

Learning from Australia – the National Disability Insurance Scheme

The collective and inclusive leadership that led to the creation and initial design of the NDIS

Clenton Farquharson, Eddie Bartnik, Bruce Bonyhady, Kirsten Deane, John Walsh,

Sam Bennett and Caroline Speirs



Welcome and background to this event

Clenton Farquharson MBE

Chair of Think Local Act Personal

Introduction to the International Initiative for Disability Leadership (IIDL)

Eddie Bartnik – International Lead, IIDL





THE UNIVERSITY OF
MELBOURNE

Creating the Perfect (Disability) Storm through Inclusive Collective Leadership

The collective inclusive leadership that led to the creation and initial design of Australia's National Disability Insurance Scheme (NDIS)

- **Professor Bruce Bonyhady AM**
- **Executive Chair and Director, Melbourne Disability Institute**
- **10 September 2020**

NDIS Distinctive Features

The NDIS:

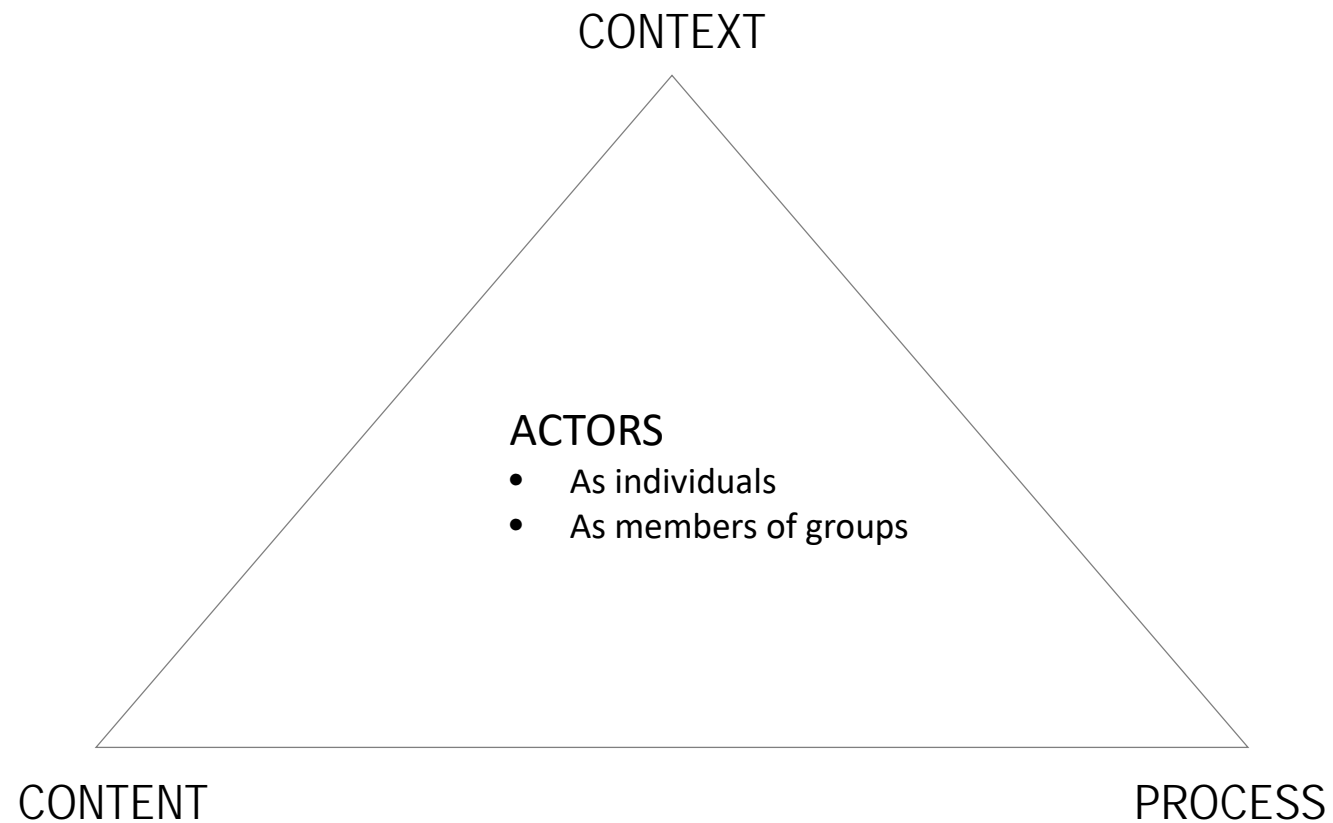
1. Places disability in an insurance, investment and economic framework, not just a social policy or rights framework. As an insurance scheme, it seeks to minimise the cost of supporting people with disability and maximise their opportunities over their lifetimes
2. Provides funding to individuals so they can then harness markets to find the supports that most efficiently and best meet their needs
3. Seeks to build the capacity of communities, through Local Area Coordination, and to make mainstream services inclusive of people with disability, and
4. Is building the best disability data base in the world.

