



# Consumer Engagement

..... the point of difference

Aged and Community Services NSW and ACT – March 2015

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# Consumer Engagement

*Consumer engagement is the representation of the relationship between your organisation and your customers.*

*A fully engaged consumer should be engaged to the point of advocacy – i.e. they become a ‘fan’ of your organisation.*

# Who is COTA NSW?

Council on the Ageing (NSW) Inc.

- **The leading voice in NSW advancing the interests of people as they age.**
- **Independent, consumer-based NGO – peak body**
- **Capabilities**
  - ✓ research
  - ✓ policy development
  - ✓ advocacy
  - ✓ information services
  - ✓ education services
- **Know our community**
  - ✓ people in NSW over 50



# Constantly learning about our consumers

- 57 years of experience as a consumer based organisation
- education sessions (6,300)
- community presentations and interactions (000's)
- structured research/engagement activities:
  - ✓ state-wide consumer reference groups (350)
  - ✓ consumer surveys (4000)
  - ✓ workshops (400)
  - ✓ in-depth surveys (120)
  - ✓ consumer focus groups (175)
  - ✓ consumer panels (40)

# Consumer Engagement



- learning
- not box ticking

*‘Engagement is not adhering to a set of regulations it is a **new way of doing business**’*

# Where does engagement happen?

## **Consumer engagement at a number of levels:**

**Individual** – individual care plan (e.g. person centred care, consumer directed care and self-management)

**Program** – co-design, implementation and evaluation of programs (e.g. consumers, carers or community members in co-production)

**Organisation** – higher level decision making and governance (e.g. consumer advisory groups; consumer representatives at executive levels)

# Consumer Engagement

## *Types of consumer engagement in organisations;*

- Surveys – satisfaction and annual client
- Committees – steering, consumers, advisory
- Consultations – focus groups, in depth interviews
- Forums - information days, workshops.



# Continuum of consumer engagement

Low



High

**Information**

**Consolation**

**Partnership**

**Delegation**

**Control**

	<b>Information</b>	<b>Consolation</b>	<b>Partnership</b>	<b>Delegation</b>	<b>Control</b>
<b>Description</b>	A policy or program is developed for implementation.  Information is provided to consumers.	Briefed on issues with a proposed response.  Seeks views and comments with a view to maximising acceptance.	Draft strategy presented.  Seeking active involvement that will be incorporated into the strategies.	An item is presented for consumers to make decisions and proposed actions.	Asked to identify issues, make key decisions and actions within resources.
<b>Examples</b>	Out: Briefings Flyers, mailout, factsheets, media releases, brochures, newsletters,  In: Surveys, suggestion boxes, focus groups, in-depth interviews.	Public meetings  Forums / consultations  Circulation of proposals for comment  Evaluation surveys.	Build a combination of other methods (including those mentioned in Information and Consultation) e.g.  Workshops, round tables, focus groups and consumer forums	Shifting some or all decision making to consumers on an item e.g. Activity program, Consumer networks and support groups.	Community appointed management committees e.g. Aboriginal Aged Care Services.





# Diversity leads to segmentation

## COTA NSW recognises a minimum of three age related segments:

1. Working, employment transition, early retirement  
50 to 65 years
2. Retired, healthy, active, independent  
65 to 75/80 years
3. Requiring or accessing assistance / support  
75/80 years plus



# Diversity –

plus the dynamic of ageing

## Demographic

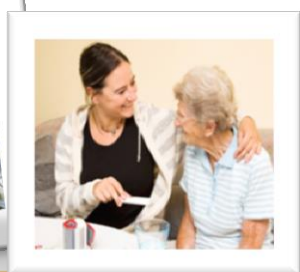
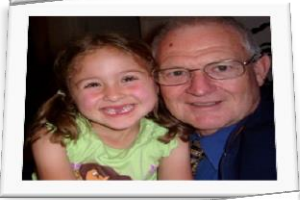
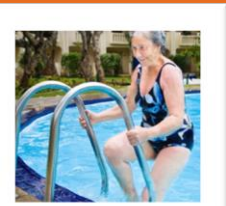
Age  
gender  
employment  
geography  
income  
housing  
ethnicity

