



**Personalisation and marketisation: some reflections on the implications for Australian care workers**

WORKSHOP:  
**INTERNATIONAL PERSPECTIVES ON PERSONALISED SOCIAL CARE**  
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Gabrielle Meagher  
Department of Sociology  
gabrielle.meagher@mq.edu.au



**Have we just seen the future of social care work in Australia?**

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<b>Commonalities</b>	<b>Divergences?</b>
<ul style="list-style-type: none"><li>• Low pay and poor conditions for care workers</li><li>• Care workers and those needing support not valued in society</li><li>• Marketisation of social care</li><li>• Personalisation model</li></ul>	<ul style="list-style-type: none"><li>• Funding increasing?</li><li>• Better labour regulation?</li></ul>

## Low pay: Modern award minimum wages



### LOWEST CLASSIFICATION FOR DIRECT PRACTICE ROLES

	Entry level hourly rate of pay	Indexed to min wage	Min. hours for casual workers
National minimum wage	17.70	100	n/a
Children's services employee	18.11	102	2
Animal care and veterinary services	18.21	103	3
Cleaning services employee	18.91	107	n/a *
<b>Home care worker</b>	<b>19.05</b>	<b>108</b>	<b>1</b>
<b>Social and community services employee</b>	<b>19.25</b>	<b>109</b>	<b>3 **</b>
Retail worker	19.44	110	3
<b>Residential aged care employee</b>	<b>19.60</b>	<b>111</b>	<b>2</b>
<b>Ave hourly ordinary-time earnings, all occupations, all industries</b>	<b>37.51</b>	<b>212</b>	

\* restricted use of casuals

\*\* except when except when undertaking disability services work; then unspecified in Award

## Marketisation and personalisation



### ACROSS CARE FOR OLDER PEOPLE AND SUPPORT FOR PWD



#### More choice and better care for older Australians

The Government's Aged Care Agenda will progressively move aged care from a welfare-style system to one that **empowers older Australians to choose** their own care services, through a **market-based system**. This will encourage care providers to offer **competitive**, high-quality and innovative services.

What will the  
NDIS market  
look like in the  
future?



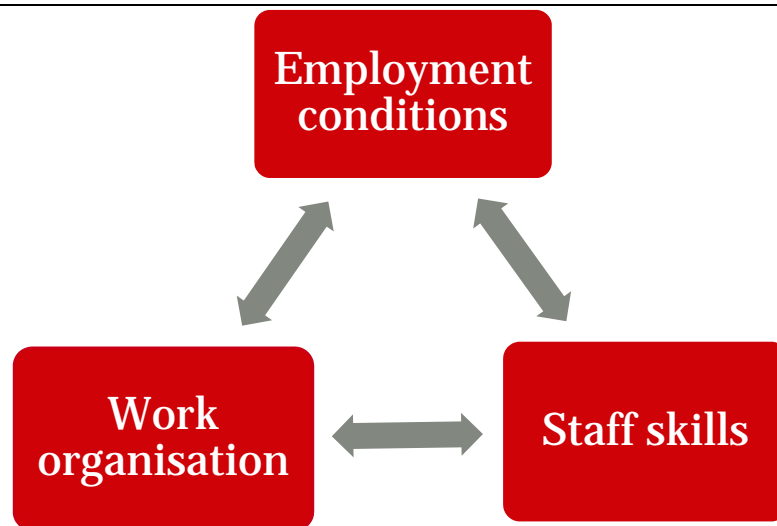
Our vision is for a **vibrant, innovative and competitive market** with sufficient levels of supply and demand for it to be self-sustaining.

...

**People with disability and their individual choices are at the centre** of the NDIS market.

Providers may need to modify their service offering to attract more business.

## Better jobs *and* better services



## The policy challenge: rapid growth



VICTORIA AS AN EXAMPLE: NDIS OFFICIAL PROJECTIONS

	Participants	Value of market	FTE jobs
2016	78,000	\$2.6 billion	21,725
2019	105,000	\$5.1 billion	38,200
growth	35%	96%	76%

