



The Care Economy CRC Prospectus

2024

Care Economy CRC

The Australian economy is at the beginning of an economic transformation. How that happens - and whether it happens well - are now in the balance. This transformation involves an area of the economy that we tend not to think of as being productive or about investment.

The Care Economy

It involves what economists have come to term the “Care Economy”. This consists of all those services that provide care in one way or another to people of various ages and abilities. It includes aged care, disability services, family services (family violence amongst them), social housing, mental health services, childcare, etc.

It is not well understood, but the Care Economy is the largest single employer in Australia, with over 1.8m people (80% of whom are women) currently working in Care Economy jobs. It is also our fastest growing industry as measured by job growth, by a long way.

Realising the aims of improving people’s lives involves understanding investment requirements in the Care Economy and ensuring that it is productive. These different sectors are now converging, for the first time in Australian history. This offers us an unprecedented opportunity to innovate at scale, while generating meaningful jobs and fulfilling careers, all the while leaving a dramatically beneficial impact on people’s lives.

What we want to do

We want to identify the Care Economy as the next cab off the rank for national economic development, leading to better services for clients, rewarding and well-remunerated careers for employees, with increased quality of life and higher standards of living for all.

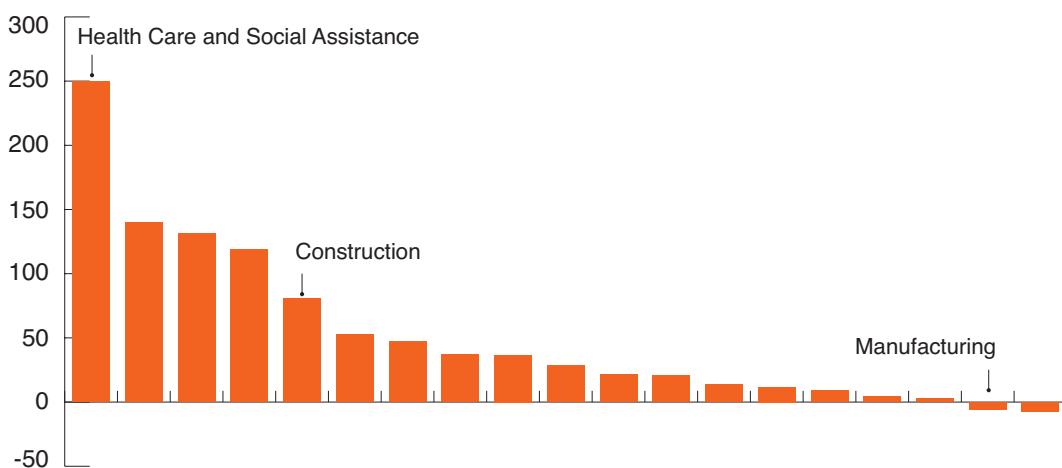
We seek to build a system of systems that is demonstrably more economically viable and sustainable than what our society offers today.

The Care Economy CRC will transform the quality, productivity and outcomes of aged care, disability services, healthcare, family services and social housing. Innovative industry-partnered research and workforce education and development programs will provide solutions to improve productivity and help overcome chronic skills shortages.

New products, service models, digital technologies and advanced manufactured goods will help meet local and overseas demand. This will create new ways of working that are more efficient and person-centred.

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Jobs growth by industry, 2020 – 2025 (000s)



