

1st Australian Customer Vulnerability Symposium

## Challenging Assumptions of Customer Vulnerability: Rethinking and Reframing

### Panel Discussion 1

## Voice of Practitioners in Reframing and Rethinking Customer Vulnerability

*Chair: Lelde McCoy*

*Speakers:*

*Mandy Griffiths. Department of Families, Fairness and Housing.*

*Jozica Kutin & Tristan Saltnes. Good Shepherd Australia New Zealand.*

*Caroline Sheehan. Board Director; Snr Executive*

*Zayne D'Crus. Melbourne Genomics Health Alliance.*



Consumer  
Wellbeing  
Research  
Group



**We don't have all the answers //  
The importance of consulting with community**

Mandy Griffiths, A/Director, Strategic Communications and Community Engagement, Department of Families, Fairness and Housing





**"Any observant local knows more than any visiting scientist. Always. No exceptions."**

*- Biologist Roger Payne on the power of having your boots on the ground and paying attention.*

The image features a solid blue background. In the upper left and lower right corners, there are stylized, semi-transparent blue hands reaching towards the center. The hands are simple in design, with fingers slightly spread. In the center of the image, there is a white rectangular box with a slight drop shadow. Inside this box, the text "Learning in real time" is written in a bold, dark blue, sans-serif font. The words "Learning in" are on the top line, and "real time" is on the bottom line.

**Learning in  
real time**

# What we learned during the COVID-19 pandemic

- **Community preference is for audio and visual materials.** More accessible and not everyone reads the language they speak.
- **Go beyond digital distribution.** There are underlying disparities in access to technology and/or digital literacy.
- **Have a distribution plan.** They're not going to your website. Go where they already are.
- **Local solutions for local challenges.** There is not one universal experience or channel or issue.
- **The Messenger matters.** The source of the message can be more important than the message itself.

# Shifting from top down to two-way engagement

<b>Empathy</b>	Recognise diversity within diversity and make efforts to understand and relate to the community and their experience
<b>Engagement</b>	Embrace and strengthen relationships with communities
<b>Empowerment</b>	Give the tools and support they need to be able to lead change within their community.

## Community Leaders WhatsApp Group

The Community Leaders WhatsApp Group was the first WhatsApp Group created by the Victorian Government. It has now been active for two years and has been helpful in creating two-way and responsive dialogue—not just between community and government but between community leaders themselves to provide support, advice and resources to each other. We have been using it to share and receive information from CALD Communities.

As a community leader, I appreciated this platform during a crucial time of the COVID-19 pandemic. It has been very useful as a source of information. But also, a way of connecting at a time when we felt very disconnected....

It provided us with confidence to advocate for the vulnerable individuals and communities in our area. It helped us to:

- Access information from the Victorian Government during the pandemic.
- Connect with other community leaders who were doing similar work.
- Raise our concerns about COVID-19.
- Close the loop and speak to the Victorian Government if we had a problem.

This group has been the best communication channel created. It is quick, reliable, and trustworthy.

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**Embedding what  
we learned**





**Hard-to-reach or hardly reached?**

# Framing the challenge

## The challenge

What is the behaviour or action we want to encourage?

What does the literature and stakeholders say about this?

Why is it important to solve this challenge? (for the community and for society as a whole?)

## The audience

**Who is the specific audience within the community that we are focusing on?**

Why is focusing on them going to have the most impact?

## Considerations

What context should we know about this audience?

What are the best ways to engage with this audience?

**Community expertise is expertise and people should be remunerated for their time.**

## Desired impacts

What does success look like?

What do we hope this comms will achieve?



## Tip

**Answering these questions will form a brief that you can return to throughout the project as you move through or when you bring on new people**

## Example questions

What have you heard about [topic]?

What would you need to know about [topic] to feel safe?

What kind of content has been shared in your networks?

What are some examples of information you have seen shared?

Who do you trust to get quality information?

How does [topic] make you feel?

What do you think isn't being communicated about about [topic]?

Where are you currently getting information about [topic]?

Who else should we talk to about [topic]?



