

**Increasing the capacity
of our communities to
engage with technology**

Faster, cheaper & more effective

Five technology trends to help you deliver employment services

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Employment Services can be challenging Each person comes with unique skills & history

Some clients are easy to place.
Some are not.

- » Long term unemployed are three times more likely to have mental health or behavioural problems¹
- » It is much harder to hold down a job without stable housing²
- » Individuals with dual diagnosis are less likely to seek out social support services³

¹ ABS, Australian Social Trends, Sep 2011 Long term unemployed

² VicSERV - Housing and Support - August 2008

³ Mental Health Commission of NSW, Mental Health and Homelessness –June 2013

1. Put clients at the centre of your information

Use a CRM¹ to provide staff with an overview of a client services, activity & interactions

- » Easy if you only deliver one type of service
- » Complex if you provide multiple services – e.g. employment, disability support, housing...

¹Customer Relationship Management System

2. Measure outcomes. Understand your strengths & opportunities

Analysis and reporting tools (Business Intelligence) can enable your organisation to:

- » Consolidate client information across disparate systems
- » Understand which clients you spend the most time with, and whether this improves outcomes
- » Explore outcomes by client group, circumstances and location
- » Efficiently track contractual obligations & targets

3. Share information for effective partnerships

Focusing on your strengths and partnering with specialists can improve outcomes.

Efficiencies come from electronic information - either:

1. Electronic referrals and key case updates
2. Shared client record, case plan and client notes

If this is important, select a client/case management system that enables information sharing with your partners (cost effectively)

4. Engage with clients online

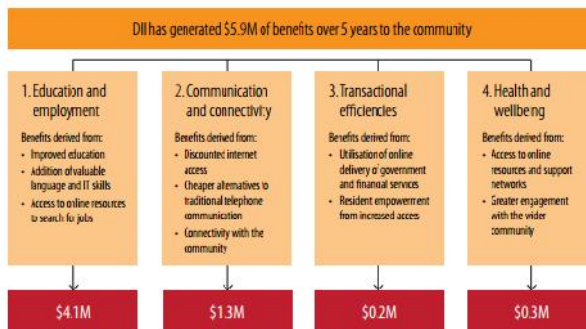
Some client groups can benefit significantly from online engagement – youth, mobility impaired, socially anxious, rural & remote. Options include

- » Social media
- » Video conferencing
- » Allowing access to the client file & case notes

Encouraging online interactions in addition to traditional meetings offers significant potential

5. Digital Inclusion boosts social networks & employment outcomes

Multi-year project at Atherton Gardens Public Housing estate to eradicate the digital divide through access to computer hardware, software, affordable internet & user support delivered an average **increase in wages by \$111 per month.**



International evidence confirms a 3-10% wage premium for those who upgrade ICT skills

Source: J.L. Keeney benefits model, Atherton Gardens

Would boosting the digital skills of your clients improve employment options?

¹ http://www.infoxchange.net.au/sites/default/files/Assessing%20the%20economic%20benefits%20of%20digital%20inclusion_0.pdf

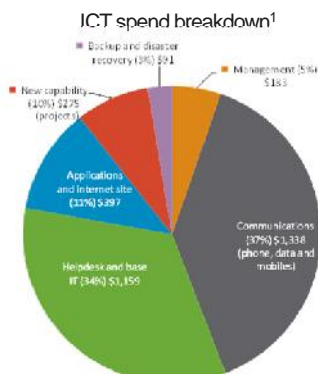


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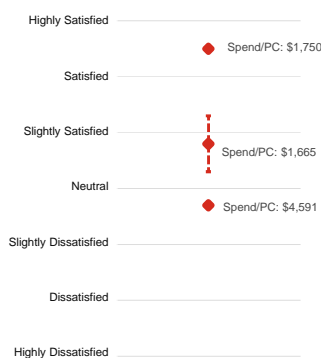
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Spend your ICT dollar wisely – what others spend

	ICT investment per person per annum	ICT investment as % of operating expenses
Victorian NFP Benchmarking study ¹	\$2,628	3.9%
Christchurch non-profits ²	\$1,545	3.8%
Average – Gartner ³	\$12,030	3.5%
Healthcare Providers – Gartner ⁴	\$5,205	3.2%



Staff IT satisfaction data²



Notes:
¹NFP benchmarking study of 13 NFP organisations (predominately delivering family and community services) who benchmarked their ICT spend, ranging in size from 80 to 800 staff. Refer www.nfpbenchmarking.com.au for more information

²Data provided as provided by 40 Christchurch non-profits, 2013 – most with less than 20 PCs.

³Gartner IT Key Metrics Data 2011: Summary Report. For more information on Gartner's ICT benchmarking see www.gartner.com. Gartner US\$ figures were converted to \$AU using exchange rate at 7 Aug 13).

⁴No Gartner metrics were available for the NFP or human services sector – Healthcare Providers appeared the most similar comparison group




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Five technology tips for better client services

1. A holistic view of client information empowers staff to make informed decisions & tailor services
2. Measure and understand your outcomes by staff, client group, outlet & time with BI tools
3. Share information with key partners electronically – don't expect clients to retell their story
4. Engage clients online & provide access to information
5. Support clients to develop skills and engage in the online world

Other Resources

1. GoDigi - A national Digital Literacy Program
Coming soon <http://www.infoxchange.net.au/welcome-digital-inclusion-program/go-digi-national-digital-literacy-program>
2. Office365 for non-profits (charities)
Free for eligible organisations
 - » Apply: www.microsoft.com/office365nonprofits
 - » Readiness assessment: www.connectingup.org/office365
3.  **ImproveIT** ImproveIT.org
Resources to help non-profits get the most from their technology investment

Questions and discussion.....

Infoxchange is a **not-for-profit social enterprise**

Our mission

**Technology for
Social justice**

Our objectives

1. Increase **Digital Inclusion** by assisting all those in our communities to access and efficiently use ICT
2. Raise the level of **Digital Proficiency** and improve the efficiency and effectiveness of the community focused sector through Information and Communication Technology
3. Advocate for and showcase the benefits of **Digital Empowerment** in our communities

Our services for community organisations include

1. IT plans, assessments & IT strategy development
2. Office 365, website & intranet services
3. Cloud, infrastructure & desktop services
4. Client & case management and service co-ordination solutions
5. CRM for non-profits

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