



THE VALUE CREATION GROUP

Value Creation WorkshopTM

Review of Australia's Job Network
by The Productivity Commission

Consolidation Report

January 2001

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INTRODUCTION

Background

A series of six Value Creation Workshops™ were conducted on behalf of the Productivity Commission to gain first hand the views, opinions and ideas of jobseekers about their experiences in receiving Job Network services. Workshops were held during November and December 2001 in Victoria, South Australia, New South Wales and Queensland involving a total of one hundred (100) jobseekers. Staff from the Productivity Commission, Job Network Providers, Centrelink and Government Departments were also present.

Feedback was gathered using computer technology, facilitated activities and discussion. All participants used a keypad that required minimal instruction for use and allowed participants to respond anonymously. Information was transmitted from the keypad to a computer for immediate processing and then projected in a range of forms onto an overhead screen. This interactive system enabled participants to respond to group data displayed on a screen and discuss their differences and similarities. This technique allowed for qualitative and quantitative data to be collected, with issues of concern being identified and clarified through discussion.

These Job Network Review Value Creation Workshops™ were designed to give the Productivity Commission the opportunity to openly discuss with a selection of job seekers those service aspects or factors that are most important to them in receiving labour market assistance.

Workshop Objectives

The stated objectives for the Job Network Review Value Creation Workshops were:

- To understand the most important elements or factors that impact on the jobseeker's experience.
- To identify the priority areas for change and improvement
- To understand the jobseekers' most important concerns and issues with the job search preparation and placement experience
- To understand the jobseekers' perceptions of the job search preparation and placement system.
- To understand the relationship between the jobseeker and the job service provider

Data Consolidation

The results from the six workshops are consolidated and provided in this report. Individual reports for the workshops held in each location have also been prepared separately.

Graphs in this report are shown as frequency distribution. A frequency distribution graph shows how many people chose each response choice for a particular question by percentage. Where appropriate the average response is shown in the top right-hand corner.

Workshop Locations and Jobseeker Groups

DATE	LOCATION	JOBSEEKER GROUP
26 Nov 2001	Footscray, Melbourne, Vic.	Mixed Ages in receipt of Job Matching, Job Search Training &/or Intensive Assistance services
28 Nov 2001	Bendigo, Victoria	Mixed Ages in receipt of Job Matching, Job Search Training &/or Intensive Assistance services
30 Nov 2001	Enfield, Adelaide, SA	Mixed Ages in receipt of Job Matching, Job Search Training &/or Intensive Assistance services
10 Dec 2001	Mt Gravatt, Brisbane, Qld	Mature Age jobseekers receiving Intensive Assistance
11 Dec 2001	Liverpool, Sydney, NSW	Young jobseekers receiving Intensive Assistance
13 Dec 2001	Gosford, NSW	Mixed ages in receipt of Intensive Assistance

SECTION 1: WORKSHOP RESULTS

1.1 Jobseeker description of the Job Network

Jobseekers were asked to provide one word that described how they felt about the Job Network. 61% of the words described jobseekers' feelings negatively, with the most commonly used words being frustrating and confusing. This approximately equates to the number of jobseekers who said they were not generally satisfied with the outcomes they have received from their Job Network Providers (Table M, Appendix 1).

28% of the words provided reflected a positive feeling, ranging from satisfied through to excellent. 10% were mixed or neutral (neither positive nor negative) and included words such as medium and alright or both satisfied/dissatisfied.

1.2 Individual Jobseeker descriptions with associated Workshop location

Positives	<i>Workshop location</i>	Neutral or Mixed	<i>Workshop location</i>	Negatives	<i>Workshop location</i>
Happy	<i>Footscray</i>	Passable	<i>Footscray</i>	Useless	<i>Footscray</i>
Interesting	<i>Footscray</i>	Adequate	<i>Adelaide</i>	Inadequate	<i>Footscray</i>
Satisfactory	<i>Footscray</i>	Medium	<i>Liverpool</i>	Trying	<i>Footscray</i>
Excellent	<i>Bendigo</i>	Alright	<i>Liverpool</i>	Inefficient	<i>Footscray</i>
Satisfied	<i>Bendigo</i>	Satisfied / dissatisfied	<i>Gosford</i>	Disappointing	<i>Footscray</i>
Good	<i>Bendigo</i>	Solemn	<i>Gosford</i>	Lost	<i>Footscray</i>
Good	<i>Bendigo</i>	Satisfied / dissatisfied	<i>Gosford</i>	Frustrating	<i>Footscray</i>
Ok	<i>Bendigo</i>	Satisfied / dissatisfied	<i>Gosford</i>	Angry	<i>Footscray</i>
Supportive	<i>Adelaide</i>	Satisfied / dissatisfied	<i>Gosford</i>	Sucks	<i>Footscray</i>
Helpful	<i>Adelaide</i>	50 / 50	<i>Gosford</i>	Confusing	<i>Footscray</i>
Encouraging	<i>Adelaide</i>			Hopeless	<i>Footscray</i>
Reasonable	<i>Adelaide</i>			Irrelevant	<i>Footscray</i>
Better	<i>Adelaide</i>			Disillusioned	<i>Bendigo</i>
Good	<i>Adelaide</i>			Disappointing	<i>Bendigo</i>
Useful	<i>Adelaide</i>			No understanding	<i>Bendigo</i>
Good	<i>Mt Gravatt</i>			Annoyed	<i>Bendigo</i>
Help	<i>Mt Gravatt</i>			Confusing	<i>Bendigo</i>
Good	<i>Liverpool</i>			Frustrated	<i>Bendigo</i>
Excellent	<i>Liverpool</i>			Dissatisfied	<i>Bendigo</i>
Excellent	<i>Liverpool</i>			Confused	<i>Bendigo</i>
Interesting	<i>Liverpool</i>			Dissatisfied	<i>Bendigo</i>
Happy	<i>Liverpool</i>			Frustrating	<i>Bendigo</i>
Satisfactory	<i>Liverpool</i>			Don't understand	<i>Bendigo</i>
Good	<i>Liverpool</i>			Frustrating	<i>Bendigo</i>
Satisfied	<i>Gosford</i>			Confusing	<i>Adelaide</i>
Satisfied	<i>Gosford</i>			Uncommunicative	<i>Adelaide</i>
Satisfactory	<i>Gosford</i>			Confusing	<i>Adelaide</i>
				Not-understanding	<i>Adelaide</i>
				Confusing	<i>Adelaide</i>
				Inadequate	<i>Adelaide</i>
				Lost	<i>Adelaide</i>
				Frustrating	<i>Adelaide</i>
				Can't stand it	<i>Adelaide</i>
				Disheartening	<i>Adelaide</i>
				Frustration	<i>Mt Gravatt</i>
				Frustration	<i>Mt Gravatt</i>
				Disillusionment	<i>Mt Gravatt</i>
				Disappointment	<i>Mt Gravatt</i>
				A-number	<i>Mt Gravatt</i>
				Frustration	<i>Mt Gravatt</i>
				Unsatisfaction	<i>Mt Gravatt</i>
				Incompetent	<i>Mt Gravatt</i>
				Invasive	<i>Mt Gravatt</i>
				One size fits all	<i>Mt Gravatt</i>

Positives	<i>Workshop location</i>	Neutral or Mixed	<i>Workshop location</i>	Negatives	<i>Workshop location</i>
				No idea	<i>Mt Gravatt</i>
				Hard	<i>Mt Gravatt</i>
				Frustration	<i>Mt Gravatt</i>
				Discriminating	<i>Mt Gravatt</i>
				Pure frustration	<i>Mt Gravatt</i>
				Incompetent	<i>Mt Gravatt</i>
				Pathetic	<i>Mt Gravatt</i>
				Sucks	<i>Liverpool</i>
				Lost the plot	<i>Gosford</i>
				Bureaucratic blindness	<i>Gosford</i>
				Unsatisfied	<i>Gosford</i>
				Disappointed	<i>Gosford</i>
				Limited	<i>Gosford</i>
				Outside	<i>Gosford</i>
				Frustrating	<i>Gosford</i>

1.3 Consolidated Jobseeker Concerns/Irritants

Each jobseeker was asked to identify his or her five main concerns or irritants in dealing with the Job Network. These individual concerns and irritants were grouped into categories during each workshop. In total, the six workshops produced sixty-two (62) categories of concerns and irritants, many of which were similar. The similar categories are listed together with the number of times they were mentioned during the six workshops. The categories in order from most often mentioned were:

<u>Concern/Irritant Category</u>	<u>No. of Times Mentioned</u>
▪ Lack of support or services and help to find a job	7
▪ Lack of feedback or poor communication	6
▪ Not being sent to or getting the job I want or am suitable for	6
▪ Poor staff attitude	6
▪ Lack of individual understanding and support	5
▪ Not respecting my time	4
▪ Lack of relevant training opportunities & options	4
▪ Lack of, inconsistent or wrong information	4
▪ Problems with forms	3
▪ Complex & inflexible system	3
▪ Lack of accountability	3
▪ Having to repeat myself	2
▪ Discrimination	2
▪ Lack of job opportunities and appropriate work	2
▪ Poor access to the right person	1
▪ Lack of work experience	1
▪ Difficulty with transport	1
▪ Problems with bank	1
▪ Problems with payments	1