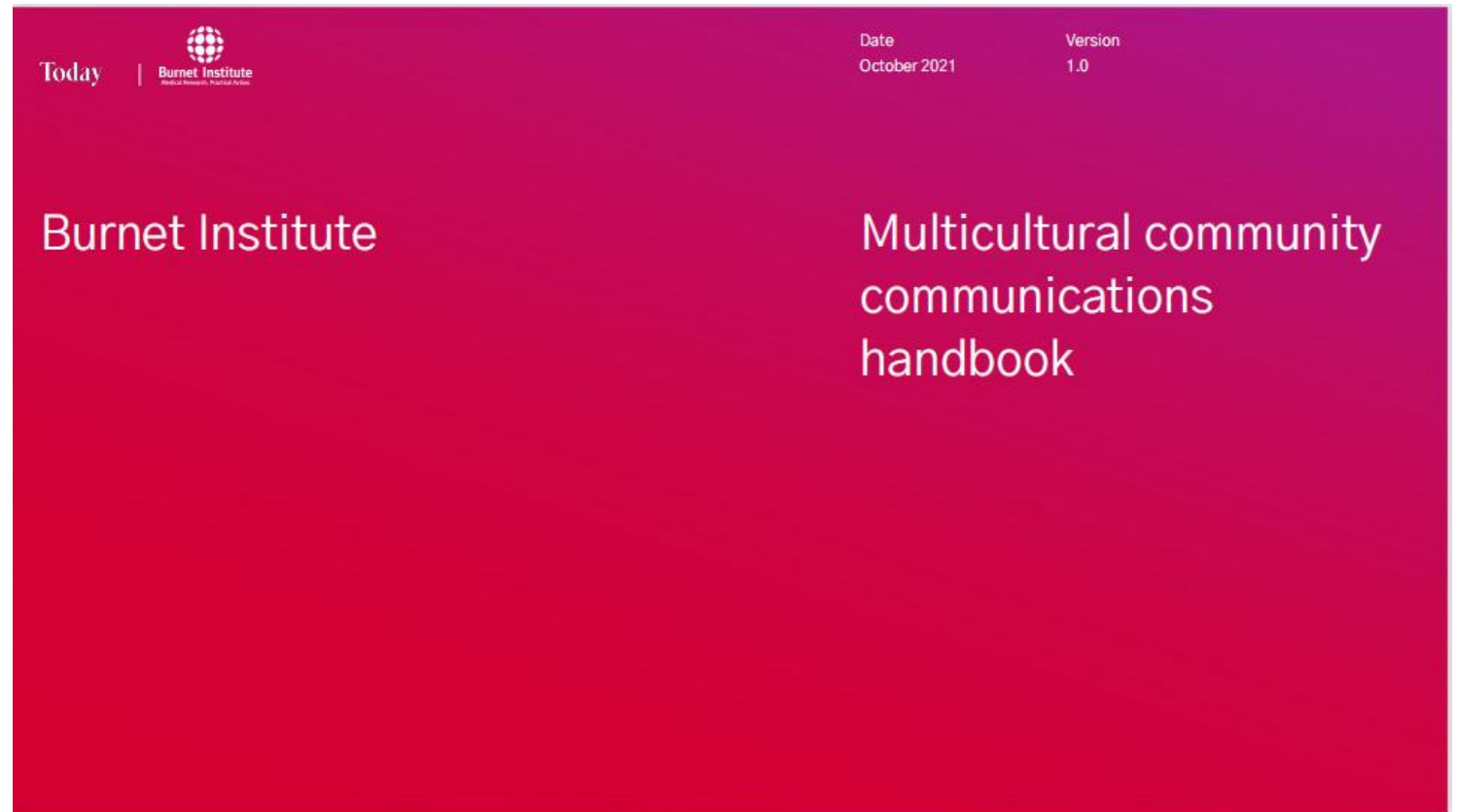
## Tips

**Start general and let people get comfortable before getting more specific**

**Make sure you have enough time built into the process to build trust**

**If it is a highly sensitive issue, consider one-on-one sessions over group sessions**

# Resources





**Talk less. Listen more.**

# Rebuilding women's financial security


Dr Jozica Kutin, Head of Research & Evaluation  
Tristan Saltnes, National Program Manager  
Financial Independence Hub

