



2023
BRISBANE

Disability
Employment
Australia CONFERENCE

HOW CAN SCIENCE ADVANCE DISABILITY EMPLOYMENT OUTCOMES?

A Z U R U M

Academic Rigour | Pragmatic Insights | Meaningful Content

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CEO &

Chief Behavioural Scientist

BUDGE

**SCIENCE =
EMPLOYMENT OUTCOMES**







Quality
Employment
Australia







ixion

part of Shaw Trust






“Play it, Sam. Play ‘As Time Goes By’.”

A woman with voluminous, curly brown hair and a serious expression is looking into a large, ornate, golden mirror. She is wearing a dark, lace-trimmed dress. The mirror is set against a dark, patterned background. The Disney logo is in the top right corner.

Disney

“Magic mirror, on the wall, who is the fairest one of all?”

A movie poster for the film 'Hondo' featuring John Wayne. He is depicted in a classic Western role, wearing a black cowboy hat, a blue shirt, and a red poncho. He is holding a silver revolver in his right hand, pointing it towards the viewer. The background is a dramatic, painterly scene of a sunset or fire over a rocky landscape. The title 'JOHN WAYNE HONDO' is written in large, white, distressed block letters across the bottom left.

JOHN WAYNE
HONDO



A promotional image for the movie Hondo. It features John Wayne in a classic cowboy role, wearing a black hat, a blue shirt, and a red poncho. He is holding a silver revolver and looking directly at the camera with a slight smile. The background is a stylized, painterly depiction of a desert landscape with warm, golden-yellow and orange tones. The overall style is reminiscent of classic Western movie posters.

"A man oughta do what
he thinks is best."

JOHN WAYNE
HONDO

“ My mama always said,
life is like a box of chocolates.
You never know what you're
gonna get. ”



ROSEMARY & SEA SALT
Creamy caramel infused with handpicked rosemary and Maldon sea salt and coated in 54.5% Belgian dark chocolate

HONEY
Single origin Aribba 39% milk chocolate from Ecuador honey ganache hand dipped in milk chocolate

PASSION FRUIT & LIME CURD
Fresh garden mint infused ganache coated in 54.5% Belgian dark chocolate

GARDEN MINT
Fresh garden mint infused ganache coated in 54.5% Belgian dark chocolate

STRAWBERRY & RASPBERRY
Strawberry ganache made with 39% single origin milk chocolate from Ecuador single origin raspberry and coated with white chocolate

LIME CREAM
Lime infused ganache in 54.5% Belgian dark chocolate

WHITE HEART
28% Belgian white chocolate

SPICED COFFEE CARAMEL
Creamy coffee caramel infused with Madagascar vanilla pods and coated in 54.5% Belgian dark chocolate

VANILLA
Milk chocolate ganache infused with Madagascar vanilla pods and coated with 33.6% Belgian milk chocolate

LEMON HONEY & GINGER
Lemon, honey & crystallized ginger ganache coated in 28% Belgian white chocolate

FUDGE
Milk chocolate fudge hand dipped in 33.6% Belgian milk chocolate

ORANGE & CARDAMOM
Milk chocolate orange ganache infused with cardamom pods coated with 33.6% Belgian milk chocolate

PLUM & ORANGE
Home grown plum, & orange ganache infused with star anise coated in 54.5% Belgian dark chocolate

CHERRY
Dark chocolate cherry ganache coated in 54.5% Belgian dark chocolate

RASPBERRY & WHITE CARAMEL
Raspberry caramel 28% Belgian white chocolate

STRAWBERRY CR
Strawberry hand coated Belgian dark chocolate

Vanilla Cup
Soft vanilla with a fine crunch and a dark chocolate drop

Silky Hazelnut
Melting praline crème in a milk chocolate case

Raspberry Sundae
A delicate raspberry truffle fills a milk chocolate

Crispy Chocolate Ripple
Chunky milk chocolate with fine crispy pieces

Nut Crunch
White truffle with caramelised almond pieces

Praline Heart
Praline truffle in milk chocolate

INGREDIENTS
Milk Chocolate (Cocoa Beans, Cocoa Butter, Sugar, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), Hazelnut Praline (Hazelnut, Sugar, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), Raspberry Truffle (Raspberry, Sugar, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), Milk Chocolate Fudge (Milk Chocolate, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), Strawberry Hand Coated (Strawberry, Sugar, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), Strawberry Ganache (Strawberry, Sugar, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), Lime Infused Ganache (Lime, Sugar, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), Honey Ganache (Honey, Sugar, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), Passion Fruit & Lime Curd (Passion Fruit, Lime, Sugar, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), Garden Mint Ganache (Garden Mint, Sugar, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), Strawberry & Raspberry Ganache (Strawberry, Raspberry, Sugar, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), White Chocolate (White Chocolate), Spiced Coffee Caramel (Coffee, Sugar, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), Vanilla Ganache (Vanilla, Sugar, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), Lemon Honey & Ginger Ganache (Lemon, Honey, Ginger, Sugar, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), Orange & Cardamom Ganache (Orange, Cardamom, Sugar, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), Plum & Orange Ganache (Plum, Orange, Sugar, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), Cherry Ganache (Cherry, Sugar, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), Raspberry & White Caramel (Raspberry, Caramel, Sugar, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)), Strawberry Hand Coated (Strawberry, Sugar, Butter, Milk, Milk Solids, Vanilla, Emulsifiers (Lecithin)).

ALLERGENS
CONTAINS: EGGS, PEANUTS, SOY AND TREE NUTS (HAZELNUT, WALNUT, BEEHIVE, COCOA). MAY CONTAIN: MILK, ALMONDS, WHEAT, SESAME SEEDS AND OTHER TREE NUTS.

NET WEIGHT / NET WT
100g / 3.527oz

STORAGE
Store in a cool, dry place.

RESEALABLE
Resealable for your convenience.