1.4 Jobseeker Concerns/Irritants by category with associated Workshop location

<u>Concern/Irritant Category</u>	<u>Workshop location</u>
LACK OF SUPPORT OR SERVICES AND HELP TO FIND A JOB	
A lack of help	<i>Footscray</i>
No incentive for job searching	<i>Footscray</i>
Lack of help to find a job	<i>Adelaide</i>
Lack of support or service	<i>Mt Gravatt</i>
Lack of help to find a job	<i>Mt Gravatt</i>
Lack of support or services	<i>Liverpool</i>
Lack of assistance with costs associated with getting a job	<i>Gosford</i>
LACK OF FEEDBACK OR POOR COMMUNICATION	
Poor / lack of communication	<i>Footscray</i>
Poor or lack of communication & feedback	<i>Bendigo</i>
Lack of feedback & communication	<i>Adelaide</i>
Lack of feedback or poor communication	<i>Mt Gravatt</i>
Lack of feedback or poor communication	<i>Liverpool</i>
Lack of feedback or poor communication	<i>Gosford</i>
NOT BEING SENT TO OR GETTING THE JOB I WANT OR AM SUITABLE FOR	
No job	<i>Footscray</i>
Poor job Matching	<i>Bendigo</i>
Sending me to unsuitable opportunities or options	<i>Adelaide</i>
Forcing me to apply for unsuitable jobs	<i>Mt Gravatt</i>
Not getting the job I want	<i>Liverpool</i>
Lack of Job interviews and appropriate work	<i>Gosford</i>
POOR STAFF ATTITUDE	
Poor staff attitude	<i>Footscray</i>
Going through the motions	<i>Footscray</i>
Poor staff attitude	<i>Bendigo</i>
Incompetent staff with poor attitudes	<i>Mt Gravatt</i>
Poor staff attitude	<i>Liverpool</i>
Poor staff attitude	<i>Gosford</i>
LACK OF INDIVIDUAL UNDERSTANDING AND SUPPORT	
Lack of individual understanding and support	<i>Footscray</i>
Lack of individual attention	<i>Bendigo</i>
Staff who don't listen or understand my individual needs	<i>Adelaide</i>
Lack of individualised attention	<i>Mt Gravatt</i>
Not enough staff to provide personal assistance	<i>Liverpool</i>
NOT RESPECTING MY TIME	
Wasting my time	<i>Footscray</i>
Wasting my time	<i>Mt Gravatt</i>

<u>Concern/Irritant Category</u>	<u>Workshop location</u>
No respect for my time	<i>Liverpool</i>
Not respecting my time	<i>Gosford</i>
LACK OF RELEVANT TRAINING OPPORTUNITIES & OPTIONS	
Lack of training or training options	<i>Footscray</i>
Training courses that waste my time	<i>Bendigo</i>
Lack of relevant training opportunities & options	<i>Adelaide</i>
Lack of training or help	<i>Gosford</i>
LACK OF, INCONSISTENT OR WRONG INFORMATION	
A lack of information	<i>Footscray</i>
Being given the wrong information	<i>Footscray</i>
Lack of information	<i>Liverpool</i>
Lack of, or inconsistent information	<i>Gosford</i>
PROBLEMS WITH FORMS	
Difficulties filling in forms	<i>Footscray</i>
Filling in forms	<i>Liverpool</i>
Too much focus on forms & resumes	<i>Gosford</i>
COMPLEX & INFLEXIBLE SYSTEM	
Being threatened	<i>Bendigo</i>
Complex & inflexible system	<i>Adelaide</i>
Dealing with limitations & inflexibility of the system	<i>Gosford</i>
LACK OF ACCOUNTABILITY	
Inconsistent service	<i>Adelaide</i>
Vacancies not being updated	<i>Adelaide</i>
Not keeping your promise	<i>Mt Gravatt</i>
HAVING TO REPEAT MYSELF	
Having to repeat myself	<i>Bendigo</i>
Having to repeat the same process	<i>Adelaide</i>
DISCRIMINATION	
Being discriminated against	<i>Adelaide</i>
Discrimination	<i>Mt Gravatt</i>
LACK OF JOB OPPORTUNITIES AND APPROPRIATE WORK	
Lack of suitable job opportunities	<i>Bendigo</i>
Not given a chance by employers	<i>Liverpool</i>
LACK OF WORK EXPERIENCE	
Lack of work experience	<i>Liverpool</i>
POOR ACCESS TO THE RIGHT PERSON	
Poor access to the right person	<i>Adelaide</i>

<u>Concern/Irritant Category</u>	<u>Workshop location</u>
DIFFICULTY WITH TRANSPORT	
Difficulty with transport	<i>Footscray</i>
PROBLEMS WITH BANK	
Problems with bank	<i>Footscray</i>
PROBLEMS WITH PAYMENTS	
Problems with payments	<i>Gosford</i>

1.5 Consolidated Jobseeker “Ideal Experiences”

Each jobseeker was asked to identify his or her most important factors in an “Ideal Experience” in a job search preparation and placement system. These individual ideas were grouped into categories at each workshop. In total, the six workshops produced forty-eight (48) categories of ‘Ideal Experiences’, many of which were similar. The similar categories are listed with the number of times they were mentioned during the six workshops.

The two most often mentioned categories, To receive personal & individual support from the Job Network Provider and Access to facilities & training opportunities that help me to get a job, were mentioned at every workshop. The categories, in order from most-often mentioned, were:

<u>“Ideal Experience” Category</u>	<u>No. of Times Mentioned</u>
• To receive personal & individual support from the Job Network Provider	8
• Access to facilities & training opportunities that help me to get a job	7
• To deal with knowledgeable staff who are honest, open & friendly	6
• Good communication & feedback from Job Network Providers & Employers	5
• To deal with staff who listen & understand me	5
• Direct access to Information about employers & vacancies	5
• A simple system that is flexible enough to meet my needs	3
• To be able to choose the provider that suits me	2
• To receive job referrals that are appropriate to my needs	2
• To be provided with the information I need	2
• Employer incentives that improve my job prospects	2
• A system that values my time	1

1.6 Jobseeker “Ideal Experiences” by category with associated Workshop location

<u>IDEAL EXPERIENCE CATEGORY</u>	<u>Workshop location</u>
TO RECEIVE PERSONAL & INDIVIDUAL SUPPORT FROM THE JOB NETWORK PROVIDER	
<ul style="list-style-type: none"> ▪ Provider who can help me believe I can succeed ▪ Supported by providers/tools that are more likely to help me find work ▪ Personal one-on-one service ▪ Providers that make a contribution to me getting a job ▪ A working relationship with a person who wants to get me a job ▪ Staff who encourage and work with me to get a job ▪ Staff work with smaller groups of people ▪ Individual support & encouragement 	<p><i>Footscray</i> <i>Footscray</i> <i>Bendigo</i> <i>Bendigo</i> <i>Adelaide</i> <i>Mt Gravatt</i> <i>Liverpool</i> <i>Gosford</i></p>
ACCESS TO FACILITIES & TRAINING OPPORTUNITIES THAT HELP ME TO GET A JOB	
<ul style="list-style-type: none"> ▪ Training opportunities that lead to employment ▪ Assistance / support that helps me get a job ▪ Access to facilities and training ▪ Options about what training/retraining is available to me ▪ I get the work experience I need ▪ Easy access to facilities and services ▪ Training that meets my needs 	<p><i>Footscray</i> <i>Bendigo</i> <i>Adelaide</i> <i>Mt Gravatt</i> <i>Liverpool</i> <i>Liverpool</i> <i>Gosford</i></p>
TO DEAL WITH KNOWLEDGABLE STAFF WHO ARE HONEST, OPEN & FRIENDLY	
<ul style="list-style-type: none"> ▪ Customer focused service environment ▪ Providers that do what they promise ▪ Be honest & open in what you say ▪ Honest, friendly staff I can relate to ▪ Staff who know what they are doing ▪ Approachable, honest staff who treat me with respect 	<p><i>Footscray</i> <i>Bendigo</i> <i>Bendigo</i> <i>Mt Gravatt</i> <i>Mt Gravatt</i> <i>Gosford</i></p>
GOOD COMMUNICATION & FEEDBACK FROM JOB NETWORK PROVIDERS & EMPLOYERS	
<ul style="list-style-type: none"> ▪ Accurate two way communication ▪ To receive follow-up contact ▪ Good communication and feedback ▪ Good communication tailored to my needs ▪ Appropriate feedback from Job Network Provider or employer 	<p><i>Footscray</i> <i>Adelaide</i> <i>Mt Gravatt</i> <i>Liverpool</i> <i>Gosford</i></p>
TO DEAL WITH STAFF WHO LISTEN & UNDERSTAND ME	
<ul style="list-style-type: none"> ▪ Staff who show compassion & understanding 	<p><i>Bendigo</i></p>