Good Shepherd Australia New Zealand






**Good Shepherd's  
vision is that all  
women, girls and  
families are safe,  
well, strong and  
connected.**





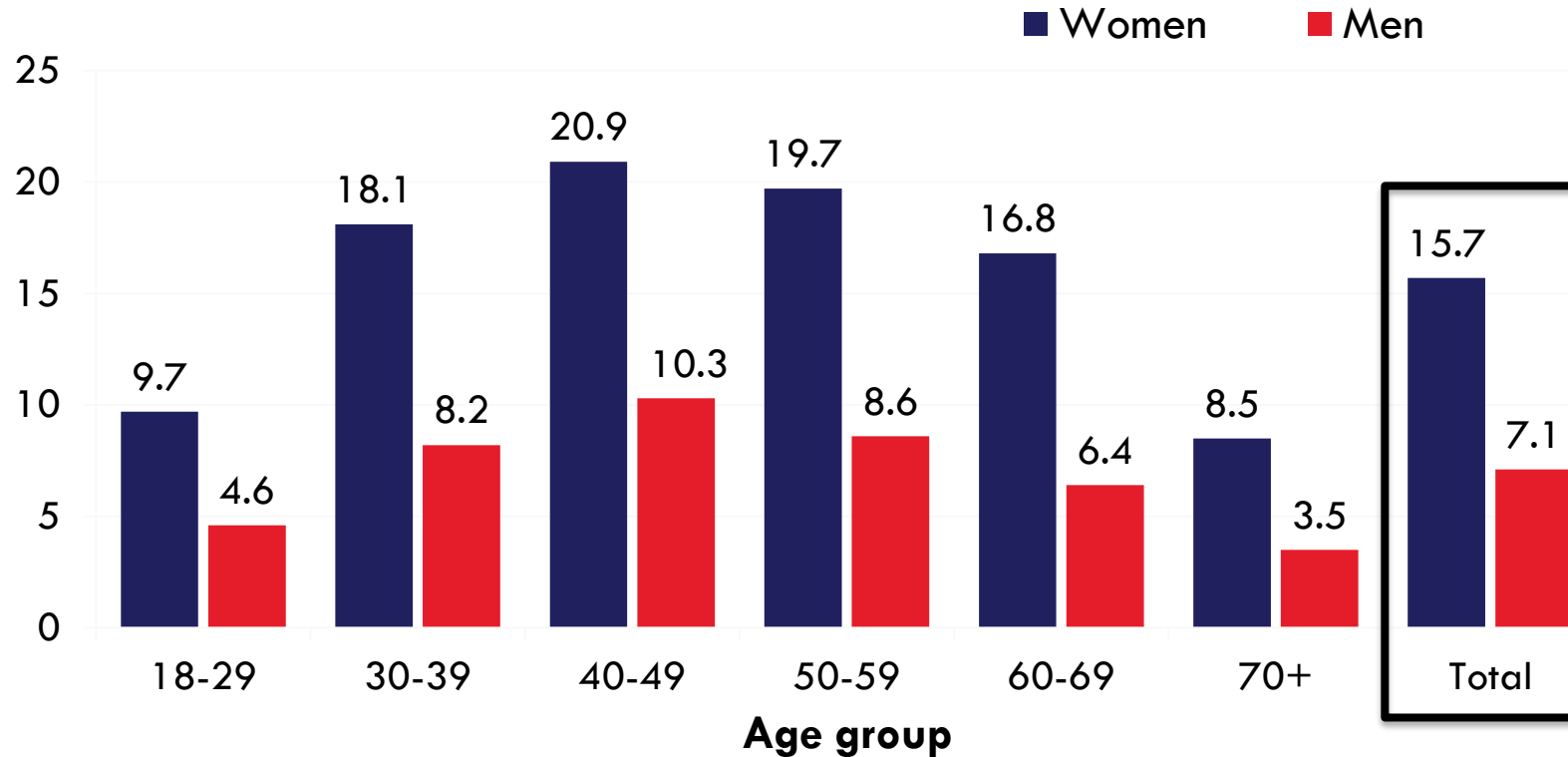


“Economic abuse includes behaviours that control a person’s ability to **acquire, use, and maintain** economic resources, thus threatening their economic security and potential for self-sufficiency.”