MADE IN BELGIUM

9 334213 833600

13. Sigh of Relief
Rich cover of dark chocolate infused with fresh mint. 115 pcs/kg

14. Me Time
Delectable shortbread biscuit covered in caramel and chocolate. 80 pcs/kg

15. Velvet Rope
Profound chocolate orange ganache coated in chocolate. 105 pcs/kg

16. Disco Nap
Sensational blend of hazelnut praline and milk chocolate. 110 pcs/kg

17. Underneath the Stars
Thick layer of scrummy hazelnut cream wafer wrapped in chocolate. 127 pcs/kg

18. Housewarming Party
Heartwarming tiramisu: coffee biscuit and coffee cream, enclosed in a thick white chocolate cover. 94 pcs/kg

19. Memory Lane
Bouquet of mixed nuts: ground almonds, pistachios, and hazelnuts, wrapped in chocolate. 127 pcs/kg

20. Cloud-Surfing
Definitive taste of fine chocolate filled with ground hazelnuts. 120 pcs/kg

Grid of 20 small chocolate samples with labels and descriptions.

LEMON HONEY & GINGER
Lemon, honey & crystallized ginger ganache coated in 28% Belgian white chocolate

VANILLA
Milk chocolate ganache infused with Madagascar vanilla pods and coated with 33.6% Belgian milk chocolate

ROSEMARY & SEA SALT
Creamy caramel infused with handpicked rosemary and Maldon sea salt and coated in 54.5% Belgian dark chocolate

CHERRY
Dark chocolate cherry ganache coated in 54.5% Belgian dark chocolate

WHITE HEART
28% Belgian white chocolate

ORANGE & CARDAMOM
Milk chocolate orange ganache with cardamom and coated in 33.6% Belgian milk chocolate

PLUM & ORANGE
Home grown plum, & orange ganache infused with star anise, coated in 54.5% Belgian dark chocolate

GARDEN MINT
Fresh garden mint infused ganache coated in 54.5% Belgian dark chocolate

RASPBERRY & WHITE CARAMEL
Raspberry caramel 28% Belgian white chocolate

HONEY
Single origin Aribba 39% milk chocolate from Ecuador honey ganache hand dipped in milk chocolate

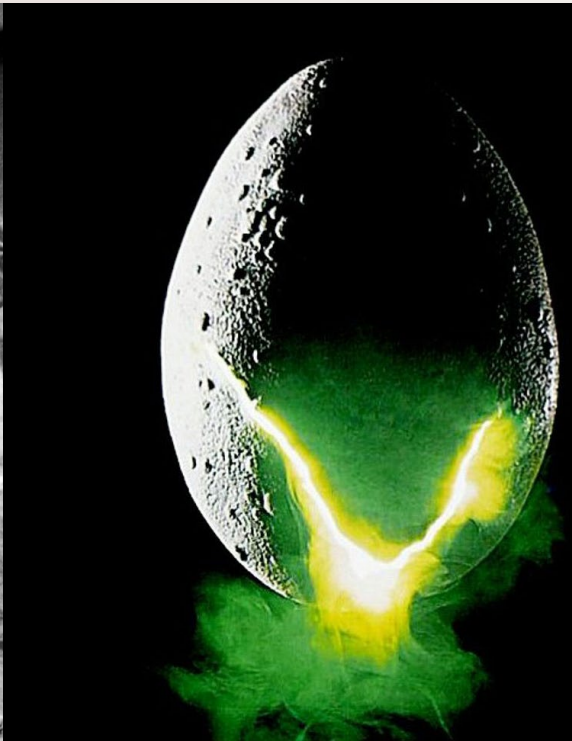






 Disability -
Employment
Services
www.disabilityemployment.com

EVOLUTION NOT REVOLUTION



WHAT WORKS?

Mutual obligation.

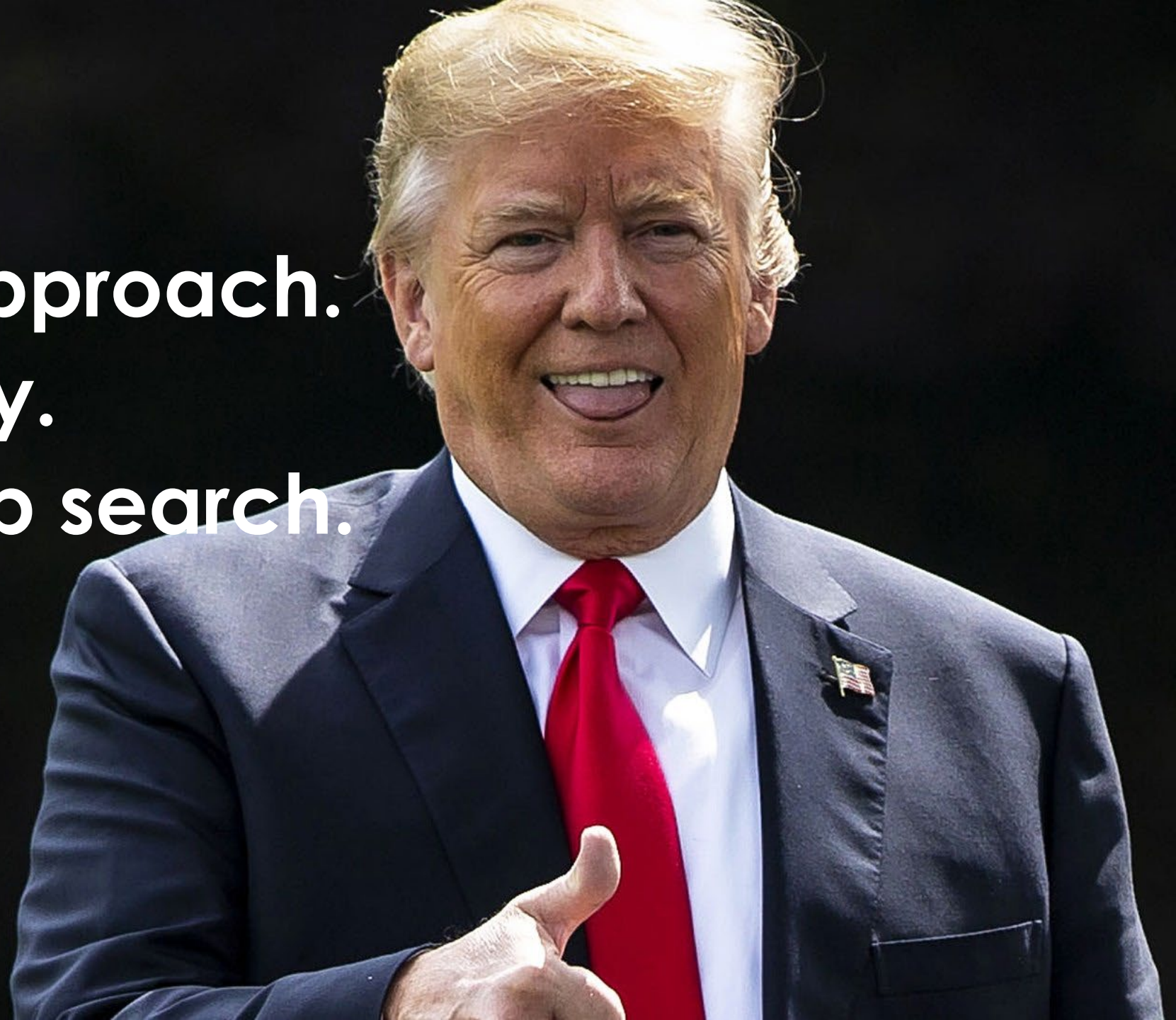
Pathological approach.

