Bulletin #6: NDIS Transition Readiness Pilot

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NDIS Transition Readiness Pilot

The place to come for any resources, learnings and benefits we can share on NDIS transition for small and micro organisations.

In this week's bulletin:

- Marketing in the NDIS Environment
- Risk Management
- Strategic Case Study: Lithgow Community Transport
- Social Media tips

Marketing in the NDIS Environment

Many people ask about how they can market to new and existing customers in the new NDIS market, particularly if smaller organisations. [Here is the powerpoint](#) presentation by Melissa Bertolini delivered to ALGs on this topic, and I've summarized some of the content below;

What do we need to be thinking about?

Organisations have always been block funded, and have not had to truly compete with others or 'market' themselves. A consumer-directed care market, where funding is placed in the hands of the consumer who purchases in a competitive market, is a fundamentally different system. In this new environment, your organisations are required to work more commercially in order to meet the demands of the competitive market.

You need to understand:

- Customers
- Customer experience
- Customer value proposition

And then, you need to translate these into a low-cost marketing strategy that can be executed in your local markets whilst at the same time maintaining your connectedness to your existing clients and your local communities.

Common mistakes

- Commonly, small to medium not-for-profit organisations don't market at all.
- Or they expend funds on marketing materials which do not adequately communicate their purpose, competitive strengths, and customer value proposition well.
- It's a costly exercise, often with little value, and little return.
- Furthermore, the claims made in the marketing material often seem inauthentic, are not truly representative of the organisation they serve to promote – and hold little resonance with staff, who are meant to deliver on the claims made.

So, what if...

- Your people and your clients understood and shared your passion, your beliefs, what's important to you?
- Everyone that came into contact with your organisation understood the impact your work has?
- Your people and your clients understood what is unique and special about your organisation?
- Your clients, existing and future, were able to make better choices based on the information they received?

Might these be our new objectives for marketing success?

The New Approach

Old marketing paradigm: create a myth, then sell it.

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New purposeful approach: find the truth, and share it!

But how to find your truth?

- Define your purpose and passion – why you exist, what role you play, and whom you serve – and build a strong narrative around this to deepen connections with families, individuals, carers and the broader community.
- Help potential clients to make a truly informed decision about what they can expect if they engage your services.

Start With Why:
This is a speech delivered at TED by Simon Sinek. He talks about his concept of "the golden circle": every organisation and person knows **what** they do, some know **how** they do it, but very few know **why** they do it - their purpose, cause, or belief. A focus on why they operate gives some organisations and leaders the ability to inspire where others aren't, even where those others are equally capable of delivering the same product. You can watch the video [here](#).

Communication
You now have an important message for the world to hear, and it is essential that some thought is given as to how this will be communicated this to others. Instead of "marketing" your services, think of it as "championing the cause."

- Your people are your most valuable communications asset.
- They all have a key role in championing the cause.
- Make sure that they are invested in delivering these activities and that their strengths and skills are taken into account when you design the methods of communicating.

Considerations

- People/resources
- Budget – hard costs and soft costs
- Measurement
- Action plan/responsibilities/cost/date

Cost effective modes/channels

- Website
- social media
- Manifesto – in print
- Generic press advertisements
- Banner displays

Inspirational Videos

Michelle and Melissa showed the group a series of "inspirational" advertisements to show what kind of emotional pull is possible.

DEAR FUTURE MOM - March 21 - World Down Syndrome Day

- A genuinely sweet video of people with Down Syndrome explaining to an expectant mother all the possibilities her son will have in life.
- Watch here

This Is a Generic Brand Video

- A spoof of brand videos produced by stock video provider Dissolve, which took the text of Kendra Eash's , "This Is a Generic Brand Video", and set it to their own stock video clips. It's a parody of the emotional manipulation made possible by using inspirational clips.
- "*It's why we can be moved by even the most transparently manipulative ads for insurance, medicines, or financial services, despite our cynicism. And it's why we feel so icky afterwards*" - Dissolve
- Watch here

Strategy, Quality, and Marketing

Risk Management and NDIS Readiness

NDIS requires careful consideration of organisation risk. Here is a presentation on Risk Management and NDIS Readiness, by Insight Governance Consulting which was delivered by Michelle at ALGs.

Risk Management is:

- An approach to help identify, assess & manage risk in a cost effective way.
- International risk standard defines risk as " the effect of uncertainties on objectives"
- Risks are internal & external factors & influences that make it uncertain whether, when & the extent to which organisations will achieve their objectives.

The presentation also runs through risk management process and risk identification.

    Lithgow Community Transport Website

Strategy Case Study: Kathy Dickson, Manager, Lithgow Community Transport

Kathy spoke to us about the process of Cowra Information & Neighbourhood Centre and Lithgow Community Transport partnering together, and how this relationship is currently working for them.

"*It has really been a very rewarding process and I believe has secured the future for both CT organisations.*

We started by looking for likeminded organisations and then met to discuss what each one could bring to the mix. We discussed expectations and desired outcomes. I believe our business model is unique and works well for this industry. It was a wonderful experience and was easy as we kept the lines of communications open. We have a wonderful working relationship that has seen us work through any teething problems and now I believe we are running smoothly with each organization meeting the contractual obligations and the service delivery standard has remained high.

To be fair, this process required a large amount of work from both sides and we needed to be working from the same page at all times. We had the full support of TNSW and this also helped the process.

Neither organization saw this as a relinquishment of autonomy but a bringing together of 2 organisations with a common purpose. This has increased our pool of skills and talents that has allowed us to share information and resources across the two locations. This has been particularly helpful with gathering information and support regarding the NDIS transition. While we still have a long way to go before each organization is ready we believe that we are moving closer to compliance and readiness for the introduction of the NDIS that will bring greater choice and flexibility for those people with a disability."

Social Media

This pilot is helping build provider social media capability to help network in NDIS and build their organisation branding and narrative creation skills.

The following social media tips are also in the **"Marketing in the NDIS Environment"** PowerPoint above.

Social Media Protocols: Three As of Non-Profit Social Media

- **Appreciation (70%)**
  - Highlight and show appreciation of members, employees, volunteers, donors etc
  - Public recognition encourages people to share your post about them eg. 'employee of the week,' 'donor of the week'
- **Advocacy (20%)**
  - Share information that raises awareness and educates your community.
  - Champion the cause. This is not about your own organisation but the cause you're serving.
  - Includes articles from other sources, organisation that are educational, humanistic and interesting for your audience.
- **Appeals (10%)**
  - Appeals are posts that ask for help, this does not always have to be about a donation. It can call for volunteers, signing petitions, showing support etc
  - Be specific about your needs and the action steps people can do to be involved.

Type of Content

- Tell stories through images. Lead with rich photos, and support with captions
- Ensure the week has a mix of the 3 A's or a mix of your organisation, industry news, 'feel good' post
- Videos no longer than 2 minutes (ideally 30-60 seconds)

How to Manage

- Frequency
  - 3-4 posts a week
  - If you need to post more than once in one day, limit to two posts
- Moderation
  - Engage and respond to community comments
  - Be honest, transparent and encourage participation
  - Check Facebook every morning and screen for any inappropriate comments

This can be set up on Facebook with key words. Contact the user stating why the organisation had to remove their comment and thank them for their organisation-friendly engagement in future.

Facebook   Twitter   Website

If you have any questions, please contact me on the number below.

Caitlin Evans.
Sector Support and Engagement Officer | National Respite
Box 3, 2 Carrington Square, Campsie. NSW 2194
P: (02) 8038 6647 | W:www.nationalrespiteaustralia.com.au

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