*(Adams, 2008, p. 564)*

# Prevalence of economic abuse

National Australian Survey – 17,500 people





# Financial Independence Hub

Working with people in the recovery stages of  
Domestic and Family Violence



 **Good Shepherd**  
Australia New Zealand



# FIH supports victim-survivors of FDV to move forward with managing their finances.

Strengths-based

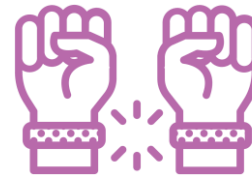
Trauma-informed



Capable



Confident



Independent

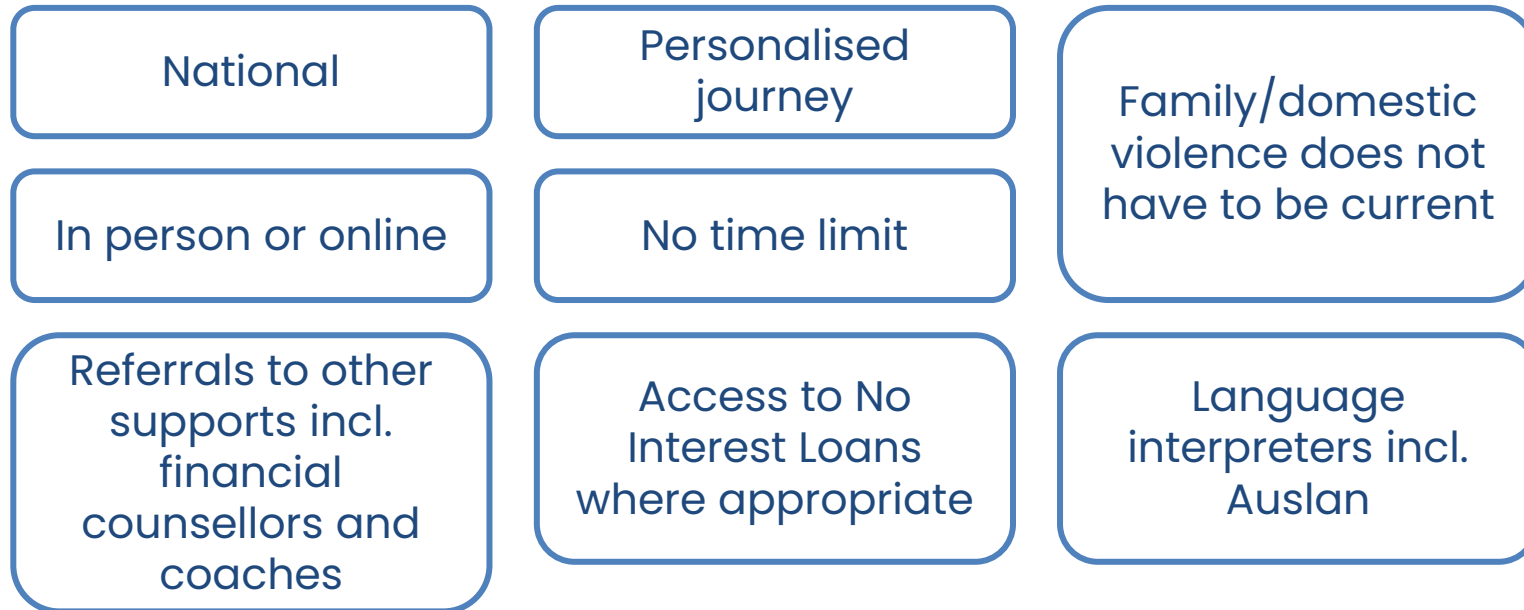


In control

# supporting FDV victim-survivors to move forward with managing their finances.



The Financial Independence Hub is co-designed by people with lived experience of family and domestic violence.



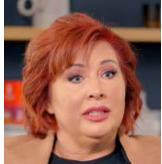
# Participant Story Videos



[Vanessa's Journey](#)



[Shelley's Journey](#)



[Nicole's Journey](#)



[Journey Compilation](#)



# Who we support

People of all gender identities, aged 18+ and have experienced financial abuse and/or have been financially impacted by domestic and family violence



Living in Australia  
(can be on a visa)



Seeking support to  
rebuild after  
financial abuse



Do not need to provide  
*evidence* of domestic  
and family violence



Do not need to be a  
Commonwealth  
Bank customer

*We support participants to take the next step in their journey,  
acknowledging that 'recovery' is rarely linear*

# Making contact

You can refer participants to FIH via a warm transfer over the phone:

 **Phone:** 1300 050 150

Referral forms available on our website:

[goodshep.org.au/services/fih/](https://goodshep.org.au/services/fih/)

Participants can also contact FIH directly on:

