

# Campaign for a National Disability Insurance Scheme

- A successful change to social policy in Australia?

- Samantha Jenkinson



# Learning Objectives

- **1. Identify how people with disabilities can be involved and engaged in campaigns**
- **2. Identify the challenges and competing interests when bringing together service providers, family carers and people with disabilities around self determination**
- **3. Identify challenges and strategies in putting vision into practice**

# The Cause

## **.What do people want?**

- Certainty of funding, more funding, sustainable funding – meeting unmet need
- Individualised and personalised approaches, choice, self-directed services - people with disability and their families and carers in control of their lives and supports – a paradigm shift
- National consistency

# Stakeholders

- People with disability
- Families and Carers
- Service providers
- Building the alliance of the three key stakeholders
- Involvement of the national advisory council and advocacy groups



# The Campaign

## What is needed?

- A clear message
- Defining the target audience
- Testing assumptions
- Setting goals for the campaign
- Getting the right skills
- Showing a united stand



# The Campaign



## •How do we do it?

- Real stories - people's lived experience
- Web based, social media, grassroots
- Rallies at key points
- Key spokespeople and celebrities
- 'Disabiliteas' – capturing the broader community
- Real people lobbying politicians at key times
- Bi-partisan focus

# The Campaign





# The Campaign



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To support the NDIS  
Friday 26 October 2012



**NDIS** | revolutionising disability services



# The Campaign



# Policy Environment

- Self-directed, consumer empowerment and service user led models
- UNCRPD signed
- National Disability Strategy developed but weak implementation plan
- Global Financial Crisis fallout and austerity measures
- Disability low profile – othering of disability
- Growing community resentment of perceived government over spending

# Politics

- Tensions between alliance groups – who is the campaign for and who is running it? Who paid?
- What is the role of the campaign vs the role of the sector?
- State vs Federal – a national scheme or a federated national scheme? How to keep local relevance?
- Party politics – is there real commitment from both sides? Is there the same understanding?

# Current Scheme

- Legislated in 2013
- Principles in Act highlight rights, choice, control and participation of people with disabilities
- Trial sites in every state in Australia with full rollout happening in 2016 across most states
- Learning organisation
- Tension on funding, insurance model and participation by people with disability at a policy level

# Current Scheme

- PWDA Citizens Jury Scorecard
- NDIS improved participation in the community and independence
- NDIS provides high levels of choice and control to participants – to set their own goals and choose their preferred service
- The person-centred approach was seen to be working
- Reports of increased self-esteem

# Current Scheme

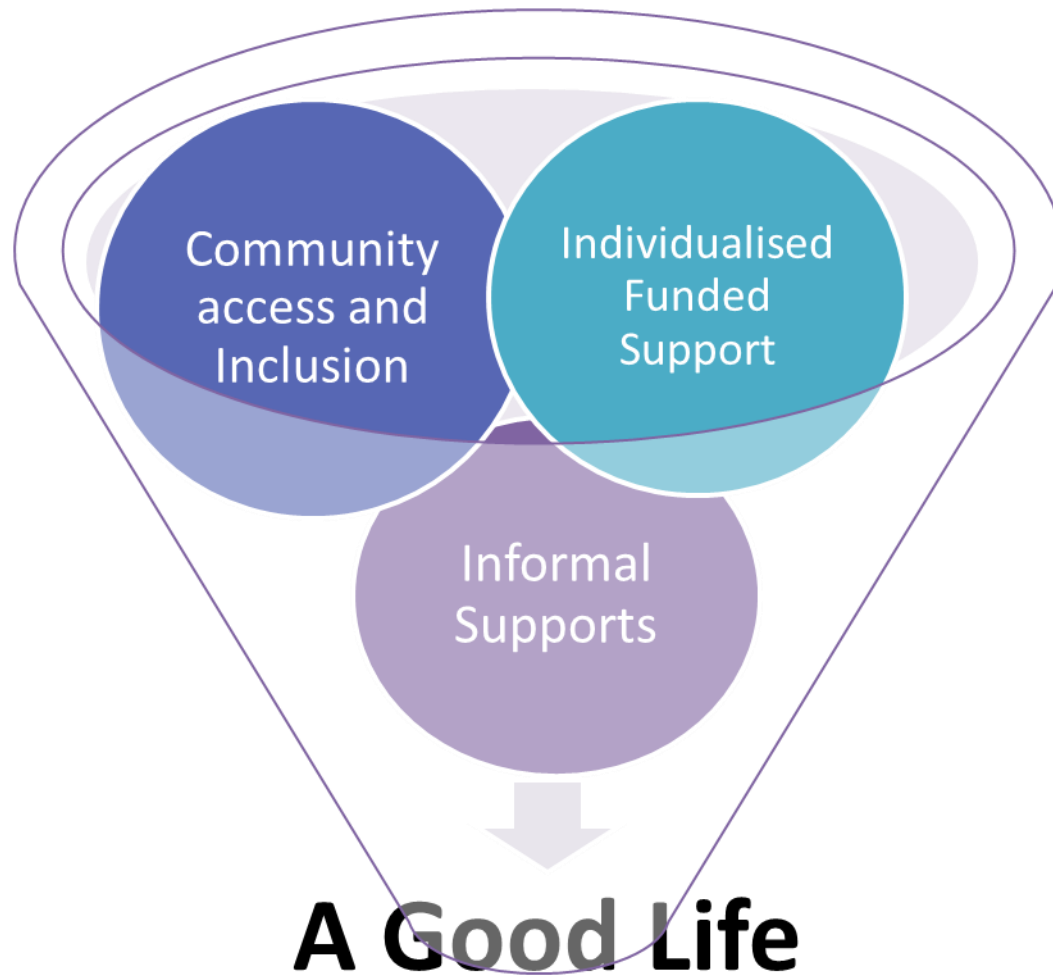
- PWDA Citizens Jury Scorecard
- Planning – people need more information, preparation, advocacy, and better training for the planners themselves
- Services being stopped before changeover to NDIS
- Better communication and accessible information and customer service
- Mechanisms for real participant feedback need to be built in to the system



# Future Challenges

- Politics – getting in the way of a focus on people
- Keeping the story relevant and in public eye – taxpayers money and outcomes
- Having a responsive scheme willing to change - getting a scheme vs getting the right scheme.
- When is community development going to happen?
- Housing and Employment
- Who is being listened to and responded to?

# Future Challenges



# References and Further Information

- Every Australian Counts Campaign  
<http://www.everyaustraliancounts.com.au/>
- Ramp up: A nice hot cup of mediocritea by Kate Larsen  
<http://www.abc.net.au/rampup/articles/2012/10/15/3610533.htm>
- National Disability Insurance Scheme  
<http://www.ndis.gov.au/>
- NDIS Citizens Jury Scorecard Project by PWDA  
<http://www.pwd.org.au/admin/ndis-citizens-jury-scorecard-project.html>

# Questions



**Thank you**

**Samantha**

**Jenkinson**