<u>IDEAL EXPERIENCE CATEGORY</u>	<u>Workshop location</u>
<ul style="list-style-type: none"> ▪ Someone who listens and is willing to support me ▪ Staff who are understanding & empathetic ▪ Staff respect & understand me ▪ Staff who understand me & my needs 	<p><i>Adelaide</i> <i>Mt Gravatt</i> <i>Liverpool</i> <i>Gosford</i></p>
DIRECT ACCESS TO INFORMATION ABOUT EMPLOYERS & VACANCIES	
<ul style="list-style-type: none"> ▪ Increasing the number of job interview opportunities ▪ Opportunities to present my case to employers ▪ Access to job vacancies & opportunities ▪ Specific information about employers & vacancies ▪ Direct access to employer & employment 	<p><i>Footscray</i> <i>Bendigo</i> <i>Adelaide</i> <i>Adelaide</i> <i>Gosford</i></p>
A SIMPLE SYSTEM THAT IS FLEXIBLE ENOUGH TO MEET MY NEEDS	
<ul style="list-style-type: none"> ▪ Methods to find work that do not require a broker ▪ A simple connected network ▪ System is flexible enough to meet my needs 	<p><i>Footscray</i> <i>Adelaide</i> <i>Gosford</i></p>
TO BE ABLE TO CHOOSE THE PROVIDER THAT SUITS ME	
<ul style="list-style-type: none"> ▪ Be able to choose the best provider for me ▪ To be able to deal with specialized providers 	<p><i>Bendigo</i> <i>Bendigo</i></p>
TO RECEIVE JOB REFERRALS THAT ARE APPROPRIATE TO MY NEEDS	
<ul style="list-style-type: none"> ▪ Matching Job Network services to my individual needs ▪ I get appropriate referrals 	<p><i>Footscray</i> <i>Mt Gravatt</i></p>
TO BE PROVIDED WITH THE INFORMATION I NEED	
<ul style="list-style-type: none"> ▪ I get the information and help to get a job ▪ Information about what costs I can have reimbursed 	<p><i>Liverpool</i> <i>Mt Gravatt</i></p>
EMPLOYER INCENTIVES THAT IMPROVE MY JOB PROSPECTS	
<ul style="list-style-type: none"> ▪ Incentives for employers to employ me ▪ No discrimination 	<p><i>Mt Gravatt</i> <i>Mt Gravatt</i></p>
A SYSTEM THAT VALUES MY TIME	
<p>My time is important & I get to do things</p>	<p><i>Liverpool</i></p>

1.7 Consolidated Key Jobseeker Discussion Points

During the six workshops, jobseekers had the opportunity for facilitated discussions to draw out information and opinion about their experiences. During these discussions jobseekers were able to raise and discuss as a group any issues of concern or importance including positive aspects of their experiences.

The following points summarise the main areas of discussion and the related jobseeker comments.

Many jobseekers felt that the system was not working for them and that it was their own efforts that got them a job. They said:

- You don't get a job unless you search for it yourself.
- Job Network only find out about your history and not help you get a job or offer.
- It's not the providers' fault; it's just the system - too old for one industry, too young for another.
- Most of it is self-help; there is a lack of assistance.
- The Job Network should be working for us; we are the customer.
- Unless you make the effort nothing is done, it's often up to the individual.
- There are complications and biases throughout the Job Market. It's difficult for the provider, it's a very competitive market

Jobseekers' thought that more individualisation and a service tailored to them was needed. Some comments were:

- Counselors in the Job Network don't take into account my circumstances i.e. age, experience.
- Even though they know my circumstances are different they still just run me through the system.
- The system sometimes misses out on people's needs and this impacts on future assistance i.e. literacy.
- There is more one-on-one with Job Network providers than with Centrelink
- When there are big groups you lose interest and don't listen.

Older jobseekers felt that the system did not cater for them. Comments were:

- Job Network focuses on full time, but there is a shortage of jobs for older people.
- Only one person honest enough to say "your 57, it will be difficult".
- Age is a factor on how much help you get.
- Told unlikely to get a job because of age. Won't spend a lot of time with me when I only have a 5% chance of getting work, therefore chances of improvement are unlikely
- They do absolutely nothing for Intensive Assistance. They put you in the too hard basket especially when you are over 40.
- Too old to work, too young for a pension.
- Need to get skills quickly due to age.
- Training is more concentrated on younger people.
- Intent for mature age is genuine.

Poor communication and a lack of feedback were mentioned at all workshops. Jobseekers said:

- Getting feedback helps with your job preparation but it is not received very often.
- You get no feedback from employers or Job Network that may help you with future job prospects.
- There appears to be a lack of co-ordination between Centrelink and the Job Network, lack of communication between Centrelink and the Job Network - both ways.
- I was lead to believe that I had a good chance of getting a position, but then got no feedback when didn't get position. I felt like a pawn in employment

Jobseekers want staff to listen to them, treat them with respect and to show they are genuine in their desire to assist them get a job. Jobseekers said:

- No matter what I said she wasn't interested - not listening.
- When trying to discuss our own ideas, the Job Network doesn't want to hear.
- If you get someone with attitude walls come up. But if they show you they care you get on much better.
- Some providers don't care whether you get a job or not.
- Some staff come across much better than others.
- When you talk to them you get a sense they don't want to help us.
- How you get treated in the system can have a negative impact.
- I was insulted by the Job Network provider, called "lazy" and "stupid".

Jobseekers sometimes felt they were not being provided with appropriate courses that would help them get a job. They said:

- I was not given help on things that I thought were useful i.e. help to get a forklift license.
- I was given options that were not what I wanted.
- I was told by letter to do a course and then had to pay for an alternative course because the allocated course did not suit my needs.
- I didn't have the money to pay for assistance and the Job Networks were not paying either.
- Told providers about courses, but then needed to pay for them ourselves.
- I did a course and was told it would lead to employment, but no job at completion of course.
- No job offers followed 4 months course on literacy and numeracy skills.

Jobseekers' comments about Intensive Assistance included:

- Your hopes are raised when you get on Intensive Assistance but over time it deteriorates.
- Intensive Assistance doesn't help deal with the age issue. Even at 26 sometimes too old.
- Intensive Assistance is just another piece of paper to keep you happy. The system can not create jobs that aren't there.
- I have been through the system twice and can not get out of the system. I have no choice about not participating in Intensive Assistance.

Jobseekers often felt they were not matched appropriately with a job, were forced into jobs they didn't want or didn't get jobs for which they felt qualified. Some comments were:

- Get the runaround; not able to get a job in the field I wanted. Now I am overqualified for jobs.
- Young customers want a job that they want to do.
- Pressured to get a job that I didn't want and then found out it wasn't there anyway.
- Job Network doesn't provide me with any work in my qualified area of welfare and only offer me part time or casual work outside of my field.
- Job Network providers ask you for your areas of interest then can't find work for you.
- I was put into a job that I didn't want to do.
- Job matching does not seem to work- should be easy.

Jobseekers want information that enables them to understand the system and how they fit into it, particularly in relation to job vacancies. Jobseekers said:

- Need further information on jobs advertised i.e. wages paid.
- Political correctness has led to us wasting our time.
- The Job Network won't tell you about the job even if you are registered with them.
- You can use the touch screen but you can not research the jobs yourself.

- Advertisements are often misleading especially around age.
- Some people explain things to you but if you don’t understand bad luck.
- We are not told you can see someone else if you need to.
- Interviews are in and out, though sometimes it varies.
- No explanation or discussion about Intensive Assistance.

Jobseekers expect that staff will have the level of knowledge required to assist them. They said:

- They don’t know what to do. I go to them and I expect them to know.
- Knowledge of staff can affect the level of service.
- There is sometime inconsistency in service.

Jobseekers feel they are often not given a choice of provider and want information that enables them to make an informed choice. They said:

- Until you have used the Job Network provider you don’t know whether they are good or bad.
- Most time don’t get a choice of provider.
- Sometimes given an option of providers, but if you don’t choose you are told which one to join.
- Some customers had access to information about providers.
- Centrelink sent me to a provider that was too far away which adds to travel expenses.
- Often you have to repeat forms and information, even with the same provider.
- I saw a different person every time I went there.

Jobseekers want jobs to be accurately listed on the system. They said:

- Jobs remain listed even after they are filled.
- Received same letter twice for a job that had already been filled.
- A job that was advertised on the system by a provider which was a scam. They only wanted to get forklift drivers on the books

1.8 Consolidated “Positive Experiences” Identified by Jobseekers

Each jobseeker was asked to identify their positive experiences with the Job Network and what worked well for them. They were asked to consider the effects of their involvement with the Job Network on their preparedness to face work, the success of training, the quality of effort made by their provider, their choices, job matching and so on.

