



Industry Skills Council

Population Health Implementation

Project Plan

October 2005 – July 2006

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1.0 Scope of Project

The Community Services and Health Industry Skills Council (ISC) completed the development of the Population Health sector competencies and qualifications of the Health Training Package in early 2004. These competencies and qualifications were endorsed by the National Training Quality Council (NTQC) on 30 September 2005, and endorsement agreed to by Ministerial Delegates on 24 October 2005.

The recently endorsed Population Health competencies and qualifications will serve as the basis for developing resource materials and implementing strategies, models and other interventions aimed at increasing the take-up of New Apprenticeships.

The project seeks to support a successful and nationally coordinated roll-out of the Population Health sector of the Health Training Package to employers, New Apprenticeship Centres (NACs) and Registered Training Organisations (RTOs) to facilitate the uptake of New Apprenticeships in this vital area of work.

The aims of the project are to:

1. Develop resource materials and information to support the new Population Health Training Package qualifications and competencies particularly for use by New Apprenticeship Centres, Registered Training Organisations and employers.
2. Implement an effective communication and promotional strategy to facilitate the uptake of New Apprenticeships pathways in the health industry.

2.0 Project Background

The Project is consistent with Industry Training Strategies Programme (ITSP) Objectives to:

- provide targeted information and support to industry, New Apprenticeship Centres (NACs) and Registered Training Organisations (RTOs)
- improve participation in New Apprenticeships of disadvantaged and specifically targeted groups
- improve take-up of New Apprenticeships including increasing the number and/or range of New Apprenticeships
- develop and distribute marketing, training and related support materials.

Over 1,100 RTOs are currently delivering in the community services and health (CS&H) industries, with a great diversity in these RTOs. With over 110 qualifications across the CS&H Training Packages combined, there is a broad knowledge requirement for a specialist focus for implementation materials. Industry feedback has identified an urgent need to provide specialised support such as customization and job role profiling for the health sector in a manner which requires little or no implementation support. The need for NACs and RTOs to have access to timely, appropriate, accurate information to assist them in facilitating uptake of training under the Community Services and Health Training Packages is essential. This project will particularly focus on assisting NACs and RTOs in their support of employers to make the rapid transition required to address the specific needs of the Population Health workforce.

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Representing 2.4% of the total estimated resident population of Australia, the Aboriginal and Torres Strait Islander population has the poorest health care standards in the country, with many illnesses preventable through public health approaches.

The ISC supports the view that Aboriginal and Torres Strait Islander peoples are best placed to provide health care services and solutions for their communities – this is an important strategy to improve health care and increase the health status and life expectancy of the Aboriginal and Torres Strait Islander people.

Research to date indicates a substantial disparity between the number of trained Aboriginal and Torres Strait Islander workers and the size of the Aboriginal and Torres Strait Islander population. The paucity of such trained and qualified health care professionals and workers underlines the urgency of the need to support the take-up of the Population Health qualifications.

The eight (8) new Population Health qualifications and their implementation have the potential to impact substantially on National Health Priority areas which have been identified through Industry Research and driving the industries' Public Health Agenda. These include Aboriginal and Torres Strait Islander health, asthma, cancer, cardiovascular health, diabetes, mental health and arthritis & musculoskeletal conditions.

Expanding the health workforce, already experiencing intractable shortages, through competency development of a broader pool of workers to provide population health is essential to meet the health challenges of an ageing population.

There are presently no New Apprentices enrolled in Qualifications in Population Health. Short courses based on local topic need such as smoking cessation, are the only option for industry.

Nationally developed Training Packages and qualifications have revolutionised the opportunities for HR Development strategies in the workplace. While these many potential benefits exist for workforce development, there are a range of issues to be addressed in relation to the engagement of the Public Health workforce with the VET (Vocational Education and Training) system to enable successful outcomes.

Of particular note for this section of the industry is their lack of prior engagement with the VET system. New apprenticeships have not been a feature of this workforce development previously and the research to develop the competencies has identified many instances of adhoc professional development without formal accreditation processes as a feature of population health competency development.

The ISC has previously developed and branded a range of popular and well used resources to support the take-up of traineeships. It is proposed that in this project these resources will be updated and integrated to reflect the new Population Health qualifications using formats and communication vehicles that provide easy access to NACs and RTOs. The specific details of the resources will be subject to guidance and advice from a Reference Group and project Steering Committee.

3.0 Project Outcomes

The principal project outcomes are to;

1. Develop resource materials and information to support the new Population Health Training Package qualifications and competencies particularly for the use by New Apprenticeship Centres, Registered Training Organisations and employers.

