



Care Economy
CRC



About the Care Economy CRC

The Australian economy is at the beginning of an economic transformation. How that happens and whether it happens well are now in the balance. This transformation involves an area of the economy that we tend not to think of as being productive or about investment.

It involves what economists have come to term the “Care Economy”. This consists of all those services that provide care in one way or another to people of various ages and abilities. It includes aged care, disability services, family services (family violence amongst them), social housing, mental health services, child care and so on.

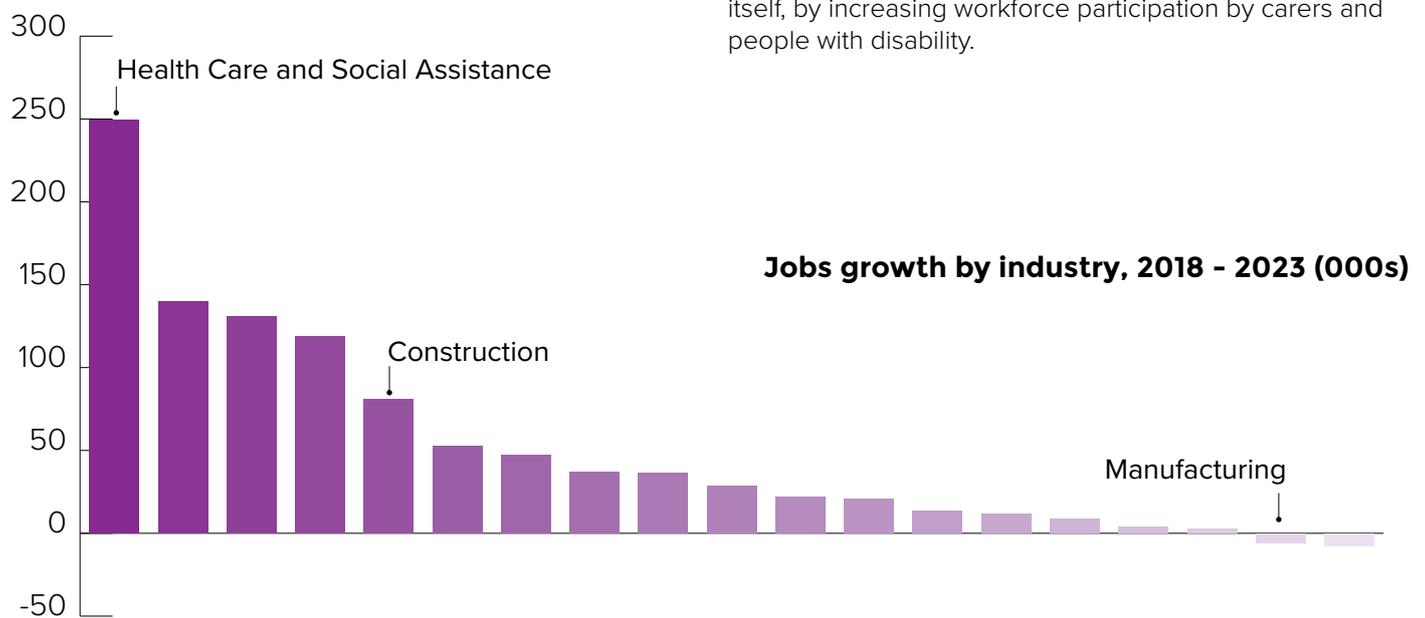
Yes, these are the sectors that routinely appear as subjects of Royal Commissions or Government Inquiries, with horrible headlines accompanying their findings. What hasn’t been widely understood is that each of these reports link to one another in ways that have yet to be properly grasped.

It is not well understood, but the Care Economy is the largest single employer in Australia, with over 1.8m people currently working in Care Economy jobs. It is also our fastest growing industry as measured by jobs growth, by a long way. Overwhelmingly, the Care Economy employs women rather than men.

How is it being transformed? In the early days of white Australian settlement right up until the mid-20th century, much of the Care Economy was informal, being provided free of charge, mainly by women at home, or through charities, again largely using unpaid labour provided by women.