 **Phone:** 1300 050 150

 **Email:** [fih@goodshep.org.au](mailto:fih@goodshep.org.au)

**Hours:** Monday to Friday, 7am – 7pm AEDT





**Thank you!**



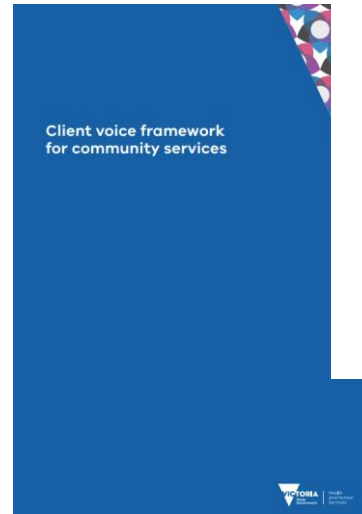
**Aligning organisational strategy and fundraising, communications and marketing approaches - an industry insiders' perspective.**

Caroline Sheehan  
Board Director  
Snr Executive - 30+ yrs NFP sector



Kelly Walters recently celebrated 20 years working at Warrnambool's WDEA Works. She began the role when she was 18. Picture: Chris Doheny. The Standard.

# Guiding documents & concepts

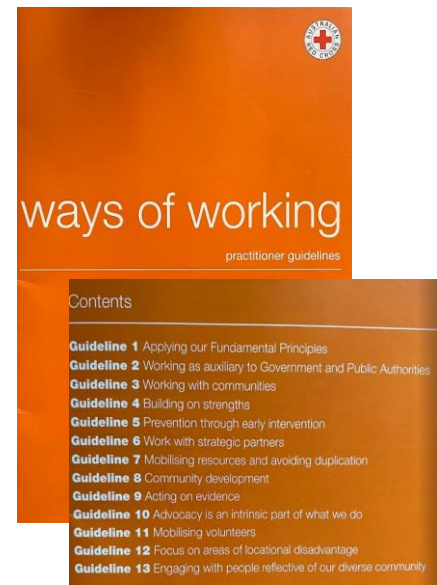
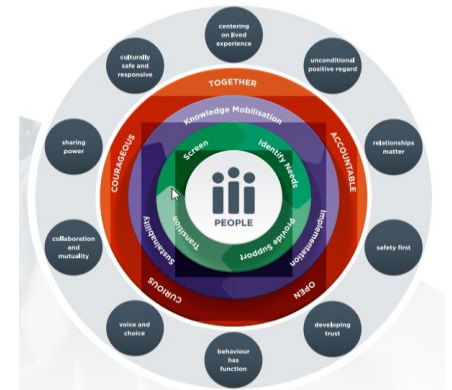


## AASW Practice Standards 2022

- Standard 1: Social workers conduct themselves according to the values, principles and guidelines of the AASW Code of Ethics 2020.
- Standard 2: Social workers practice in partnership with Aboriginal and Torres Strait Islander peoples in the spirit of self-determination as agents of change, advancement and healing.
- Standard 3: Social workers advocate for policy initiatives and approaches to practice aimed at achieving fair and equitable access for people to social, health, economic, environmental and political resources.
- Standard 4: Social workers practice respectfully and inclusively with regard to culture and diversity.
- Standard 5: Social workers practice within a professional knowledge framework informed by a critical understanding of contemporary social work theory and research.
- Standard 6: Social workers make professional decisions on the basis of a holistic assessment of the needs, strengths, goals and preferences of people.
- Standard 7: Social workers actively contribute to strengthening and promoting the identity and standing of the profession.
- Standard 8: Social workers strengthen and build their practice through critical reflection, mentoring support and constructive feedback from senior social workers and colleagues.
- Standard 9: Social workers monitor their skills, knowledge and expertise to maintain, improve and broaden their professional development.

- Client voice / co-design
- Strengths based
- Asset based community development
- Self agency
- 'nothing about us without us'

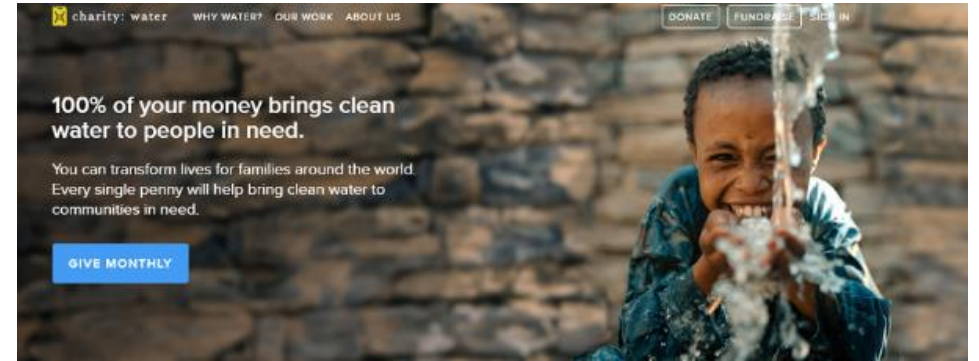
## MCM Healing Oriented Practice Guide



# What NOT to do



# What TO do



**\$130**

Could provide a warm bed and caring environment for a young person who doesn't have a safe place to sleep.