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2. Implement an effective communication and promotional strategy to facilitate the uptake of New Apprenticeships pathways in the health industry with particular focus on assisting Aboriginal and Torres Strait Islander Australians.

4.0 Project Deliverables

1. Establish project governance and conduct effective meetings to provide guidance and expert advice on proposed resource materials development.
2. Develop a Project Plan to demonstrate delivery of services including;
 - conducting research to determine strategies to assist NACs, RTOs and other stakeholders in promotion and facilitation of Population Health qualifications as a New Apprenticeship;
 - the development of a web development plan;
 - the development of an electronic communications strategy to assist NACs and RTOs in implementing and promoting the new Population Health qualifications to industry, and
 - completion of Stage 1, Stage 2 and Stage 3 Reports.
3. In Stage 2, develop resource materials, available in both electronic and print-based form, for NACs, RTOs and other stakeholders to support a roll-out of the new Population Health qualifications.
4. In Stage 3, conduct an effective distribution of resource materials to NACs, RTOs and other stakeholders to support a roll-out of the new Population Health qualifications, and
5. Conduct state-based presentations to key stakeholders to promote new Population Health qualifications resource materials.

5.0 Project Management System

A Project Management System (PMS) has been implemented to ensure effective service governance. The PMS comprises the ISC Board of Directors (includes representation from Employer – Government, Employer – Private, Australian Chamber of Commerce and Industry (ACCI), Employer Private, Aged and Community Services Australia (ACSA), and Unions. The PMS also comprises a Project Leader, Project Co-ordinator, and an Industry Reference Group.

The Project Leader is Di Lawson, Chief Executive Officer of the Community Services and Health Industry Skills Council. The Project Co-ordinator is Natalie Elias.

The Industry Reference Group will provide expert advice related to development of resources. See Attachment 1 for representatives.

6.0 Methodology

The project will be implemented in three (3) stages.

6.1 Stage 1: Establish Project

1. Establish and implement project governance and project management system.
2. Develop a Project Plan for approval to demonstrate delivery of services.
3. Develop research tools to determine strategies to assist NACs, RTOs and other stakeholders in promotion and facilitation of Population Health qualifications as a New Apprenticeship.

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4. Conduct research to determine strategies to assist NACs, RTOs and other stakeholders in promotion and facilitation of Population Health qualifications as a New Apprenticeship.
5. Review existing online strategy and resource templates to examine potential for integration and customization to meet needs of new resource materials and targeted end users.
6. Review and prepare a web development plan for the ISC website with details on web features designed for the download and distribution of resources to NACs, RTOs and other stakeholders.
7. Develop an electronic Communications Strategy to assist NACs and RTOs in implementing and promoting the new Population health qualifications to industry.
8. Prepare Stage 1 Report for submission to DEST.

6.2 Stage 2: Develop Resource Material

1. Evaluate research findings related to challenges to Population health qualifications being taken up as new Apprenticeships and strategies to support targeted groups as identified.
2. Develop resources materials in draft form to comprise;
 - Careers pathway charts
 - Implementation guidelines including application of assessment guidelines
 - Examples of introductory material and templates that can be easily customized by NACs and RTOs, and model training programs based on Population Health qualifications
 - Promotional materials to support a marketing campaign strategy to promote uptake of New Apprenticeships.
3. Implement web development plan.
4. Development of resource materials in electronic and print-based form with option for downloadable resources to be modified by end users.
5. Conduct feedback on draft resource material from PSC, IRG and DEST.
6. Conduct re-write/edit of draft resource materials from feedback to print ready stage.
7. Present print-ready resource materials to PSC for print approval.
8. Complete Stage 2 Report for submission to DEST.

6.3 Stage 3: Distribution and Promotion of Resource Material

1. Establish stakeholder database comprising NACs, RTOs and other interested industry organizations for distribution
2. Implement distribution of print-based resource materials to stakeholders using database
3. Implement Communications Plan
4. Develop strategy for promotion, publicity and access to resource materials in all States and Territories with key stakeholders
5. Conduct promotional activities for new resource materials in all States and Territories with key stakeholders
6. Prepare Final Report for submission to DEST

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7.0 Project Deliverables and Timeframe