Processes and forms.

Managing the exception.



**Sanctions &
a punitive approach.
Conditionality.
Obligated job search.**



**SYSTEM NOT DIRECTED AT
GETTING A JOB**

A DEFECIT MODEL

A woman with long, wavy brown hair is bent over, her head touching her knees. She is wearing a white t-shirt and dark, possibly blue, pants. Her hands are held out in front of her, palms up. The background is dark, and the lighting is dramatic, highlighting her form. The text "Making it work DESPITE the system" is overlaid in white, bold, sans-serif font across the center of the image.

**Making it work
DESPITE the system**

DO THEY WANT US TO FAIL?



Australian Government

Department of Social Services

DO THEY WANT US TO FAIL?



Australian Government

Department of Social Services

IT'S UP TO US

WHAT REALLY WORKS?



WHAT REALLY WORKS?

EMPLOYER-LED

Altruism.

A fiscal ROI approach.

Legislation.

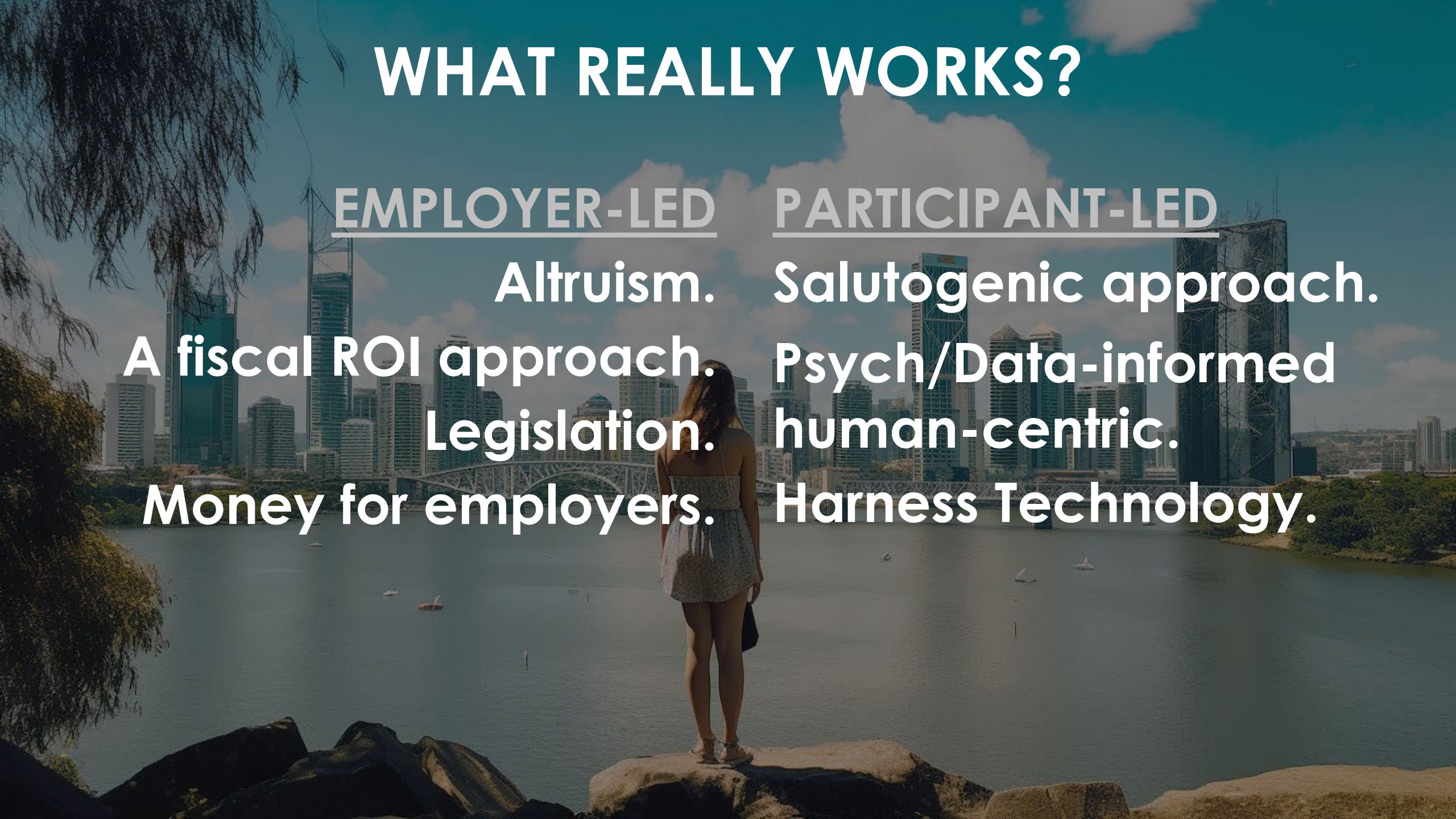
Money for employers.

