



Refreshingly simple approach to Food & Financial Assistance

Anglicare Sydney Diocese | September 2018





Agenda

Why change?

Designing for a client centred service

Food and Financial Assistance service model

Service model that delivers

Key learnings from the journey

Q&A

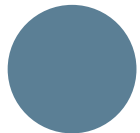
Why change - identified pain points



Overwhelming demand



Staff frustrated by internal processes



Clients frustrated that they couldn't get through on the phone



Clients frustrated that they couldn't get help when they needed it

Why change - identified pain points



'We came to ask for help about 3 years ago as we had no money for food. All you lot wanted was Centrelink statements I wasn't on Centrelink.'

I will never forget working up the courage to ask for help only to be put through the ringer about finances and statements, my kids were so hungry'

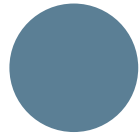
Designing for a client centred service - First steps



Getting an external perspective from consultants



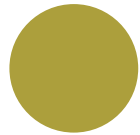
Looking at the problem through multiple lenses



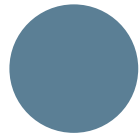
Reading the literature on poverty and research on existing programs



Unpacking our assumptions about our client group and their needs



Reconsidering our approach to quality service design



What does it mean to value each person who attends Anglicare FFA?

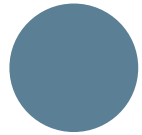
Designing for a client centered service - developing a process



Staff and client consultation



Setting a new vision and preparing leaders for change



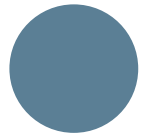
Working parties



Drafting procedures and resources



Trials, testings and reviews



Staged rollout

Designing for a client centered service



Client focus groups undertaken with our client groups to better understanding of our approach to service delivery overall



Client journey mapping undertaken by external consultants to improve client processes to improve website and telephone experiences



Staff and volunteer focus groups and surveys to gather information about client engagement and what works / doesn't work



Staff engagement in training to shape our thinking around the clients we serve and adopting a shared language to support that thinking



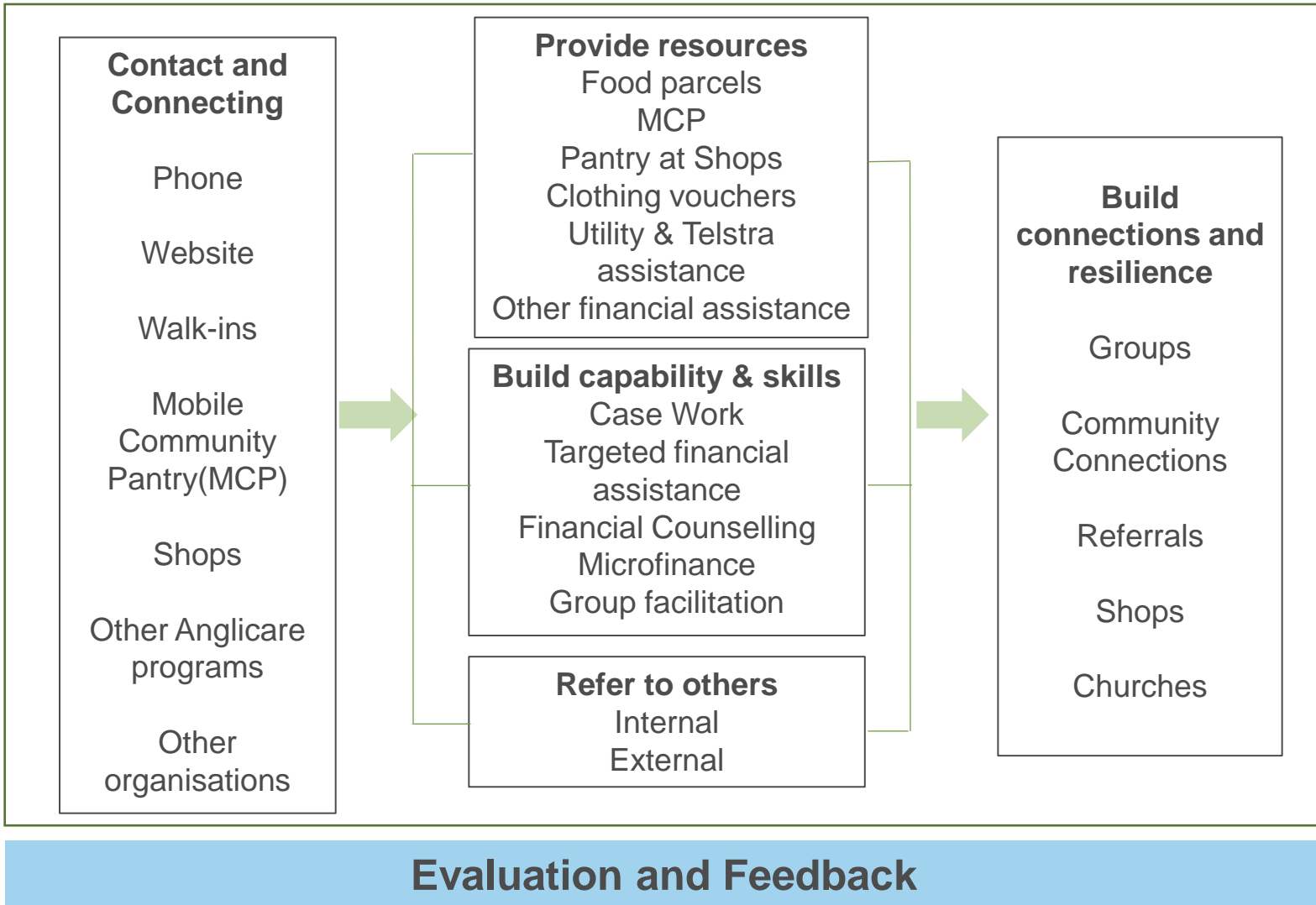
Shared understanding that supports the development of tools and resources

Senior Caseworker

Sandra McCue

*tells us why she is passionate
about the new FFA model*

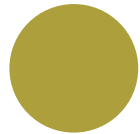
Food and Financial Assistance model



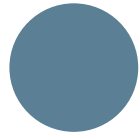
Service model that delivers – harnessing technology



A new telephony system that allows Anglicare to spread client calls across all our sites - upskilling and increased volunteer recruitment



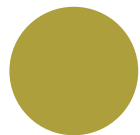
An updated website that assists clients to get the information they need at a time that is helpful to them



Mobile technology allows us to work with clients where it suits them increasing partner relationships



A consistent approach for all workers using the CRM system that has simplified our intake approach with new forms and tools

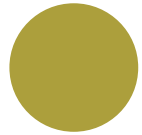


Our database has been updated to enable sites to share information across sites about Anglicare services and geographic referral pathways

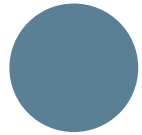
Service model that delivers - addressing the pain points



Helping more clients



Assisting more clients to make long term change (Casework)



Assisting people in persistent poverty (increase volunteers)



Managing high demand



Increased distribution of food assistance

Key learnings from the journey



Communication – there is never enough, everyone loves a slogan



Get your resources in place as a priority



Shared understanding would have been helpful as a first step



Never underestimate the time it takes to roll out technology



Bringing professionals in to support

Question & Answer time