These industry below also account for a large proportion of the economy



9.5%
Financial services



9.3%
Dwelling Ownership



8.1%
Construction



7.9%
Healthcare & Social Assistance



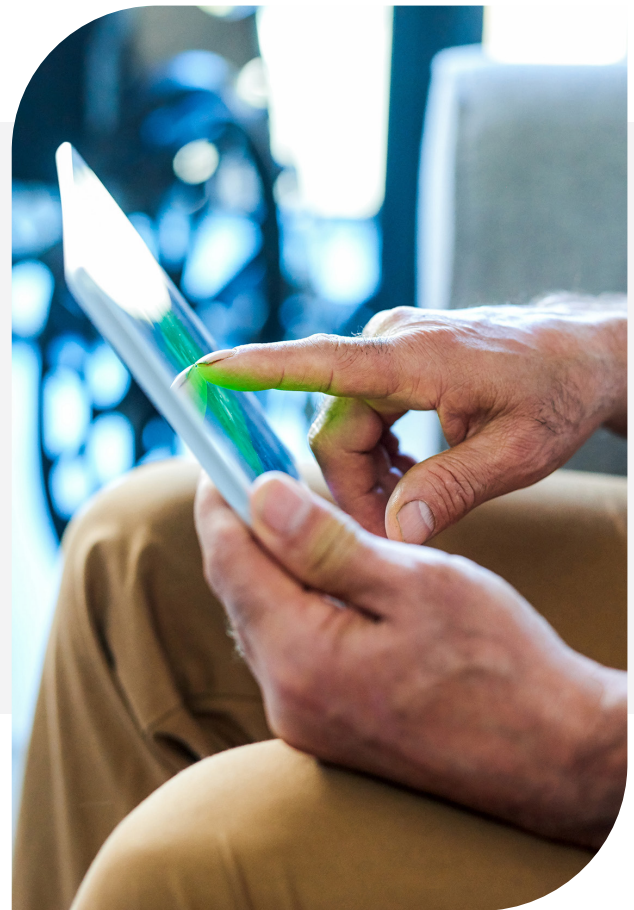
7.4%
Professional Scientific & Technical

Our vision

A transformed Australian Care Economy, from a fragmented welfare and consumption industry to a global leader driving economic growth and productivity.

Our mission

To establish a national research and innovation hub focused on building Australia's economic growth through improved care services and technologies.



Transitioning from stovepipes to unitary approach

The current silos that comprise the Care Economy will coalesce under a unified CRC structure. With the whole far exceeding the sum of its parts, offering a window of opportunity to address the chronic problems plaguing each of these sectors in a cost-effective way. While building a world-leading capability that will improve the lives of millions of Australians for generations to come.



Aged Care



Social Housing & Homelessness



Family Services



Disability and Rehabilitation



Early Childhood Education & Care



Rural and Remote Care



Mental Health



Family & Domestic Violence



Indigenous Care

Collaboration opportunity

The Cooperative Research Centre grant opportunity

The Australian Government's CRC Program supports industry-led collaborations between industry, researchers and the community. The program aims to:

- Improve the competitiveness, productivity and sustainability of Australian industries, especially where Australia has a competitive strength and in line with government priorities
- Foster high quality research to solve industry-identified problems through industry-led and outcome focused collaborative research partnerships between industry entities and research organisations.
- Encourage and facilitate small and medium enterprise (SME) participation in collaborative research

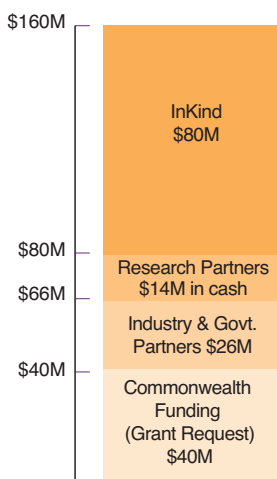
Since 1990, the CRC program has committed \$4.6 billion in funding to support the establishment of over 221 CRC grants and 76 CRC-P Grants – a total of 297 collaborations funded over the program's lifetime.

Desired Financial Ratio

The Care Economy CRC will be Australia's national research and innovation hub focused on building economic growth through improved care services and technologies. The CRC will provide an opportunity to partner with other segments of the industry and research community to improve the delivery of care in Australia.

The diagram below provides a summary of the intended investment into Care Economy CRC over the ten-year term.

Total investment to date



Total amount over 10 years

In 2019–20 there was **\$41.2 billion** spent on aged care and disability by the Australian Government.

The Care Economy Cooperative Research Centre

Australia's Care Economy is huge and expanding, almost 4 million Australians are 65 years or older. In 2019–20, the Australian Government spent \$21.2 billion on aged care and \$22 billion on disability.

By 2030-31, aged care programs alone will account for 5.0% of all Australian Government expenditure. Despite this investment, the Care Economy faces significant challenges around its workforce, the services it provides and how they are consumed, the technologies that support its operations, as well as the policies and planning that underpin it.