Over the last 40 years, this has gradually shifted. First, governments have taken carriage of in-house services that were previously undertaken informally or through charities – child protection, for example. Governments have also started to fund the delivery of these services through not-for-profits, often faith-based organisations. More recently, governments have put these services out to tender, allowing private entities to begin to deliver Care Economy activity in ways that previously were not possible. This shift toward the use of the private sector has tended to be accompanied by a rights-based philosophy: that all Australians have a right to secure housing, to live a decent life, and to be free from violence, for example.

What is the transformation that is happening right now? There is an increasing recognition that the Care Economy is about more than welfare. The Productivity Commission in its review of the then-proposed National Disability Insurance Scheme recognized that a well-funded and effective system of disability support would largely pay for itself, by increasing workforce participation by carers and people with disability.



This industry also accounts for a big proportion of the economy



9.5%
Financial services



9.3%
Dwelling Ownership



8.1%
Construction



7.9%
Healthcare & Social Assistance



7.4%
Professional Scientific & Technical



Similarly, the Victorian Government's Royal Commission into Family Violence recognized that a well-funded system designed to support victims and prevent family violence would generate sizeable returns, in the form of fewer women and children requiring medical treatment, more women being able to live independently and in employment, and children being able to move into adulthood and careers without the trauma of violence in the home holding them back.

Realising the aims of improving people's lives involves understanding the requirements of investment in the Care Economy and ensuring that it is productive. These different sectors are now converging, for the first time in Australian history. And this offers us an unprecedented opportunity to innovate, while generating meaningful jobs and fulfilling careers, all the while leaving a dramatically beneficial impact on people's lives.

What we want to do

We want to identify the Care Economy as the next cab off the rank for national economic development, leading to better services for clients, rewarding and well-remunerated careers for employees, with increased quality of life and higher standards of living for all.

We want to build a system of systems that is demonstrably more economically viable and sustainable than what our society offers today.

Our Vision

Our vision is of a Care Economy that improves peoples lives and drives Australia's economic growth for the remainder of the century, partly because it becomes so well regarded that we can take it to the rest of the world. It will do this by developing a suite of bespoke services to clients, which results in longer and happier lives, generating significant budgetary savings along the way. The key is a well-educated and trained workforce, that enjoys broad and deep career pathways necessary to attract both the finest young minds and talented people from other industries. Also crucial is a re-purposed manufacturing capability, able to develop and create the digital assistive technology, enablement and mobility devices that can have a transformative impact on care.

Our Mission

To provide an industry-led hub for co-designing and implementing the next generation of services across all Care Economy domains, extending our understanding of what an optimal, cost-effective and equitable 21st century model of aggregated and integrated social assistance and support services needs to be.

The Care Economy Cooperative Research Centre

Australia's Care Economy is huge and expanding. Almost 4 million Australians are 65 years or older. In 2019-20, the Australian Government spent \$21.2 billion on aged care and \$22 billion on disability. By 2030-31, aged care programs alone will account for 5.0% of all Australian Government expenditure. Despite this investment, the Care Economy faces significant challenges around its workforce, the services it provides and how they are consumed, the technologies that support its operations, as well as the policies and planning that underpin it.

The Care Economy CRC will be a ten-year collaboration of industry, research and government stakeholders to co-create best practice solutions for our growing social assistance and welfare burden, while positioning Australia as global leader in exportable care services, models, training and technologies.

The CRC will support innovation, research, training and technology projects, resulting in the comprehensive transformation of the Care Economy to an optimal state, where:

- Enterprises are better managed and services are better delivered;
- Qualifications and career pathways are well credentialed, dynamic and future ready;
- Services and technologies are export orientated;
- Companies operate profitably, exceeding market expectations and delivering prosperity;
- The Care Economy is interconnected and synergies achieved by a single-industry approach;
- Research and innovation are directed towards boosting the capacity of Australian industry.

Transitioning from Stovepipes to a Unitary Approach

The current siloes that comprise the Care Economy will coalesce under a unified CRC structure, with the whole far exceeding the sum of its parts:



This CRC offers a window of opportunity to address the chronic problems plaguing each of these sectors in a cost-effective way, while building a world-leading capability that will improve the lives of millions of Australians for generations to come, as well as countless more globally.



Research Programs

Led by La Trobe University, the Care Economy CRC will bring together a wide range of stakeholders, including private and public companies, partner universities, councils of social service, government agencies, SME and NFP, community groups, consumer peak bodies and other relevant organisations.