# Realigning

- Commitment from the top (Board, CEO)
- Brief external design agencies (build strengths based into campaign tender briefs)
- Commission new photo's
- Build a library of new stories
- Connect / rebuild trust between service delivery and fundraising / marketing parts of the organisation (two way learning)
- You can still show the need, talk about the facts – it is about HOW you do it

**Good guiding principle:**

**How would you feel if it was you in the picture / story**

# How strength-based storytelling can drive more effective campaigns

Zayne D'Crus

Communications and Engagement Manager  
Melbourne Genomics Health Alliance



# Making the change to strength-based storytelling

1. Start with **insights** (not assumptions) about your audience.



## Deadly young leaders carve a path for their future

Like any parent, Wally wants the best for his children. Sitting next to his daughter Geraldine, he has every reason to be beaming with pride.



Geraldine has completed year 12. She's the first in her family to do so, and one of nine students in her small community.

Geraldine completed her senior years at boarding school in Rockhampton, Central Queensland, a few hundred kilometres away from her home town of Woorabinda. She says she was homesick, but determined to finish. And she had a Red Cross mentor supporting her every step of the way.



HERVEY BAY, AUSTRALIA

"I was told in high school you can't make a career out of sport, especially if you're female. I literally broke down and cried," said Rose. At the time, her life wasn't easy and she was facing a lot of challenges. Since then we've been at her side helping her to succeed. These days she knows there are no limits to what she can do. "Now I look back at the teacher and just shake my head," she said. Photo: Australian Red Cross/Dilini Perera



An illustration from the book *Mum's in Jail*, written for children of prisoners to make prison less frightening by explaining in a simple way what life is like for their mum inside.

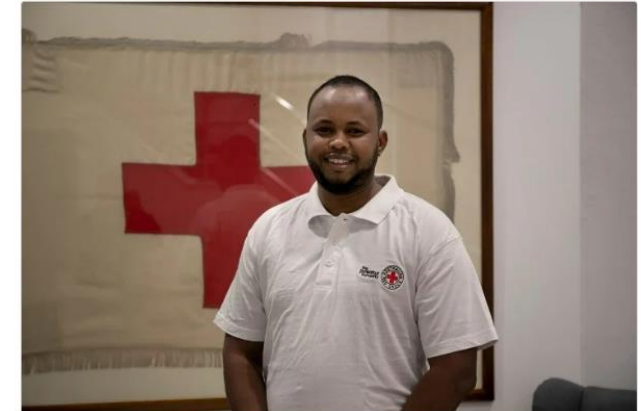


WOLLONGONG, AUSTRALIA

"In my life I never, never, never dreamed I would ever have dessert after having my meal. But now I can have dessert from morning to night-time." It's one small way Elie's life has changed since arriving in Australia. Elie and his family, who come from the Democratic Republic of the Congo, spent their lives fleeing violence, war and persecution before coming to Australia. Elie is now studying maths, helping other newly arrived families and hopes to one day become a teacher. Red Cross helped his family start their new life. Photo: Australian Red Cross/Dilini Perera

## The power of a helping hand

Food in your stomach, a roof over your head, a doctor when you are sick – these are things everyone deserves.