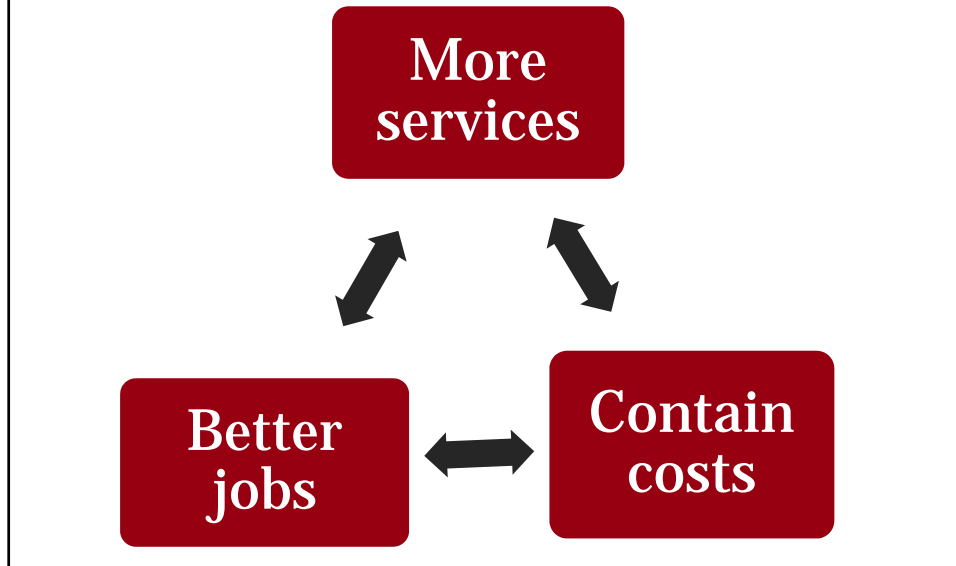
Source: NDIS 2016, Market Position Statement, Victoria.