The overriding emphasis will be on transitioning to a future ready care industry by removing the current siloes that act as a brake on innovation, sharing best practice, early implementation and demonstration at scale. Four complementary Research Programs will encompass the CRC objectives:

Research Program 1: Care Technology

Key areas of focus include innovations in assistive technology to improve quality of life, supporting care givers, increasing speed to market, virtual reality and robotics, in-home support and monitoring, automated training, compliance with treatments and diagnostic technologies.

Research Program 2: Care Workforce

The care and social assistance sector is the largest and fastest growing segment of the labour market, by a long way. Key areas of focus include creating new job roles, career pathways, integrated vocational degrees offering apprenticeships and career advancement through micro-credentials and developing technologies to improve efficiencies and reduce staff workload.

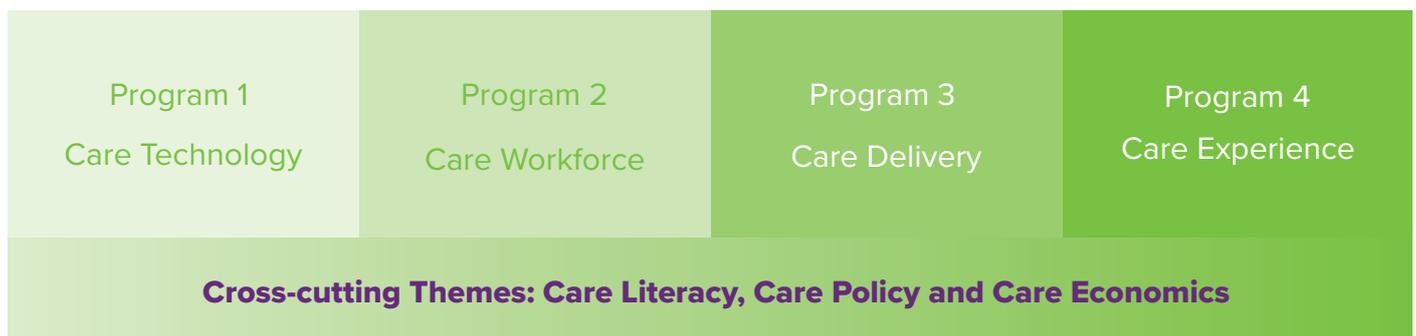
Research Program 3: Care Delivery

Key areas of focus include quality improvements and embedding the ethics of care into service delivery, and a focus on early detection, timely intervention and prevention. New models of care will be tested, proven and adopted, like proactive lifetime case management and virtual health.

Research Program 4: Care Experience

Key areas of focus include customer health literacy, and service architecture that ensures clients can have a say in how and through what means they are delivered preventative and capacity building care. We need to move beyond simplistic ideas of consumer choice in services delivered to people overloaded by the immediacy of major life decisions and the build-up of incredibly stressful, often cumulative injuries to self or body, sometimes shared with significant others such as a partner or child.

Note: All four programs will be informed by the cross-cutting theme of Policy and Health Economics.





The Cooperative Research Centre Grant Opportunity

The Australian Government's CRC Program supports industry-led collaborations between industry, researchers and the community. The program aims to:

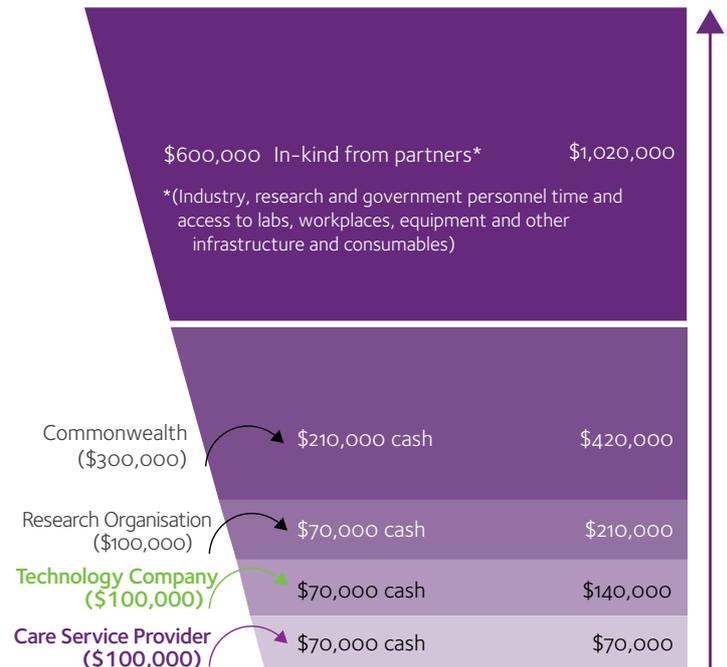
- Improve the competitiveness, productivity and sustainability of Australian industries, especially where Australia has a competitive strength, and in line with government priorities;
- Foster high quality research to solve industry-identified problems through industry-led and outcome focused collaborative research partnerships between industry entities and research organisations;
- Encourage and facilitate small and medium enterprise (SME) participation in collaborative research.