## Psychographic

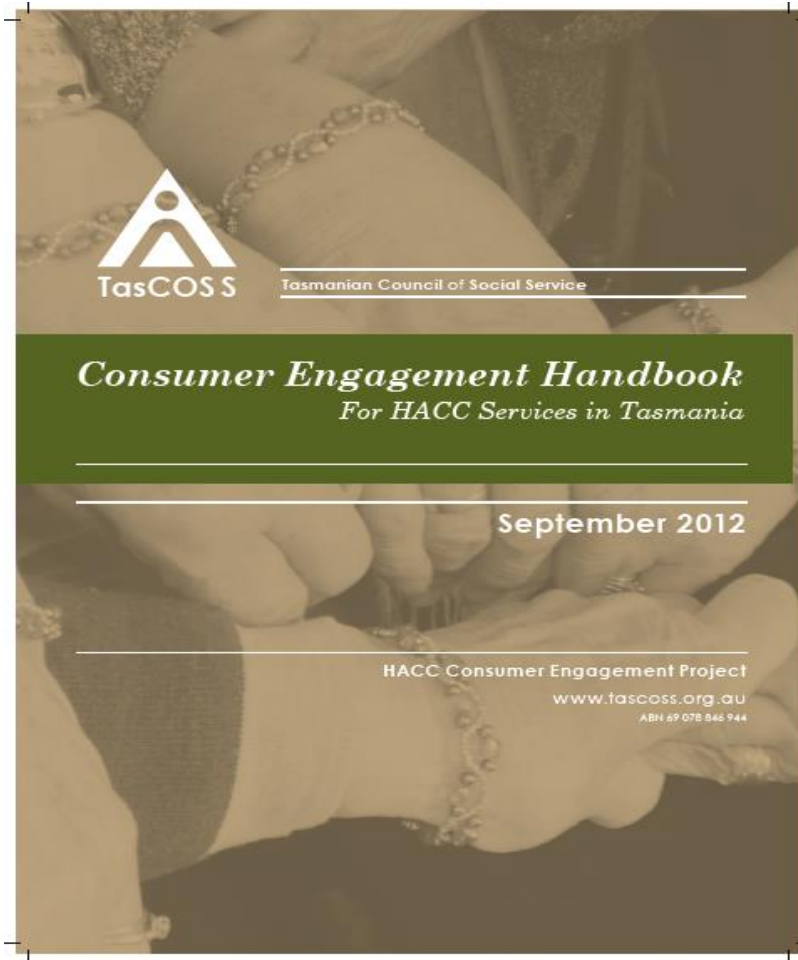
independence  
engagement

## Health status

physical  
mental



# Consumer



## Tasmanian Council of Social Sector (TasCOSS) Consumer Engagement Project 2012 -15

- Consumer Engagement Handbook
- Organisational assessment tool
- Organisational self-assessment
- Client Engagement too
- Consumer Engagement model
- Consumer experiences
- Narrative Inquiry tool
- Provider stories on video

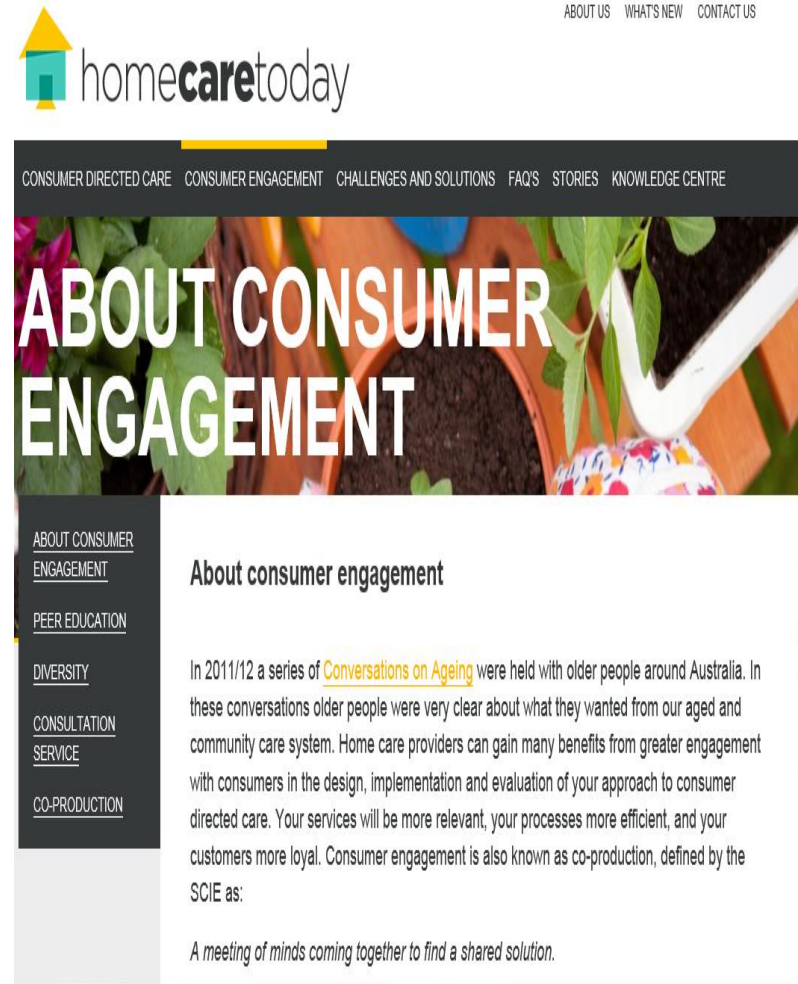
[www.tascoss.org.au](http://www.tascoss.org.au)

