



# LASA Age Services Innovation Managers' Program



# Welcome

*innov*AGEING has been providing a credible platform to support and celebrate age services innovators since 2018. Today, the level of engagement with this Commonwealth-funded initiative has increased, and we are now communicating about innovation in age services in a much more sophisticated way.



Before *innov*AGEING, the age services industry largely understood innovation to mean technology improvements. The work of the *innov*AGEING initiative has enabled providers to appreciate that innovation is much more than that.

Impactful innovation requires understanding of aged care clients and their experiences, and multidisciplinary alignment between various fields—including policy, marketing, strategy and workforce development.

The reforms now under way in age services will result in major changes to the design and delivery of care. As we reshape the age services industry, the reform climate gives us an opportunity to look at lasting innovations which take account of organisational change, leadership, technology enablement, customer service and customer experience.

As host of the national *innov*AGEING network, LASA's Centre for Workforce Development and Innovation is well placed to support leadership in innovation. In an Australian-first, our Age Services Innovation Managers' Program provides real industry-based innovation skills and knowledge, drawing on sector case studies and first-hand experience.

As we strive for transformation of the age services industry, innovation will underpin excellence in person-centred services.

The challenge is before us and as age services leaders, it is incumbent upon us to learn all we can about how to do things better—for our business, our workforce, and especially older Australians.

I commend the Age Services Innovation Managers' Program to all age services professionals who understand their pivotal role in this moment in history, and who desire to foster positive change in our industry.

A handwritten signature in black ink, appearing to read 'Sean Rooney'. The signature is stylized and fluid, with a long, sweeping underline.

**Sean Rooney**

Chief Executive Officer  
Leading Age Services Australia

# Overview



**LASA's Age Services Innovation Managers' Program** is an interactive series of five modules that will teach you the essential skills to create, implement, commercialise, and communicate your innovation ideas. Our live online workshops and innovation coaching sessions are designed to engage and motivate, and give you opportunities to put your learning into practice.

#### Benefits of this Program include:

- Be formally recognised by LASA as an Age Services Innovation Manager.
- Learn from LASA's best in age services innovation.
- Receive personal feedback and coaching from LASA's Head of *innovAGEING*.
- Experience innovation content customised for the age services industry.
- Access age services case studies.
- Access online content developed by innovation leaders in the age services industry.
- Participate in LASA's *innovAGEING* age services innovation network.
- Use your learning as a contribution towards Continuing Professional Development.

# What You Will Learn: in five units

## Module 1: Business Model Design

11 & 12 April 2022

Having an innovative product or service is great, but that doesn't necessarily translate into business success. What's missing is a business model. In this module, we'll take a structured approach to thinking about, analysing, and building business models.

## Module 2: Empathise and Prototype

4 & 5 May 2022

Get practical on innovation—understand design thinking, and how to incorporate this in your work and organisation. In this module, you'll get busy with hands-on activities that will give you the tools to be empathetic with customers, synthesise your learnings, prototype your ideas, and test them.

## Module 3: Leading Innovation

8 & 9 June 2022

When innovating, your ability to turn ideas into action is critical in your organisation's success. In this regard, leaders not only foster innovation, they know how to deliver. This module will teach you how to embed innovation in your day-to-day work, and create a work environment where ideas are encouraged and implemented.

## Module 4: Marketing Innovation

6 & 7 July 2022

Where there is a customer need, there is a market opportunity. This module will give you the requisite tools to see innovation through a marketing lens. You'll learn how to identify customers through market segmentation, position your product or service in the market, come up with new ideas, and articulate growth opportunities.

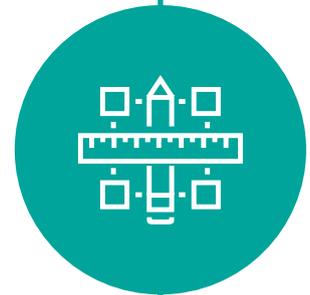
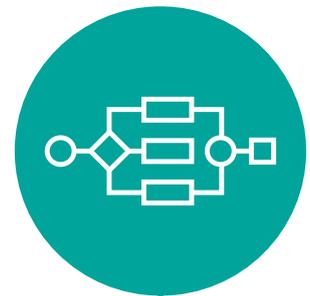
## Module 5: Innovation Capstone\*

3 & 4 August 2022

This module will look at a type of technology within the context of applications in business. In this instance, we'll be exploring artificial intelligence (AI), and how it is currently being used by organisations to achieve competitive advantage. In particular, we'll be exploring machine-learning, natural language processing, and robotics.