Since its inception in 1990, the CRC program has committed \$4.6 billion in funding to support the establishment of over 221 CRC grants and 76 CRC-P Grants - a total of 297 collaborations funded over the program's lifetime.

Benefits of Joining the Care Economy Cooperative Research Centre

The Care Economy CRC will be Australia's national research and innovation hub focused on building economic growth through improved care services and technologies. The CRC will provide an opportunity to partner with other segments of the industry and research community to improve the delivery of care in Australia.

The diagram opposite provides an example of the true benefit of the leveraged funding and return on investment available to partners conducting research projects through the CRC. The diagram shows how partner contributions on one CRC research project with two partners collaborating can be significantly leveraged. Note: 70% of cash contributions goes to research, with 30% going to education and training, technology transfer and head office expenses.



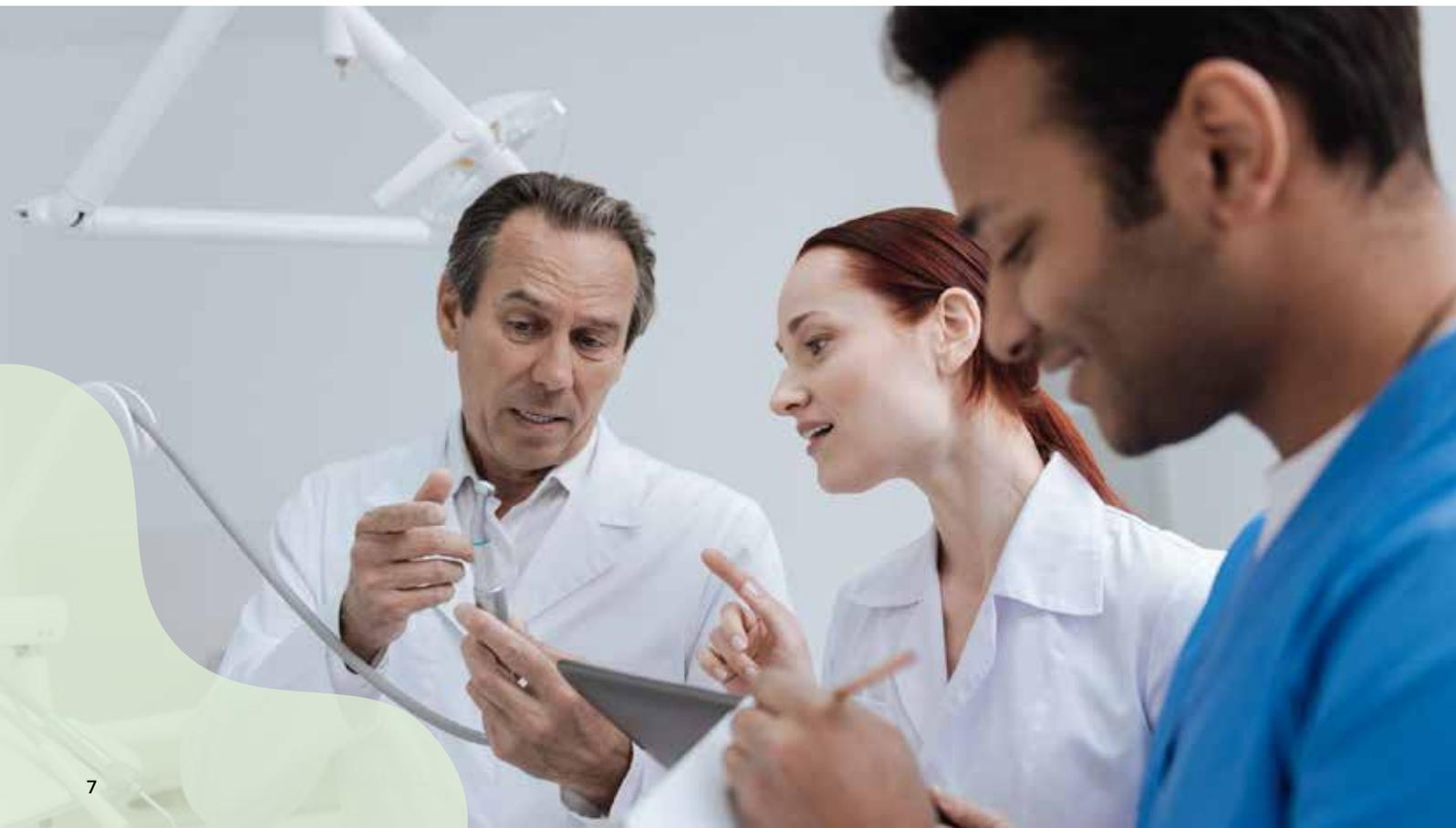
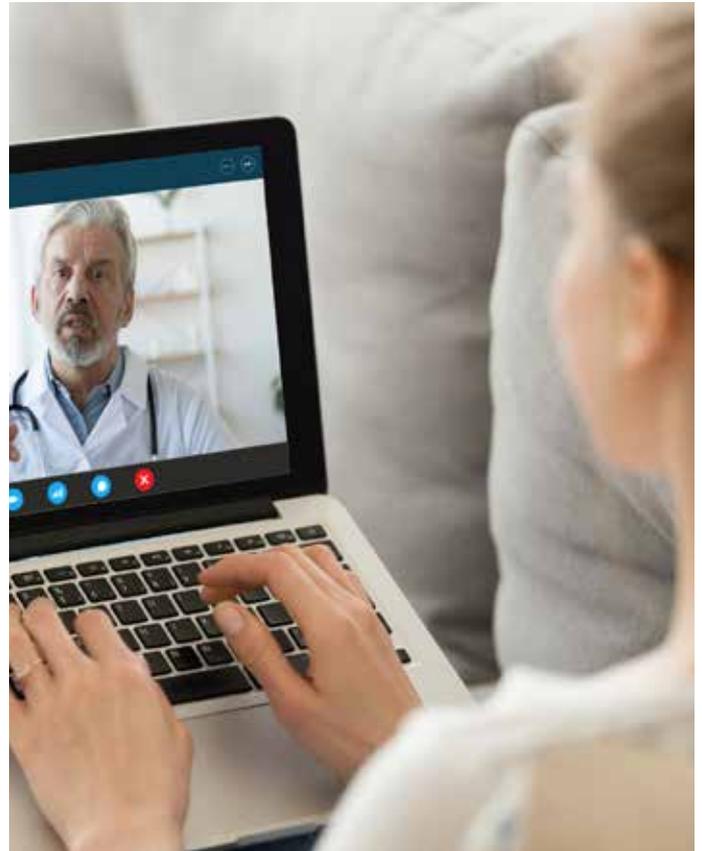
Education and Training

Significant changes to current education and training courses and qualifications will be required to make the transition to a future ready workforce.

The Care Economy CRC will establish a state-of-the-art Education and Training Program, as the CRC generates the new knowledge and capabilities needed for the transition to a future ready care workforce. The Education and Training Program will be established as an important component of the CRC activities, and it is proposed that the program will take up 7-9% of the CRC's total budget.

This program will provide:

- A significant number of Higher Degree by Research (HDR) candidates: PhDs and Masters by Research;
- Vocational and tertiary degree courses that qualify individuals to work across care sectors i.e., a dual certificate in aged care and child care;
- Flexible vocational, trade and micro-credential courses;
- Customised programs in business, leadership, commercialisation and driving innovation, which will generate highly valued and effective workplace candidates;
- Innovation centres that foster creativity among the CRC partners and other SME and start-ups, particularly those working in the digital technology space.



Care Economy CRC Bid Team



Emeritus Professor David Hayward
Chair Elect, Care Economy CRC

Emeritus Professor David Hayward is the former Dean of the School of Global, Urban and Social Studies at RMIT (2009-2016), and former member of the board of Melbourne Health (2007-2013), which is the second largest health service in Australia. He is a life member of the Victorian Council of Social Service, in recognition of 3 decades of policy advice, education and training for the Victorian not-for-profit sector.

