



CARE Alliance

community, advocacy, respect and equity.

Building Alliances - The C.A.R.E Alliance

Community Services work with the most marginalised and disadvantaged members of our community. Each day we deliver services like disability services, youth services, homeless services, women's services, community care services, community legal services, housing services, family support services, relationship services, neighbourhood services, information and referral services, settlement services, community education services, mental health services, drug and alcohol services – the list goes on and on.

These services are drastically under-funded and face a serious crisis in attracting and retaining skilled staff. If these issues are not addressed then quality services cannot be delivered to the most needy and disadvantaged in our community.

A socially inclusive society is one which embraces all of the members of the community and seeks to address disadvantage wherever it is encountered.

To build an inclusive society we need a comprehensive social and community service where that the multiple needs of clients are met. This will require a workforce for the future – one that is highly skilled across many areas of work – a workforce that is professionally paid, well trained and with a dynamic and transferable set of skills.

What is the C.A.R.E Campaign?

The C.A.R.E campaign is about a new vision for community services. The C.A.R.E campaign is about setting new standards for community services.

We need new Standards for our industry. Standards that ensure:

- Quality service delivery.
- A highly skilled workforce
- Wages and working conditions that truly reflect the value of the work we do
- Workplace Safety
- Access to and recognition for education and professional development

Community service organisations and workers deserve to be recognised for the work they do, however we must have new expectations of ourselves and each other. We must work toward acknowledgement of our value and the contributions of our industry.

Our vision must be based in action - A plan for Community, Advocacy, Respect, Equity.

A Long Term Solution.

The C.A.R.E Campaign will have to be unlike any other we have ever adopted before. This is not a short term plan with short term fixes. A long term plan means we have long term goals. Finding a long term solution allows us to have a big picture vision. It will not be easy. It will not be achieved quickly.

Our industry has made do for too long. It's time for a big picture view and for us to commit to the long term goals necessary to realise that view. It is only in this way we can build an industry that is properly funded to deliver the services needed. This is the only way we can attract and retain the workforce we need. It is the only way our industry can be valued as it should be.

What is the C.A.R.E Alliance?

The C.A.R.E Campaign will be won by a coalition made up of members of the ASU, Industry Peak groups, Client/Consumer Groups, employers and hopefully government. To succeed we need to work together.

The ASU has begun to meet with a vast array of organisations representing various interests in our Sector. We are building a C.A.R.E. Alliance. The C.A.R.E. Alliance will be a strong and powerful group to help us achieve our goals. This Alliance will sponsor research, lobby government, and work in partnership to build a strong community campaign.

Beginning in 2008 we will be working with the C.A.R.E Alliance to identify what Alliance members think are the key elements of a new set of Industry Standards. Our participation in this Alliance and the things we bring to the table as part of any discussion about what the Industry Standards should be will be determined by members.

What will the Alliance do?

The Alliance will work cooperatively to progress the campaign. Amongst other things the Alliance will:

- Develop a set of principles that the Alliance is committed to
- Develop a work plan for the Alliance
- First meeting in early 2008 and then on an at least quarterly basis.
- Commission research relevant to the campaign
- Engage with the Media
- Facilitate an Industry Conference on the key issues at stake in the campaign.
- Lobby government
- Work with other stakeholders

ASU members and their supporters C.A.R.E.