

*innov*AGEING

AUSTRALIA'S
NATIONAL
INNOVATION
NETWORK FOR
THE AGE SERVICES
INDUSTRY



Responding to an ageing society's challenges and opportunities

Ongoing reforms, marketisation, and rapidly changing demographics are presenting an increasingly complex set of challenges and opportunities, disrupting the age services industry in Australia.

Along with these market forces, older Australians and their families want easy-to-navigate personalised services in a care setting where they feel listened to and respected. Central to this is a shift to a consumer-centric mindset and operating model.

Over the last decade or so, consumer-driven reform initiatives in the United Kingdom and New Zealand have resulted in over 50% of the UK market share shifting from not-for-profit to for-profit providers, and incumbent New Zealand providers losing up to 30% of their clients to new entrants.

LASA believes that a national scale, collaborative approach to age services innovation is urgently needed. To date, the age services industry in Australia has not fully understood, embraced or leveraged innovation to its best advantage.

The innovation imperative in the age services industry is clearly pressing as providers respond to reform challenges, market opportunities, new technologies, and changing consumer preferences.

The objectives of *innov*AGEING are:

- Reinterpret the concept of ageing in relation to the design and delivery of services.
- Foster the development of new business models through innovation.
- Enable the industry to be more consumer-centric in its service delivery.

*innov*AGEING – a national approach to age services innovation

To meet the innovation imperative, LASA is establishing *innov*AGEING - a national innovation network for the age services industry in Australia.

Participation in the network is open to all providers of care and support in the age services industry, organisations that supply products and services into the industry, relevant university centres and researchers, age services consumer groups, interested public sector agencies, and investors.

As Australia's age services innovation network, *innov*AGEING will:

- Establish and facilitate a connected 'community of practice' for progressive thinkers, practitioners and innovators in the age services industry.
- Create, capture, and share examples of age services innovation in Australia, and promote innovation within our industry and across the wider community.
- Celebrate, highlight, and elevate innovation in the age services industry through a major national awards program.

innovAGEING programs to support new ideas and solutions

1. Establish and facilitate a connected community

Aged Care Open Innovation Labs

Work together as an industry to collectively identify, prototype and implement opportunities through facilitated CoLab workshops held twice a year.

First Thursday Connect

A regular monthly online get-together to share innovation stories, collaborate and network.

Innovation Between Two Ferns Series

Join the conversation on Facebook for interesting and irreverent Q&A sessions with innovators from across the country.

Experts-In-Residence

Once a month login to an online platform to ask an 'expert-in-residence' in-depth questions about business/innovation issues.

Launchpad

Have direct access to *innovAGEING*'s Principal Adviser for guidance and coaching on key issues such as developing a business model or refining a value proposition.

2. Create, capture and share examples of age services innovation

innovAGEING Olympics

A structured 8-week innovation program for both established businesses and start-ups to solve aged care industry problems culminating in a business plan competition.

Innovators Speaker Series

Join in and network with like-minded innovators at one of eight speaker events held each year across the country.

Cut Out the Innovation Noise

With *innovAGEING*'s expertly curated content for our website, social media, and events, cut through the innovation noise to generate impact quickly, saving time and money.

3. Celebrate and elevate innovation in the age services industry

National Innovation Awards Program

Be publicly recognised as an innovation leader through the *innovAGEING* National Awards with outcome-focussed award categories spanning:

- Improving consumer choice
- Realising wellness and re-ablement
- Enhancing consumer experience
- Increasing care and service productivity
- Increasing access to care and services

How do we move ahead?

innovAGEING will be launched at the 2017 LASA National Congress in mid-October. Following the launch, network establishment activities will commence. These activities will include discussions with potential *innovAGEING* partners:

- Align with the Government's innovation agenda.
- Align with the Aged Care sector reform initiatives.
- Accelerate age services innovation by fostering collaborations with external industries in solving analogous problems.
- Showcase the aged care industry in a positive and forward-thinking frame.
- Create a clear link to the aged care workforce strategy and industry promotion.

Join us in this initiative of national importance

As part of this initiative, LASA is seeking expressions of interest from interested parties to actively support the network with the following potential partner privileges:

- Branding and promotion opportunities across *innovAGEING* activities, including events, publications and communications.
- Profiling in *innovAGEING* activities and communications where appropriate.
- Opportunities to have active input into *innovAGEING* network activities and services such as speaking at *innovAGEING* events.
- Participation in the *innovAGEING* Advisory Committee.
- VIP table and presentations at the *innovAGEING* National Awards dinner.



For more information:

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