In 2014 Professor Hayward was elected as Chair of RMIT University's Academic Board, which brought with it a seat on the University Council. He was re-elected unopposed for 2015 and 2016.

In 2017, Professor Hayward helped to establish the VCOSS-RMIT Future Social Service Institute. The institute aims to design world-best education programs for the social service sector, helps train the workforce of the future, researches emerging trends and opportunities in social sector reform, and empowers not-for-profit organisations to reorient to a global market.

In 2019, Professor Hayward joined the Board of the Community Housing Industry Association, the peak body for community housing providers in Victoria. In late 2020, he was appointed by the Hon Lisa Neville MP, Minister for Police and Emergency Services, to Chair the Strategic Advisory Committee of the newly-formed Fire Rescue Victoria. Later in the year he was invited to Chair the Review of Social Housing Regulation by the Hon Danny Pearson MP, Assistant Treasurer of Victoria. He is a regular contributor to The Age and Sydney Morning Herald and appears frequently as a guest on ABC radio.



Professor Gary Hogan AM, CSC
Interim Chief Executive Officer, Care Economy CRC

Professor Gary Hogan is a former Enterprise Professor of Industry Engagement at the University of Melbourne and is a Professor of Business Analytics at the University of Newcastle. He has served on the Council of RMIT University for over six years. As the former Executive Director of the Australian Postgraduate Research Internship Program, Professor Hogan has witnessed first-hand the transformational power of outcome-driven collaborations between researchers and industry.

A graduate of the Royal Military College, Duntroon, Professor Hogan is a Member of the Order of Australia and a recipient of the Conspicuous Service Cross. He is a former Senior Adviser on National Security at KPMG Australia and currently serves on the Northern Territory Government's National Security Advisory Board.

A veteran himself, Professor Hogan has worked passionately pro bono with several NFP organisations in the mental health, intellectual disability and health promotion areas, notably the Prince's Trust, Soldier On, The Bravery Trust, Where There's A Will and Great Communities. His two elderly parents are fortunate to receive the necessary support to live together in their own home.



Professor Irene Blackberry
Research Director, Care Economy CRC

Professor Irene Blackberry is a medical graduate and health services researcher at La Trobe University, who is internationally renowned in designing and conducting pragmatic trials of complex multifactorial health services. Professor Blackberry is the John Richards Chair of Rural Ageing and Aged Care Research and Director of the John Richards Centre at La Trobe Rural Health School. She has particular strengths in gerontology and improving access to care, as evidenced by her extensive track record in implementation science or complex intervention and trialing models of care that are innovative, effective and sustainable, building skills in individuals and greater capacity of whole-of-community to work together to support older people with complex chronic conditions and in rural communities.