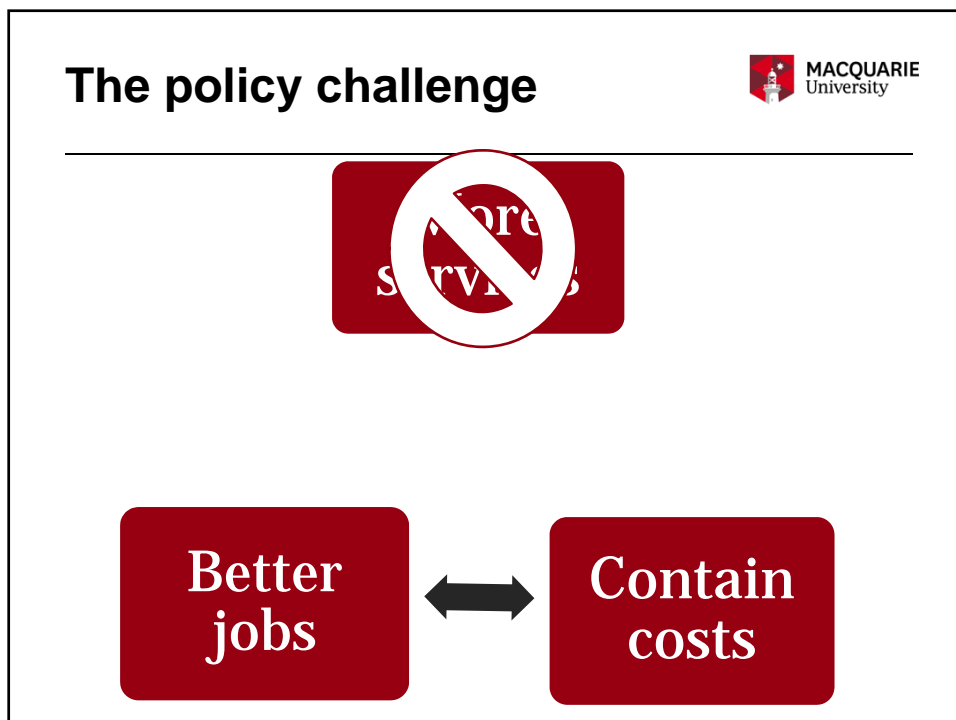
## The policy challenge: a trilemma



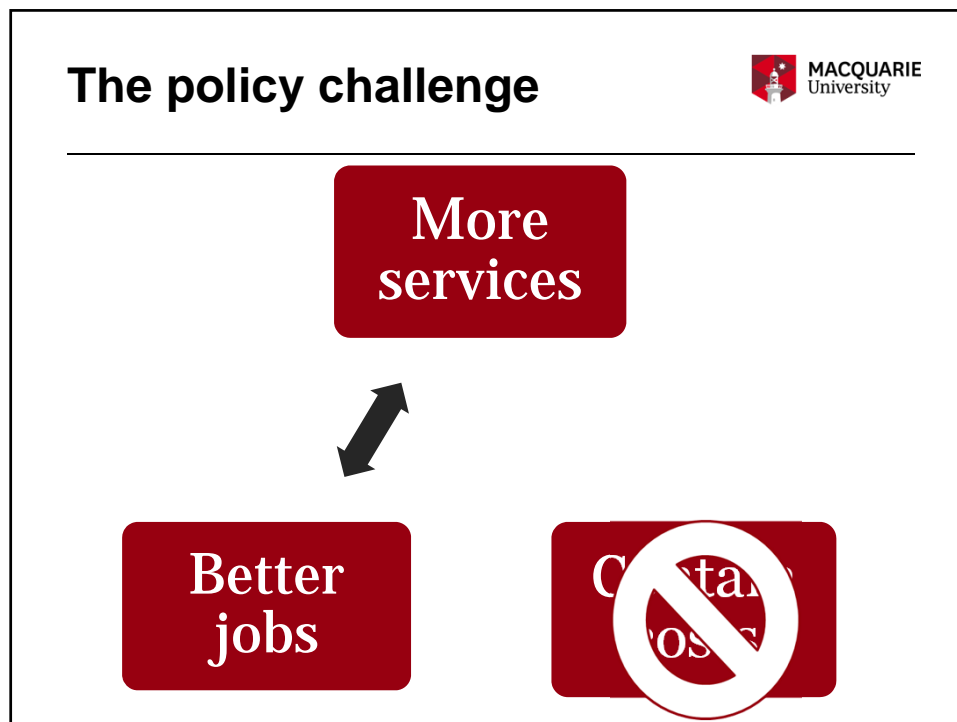
CAN ALL THREE GOALS BE ACHIEVED AT THE SAME TIME?



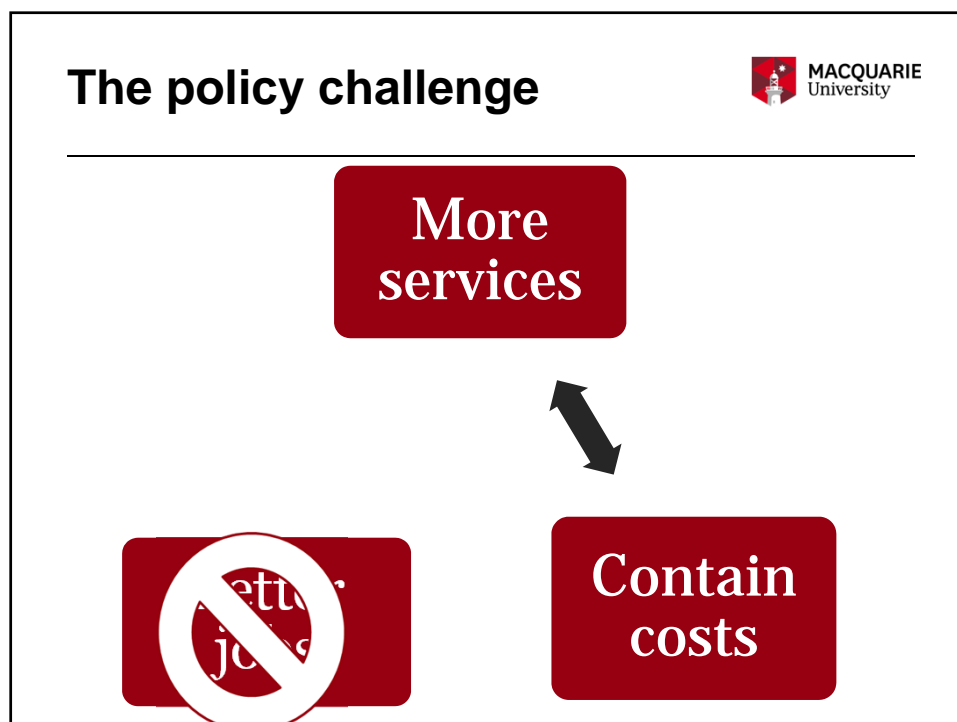
## The policy challenge



## The policy challenge



## The policy challenge



### Looking ahead: existing and predictable problems



- Relative growth of the for-profit sector, including international companies that specialise in government-funded programs (eg SERCO)
- Lowered barriers to entry for providers, which means quality control happens after the market is established.
- Governments' preparation for developing the workforce is underdeveloped – see, for example, the *Integrated Market, Sector and Workforce Strategy* (NDIA, June 2015)
- Fragmented union coverage of care workers

### Looking ahead: possible solutions



- The low value placed on care work and on the needs of older people and people with disabilities in society?
  - Coalitions of service users and workers to address this
  - Continued use of equal remuneration strategies to address undervaluation in the industrial arena
- Risks of marketisation?
  - Problems have been repeatedly observed, without change in policy ...
  - Development and support of new collaborative organisational forms?