PARTICIPANT-LED

Salutogenic approach.

Psych/Data-informed
human-centric.

Harness Technology.



WHAT WORKS?

**AI & DATA-LED
INDIVIDUALISING**

... /et Ag o da s c 5 y o k b n o u s o p e he gte t
iba Ja i a c a m em k4i4 d n s p m na a nr / t
as ees s a a c s o r s , j alst o
h oa ik rp ni f á od aá o d o ke t e d
t i n c , i t t e , è á p n e t r i s a
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E r v i t u t á e , s d ol oIt t me a c s
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o hu gl i ic e séc c yi í o e aá a ees gt n
f s a g o á

MICROFILMS

s ol s a ir t , in
á s n p l n m p t á ciish a seh
ih S , e M i útst s
t h i n a u e i t i a á l n C
e t h asc eu n t fp i evB so l d n t ,
á tt l l f é n rta e y ío i ral ut wuM b t gr S c
t im t l , ne ase s sh a pe se i eh i iis á i
á v eí a , t i e t e i T rt h n o c
H fí n h c s T n i e S , ie t lah a n e o
n ío á d mie t gy n , ge hem cba i e n u a hah e z r ,
i u i z m b w g C ls t ó m t n nCe e l e h km y
n mó ti H o d d e eí m odr l at e c n ú
, nr c n o e bn , en t t r e e doel en eis
urr R na t m á oa d i e e L te el Vp wu
t t n o i s o a n l Ur , t B / n a r e á k t t
et sot n a i g , og ca um sd ur ná c

Doctor D used [/imagine](#)



Midjourney Bot ✓ BOT Today at 9:11 AM

typical person with a disability, beautiful lighting, photorealistic, --ar 16:9 - @Doctor D





Midjourney Bot ✓ BOT Today at 9:05 AM

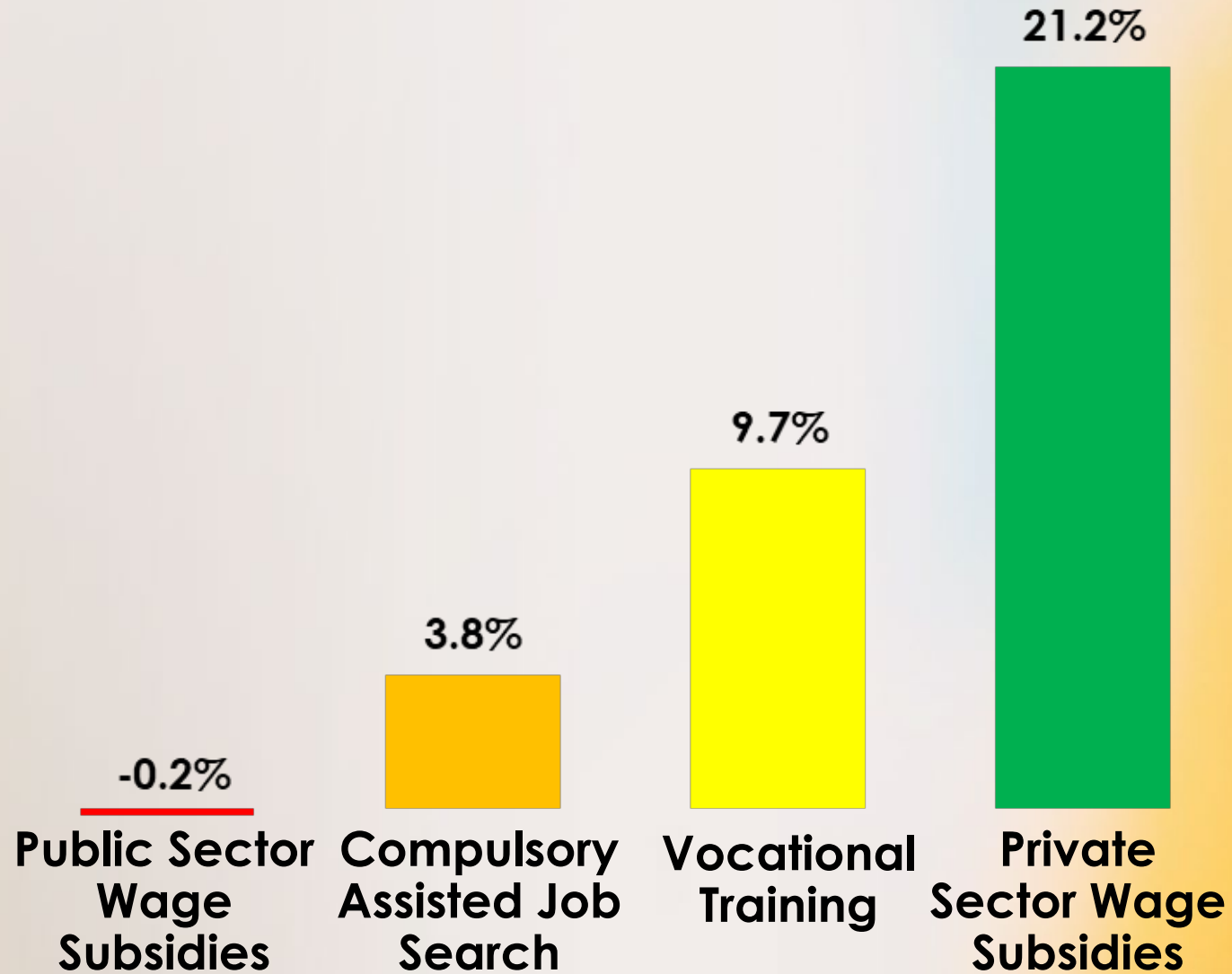
person with a disability at work, photorealistic, highly detailed, dramatic lighting --ar 16:9