(\* must complete the previous four units before registering for the Innovation Capstone)

It is also possible to complete individual modules that you are interested in, if you do not wish to receive formal LASA recognition.



# How You Will Learn

Each unit will include a combination of the following:

- Virtual hands-on workshop (1.5 days see published dates).
- Workshop and online learning platform discussions.
- Group project and coaching sessions including course facilitator (two sessions minimum).

## Earn Formal LASA Recognition

You will receive a certificate of completion for each of the modules completed.

Upon successful completion of all five units, you will receive a certificate formally recognising you as a LASA Age Services Innovation Manager, and be listed on LASA's *innovAGEING* network online Recognised Aged Services Innovation Managers' roster.

To maintain your standing as a recognised LASA Innovation Manager, and as part of LASA's commitment to your continuous professional development as a sector innovator, you'll need to participate in five *innovAGEING* initiatives (such as events, webinars and National Awards).

## Who Should Enrol

- Managers leading innovation projects and initiatives, or planning to do so in the future.
- Individuals wanting to better understand the age service innovation landscape.
- Age services innovation, marketing and communications, and project management teams.
- Age services sector entrepreneurs and aspiring entrepreneurs.

## Course Cost\*

Cost for all five modules:

Member: <b>\$2,950</b>	Non-Member: <b>\$3,500</b>
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Cost per module:

Member: <b>\$780</b>	Non-Member: <b>\$880</b>
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\*Costs incl. GST

## Registration Details

To register for the LASA Age Services Innovation Managers' Program, please visit [here](#).

Should you wish to speak with someone about this program, please contact **1 300 111 636** or email [education@lasa.asn.au](mailto:education@lasa.asn.au)





## Your Course Facilitator

Merlin wears multiple hats within LASA. As the Interim Director for LASA's Centre for Workforce Development & Innovation, Merlin has oversight of all innovation and workforce activities, including *innovAGEING*, LASA NEXT Gen and LASA Mentoring Program.

Having spent the last four years facilitating and advocating for change through innovation in the sector, Merlin was nationally recognised as one of 13 Association Influencers in 2021 by the Australasian Society of Association Executives, and LASA's *innovAGEING* network was mentioned in the Australian Financial Review's top 50 most innovative companies in Australia and New Zealand list (5th in the Government, Education, and Not-for-Profit category).

Committed to sharing his experience with others, Merlin actively volunteers his time mentoring entrepreneurs and aspiring sector leaders. He has taught innovation and entrepreneurship at the Australian National University, and is a TEDx speaker.

# Terms and Conditions

## PROGRAM PARTICIPATION

It is a condition of registration that participants:

- Agree to participate to the best of their ability for the duration of the program.
- Commit to attending all registered unit workshops (1.5 days per unit).
- Actively contribute to workshop and online discussions.
- Complete unit group projects.
- Take part in at least two coaching sessions with the course facilitator.

## PAYMENT POLICY

It is a condition of registration that full payment is made at the time of booking via credit card. On some

occasions full payment is to be received within 5 days of receipt of the tax invoice or 10 business days prior to the Program commencement, whichever occurs first. All payments must be finalised prior to Program commencement. Delegates who have outstanding payments will not be able to commence the program. Upon registration, a Tax Invoice will be emailed to the person making the booking.

## CANCELLATION POLICY

Cancellations must be notified in writing to [LASA events@lasa.asn.au](mailto:events@lasa.asn.au). Any cancellations made after the **10 working days** prior to the start of a unit workshop will be non-refundable. Delegates who, after registering, find themselves unable to attend their registered unit are welcome to nominate a substitute and must inform LASA Events in writing as soon as possible.

## PRIVACY POLICY

Leading Age Services Australia Ltd (LASA) is committed to respecting the privacy of its customers and stakeholders and adheres to the Australian Privacy Principles as set out in the *Privacy Act 1988* (Cth) and the *Privacy Amendment (Private Sector) Act 2000* (Privacy Act). The Australian Privacy Principles govern the way in which we collect, use, disclose, store, secure and dispose of your Personal Information.

A copy of the Australian Privacy Principles is available [here](#).

A copy of LASA's Privacy Policy is available [here](#).

Photographs, recordings and video footage may be taken during an event for LASA promotional purposes.

Please contact LASA if you would like to know more about us and how we can assist you in the age services industry. We look forward to hearing from you.

Phone: 1300 111 636

Email: [education@lasa.asn.au](mailto:education@lasa.asn.au)

Website: [www.lasa.asn.au](http://www.lasa.asn.au)

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