The Campaign for the NDIS

The NDIS campaign, Every Australian Counts, cost just \$4.5 million, and irrevocably changed attitudes. Based on four simple interlocking elements which are universally relevant:

1. Unity. Big reforms require unity and champions and it ended decades of schism because all people with disability could see their place in the Scheme
2. Careful selection of language and the framing of an issue on your terms, which is essential for change. The description of the old disability system as broken and the campaign name, evoking images of people with disability not counting were examples of this, while the terminology of insurance made the NDIS relevant to all Australians
3. Economic analysis is the principle framework for determining public policy in Australia today and the NDIS framed disability as an economic issue for the first time, not just a social policy or human rights issue.
4. Technology and social media were used brilliantly by the campaign

The Policy Triangle



¹ Gill Walt & Lucy Gilson, "Reforming the health sector in developing countries: the central role of policy analysis," *Health Policy and Planning*, Issue 9(4):353-370 (1994): 354.



It's been a long journey...how did we get here?

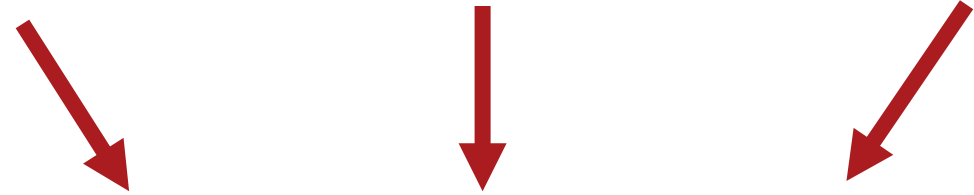
History of Every Australian Counts - Kirsten Deane OAM

It's been a long journey...how did we get here?

History of the EAC campaign



2009 – National Disability and Carer Alliance born



National Disability and Carer Alliance

It's been a long journey...how did we get here?

History of the EAC campaign



2010 – Every Australian Counts born



National Disability and Carer Alliance



It's been a long journey...how did we get here?

History of the EAC campaign



There were lots of problems when Every Australian Counts started:

- Limited or no understanding of the problems for Australians with disability



It's been a long journey...how did we get here?

History of the EAC campaign



There were lots of problems when Every Australian Counts started:

- Limited political attention or will.



It's been a long journey...how did we get here?

History of the EAC campaign



There were lots of problems when Every Australian Counts started:

- The NDIS was a big, complicated idea that was hard to understand.



It's been a long journey...how did we get here?

History of the EAC campaign



There were lots of problems when Every Australian Counts started:

- It wasn't just big and complicated – it was also expensive.



It's been a long journey...how did we get here?

History of the EAC campaign



There were lots of problems when Every Australian Counts started:

- People with disability and their families were just surviving day to day – it was hard to find time to do anything else.



It's been a long journey...how did we get here?

History of the EAC campaign



There were lots of problems when Every Australian Counts started:

- We didn't have any money to run a big expensive campaign.





**But we did have a secret
weapon – people with
disabilities and their
families**

It's been a long journey...how did we get here?

History of the EAC campaign

What did we do?

- People with disability and their families told their stories.
- They told their stories to politicians, friends and neighbours, to anyone who would listen.



It's been a long journey...how did we get here?

History of the EAC campaign



What did we do?

People told their stories themselves – we did not tell them. We just gave them some help.



It's been a long journey...how did we get here?

What did we do?

We organised lots of different things so everyone could find a way to get involved.



It's been a long journey...how did we get here?

History of the EAC campaign

What did we do?



It's been a long journey...how did we get here?

History of the EAC campaign

What did we do?

- We held small events – like morning teas.
- We held big events – like rallies.



Every Australian Counts



It's been a long journey...how did we get here?

History of the EAC campaign

Every Australian Counts



What did we do?

- We got people to visit their Members of Parliament in their offices and take a photo.
- We held events at Parliament House in Canberra.



It's been a long journey...how did we get here?

History of the EAC campaign



And we haven't stopped yet ...



It's been a long journey...how did we get here?



So the lessons are ...

- Get organised – stick to the 90 per cent
- Get resources
- Make social and economic case
- Independent research
- Tell stories





Learning from Australia - the National Disability Insurance Scheme

Scheme design

John Walsh AM

My background

- Lived experience with disability
- Actuary
- Career in insurance models and government policy
- Disability investment group - 2008-2009
- Australian Productivity Commission - 2009-2011

The NDIS Model (1)

Three tiers of “insurance”

- Tier 1 - Universal coverage: entitlement to support funding based on need. National Disability Strategy.
- Tier 2 - Block funded community engagement and linkages for all people with a disability (5 million) and carers (1 million)
- Tier 3 - Individual funding for support and/or early intervention for eligible people (500,000)

The NDIS Model (2)

- Annual funding based on an actuarial model of the best available data
- Funding to the participant rather than block grant to providers
- Individual support uses independent assessment of functional support need and other personal characteristics
- Choice of use of funding, for best personal utility and outcomes
- Funding where early investment promises a better lifetime result in cost and life outcomes

The NDIS Model (3)

- Run by independent Agency within a prudential insurance governance framework
- Comprehensive longitudinal database of demographics, disability, funding, service utilisation and cost
- Goal attainment within an outcomes framework
- Innovative market solutions and workforce opportunities
- A second tier of investment in linkages to mainstream and community supports



Reflection on the process and framing this for England

Dr Sam Bennett – National Disability Insurance Agency
Australia

Short break – 5 minutes

Please come back for question and answer session

Q&A

Thanks and next sessions

Caroline Speirs, Head of TLAP

Next sessions:

1st October 9-11am – How the NDIS operates in practice

29th October 9-11am – Insurance and sustainability principles

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