Stage	Deliverable	Activity	Proposed Timeframe
	Project Plan	Develop Project Plan for approval to demonstrate delivery of services	Nov 2005
1	Project governance and project management	Establish and implement project governance and project management system Identify and appoint membership of Industry Reference Group Convene and conduct Meeting 1 with IRG	Dec
	Conduct research to determine strategies to assist NACs, RTOs and other stakeholders in promotion and facilitation of Population Health qualifications as a New Apprenticeship	Develop research tools to determine strategies to assist NACs, RTOs and other stakeholders in promotion and facilitation of Population Health qualifications as a New Apprenticeship Conduct research to determine strategies to assist NACs, RTOs and other stakeholders in promotion and facilitation of Population Health qualifications as a New Apprenticeship	Jan / Feb 2006
		Review existing online strategy and resource templates to examine potential for integration and customization to meet needs of new resource materials and targeted end users.	Jan / Feb
	Web Development Plan	Review and prepare a Web Development Plan for ISC website with details on web features designed for the download and distribution of resources to NACs, RTOs and other stakeholders	Jan / Feb
	Communications Strategy	Develop an electronic Communications Strategy to assist NACs and RTOs in implementing and promoting the new Population health qualifications to industry	Jan / Feb
	Stage 1 Report	Submit Stage 1 Report to DEST	28 Feb
2	Resource materials in print-based and electronic form	Evaluate research findings related to challenges to Population health qualifications being taken up as new Apprenticeships and strategies to support targeted groups as identified Develop resources materials in draft form to include; Careers pathway charts Implementation guidelines including application of assessment guidelines Examples of introductory material and templates that can be easily customized by NACs and RTOs, and model training programs based on Population Health qualifications Promotional materials to support a marketing campaign strategy to promote uptake of New Apprenticeships Implement Web Development Plan	Mar - Aug

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		<p>Develop resource materials in electronic and print-based form with option for downloadable resources to be modified by end users.</p> <p>Conduct trail draft resource material and seek selected stakeholder feedback</p> <p>Convene and conduct Meeting 2 with IRG</p> <p>Convene and conduct Meeting 2 with PSC</p> <p>Conduct re-write/edit of draft resource materials from feedback to print ready stage</p> <p>Present print-ready resource materials to PSC for print approval</p> <p>Conduct trails of for electronic resource materials</p> <p>Evaluate trails and realign electronic resource materials to meet efficacy standards</p>	
	Stage 2 Report	Submit Stage 2 Report to DEST	15 Sept
3	Distribution of resource materials	<p>Establish stakeholder database comprising NACs, RTOs and other interested industry organizations for distribution</p> <p>Implement distribution of print-based resource materials to stakeholders using database</p> <p>Launch electronic resource materials</p>	Sept / Oct
	Promotion and publicity	<p>Implement Communications Plan</p> <p>Develop promotional strategy for publicity and access to resource materials in all States and Territories with key stakeholders</p> <p>Conduct promotional activities for new resource materials in all States and Territories with key stakeholders</p>	Sept / Oct
	Stage 3 Report	Submit Final Report to DEST	31 Oct 2006

8.0 Industry Skills Council Contacts

Project Co-ordinator

Robin Flynn, CS&H ISC Project Co-ordinator: robin.flynn@cshisc.com.au, 02 9263 3848 / 89

Project Leader

Di Lawson, CS&H ISC Chief Executive Officer - di.lawson@cshisc.com.au, 02 9263 3589

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Attachment 1: Project Industry Reference Group

	First Name	Surname	Position	Organisation	Representing	Location
1	Jenny	Hughes	Manager, Health Promotion Strategies and Settings Branch	NSW Health, Centre for Chronic Disease Prevention and Health Advancement	Government Employer / Private Registered Training Organisation	NSW
2	Elayne	Mitchell	Senior Policy Analyst (Cessation), Tobacco and Health Branch	NSW Health, Centre for Chronic Disease Prevention and Health Advancement	Government Employer / Private Registered Training Organisation	NSW
3	Mary	Donlevy	Senior Environmental Health Adviser	Queensland Health	Government Employer	QLD
4	Bob	Looten	Senior Portfolio Officer, Office of Aboriginal Health	Department of Health WA	Government Employer; Aboriginal and Torres Strait Islander Health Workforce Working Group (ATSIHWWG)	WA
5	Robert	Firth (TBC)	Business Manager	Cancer Council	Private Employer	National (NSW)
6	Owen	Ashby	Manager	WA Department of Health, Aboriginal Environmental Health Branch	Peak Body – Australian Institute of Environmental Health	National (WA)
7	TBC				Union	
8	Zane	Hughes		Batchelor Institute of Indigenous Tertiary Education, Sustainable Health and Built Environment Unit	Public Registered Training Organisation	NT
9	Barbara	Pitman	Executive Director	Human Services Training Advisory Council Inc	Industry Training Advisory Body, NT	NT
10	Mark	Kettle	Industry Liaison Officer	Department of Education, Science and Training (DEST) - Industry Liaison Section Skills Branch, Industry Skills Development Group	DEST	National (ACT)