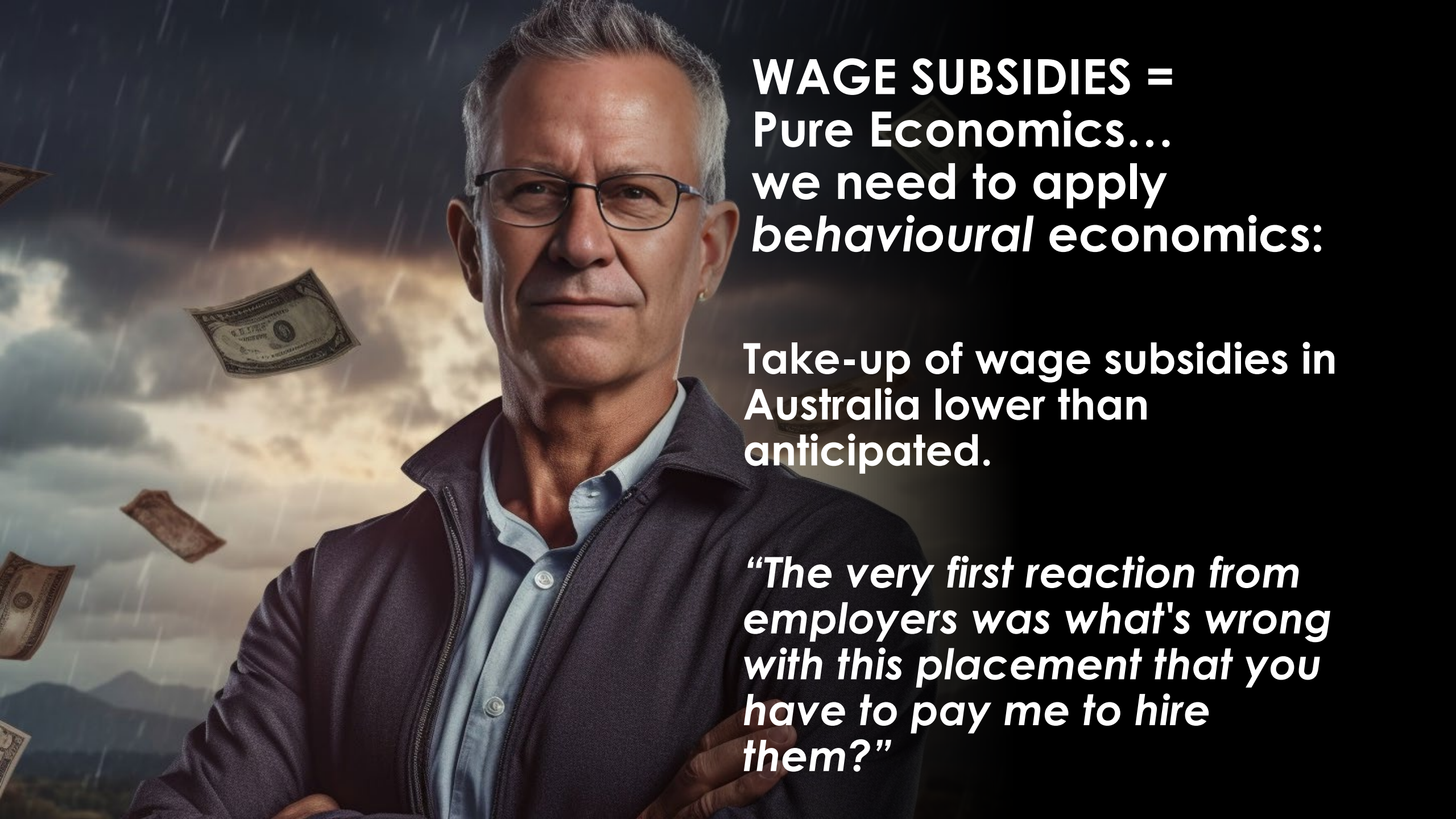
[@Doctor D](#)



WHAT WORKS?