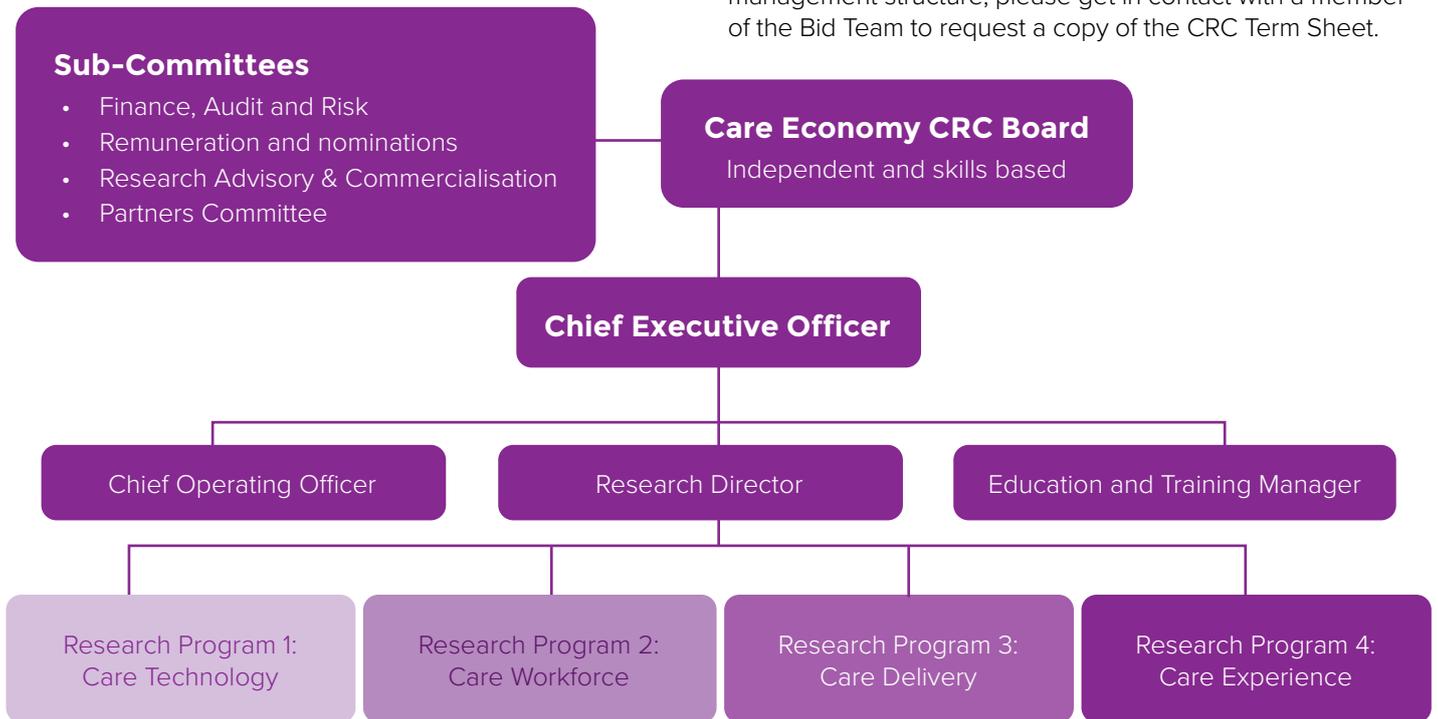
Professor Blackberry has been an investigator on 70 research grants, attracting over \$40M in research funding (46 grants totaling \$36M over the past 5 years), including 6 previous and current NHMRC grants.

Governance and Management

The Care Economy CRC will be established as a not-for-profit company limited by guarantee, and will be governed by a skills-based and fully independent Board. The CRC will establish four Sub-Committees, which will be chaired by a member of the Board. The Sub-Committees will include; The Finance, Audit and Risk Committee, The Remuneration & Nominations Committee, The Research Advisory and Commercialisation Committee and The Partners Committee.

The Research Advisory and Commercialisation Committee will be responsible for reviewing research proposals against agreed upon selection criteria, which will consider industry need, commercial potential and scientific basis. Following assessment, the Research Advisory and Commercialisation Committee will make recommendations to the Board for a proposal’s approval and/or to the project’s participants, for its further development.

For further information on the CRC governance and management structure, please get in contact with a member of the Bid Team to request a copy of the CRC Term Sheet.