The Care Economy CRC will be a ten-year collaboration of industry, research and government stakeholders to co-create best practice solutions for our growing social assistance and welfare burden, while positioning Australia as global leader in exportable care services, models, training and technologies. The CRC will support innovation, research, training and technology projects, resulting in the comprehensive transformation of the Care Economy to an optimal state, where:

- Enterprises are better managed and services are better delivered;
- Qualifications and career pathways are well credentialed, dynamic and future ready; Services and technologies are export orientated;
- Companies operate profitably, exceeding market expectations and delivering prosperity; The Care Economy is interconnected and synergies achieved by a single-industry approach;
- Research and innovation are directed towards boosting the capacity of Australian industry.

By 2030-31, aged care programs alone will account for **5.0%** of all Australian Government expenditure.

Research programs

Research programs

Technology Solutions

This research program focuses on realising the transformative potential of next-generation medical and assistive technologies to address care provider challenges and deliver safe, effective and quality care.

Products include scalable hardware and software such as environmental and wearable sensors, monitoring devices, virtual care, social-care robotics, telehealth, connected care systems, care use and management software systems, medical devices and assistive technologies including those enabling digital care.

Solutions will be co-designed in collaboration with care participants, technology providers and care service providers. Technology proof-of-concept and service delivery improvement will be established across multiple care sectors through our extensive collaborative network of care providers. Products and services will be scaled and commercialised for wider industry uptake.

- Co-production of effective, affordable, and trusted technology solutions for innovative cross-sector care services.
- Transforming Australian technology into trusted commercial products and services, contributing to new export opportunities.
- Affordable and accessible technology enabled care services, including for diverse groups, those at risk and for the vulnerable and disadvantaged.
- Co-designed care services that are fit-for-purpose and use technology and evidence-based health and social care interventions.

Data Solutions

This research program will build data-driven methods, tools and infrastructure to improve care quality and outcomes. The research will drive analytical insights from care data to produce decision support tools for care providers and participants.

Activities are focussed on safe and effective use of data including making data accessible, connected, and interoperable across multiple care sectors to optimise care services. Research will harness Artificial Intelligence (AI) advances and will apply data linkage across care sectors for use in analytics.

Application of data solutions will create new service provision and decision support tools enabling care providers to deliver

reasonable, cost-effective, responsive, and equitable care.

Products and services include software tools and apps used to support care, process automation in care delivery, real-time analytics to improve cost-effectiveness, improve safety, or prevent fraud and payment inefficiencies, and workforce modelling to improve service efficiencies and sustainability.

- Establish best-practice data sharing and governance approaches for application across diverse care-sectors and settings to streamline delivery of care.
- Develop interoperable collection and integration platforms, trusted by care participants and care providers, and compliant with regulations.
- Create secure and continuous care data streams along with optimised dashboards and decision-support interfaces to enable effective, person-centred care delivery across the lifecourse.
- Integrated, efficient, quality, safe, culturally appropriate and coordinated care provided by the right provider at the right time.

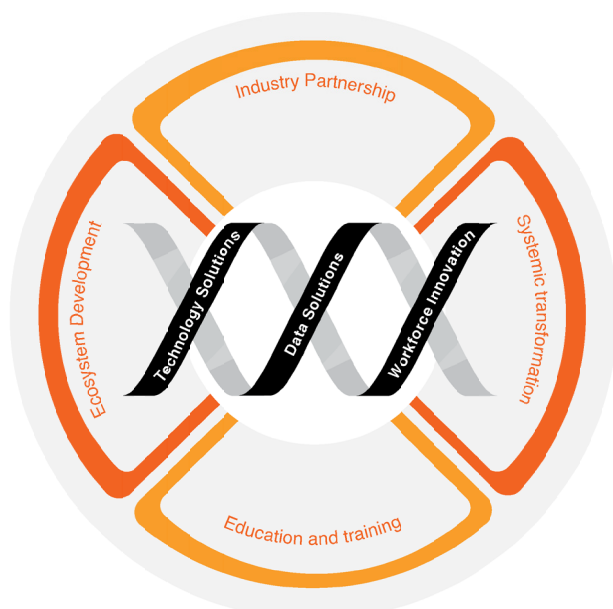
Workforce Innovation

This research program will build capacity and capability of the workforce to be adaptable and deliver evidence-based quality care services by focusing on the formal and informal care workforce and the systems underpinned care.

The research will examine new ways to address workforce shortages and skills gaps, increase the attractiveness of care work, improve workforce participation, expand capacity and capability, promote quality and improve career pathways.

The research program will promote workforce capability to innovate care systems by adopting latest care technologies into practice and promoting interdisciplinary collaboration and undo career silos in training.