Impact on Employment Prospects



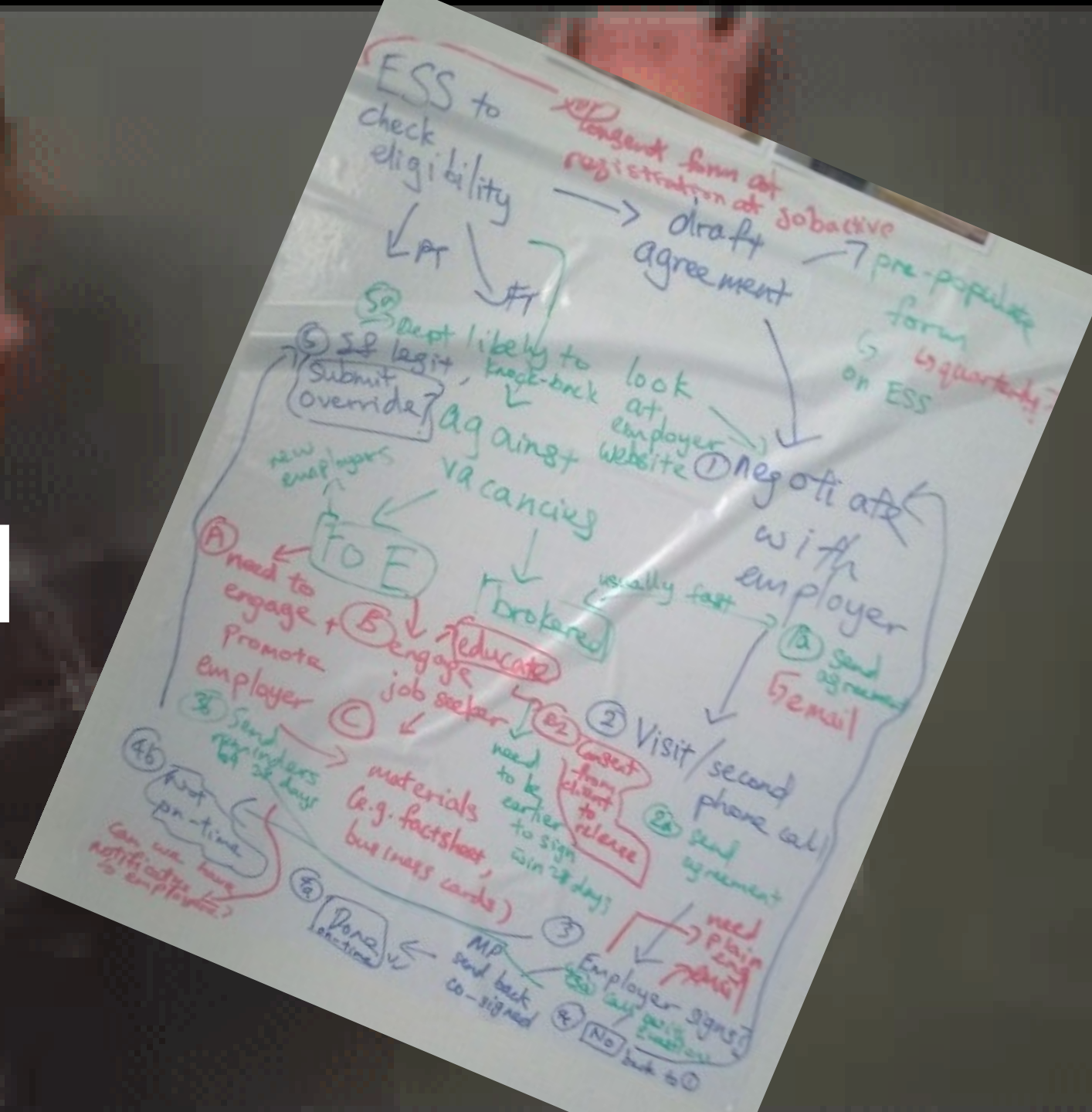
A man with short grey hair and glasses, wearing a dark jacket over a light blue shirt, stands in the rain. Several Australian dollar bills are falling around him. The background is a dark, stormy sky with rain falling.

**WAGE SUBSIDIES =
Pure Economics...
we need to apply
*behavioural economics:***

**Take-up of wage subsidies in
Australia lower than
anticipated.**

***“The very first reaction from
employers was what's wrong
with this placement that you
have to pay me to hire
them?”***

FRICTION



WHAT WORKS: CHOICE ARCHITECTURE

Was not written in easily understandable English;

**Employer had to read through all 7 pages of
documentation before giving consent;**

Had to be filled out & signed offline.

EQualizer
Balance Plus



-62%

ROSSER PERFORMANCE
EQUIPMENT



What's in a name?

Mission Providence

jobactive
Australian Government Services

Receive up to \$6,500 through Employment Bonuses*

Hire more staff and have more money to help your business grow.

Grow your business

Across Australia, thousands of businesses are using Employment Bonuses to achieve their goals.

By employing eligible job seekers they're gaining extra staff members and receiving up to \$6,500. Without:

- ✓ upgrading equipment to increase productivity.
- ✓ increasing staff hours to improve customer service, and
- ✓ offering employees extra training and bonuses for a job well done.

To check if you're eligible, call our Employer Services on 15 11 24. Or for more information visit us online at www.missionprovidence.com.au/employment-bonus

Employment Bonus payments

Once approved, your payments will be transferred directly to your bank account. Call us to discuss the best payment structure for you.

It's easy

At Mission Providence, our Business Development Team will find the ideal person to join your team, and guide you through the entire Employment Bonus process. Moreover, our services are cost to you.

Call us now and we'll get started. Need help with the fact sheet? If you need an interpreter, you can call the:

- ✓ Translating and Interpreting Service (TIS) on 15 15 50 and ask for the department Employee Hotline on 15 17 15, or
- ✓ the National Customer Service Line on 1800 805 260.

Please note that charges apply for calls to these numbers from mobile phones.

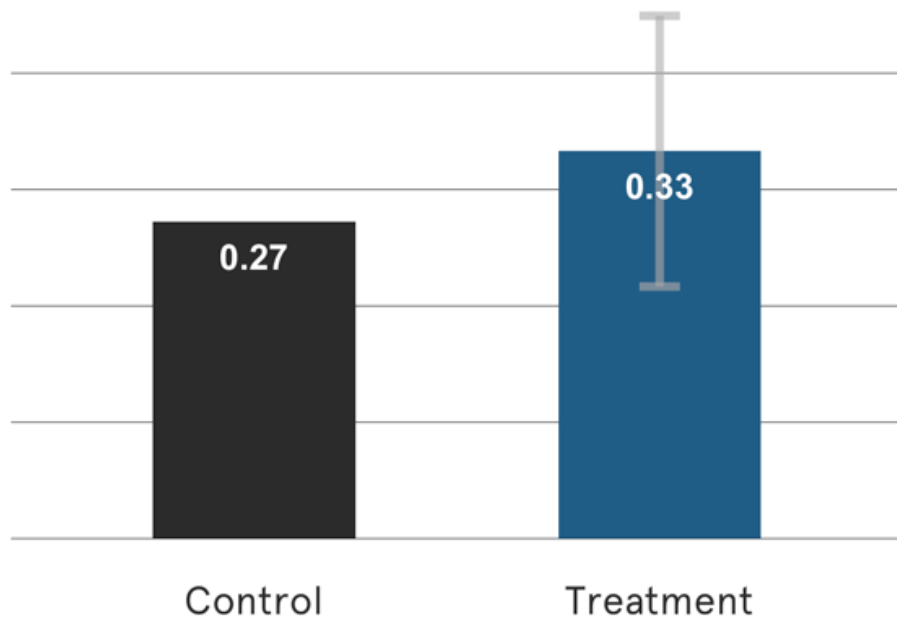
If you are deaf, or have a hearing or speech impairment, you can use the National Relay Service. For more info, please visit www.relay.service.gov.au.

