



Australian Government
Department of Employment

Using 'nudge theory' to influence tailored communication to job seekers

Department of Employment

www.employment.gov.au

Why has the Department of Employment used nudge theory?

- Support providers
- Improving engagement and compliance through appointment and activity attendance
- Encourage job seekers to meet their requirements
- Positive effect on job seekers and their efforts to gain employment

What tailored communication has the Department of Employment introduced?

- Tailored communication methods:
 - Letters
 - Appointment slips
 - Emails
 - SMS

Compliance SMS - Automatic

Compliance activity that triggers message	SMS
Job seeker did not: <ul style="list-style-type: none"> • Attend appointment (with someone other than their provider) • Enter into an Employment Pathway Plan • Comply with job search requirements • Behave appropriately at a job interview and a failure has been applied by Human Services	<i>Hi, you recently didn't meet your requirements and had a penalty applied by Centrelink. You must meet your requirements to avoid more serious consequences.</i>
Job seeker did not attend an activity and a failure has been applied by Human Services	<i>Hi, you recently didn't attend your activity and had a penalty applied by Centrelink. You must attend future activities to avoid more serious consequences.</i>
Job seeker did not behave appropriately at an activity and a failure has been applied by Human Services	<i>Centrelink has applied a penalty for inappropriate behaviour at an activity. You must behave appropriately in the future to avoid more serious consequences.</i>
Job seeker did not attend a job interview and a failure has been applied by Human Services	<i>Hi, Centrelink has applied a penalty as you didn't attend a job interview. Make sure you attend future job interviews to assist you to gain employment.</i>
Two failures of the same type have been applied by Human Services in a six month period	<i>Hi, you haven't met your requirements twice in 6 mths. If you don't meet them again you may lose approx. \$2000 over 8 wks. Please ensure you meet requirements.</i>

Servicing event SMS - Automatic

Servicing event that triggers message	SMS
Job seeker aged 25-35 years old who has missed a Contact appointment or Initial Interview appointment but the provider has recorded a 'Did Not Attend Discretion' appointment result	<i>Hi, you missed your last appt with <provider name>, but they chose not to notify Centrelink. Make sure you attend your next appt. Thanks, Australian Govt.</i>
Job seeker with the 5COM Special Placement Flag (five or more reported incidents of non-attendance/non-compliance in last 12 months) who has recently signed an Employment Pathway Plan or Individual Participation Plan	<p>JSA/DES <i>Hi, you recently signed an EPP with your provider. Remember, you need to meet all requirements in your EPP in return for payment. Thanks, Australian Govt.</i></p> <p>RJCP <i>Hi, you recently signed an IPP with your provider. Remember, you need to meet all requirements in your IPP in return for payment. Thanks, Australian Govt.</i></p>

SMS - Manual

- SMS Templates:
 - Reminder to attend appointment or activity
 - Rescheduled appointment or activity
 - Compliance activity reminder
 - Job seeker to commence in new activity
 - Completion of activity
 - Job application reminder
 - Job interview reminder
 - Employment Pathway Plan awaiting agreement on AJS

Notification Templates - Manual

- Manual Templates methods:
 - Letter
 - Appointment slip
 - Email

- Servicing events:
 - Activity is approaching completion
 - Details of a job seeker's Compliance Activity
 - Employment Pathway Plan recently signed
 - Reminder about job seeker's job commencement details
 - Contact appointment notification following a missed appointment

Notification - Automatic

- Customised Letter excerpt

"You are required to attend an appointment. The purpose of this appointment is to discuss your ongoing job focused requirements including ways that will further assist you along your pathway to employment. At this appointment you will also be required to negotiate and enter into an Employment Pathway Plan or review your current Employment Pathway Plan.

Our records indicate you have not met your requirements on at least five occasions in the last 12 months and Centrelink have been notified of these incidents. Ongoing non-compliant behaviour like this is not common among job seekers. Each time you do not attend an appointment, you risk your payment being stopped by Centrelink and you are missing out on important information and support to assist you in gaining employment. If there is a genuine reason you cannot attend at this time, you need to contact us immediately."

Loss aversion in job seeker notification

- Loss aversion: avoid loss rather than acquire a gain
- Consequences of non-compliance more prominent in notification

Monitoring

- The Department will monitor the effectiveness of tailored communication
- Look for ongoing improvements to job seeker communication

Questions?