Jobseekers were asked to write their positive experiences on to post-it notes, which were collected and grouped into similar categories after the session. The categories are listed below with the number of times they were mentioned during the six workshops.

The categories, in order from most-often mentioned, were:

<u>“Positive Experience” Category</u>	<u>No. of Times Mentioned</u>
• Receiving help to find jobs and get interviews	16
• Staff who were happy and friendly	16
• Staff who were helpful, caring and listened	15
• Training Courses that were provided	13

• Staff who were supportive and motivational	11
• Provision and use of facilities such as phone, fax and computers	11
• Receiving financial assistance for equipment, licenses & expenses	11
• Receiving Help with resumes	10
• Staff who offered encouragement	7
• Generally positive experience	5
• Discussing different ideas & options	5
• Learned about the “System” and the job market	4
• Receiving individual attention & understanding	3
• Meeting people	3
• Being referred to other services	1
• No positive experiences	3

1.9 Jobseeker “Positive Experiences” by Category with associated Workshop location

<u>“POSITIVE EXPERIENCES” CATEGORIES</u>	<u>Workshop location</u>
-------------------------------------------------	---------------------------------

RECEIVING HELP TO FIND JOBS AND GET INTERVIEWS

▪ Job matching	<i>Bendigo</i>
▪ Provide essential to assist my job seeking	<i>Adelaide</i>
▪ Helped me find a number of jobs which I could apply for	<i>Adelaide</i>
▪ Job advertisement networking	<i>Adelaide</i>
▪ Called me once on the Job interview	<i>Mt Gravatt</i>
▪ Sent for interview with employer within one hour of application	<i>Mt Gravatt</i>
▪ 3 days work at one agency	<i>Mt Gravatt</i>
▪ Help me to know where to get a job	<i>Mt Gravatt</i>
▪ Get a good job	<i>Liverpool</i>
▪ Getting a job	<i>Liverpool</i>
▪ They can get me a job I want	<i>Liverpool</i>
▪ Finding & forward resume to prefer jobs	<i>Liverpool</i>
▪ Finding jobs	<i>Liverpool</i>
▪ Get into the interview	<i>Liverpool</i>
▪ Going to an interview	<i>Liverpool</i>
▪ Getting some experience	<i>Liverpool</i>

“POSITIVE EXPERIENCES” CATEGORIES**Workshop
location****STAFF WHO WERE HAPPY AND FRIENDLY**

▪ Polite & friendly	<i>Footscray</i>
▪ Staff friendly	<i>Footscray</i>
▪ Friendly receptionist	<i>Footscray</i>
▪ Job network plus- people generally polite, well meaning, helpful within their limited scope	<i>Footscray</i>
▪ Friendly service manner	<i>Footscray</i>
▪ The staff – good, The “system” doesn’t allow enough individual time	<i>Bendigo</i>
▪ Jovial staff members behind the front desk	<i>Bendigo</i>
▪ Happy outgoing staff	<i>Bendigo</i>
▪ Joking around with some staff members	<i>Bendigo</i>
▪ Friendly staff provided work when able	<i>Bendigo</i>
▪ Happy staff	<i>Bendigo</i>
▪ Very easy to communicate to	<i>Bendigo</i>
▪ First contact “positive” then nil	<i>Mt Gravatt</i>
▪ First contact	<i>Mt Gravatt</i>
▪ Nice people to get along with	<i>Liverpool</i>
▪ Optimistic friendly staff	<i>Liverpool</i>

STAFF WHO WERE HELPFUL, CARING AND LISTENED

▪ Listen to you sometimes	<i>Footscray</i>
▪ Helpful	<i>Footscray</i>
▪ Most of the time staff are helpful	<i>Footscray</i>
▪ Staff fill out forms for me, show me what to do	<i>Footscray</i>
▪ Caring attitude	<i>Bendigo</i>
▪ Case manager caring	<i>Adelaide</i>
▪ Honest with opportunities	<i>Adelaide</i>
▪ Meeting a few “nice” people, caring	<i>Mt Gravatt</i>
▪ Liaison with current network member	<i>Mt Gravatt</i>
▪ Friendly and helpful	<i>Liverpool</i>
▪ Good help	<i>Liverpool</i>
▪ Knowing that providers care	<i>Liverpool</i>
▪ Knowing you’ve been heard	<i>Liverpool</i>
▪ They are kind to your need and they wish to help	<i>Gosford</i>
▪ Realistic Assessment	<i>Gosford</i>

TRAINING COURSES THAT WERE PROVIDED

▪ Paying for courses that I want to do	<i>Footscray</i>
▪ Training courses helped with interview techniques	<i>Footscray</i>
▪ Willing to pay for any course which may help	<i>Footscray</i>
▪ Training opportunities	<i>Footscray</i>
▪ Lectures	<i>Footscray</i>
▪ Introduction to training course (but trainer inadequate)	<i>Footscray</i>
▪ Job Search Training was excellent with who I used	<i>Bendigo</i>
▪ Help people with Job search training	<i>Bendigo</i>
▪ Computer course	<i>Adelaide</i>

<u>“POSITIVE EXPERIENCES” CATEGORIES</u>	<u>Workshop location</u>
<ul style="list-style-type: none"> ▪ Getting into the right course ▪ Help with course ▪ Into courses ▪ Help to find training 	<p><i>Liverpool</i> <i>Gosford</i> <i>Gosford</i> <i>Gosford</i></p>
STAFF WHO WERE SUPPORTIVE AND MOTIVATIONAL	
<ul style="list-style-type: none"> ▪ Supportive ▪ Talk to - important on the phone ▪ Constant contact ▪ Helped gain more confidence ▪ Talk over problems ▪ Give incentive (your not on your own) ▪ Motivation ▪ Absence of compulsion ▪ Positive and motivational support ▪ Motivated ▪ Feeling good about myself and what I want to do 	<p><i>Footscray</i> <i>Bendigo</i> <i>Bendigo</i> <i>Bendigo</i> <i>Adelaide</i> <i>Adelaide</i> <i>Adelaide</i> <i>Adelaide</i> <i>Liverpool</i> <i>Liverpool</i> <i>Liverpool</i></p>
PROVISION AND USE OF FACILITIES SUCH AS PHONE, FAX AND COMPUTERS	
<ul style="list-style-type: none"> ▪ Some staff are very helpful, e.g. using fax machine getting information of touch screen ▪ Use of resources - printing, photocopying, Internet etc ▪ Good resources ▪ Use of computers, fax, photocopiers was good ▪ Able to use facilities ▪ Photocopy & Internet facilities ▪ Postage facilities ▪ Use Internet for job ▪ They have touch screens ▪ Have good access to computers and equipment ▪ Providing facilities e.g. fax, phone etc 	<p><i>Footscray</i> <i>Adelaide</i> <i>Adelaide</i> <i>Adelaide</i> <i>Adelaide</i> <i>Adelaide</i> <i>Adelaide</i> <i>Adelaide</i> <i>Mt Gravatt</i> <i>Liverpool</i> <i>Gosford</i></p>
RECEIVING FINANCIAL ASSISTANCE FOR EQUIPMENT, LICENSES & EXPENSES	
<ul style="list-style-type: none"> ▪ Financial assistance after successful job interview ▪ Providing with some tools ▪ Getting my fork lift license ▪ Paid for medical equipment ▪ Assistance with costs, resources ▪ Money for tools ▪ Expenses ▪ Reimbursing ▪ They paid for my forklift license ▪ Help with transport costs ▪ Money for travel 	<p><i>Footscray</i> <i>Footscray</i> <i>Footscray</i> <i>Adelaide</i> <i>Adelaide</i> <i>Adelaide</i> <i>Liverpool</i> <i>Liverpool</i> <i>Liverpool</i> <i>Gosford</i> <i>Gosford</i></p>

“POSITIVE EXPERIENCES” CATEGORIES

**Workshop
location**

RECEIVING HELP WITH RESUMES

- Helped with resumes *Bendigo*
- Helped with application letters to get a job *Bendigo*
- Resumes are done for you for free *Bendigo*
- Personal resume *Adelaide*
- Helped with updating resumes *Adelaide*
- Good resume preparation *Adelaide*
- Resume – updating, copying (costs) *Adelaide*
- They gave me a lot of assistance with application, letters, canvassing letters, resume *Adelaide*
- Help with resume and resources *Adelaide*
- Help getting resume together *Gosford*

STAFF WHO OFFERED ENCOURAGEMENT

- Staff have been positive *Footscray*
- Encouragement *Adelaide*
- Encouragement, direction and information *Adelaide*
- Intensive assistance *Adelaide*
- Encourage *Liverpool*
- Encouragement in organising job utilities *Gosford*

GENERALLY POSITIVE EXPERIENCE

- Good *Gosford*
- Good service *Gosford*
- Concerns / issues -No *Gosford*
- Concerns / issues - nothing *Gosford*
- Concerns / issues - never *Gosford*

