation target.
The commonwealth bank recently announced their commitment to the disability sector and its work force.

**LIFESTYLE**

**PARTNERS**

Northern Disability Insurance Scheme
Baristas coffee
Coca-Cola
Apple
Duct Tape surfer
Closing Thoughts

- Language is key: Supported Employment & Social Enterprise vs Sheltered Workshop, Segregated etc

  Support Coach – lets show we are developing people

- Leadership – recruit from outside the sector; leverage mission

- Build Partnerships - Colleges, Corporates, Sports

- Content & Story Telling is powerful – tell our story!

- Drive Social Change - we are inclusion advocates