- Tackle digital literacy skill gaps including addressing barriers to effective digital readiness of the workforce.
- New approaches to address workforce shortages, particularly in rural and remote communities.
- Embedding technological based innovation to enhance care systems and care work.
- New engagement models that facilitate workforce recruitment, safety, retention and achieve a more empowered workforce.



The CRC's Research Programs integrate to deliver an excellent, person-centred, empowered care experience for consumers.

Building capability
of the care economy
workforce to maximise
the impact of
technology.



Education and Training Program

A distinctive feature of the Care Economy CRC is the high priority being given to education and training. Significant changes to current education and training courses and qualifications will be required to make the transition to a future-ready and adaptable workforce to meet the complexity of care demands.

The Education and Training Program will be co-created with industry and care participants and will integrate all three research programs. It will span the Australian Quality Framework, from Certificate 1 to PhD, and will include professional and postdoctoral training opportunities.

The CRC will facilitate new career pathways and implement new qualifications, including hybrid qualifications, new apprenticeship models and micro-credentials, and will implement training to improve overall workforce digital literacy levels.

This program will provide:

- A significant number of Higher Degree by Research (HDR) candidates: PhDs and Masters.
- Vocational and tertiary degree courses that are transferrable across care sectors i.e., a dual certificate in aged care and early-learning education and care.
- Flexible vocational, trade and micro-credential courses.
- Customised programs in business, leadership, commercialisation and driving innovation, which will generate highly valued and effective workplace candidates.
- Innovation centres that foster creativity among the CRC partners and other SMEs and start-ups, particularly those working in the digital technology space.

Bringing together industry, research and skills and training organisations to design and deliver contemporary education and training for the future Australian Care Economy workforce.

Care Economy CRC Bid Team



Ms Carmela Sergi
Interim Chief Executive Officer

Carmela has a driving passion to improve health and care through collaboration, knowledge translation and industry uptake of research outcomes. An accomplished senior executive and intellectual property attorney, Carmela has significant experience in leading large and complex collaborations between industry and research organisations. Carmela has worked in a variety of executive roles across the pharmaceutical, medical technology and health service sectors. She was the founding CEO of the Aged Care Research & Industry Innovation Australia (ARIIA), and most recently the Director of Innovation and Research Translation at the Basil Hetzel Research Institute in South Australia.



Professor Irene Blackberry
Research Director

Professor Blackberry is a medical graduate and a health services and implementation science researcher at La Trobe University. Professor Blackberry has over 20 years of research experience across the care economy in Australia and abroad, predominantly in healthcare, aged care and informal care sectors. Most recently she focuses on addressing care crisis by breaking down the siloing of care sectors. She is the John Richards Chair and Director of the Care Economy Research Institute at La Trobe University. In partnership with industry partners, she has attracted over \$60M in research grants and published 150 papers. Her current research focuses on improving access to care for older people with complex chronic conditions.

Governance and Management

The Care Economy CRC will be established as a not-for-profit company limited by guarantee, and will be governed by a skills-based and majority independent Board.

The CRC is supported by a Consumer Advisory Committee comprising passionate individuals who represent the interests and needs of diverse consumers and carers.

For further information on the CRC governance and management structure, please get in contact with a member of the Bid Team to request a copy of the CRC Term Sheet.

Why become a partner

The Care Economy CRC will drive benefits for Australian companies, SMEs, industry organisations, government, regulatory bodies, research institutes and the broader Australian community. The CRC will be Australia's national research and innovation hub focused on building sustainable economic growth through developing improved care services and technologies.

Benefits of becoming a partner include:

- Access to a pool of research funding, plus in-kind resources, secured through collaborative effort;
- Shape the future Care Economy workforce through evidence-based approaches to re-design vocational and higher education offerings;
- Build valuable networks with like-minded organisations, that are the early adopters of new technologies and innovations in health, care and human services;

- Work with some of Australia's leading researchers to collaboratively develop solutions and overcome challenges;
- Address significant and long-term challenges facing your organisation and sector as a collaborative effort;
- Support your existing workforce and develop your future workforce through access to postgraduate and PhD opportunities, and research students.

We invite you to join us as we work together towards a vibrant Care Economy to benefit all Australians. If you are interested in learning more or to provide input as we develop the research programs, please get in contact with the Bid Team.

For further information

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