

16 May 2024
Media Release

Self-employed support workers meeting the care needs of people with disability and older generations

New White Paper explores how to future-proof Australia's care and support sector

A new White Paper released by Mable uses survey data from the international research agency YouGov to explore the unique preferences and motivations of support workers, people with disability and older generations with home care packages when it comes to providing and receiving support services.

Mable's Co-Founder and CEO, Tony Charara, said, "this White Paper demonstrates there is a need to reshape Australia's care and support sector to ensure it is fit for a diverse and modern workforce that can meet the individual needs of older people and people with disability.

"The reality is that people's goals, wants, and needs are diverse. Therefore, it is essential not to see the sector as one homogenous market but as thousands of smaller heterogenous marketplaces defined by different geographic regions, cultural groups and individual needs and preferences," Mr Charara said.

Some key findings of the White Paper, *Championing People's Choice and Control with Innovation*, include that 80 per cent of aged care clients and 56 per cent of NDIS participants who have used an unregistered online platform and traditional providers believe the best match between them and a support worker was made when using an unregistered online platform.

"Online platforms can help facilitate better matches between older people, people with disability and support workers because we can create filters and searches that are really specific about people's needs, wants and preferences. These sophisticated tools help connect clients with support workers most suited to them, resulting in higher satisfaction rates and longer-term agreements.

"For aged care and disability customers, there is a trend towards online platforms, driven by a desire for enhanced choice and control over the services they receive and who delivers them," Mr Charara said.

Aged care clients who book support workers through online platforms are more likely than those who book through traditional care providers to say they are very satisfied with the level of choice and control they have over:

- When the services are delivered (72% compared to 34%).
- Who delivers the services they require (70% compared to 36%).
- How much they pay per hour for support services (48% compared to 27%).

NDIS participants who book support workers through online platforms are more likely than those who book through traditional care providers to say they are very satisfied with the level of choice and control they have over:

- When the services are delivered (76% compared to 35%).
- Who delivers the services they require (76% compared to 37%).
- How much they pay per hour for support services (62% compared to 26%).

For 91 per cent of aged care clients and 88 per cent of NDIS participants who use unregistered online platforms, the ability to choose what services they receive and from which support worker was important to them.

"Respecting people's human rights by enabling choice and control over the services people provide and receive is at the centre of the Mable model," Mr Charara said.

Mr Charara added, "Online platforms have enormous potential economic value in terms of productivity, transparency, increasing workforce participation, and resolving supply and demand imbalances in communities across Australia.

"This view of the market, coupled with a sector-wide commitment to independence, choice, and control, will drive up satisfaction levels for both support workers and consumers, increasing the quality of service and resulting in better outcomes for all.

"By embracing tech-enabled innovation, diverse working arrangements and respecting people's individual needs, wants and preferences, we can ensure the long-term financial stability of Australia's care and support sector and make the most efficient and effective use of government funding," Mr Charara said.

To download the full report, visit <https://mable.com.au/white-paper/>.

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About the research

YouGov conducted the study online between 17 April and 5 May 2023. Responses were received from **1,549 Australian support workers, 894 from people who have a home care package** or are assisting someone with a home care package and **631 from people who are NDIS participants** or assisting someone with an NDIS package. The support worker respondents included people employed or self-employed who offer services via online platforms, self-employed people who provide services independent of platforms and people who are employed directly by clients or traditional and registered providers.

About Mable

Mable is an online platform that gives older people and people with disability more choice, control and flexibility to shape the care and support they receive in their own homes and community by connecting them directly with independent support workers. Mable facilitates the entry of small businesses, including sole traders, into the sector, where there is significant growth in demand and existing workforce shortages. The model has facilitated more than 19 million hours of support, and the platform has more than 19,000 support workers active. For more information or to sign up, visit www.mable.com.au.