Are you thinking of an Employment Bonus?

EMPLOYMENT BONUS

What's in a name?

Average number of agreements signed per day



n = 620
*** p < 0.001, ** p < 0.01, * p < 0.05, + p < 0.1

+22%

Feb 2018



Australian Government

Job Access

Driving disability employment


Access for
People with Disability

Access for
Employers

Access for
Service Provider

What's in a name?

[Home](#) » [Wage subsidy](#)

 Listen

Wage subsidy

Wage Subsidies are available for employers who take on a Disability Employment Services (DES) jobseeker.

Employers can negotiate a wage subsidy with a DES provider to hire a new employee. The employer must agree that the employment arrangement will continue for the period required by the relevant wage subsidy criteria. Payments are made by DES providers to employers after the employer has met these criteria, and provided proof of employment.

What's in a name?

MUTUAL OBLIGATION

OBLIGATION

DUTY

BURDEN

RESPONSIBILITY

RIGHTS

COMMITMENT

MUTUAL ~~OBLIGATION~~

DOES

MUTUAL OBLIGATION

EVEN WORK?

What happens if you remove mutual obligation AND increase payments?

“What we have to be worried about now is that we can't allow [this] to become an impediment to people going out and doing work.”



What Actually Happened when we removed mutual obligation?

“The suspension of mutual obligations [+\$550 supplement] impacted positively on people's lives including:

- (1) the ability of respondents to meet basic needs and improve their long-term financial security,**
- (2) improvements to physical and emotional well-being,**
- (3) increased labour market engagement and**
- (4) engagement in other forms of unpaid productive work.”**

increased labour market engagement



SANCTIONS

FEAR



**DOES FEAR
WORK AS A
MOTIVATOR?**

FOMO

**ELECTION
MESSAGES**

**WHEN FEEL
CAPABLE**

What does the literature say?



“Fear can elicit initial arousal and attention. **It may not necessarily lead to sustained motivation** or behavioral change.”

Cognitive Evaluation Theory: “**Threats can decrease intrinsic motivation** by making individuals feel controlled.”

“Fear or threats can trigger negative emotions, such as anxiety or stress, which can **impair cognitive functioning and hinder motivation.**”

Self-Determination Theory: “Environments that rely on threats, punishments, or rewards for compliance can ...**reduce their motivation to engage in the desired behavior.**”

(Deci & Ryan, 1985, 2010, Leotti, Iyengar, & Ochsner, 2010, Lazarus & Folkman, 1984)

ALTERNATIVES?

Protection Motivation Theory. 2 Messages:

A coping message advised participants on how to minimize their exposure to risk.

A threat appeal highlighted the potential negative consequences of not doing so.

Bavel et al., Using protection motivation theory in the design of nudges to improve online security behavior, International Journal of Human-Computer Studies (2019)

Threat Appeal

3.12%

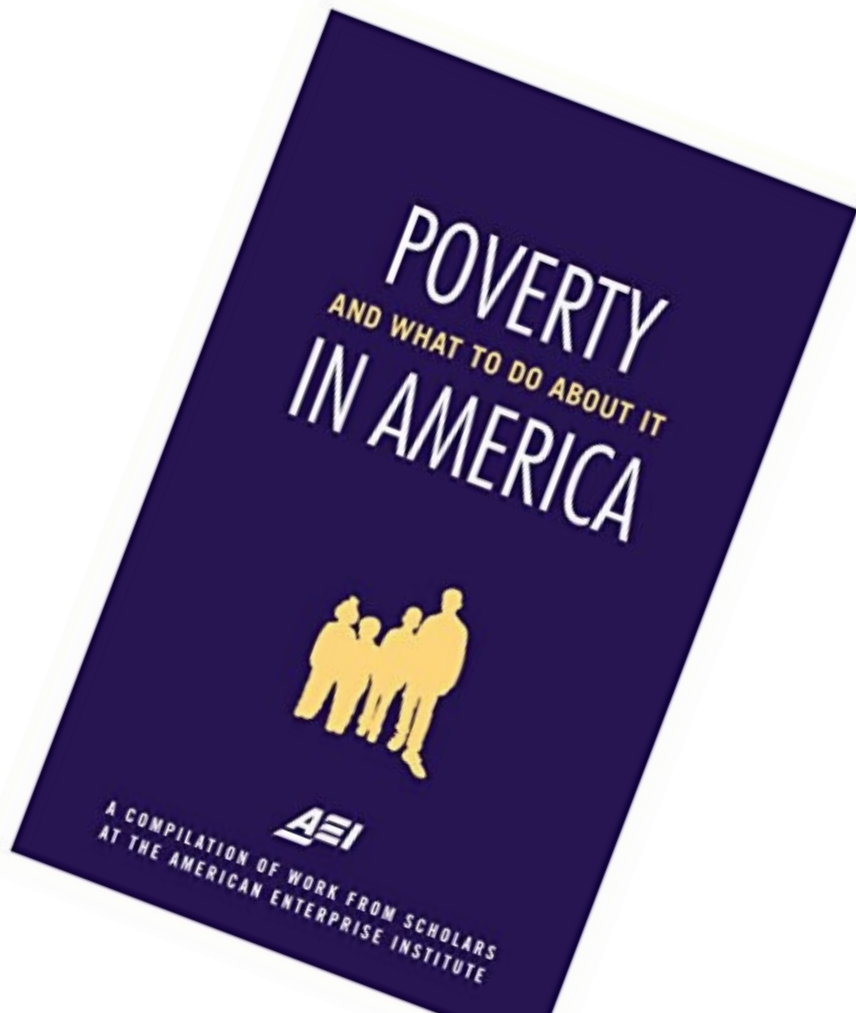
Coping Message

6.32%

The coping appraisal elements of SELF-EFFICACY & RESPONSE-EFFICACY were significant predictors of reported desired behavior.