DISCUSSING DIFFERENT IDEAS & OPTIONS

- Assisted with looking at other avenues apart from what they've normally been involved in *Adelaide*
- Discussion of possible further study *Adelaide*
- “Bouncing off” ideas & feedback *Adelaide*
- Information & alternative ideas *Adelaide*
- Understanding the ways to use new skills *Gosford*

LEARNED ABOUT THE “SYSTEM” AND THE JOB MARKET

- Education of job market *Bendigo*
- Demystifying *Bendigo*
- Learn about the “system” *Bendigo*
- Understanding *Bendigo*

RECEIVING INDIVIDUAL ATTENTION & UNDERSTANDING

- Individualised consideration of circumstances *Adelaide*
- My new provider has more understanding of my situation *Mt Gravatt*
- More one on one *Gosford*

“POSITIVE EXPERIENCES” CATEGORIES**Workshop
location****MEETING PEOPLE**

- Meet new people
- Only getting out of the house every week seeing you people
- Morning tea at seminar

*Bendigo
Mt Gravatt
Mt Gravatt*

NO POSITIVE EXPERIENCES

- People need to know what they can ask for
- No positive experiences
- Left up to me

*Footscray
Footscray
Adelaide*

BEING REFERRED TO OTHER SERVICES

- Referred to other services

Adelaide

SECTION 2: SERVICE & POLICY PROVIDER SESSION RESULTS

2.1 Consolidated “Issues” identified by Service & Policy Providers

At the conclusion of the jobseeker session, each Service & Policy Provider identified what they felt were the main “Issues” raised during the workshop. These issues were grouped into categories during each workshop. In total, the six workshops produced forty-eight (48) categories of ‘Issues’, many of which were similar. The similar categories are listed with the number of times they were identified by Service & Policy Providers during the six workshops.

The categories, in order from most-often raised, were:

<u>“Issue” Category</u>	<u>No. of Times Raised</u>
• Providing customers with information-driven choice of Job Network Provider	6
• Tailoring and individualising Job Network services	5
• Developing customer confidence in the Job Network’s ability to add value to job search efforts	5
• Providing appropriate training and learning opportunities to meet customer needs	5
• Providing information that helps customers	5
• Developing positive customer relationships to help drive and maintain motivation	4

• Simplifying the system for customers	4
• Improving communication and feedback from the Job Network to the customer	4
• Developing plans and strategies that are of practical assistance to customers	3
• Consistently providing a quality service across the Job Network	3
• Valuing the customer's time	2
• The need for Job Network staff training	2

2.2 Issues identified by Service & Policy Providers by category with associated Workshop location

<u>ISSUE CATEGORY</u>	<u>Workshop location</u>
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PROVIDING CUSTOMERS WITH INFORMATION-DRIVEN CHOICE OF JOB NETWORK PROVIDER

▪ The need for information driven choice of network providers	Footscray
▪ The need for information and explanation that empowers jobseeker choice of provider	Bendigo
▪ The need for information that develops the need to make an informed choice	Adelaide
▪ A lack of information that enables & drives choice	Mt Gravatt
▪ A lack of information driven choice	Liverpool
▪ A lack of information driven choice	Gosford

TAILORING AND INDIVIDUALISING JOB NETWORK SERVICES

▪ The need to individualise service	Footscray
▪ The lack of individualisation in the system	Bendigo
▪ The lack of individualisation in the system	Adelaide
▪ The lack of personalised service to customers	Mt Gravatt
▪ The lack of individualisation in the system	Gosford

DEVELOPING CUSTOMER CONFIDENCE IN THE JOB NETWORK'S ABILITY TO ADD VALUE TO JOB SEARCH EFFORTS

▪ The Desire that people have to get work	Footscray
▪ Strong belief that Job Network service will not get them work	Footscray
▪ A Lack of access to employers and employment	Bendigo
▪ Job matching failing to meet customers desires	Liverpool
▪ Labour market pressures on job seekers	Gosford

PROVIDING APPROPRIATE TRAINING AND LEARNING OPPORTUNITIES TO MEET CUSTOMER NEEDS

▪ The need for more appropriate and communicated training options	Footscray
▪ The need for appropriate job matching & training options	Bendigo

<u>ISSUE CATEGORY</u>	<u>Workshop location</u>
<ul style="list-style-type: none"> ▪ The need for relevant training and assistance to meet the customer's needs ▪ Training opportunities not meeting customer needs ▪ A lack of learning / experience opportunities in careers of choice 	<p>Adelaide Mt Gravatt Liverpool</p>
PROVIDING INFORMATION THAT HELPS CUSTOMERS	
<ul style="list-style-type: none"> ▪ Provision of information in a simple, understandable and common language ▪ The lack of understanding of Job Network & Centrelink roles ▪ A lack of information that empowers the jobseekers ▪ A lack of understanding or confusion about the Job Network ▪ Not relating information that invokes a correct intuitive response 	<p>Bendigo Adelaide Mt Gravatt Liverpool Gosford</p>
DEVELOPING POSITIVE CUSTOMER RELATIONSHIPS TO HELP DRIVE AND MAINTAIN MOTIVATION	
<ul style="list-style-type: none"> ▪ The Development of relationships that sustain job search efforts ▪ The perception customers have of Centrelink ▪ A lack of understanding that the way customers are treated & the relationship they have is critical to their commitment to system ▪ A need for positive relationships that focus on individual need to maintain motivation 	<p>Bendigo Adelaide Liverpool Gosford</p>
SIMPLIFYING THE SYSTEM FOR CUSTOMERS	
<ul style="list-style-type: none"> ▪ System not tailored to help get outcome for individuals, job seeker fits in with it ▪ The lack of a simple networked system ▪ The lack of clear & broad Job Network & Centrelink roles ▪ The system not delivering on customer's expectations 	<p>Footscray Adelaide Mt Gravatt Gosford</p>
IMPROVING COMMUNICATION AND FEEDBACK FROM THE JOB NETWORK TO THE CUSTOMER	
<ul style="list-style-type: none"> ▪ Lack of two-way communication ▪ Poor communication and feedback from Job Network ▪ Poor communication and feedback from Job Network ▪ A lack of feedback from the job network 	<p>Footscray Mt Gravatt Liverpool Gosford</p>
DEVELOPING PLANS AND STRATEGIES THAT ARE OF PRACTICAL ASSISTANCE TO CUSTOMERS	
<ul style="list-style-type: none"> ▪ The effectiveness of Intensive assistance ▪ A lack of strategies & activities that are focused on a plan ▪ A lack of or lack of access to, assistance and / or facilities 	<p>Mt Gravatt Mt Gravatt Liverpool</p>
CONSISTENTLY PROVIDING A QUALITY SERVICE ACROSS THE JOB NETWORK	
<ul style="list-style-type: none"> ▪ Inconsistency in the delivery of services to customers ▪ The inconsistency between organisations ▪ A lack of cohesiveness between organisations 	<p>Adelaide Liverpool Gosford</p>

<u>ISSUE CATEGORY</u>	<u>Workshop location</u>
VALUING THE CUSTOMER'S TIME	
▪ A lack of respect of customer's time	Bendigo
▪ Processes that don't value the customer's time	Liverpool
THE NEED FOR JOB NETWORK STAFF TRAINING	
▪ Staff who are trained	Adelaide
▪ The non-provision of consistently high quality staff	Mt Gravatt

Appendix 1: Jobseeker Demographics

There were a total of 100 Jobseekers who participated at the six Value Creation Workshops held during November and December 2001. The breakdown of participant demographics is shown in the following Tables.

Table A: Gender

Are you?

	Total	%
Female	28	28
Male	72	72

Table B: Age

How old are you?

	Total	%
< 20	8	8
21 - 24 years	9	9
25 - 34 years	14	14
35 - 44 years	24	24
45 - 54 years	25	25
55 - 64 years	19	19
65 + years	1	1

Table C: Indigenous Group

Are you of Aboriginal or Torres Strait Islander origin?

	Total	%
Yes, Aboriginal	3	3
Yes, Torres Strait Islander	0	0
Yes, Aboriginal and Torres Strait Islander	0	0
No, Neither Aboriginal nor Torres Strait Islander	97	97

Table D: Cultural Background

Do you speak another language at home, in addition to English or instead of English?

	Total	%
Yes	19	19
No	81	81

Table E: Location

Which location, do you think, best describes where you live?

	Total	%
Capital city	55	55
Regional city	37	37
Rural town	4	4
Rural Area	2	2
Remote Area	2	2

Table F: Marital Status

Are you?

	Total	%
Partnered	19	19
Partnered with dependent children	12	12
Single	58	58
Single with dependent children	3	3
Widowed	0	0
Widowed with dependent children	0	0
Other	8	8

Table G: Education level

My highest education level achieved is...

	Total	%
Less than year 12	40	40
Year 12	23	23
TAFE certificate	11	11
Trade or Vocational certificate	10	10
Degree	5	5
Post graduate degree	5	5
Other	6	6

Table H: Time

How long (in total) have you been a job seeker?

