



**Australasian Housing Institute**  
Supporting housing professionals

**Master Class Series for housing professionals involved in place making, community renewal and urban regeneration**  
**Brotherhood of St Laurence – Patrick O’Neill**

The CWLY is an integrated, trust-based, place-based approach to employment services, for people living in disadvantaged communities.

- By integrated we mean that the Centre coordinates service offerings from Job Service Providers, local Employers, and local community services. The idea being that we can match supply and demand in the labour market, and coordinates internal and external services to better meet client work and learning needs. A key part of our engagement strategy is integration with local services.
- Barriers to work can be place-based rather than just based within the person. This means that to support our clients, we work with the community, community members, and local employers.

- Voluntary engagement is a key component of the Centre. We seek to understand what the client needs and wants and consequently the service is carrot-based rather than stick-based.
- This carrot-based approach underpins the delivery of holistic and individual service which addresses personal barriers to work
- The strategies used are designed to build rapport to develop individualised Work and Learning Plans.
- The Work and Learning Process Manual defines our service delivery model.

## What is the Centre – how is it different?

### **JSA Service Model**

Compliance driven

Client is inspected

Case Managers review clients

Client training driven by \$\$

Huge caseloads

Employers not sure of client

### **Centre for Work and Learning**

*Voluntary and free*

*We listen and support*

*Work and Learning Advisors give advice*

*BSL Training designed to suit member*

**Low client to advisor ratio**

*Employers want to work with us*

# What does a Work and Learning Centre look like

Place-based

Integrated

Carrot-based

## Engagement

- Communicating with local services
- Developing a marketing strategy based on local communication channels
- Understanding the local issues , and using the expertise of local community members
- Understanding barriers to work and learning in the community and adapting service delivery to address this
- Using marketing strategies to reduce fear and increase understanding of the benefits of work

## Individual Support

- Highly individualised and holistic support that:
- Understands individual and external barriers to work, and the relationship between the two
  - Uses other services as an add-on to strengthen support offered to the individual
  - Works with the BSL work and learning department
  - Understands what the individuals goals and aspirations are works towards realising these
  - Never gives up on the person!
- Will result in the work and learning plan.

## Integrated Support

- A Work and Learning Centre should:
- Be in constant contact with the work and learning services at state office to that they can leverage BSL offerings (such as RTO and GTO services) for their members
  - Be talking to and building relationships with local employers
  - Be offering a range of work and learning activities at the Centre including job search assistance
  - Be constantly in communication with local services

## Employment Support

- Helping a person KEEP a job is just as important as helping a person GET a job!
- Developing strategies for supporting the member in their new job
  - Preparing members so that they understand workplace culture
  - Where possible communicating with employers so that the employer is also supported

### **Housing and Community Building Work and Learning Centre Initiative**

The Victorian State Government, in partnership with the Brotherhood of St Laurence, will deliver five Work and Learning Centres (WLCs) which will be co-located and integrated with housing services or other DHS services. It is the objective of these WLC's to provide a response that can address complex barriers to employment and also create viable pathways into employment for people who are disconnected from the workforce.

To date the Centre for Work and Learning has:

- Provided case management services to 452 clients
- Assisted 215 clients into employment placements
- Assisted 135 clients to attain 13-week employment outcomes