DOES CONDITIONALITY & COMPLIANCE WORK?

YES



Off flow increases.

People take lower-paid jobs or disappear.

DWP: The Impact of Benefit Sanctions on Employment Outcomes: draft report, 2023



DO JOBSEEKERS SEND MORE JOB APPLICATIONS?

YES

“Although employers interviewed were positively disposed to employing unemployed jobseekers, they were **discouraged by the large number of unfiltered applications that they received from unemployed candidates.”**

SPA, Employers' perspectives on benefit conditionality in the UK and Denmark, J Ingold, 2020





STRENGTHS-LED MESSAGING



SUCCESSSES

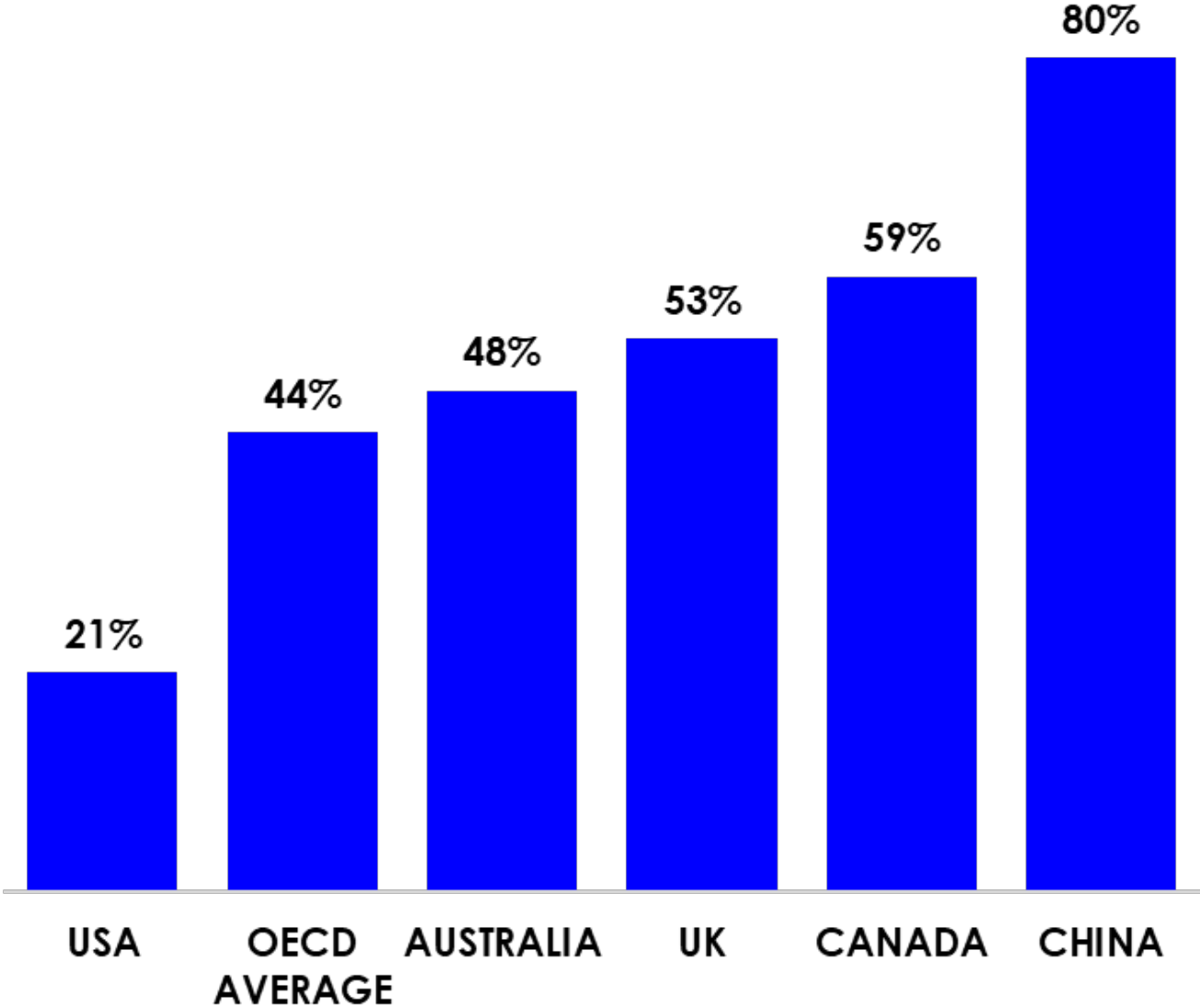
What % trust govt-funded employment services to help them find a job?

62%

41%

%

EMPLOYMENT RATES FOR PEOPLE WITH A DISABILITY



Quota employers to reserve no less than 1.5% of job opportunities for persons with disabilities.

Those who fail to meet quota must pay a fee to the Disabled Persons Employment Security Fund.

Govt. Tax & Financial, technical & resource assistance.

Encourages people with disabilities to engage in self-employment.



Quick Behavioural Hacks for Resumes:

Having 'time employed' rather than dates on resume, changed interview rates by:

(Kristal et al., 2022)

15%

Reducing time unemployed from 6+ months to <3 months changed interview rates by:

(Ghayad, 2013)

800%

(1.9% - 16.1%)

PSYCHOLOGICAL CAPITAL

INTRINSIC MOTIVATION

SELF-EFFICACY

**WE HAVE TO BE
PRAGMATIC**

**TAXPAYER & VOTER
CONSIDERATIONS**





DO YOU HAVE THE TIME?



Disability
Employment
Australia

Represent, Support, Resource

darrencoppin@azurum.com.au

THANK YOU

BUDGE