# Resources

## Home care today

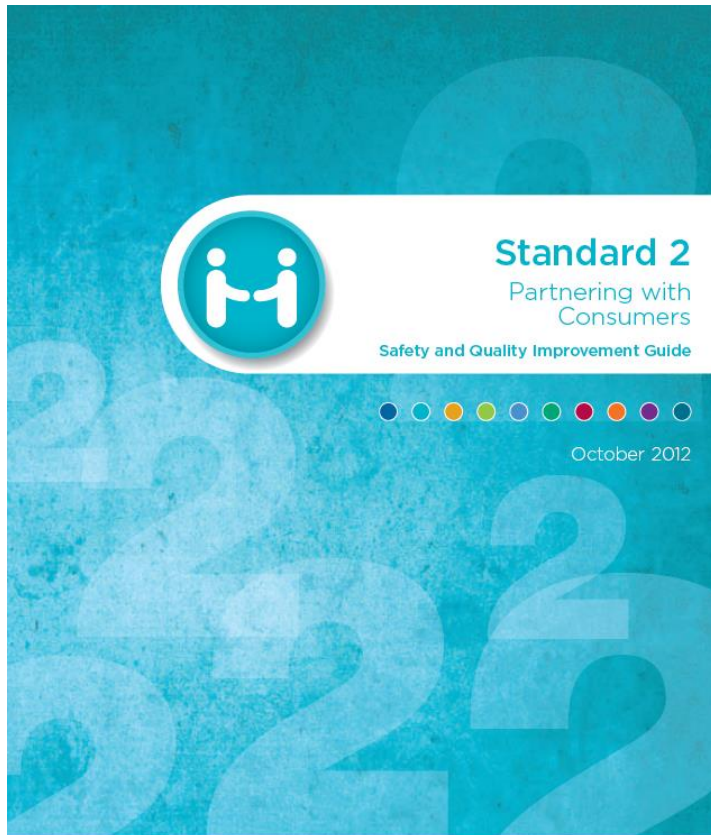
Resources and education to support the implementation of Consumer Directed Care within Home Care Packages.

[www.homecaretoday.org.au](http://www.homecaretoday.org.au)



The screenshot shows the Home Care Today website. At the top right, there are links for 'ABOUT US', 'WHAT'S NEW', and 'CONTACT US'. The main header features the 'homecaretoday' logo. Below the logo is a navigation bar with links for 'CONSUMER DIRECTED CARE', 'CONSUMER ENGAGEMENT', 'CHALLENGES AND SOLUTIONS', 'FAQ'S', 'STORIES', and 'KNOWLEDGE CENTRE'. The main content area has a large image of potted plants with the text 'ABOUT CONSUMER ENGAGEMENT' overlaid. A sidebar on the left contains a list of menu items: 'ABOUT CONSUMER ENGAGEMENT', 'PEER EDUCATION', 'DIVERSITY', 'CONSULTATION SERVICE', and 'CO-PRODUCTION'. The main text area is titled 'About consumer engagement' and contains the following text: 'In 2011/12 a series of [Conversations on Ageing](#) were held with older people around Australia. In these conversations older people were very clear about what they wanted from our aged and community care system. Home care providers can gain many benefits from greater engagement with consumers in the design, implementation and evaluation of your approach to consumer directed care. Your services will be more relevant, your processes more efficient, and your customers more loyal. Consumer engagement is also known as co-production, defined by the SCIE as: *A meeting of minds coming together to find a shared solution.*

# Resources



## Australian Commission on Safety and Quality in Health Care

STANDARD No: 2 Partnering with consumers

[www.safetyandquality.gov.au](http://www.safetyandquality.gov.au)

AUSTRALIAN COMMISSION  
ON SAFETY AND QUALITY IN HEALTH CARE



# Implications for you

- paradigm shift from 'done to verses to done with'
- undertake a small consumer engagement project
- there is no single 50 + community
- identify the major segments
- there is no one approach
- let the information collected tell the story
- develop targeted strategies.

Thank you