	Total	%
Less than 3 months	2	2
3 months - less than 6 months	9	9
6 months – less than 1 year	15	15
1 year - less than 2 years	18	18
2 years – less than 3 years	17	17
3 years – less than 5 years	22	22
5 years – 10 years	13	13
Over 10 years	4	4

Table I: Employment

In the last 6 months have you been ...

	Total	%
Employed on a permanent part time basis	12	12
Employed on a casual basis	20	20
Not employed	61	61
Other	8	8

Table J: Work experience

In the last 6 months have you been involved in work experience or trial?

	Total	%
Yes	24	24
No	76	76

Table K: Main Assistance

From the following list, which is the main assistance you have received in the last 3 months?

	Total	%
Job Matching only	6	6
Job search training	10	10
Intensive assistance	66	66
Not sure	18	18

Table L: Complaints

Have you ever lodged a complaint against a job Network provider?

	Total	%
Yes	7	7
No	87	87
Not sure	5	5

Table M: Satisfaction

Are you generally satisfied with the outcomes you have received from your job network providers?

	Total	%
Yes	43	43
No	56	56

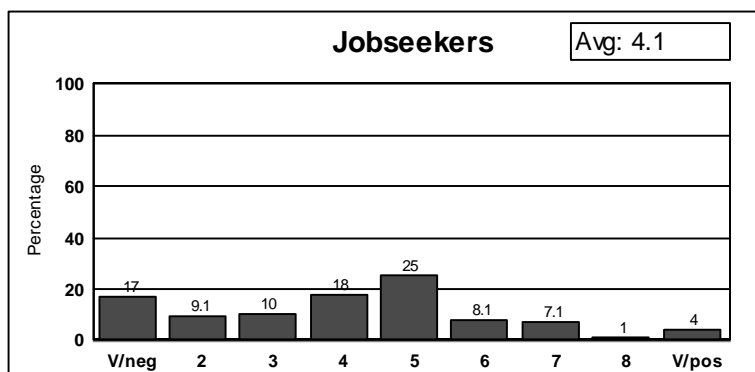
Appendix 2: Consolidated General Question data

Participants answered some general questions about their experiences with the job search preparation and placement system. The following graphs show the frequency distribution responses for all jobseeker participants on these questions.

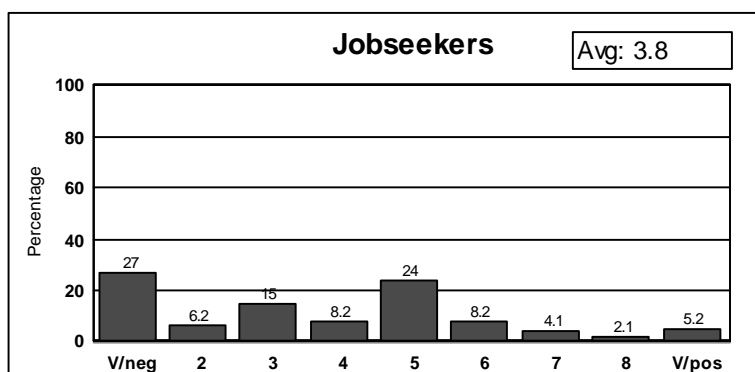
A. How satisfied are you with the services provided by the job search, preparation and placement system?



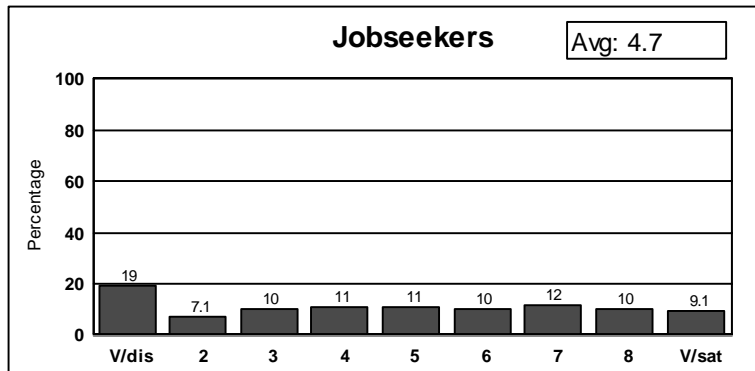
B. What impact has the job search preparation and placement system had on your life?



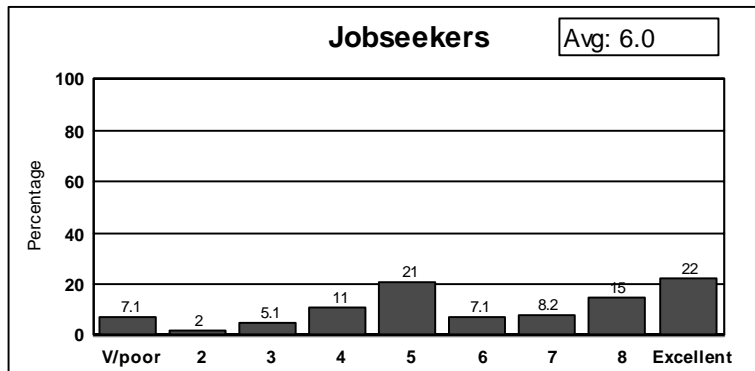
C. What impact has the job search preparation and placement system had on your ability to find work?



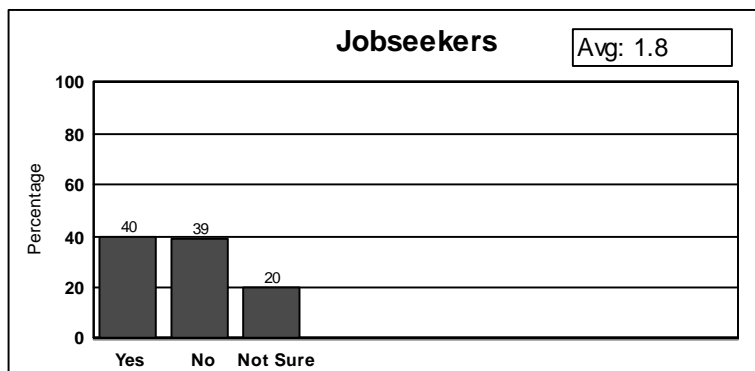
D. How satisfied have you been with the service from your Job Network Provider(s)?



E. How would you rate the Job Network office staff with whom you have had contact?



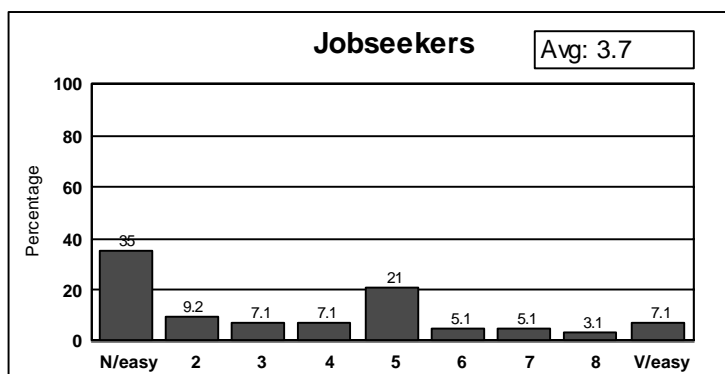
F. If you were able to choose another Job Network provider, would you be likely to try another provider?



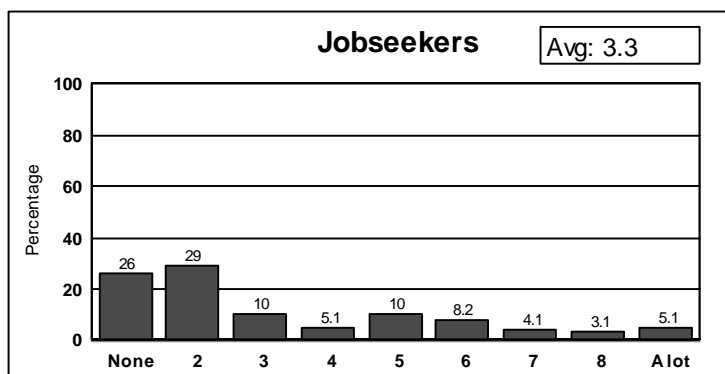
Appendix 3: Consolidated Specific Question data

Participants answered some questions that explored specific elements about their experiences with the job search preparation and placement system. The following graphs show the frequency distribution responses for all jobseeker participants on these questions.