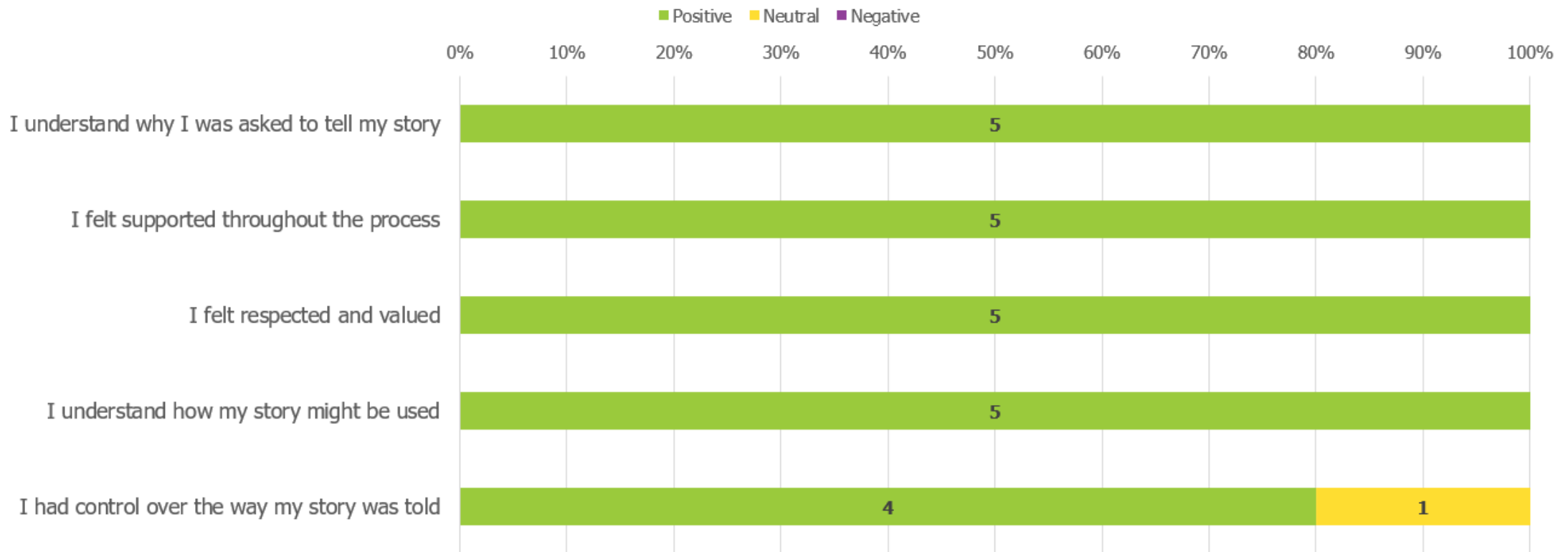
Abdi supports people seeking safety in Australia who are struggling to survive. Photo: Australian Red Cross/ Michael Chong

# Making the change to strength-based storytelling

1. Start with insights (not assumptions) about your audience.
2. Reform the way you **collect, store and use** stories.



## Participants felt engaged during the project



Thank you for allowing us to be involved in this amazing project. We are so proud of our little family. We'd love for other families to feel that way too.



We really enjoyed being a part of the whole process. We went from being somewhat hesitant in sharing our story to becoming quite proud and confident in doing so. We hope our story can help others.



# Making the change to strength-based storytelling

1. Start with insights (not assumptions) about your audience.
2. Reform the way you collect, store and use stories.
3. Embed the practice with **guidelines** and **champions**.

# There are a few simple rules ...

- 1 We're all about action**

Whether it's the action we take or the actions we inspire in others. Everything we say should support and encourage people to take meaningful action, wherever, whenever, however they can.
- 2 Strength over suffering**

We don't see problems, we see solutions. We don't give people strength; we help them find it.
- 3 Give it punch**

Apathy won't inspire change. Everything we say should have energy and urgency. And while it doesn't give you licence to yell (ALL CAPS ARE BAD), it does give you the freedom to be bold.
- 4 Keep it moving**

Our words inspire, support and connect people. Don't get bogged down in details. Keep the story moving.
- 5 Keep it short**

Use short sentences and bold statements. Say more with fewer words. This will help ensure our voice can be clearly heard and understood.

## Insights from the team

We talk about our work

We show you what our work means for you



When we talk about genomics, we don't want to hear 'so what?' in response. So we can't just tell people about our work; we need to show people what it means for them.

We want you to be informed

We want you to be convinced



We can't just inform people; we must persuade them to act. But everything we say needs evidence behind it. We can bring the passion without the sales pitch.

We report like scientists

We report like (ethical) journalists



Sometimes we need to be journalists rather than scientists. We won't rely on people engaging with the detail (because who has the time?). We'll present our key takeaways up front, like a press release or news story.

# Get in touch

**Zayne D'Crus**

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**LinkedIn:** Zayne D'Crus

**Twitter:** @ZayneReads

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## Panel Discussion and Question Time

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