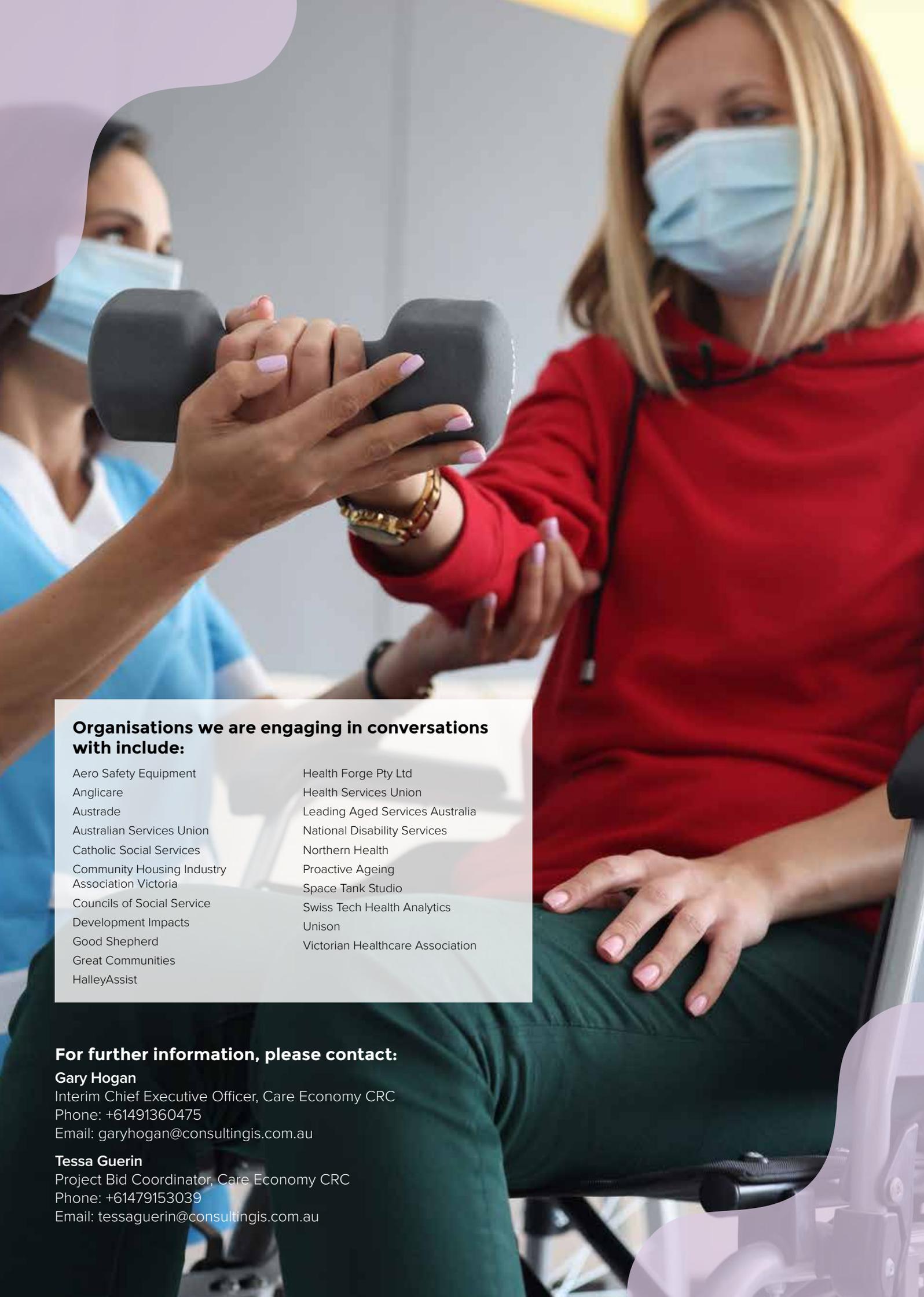
Why Become a Partner?

The Care Economy CRC will drive benefits for Australian companies, SMEs, industry organisations, government, regulatory bodies, research institutes and the broader Australian community. The CRC will be Australia's national research and innovation hub focused on building economic growth through improved care services and technologies. Benefits of becoming a partner include:

- Accessing an expected \$130 million to \$150 million of cash, plus in-kind resources, secured through collaborative effort;
- Building valuable networks with likeminded organisations, that are the early adopters of new technologies and innovations in health, care and human services;
- Gaining access to some of Australia's leading researchers focusing on the challenges facing your part of the Care Economy;
- Addressing larger problems facing your organisation that are not able to be addressed without a collaborative effort;
- Having influence in re-designing vocational and higher education courses that will shape the future workforce;
- Leveraging post graduate and PhD candidates to support your organisation through co-working arrangements with potential future employees.

We encourage interested organisations to engage with the Bid Team early to contribute towards a CRC program that addresses end user needs and challenges. If you are interested in learning more, and in providing input to develop the Research Programs, please get in contact with a member of the Bid Team.





Organisations we are engaging in conversations with include:

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|---|----------------------------------|
| Aero Safety Equipment | Health Forge Pty Ltd |
| Anglicare | Health Services Union |
| Austrade | Leading Aged Services Australia |
| Australian Services Union | National Disability Services |
| Catholic Social Services | Northern Health |
| Community Housing Industry Association Victoria | Proactive Ageing |
| Councils of Social Service | Space Tank Studio |
| Development Impacts | Swiss Tech Health Analytics |
| Good Shepherd | Unison |
| Great Communities | Victorian Healthcare Association |
| HalleyAssist | |

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