A. How easy is it to tell Centrelink about any personal problems or issues that may be a barrier to you getting a job?

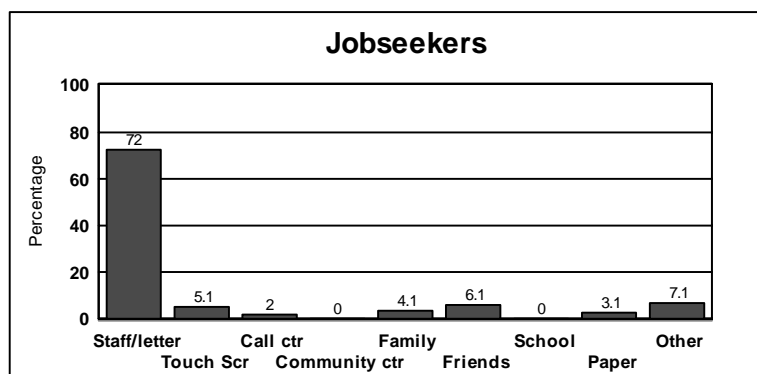


B. How much information and advice does Centrelink provide about your Job Network options?

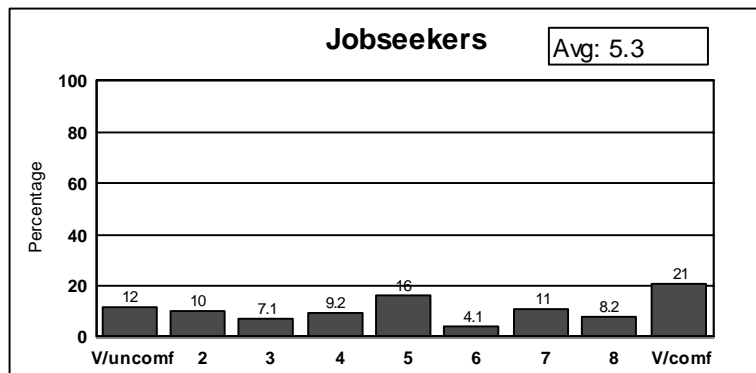


C. Which of the following best describes how you mainly found out about Job Network services?

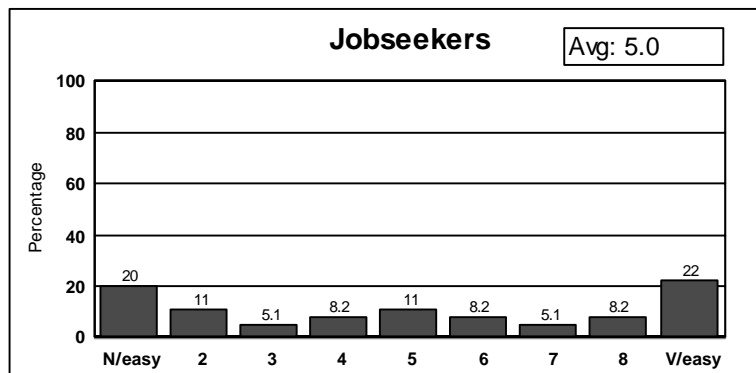
1. From staff at a Centrelink office
2. From Touchscreens at a Centrelink Office
3. From Centrelink's telephone service
4. From a community centre or worker
5. From family or relatives
6. From friends
7. From school
8. From newspaper
9. Other



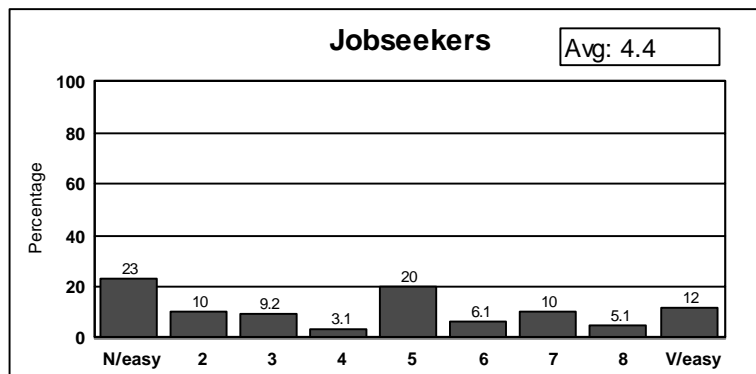
D. How comfortable were you at the first interview with your Job Network provider?



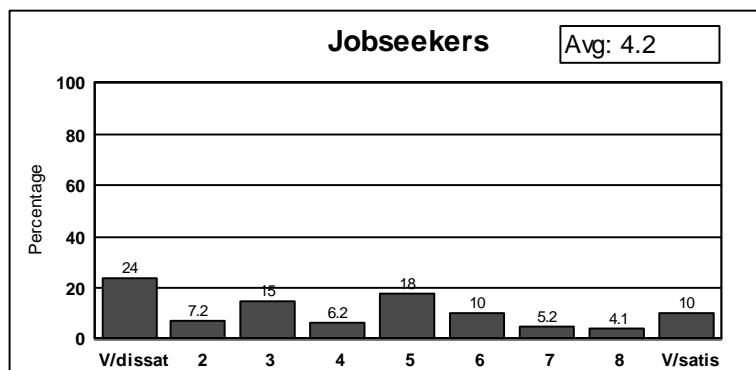
E. How easy is it to tell your Job Network providers about any personal problems or issues that may be a barrier to you getting a job?



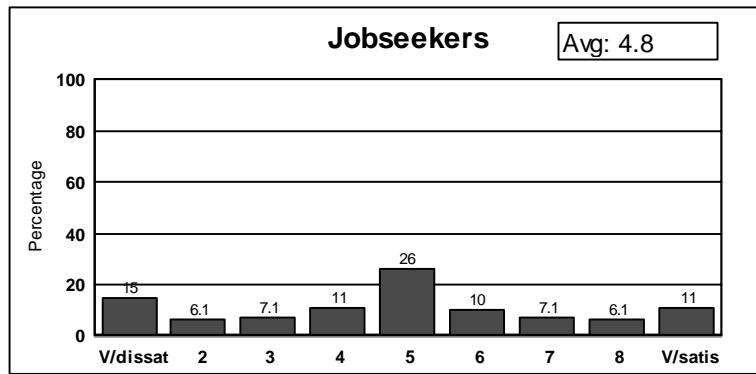
F. How easy is it to investigate through the Job Network the areas of work in which you are interested?



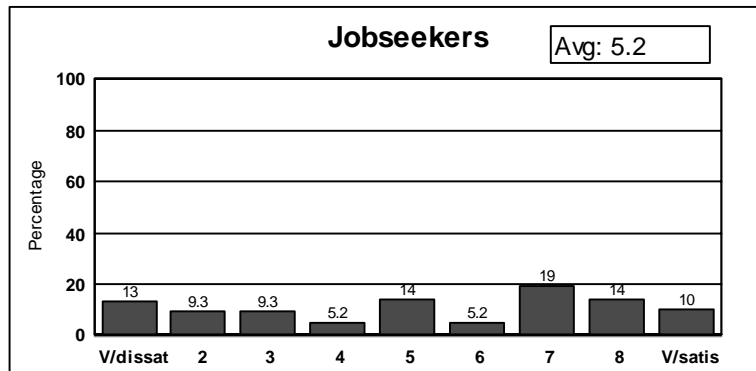
G. How satisfied were you with the range of choices provided by your Job Network provider(s)?



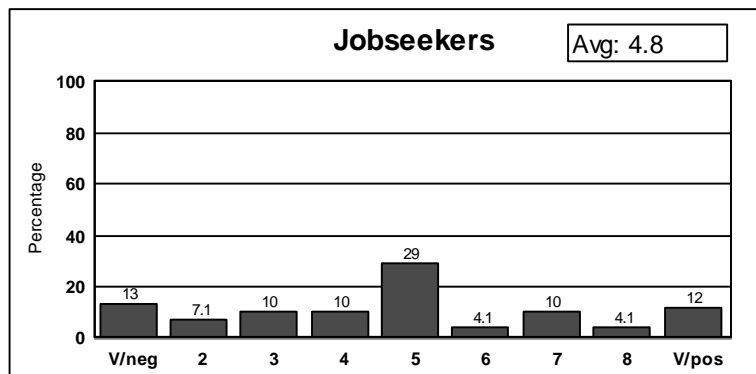
H. How satisfied were you with the process for choosing the components of your Preparing for Work Agreement?



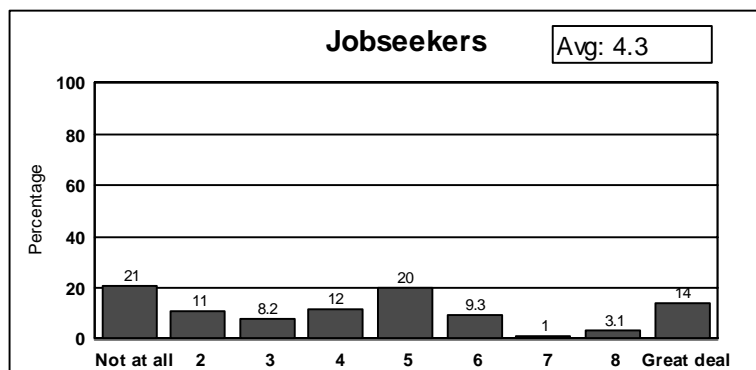
I. How satisfied were you with the quality of assistance provided by your Job Network provider?



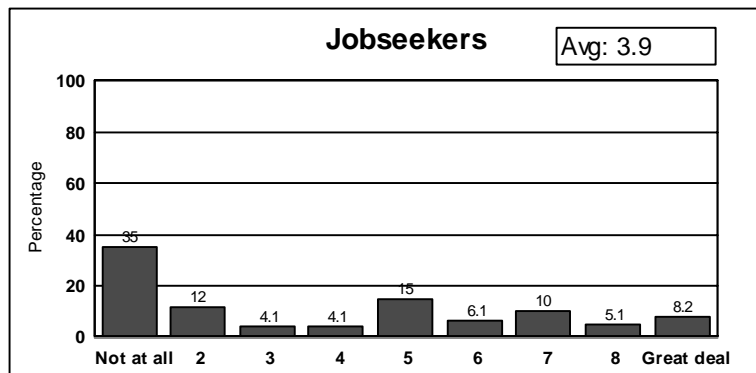
J. What impact did the assistance you received from your Job Network provider have on your self-esteem?



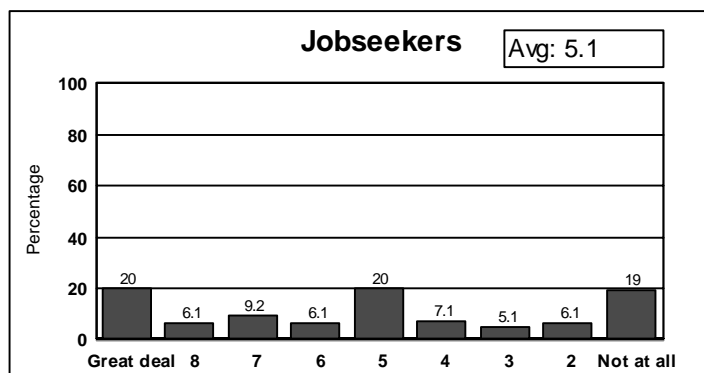
K. How much did your Job Network provider value your time?



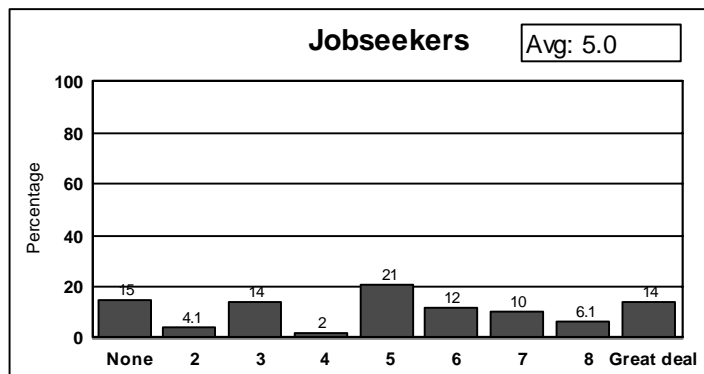
L. How much did your Job Network provider consider the costs you incurred while looking for work?



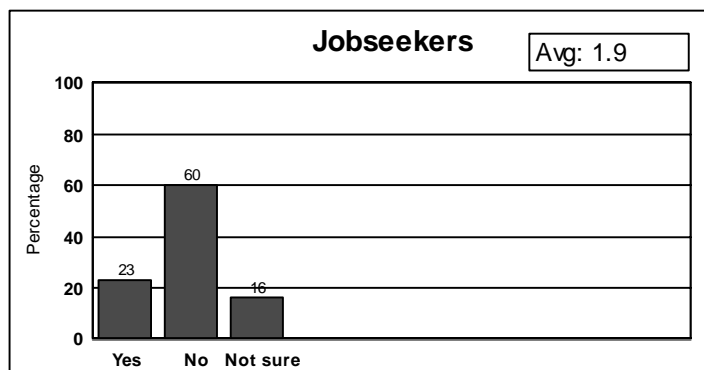
M. How much do the rules or processes get in the way of you finding work?



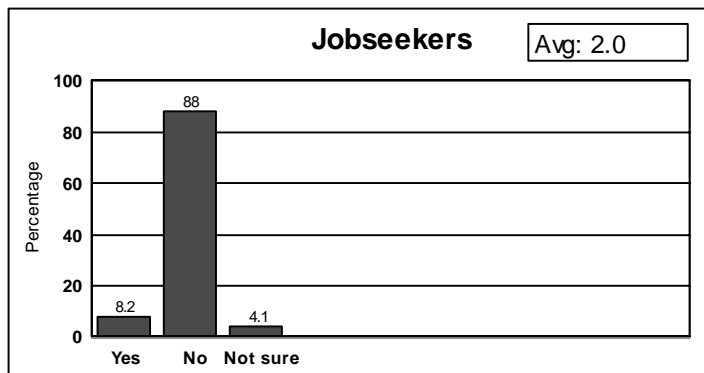
N. How much flexibility do you have in your dealings with the Job Network?



O. Have you ever thought about lodging a complaint against the Job Network?

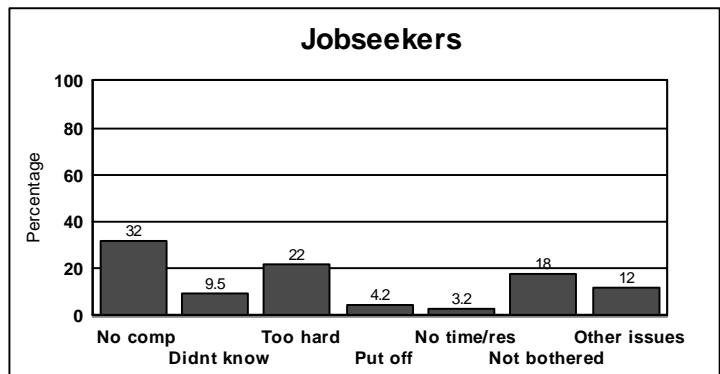


P. Did you ever lodge a complaint against the Job Network?



Q. Which one of the following is the main reason you have not lodged a complaint?

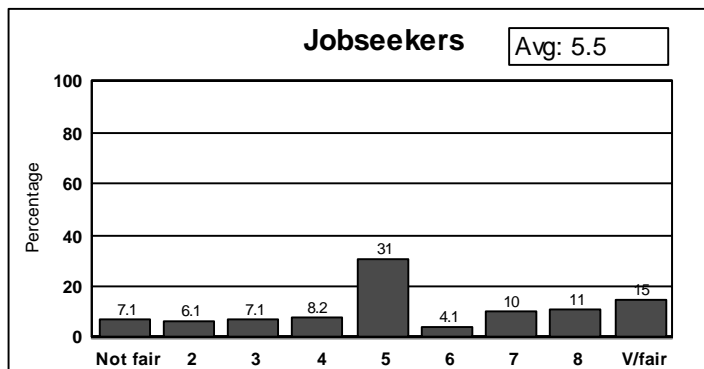
1. I have never had a complaint
2. I didn't know I could
3. I thought it would be too hard/no point
4. Job Network staff put me off
5. I didn't have time or resources
6. I couldn't be bothered
7. I had more important issues



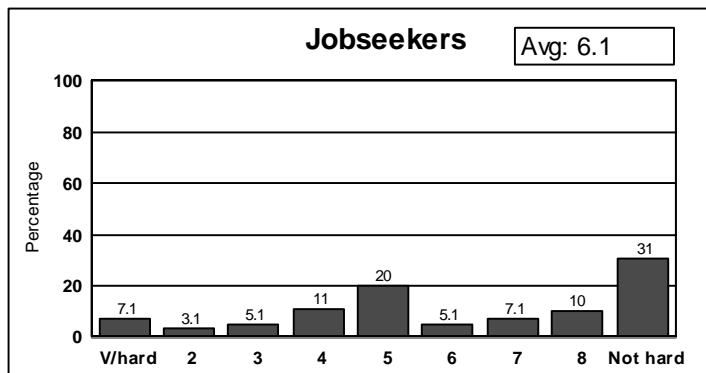
R. How clearly were your rights and obligations in using the Job Network explained to you?



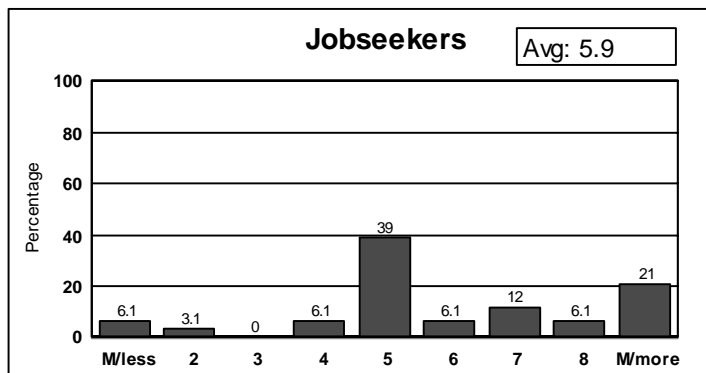
S. How fair do you think your obligations are?



T. How hard is it to meet your obligations?



U. While receiving Job Search Training or Intensive Assistance, your efforts to find work are



V. Have you ever been breached by your job network provider?

