



Australian Government  
Department of Employment

BEHAVIOURAL  
EXCHANGE

# Improving employment outcomes

ROSE VERSPAANDONK

AUSTRALIAN GOVERNMENT DEPARTMENT OF EMPLOYMENT

# The Australian Employment Department promotes more jobs and great workplaces

## Help for people seeking work

- Job search, skills, wage subsidies

## Regulation of employment

- Pay, conditions, safety, workers' compensation



**jobactive**

# This approach means we work closely with other organisations



Mission  
Providence

BETA

*employment  
services*  
APM



**Australian Government**

**Department of Human Services**



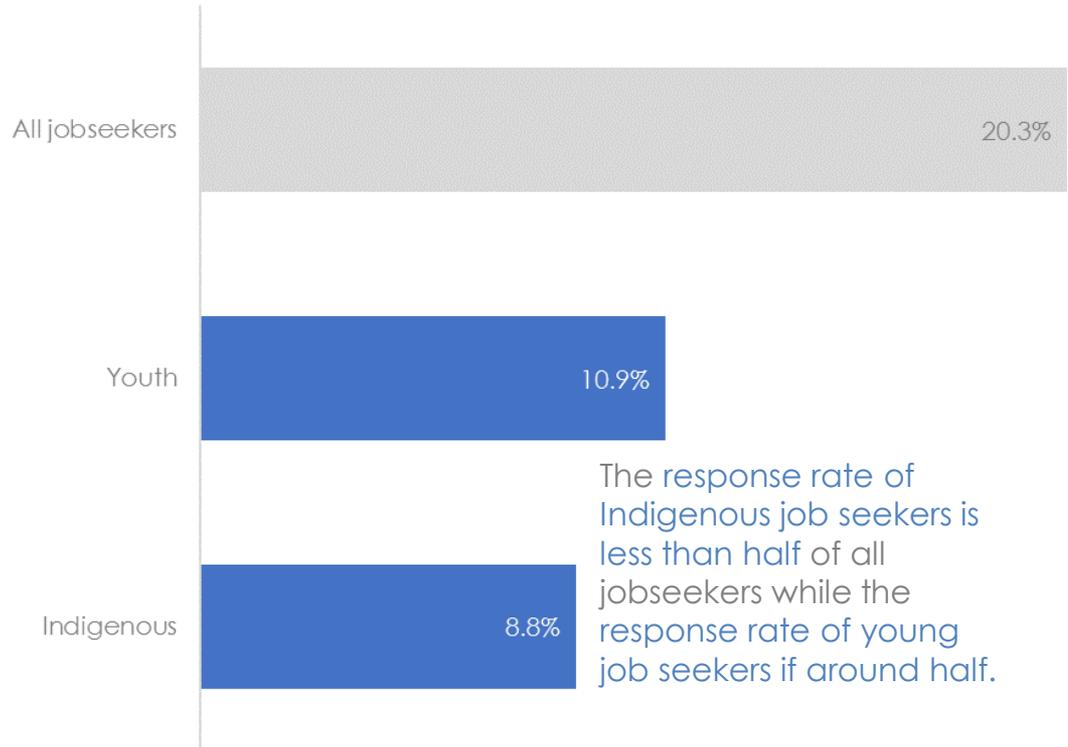
EMPLOYMENT  
SERVICES  
GROUP



THE  
BEHAVIOURAL  
INSIGHTS TEAM

# Problem 1: Some people are unlikely to tell us what they think about our services

Post Programme  
Monitoring survey  
response rates,  
September 2015 –  
January 2016



# So we tested four interventions informed by behavioural economics



Stream  
<Contact\_Cycle> Survey

<FIRSTNAME> <SURNAME>  
<ADDRESS LINE 1>  
<ADDRESS LINE 2>  
<ADDRESS LINE 3>  
<SUBURB OR TOWN> <STATE> <POSTCODE>

Dear <FIRSTNAME>

Our records show that you are or were taking part in jobactive with <PROV\_SITE\_NAME>.

You have been selected to share your experiences through the Job Seeker Survey. <REMINDER\_TEXT> Your response will help us to continue to improve the services offered to people using jobactive. The survey will take about 5 minutes to complete, using one of the following methods:

Online at  
[www.employment.gov.au/jssurvey](http://www.employment.gov.au/jssurvey)  
using these login details:  
LOGIN ID: <LOGIN ID>  
PASSWORD: <PASSWORD>

OR

Using the enclosed paper survey  
and returning it in the reply paid  
envelope.

Please complete the survey by <Response\_Deadline>.

The information you give is confidential. For information on our Privacy Policy and how your information will be stored, go to [www.employment.gov.au/privacy](http://www.employment.gov.au/privacy).

For further information about jobactive, visit [www.employment.gov.au/jobactive](http://www.employment.gov.au/jobactive) or call 1800 805 260 and select Option 2.

Yours sincerely

Michael Quinn  
Department of Employment

## Control



Locked Bag 8600  
CANBERRA ACT 2601  
Survey information: [www.employment.gov.au/jssurvey](http://www.employment.gov.au/jssurvey)  
Enquiries: [ppmsurvey@employment.gov.au](mailto:ppmsurvey@employment.gov.au)  
1800 805 260

<DATE>



<FIRSTNAME> <SURNAME>  
<ADDRESS LINE 1>  
<ADDRESS LINE 2>  
<ADDRESS LINE 3>  
<SUBURB OR TOWN> <STATE> <POSTCODE>

Hi <FIRSTNAME>

You have been selected to share your experience with looking for work, given the services you received from <PROV\_SITE\_NAME>.

If you complete this survey, you will avoid receiving a follow up phone call.

If you complete this survey, we will make a \$5 donation to a charity of your choice.

If you complete this survey, we will make a donation to a charity of your choice.

If everyone completes this survey, we will be better able to assist people who are looking for work. The survey will take about 5 minutes to complete.

Please fill out the survey using one of the methods below:



ONLINE  
[www.employment.gov.au/jssurvey](http://www.employment.gov.au/jssurvey)  
using these login details:  
LOGIN ID: 3431827  
PASSWORD: 18943

OR



BY POST  
Using the enclosed paper survey  
and returning it in the reply paid  
envelope

Please complete the survey by Friday, 10<sup>th</sup> June 2016.

The information you give is confidential. For information on our privacy policy and how your information will be stored, go to [www.employment.gov.au/privacy](http://www.employment.gov.au/privacy).

For further information about jobactive, visit [www.employment.gov.au/jobactive](http://www.employment.gov.au/jobactive) or call 1800 805 260 and select Option 2.

Yours sincerely

Michael Quinn  
Department of Employment

1800 805 250 | Locked Bag 8600, CANBERRA ACT 2601  
Survey information: [www.employment.gov.au/jssurvey](http://www.employment.gov.au/jssurvey) | Enquiries: [ppmsurvey@employment.gov.au](mailto:ppmsurvey@employment.gov.au)

## Treatment



<DATE>

T1: Attractive and simple communications material

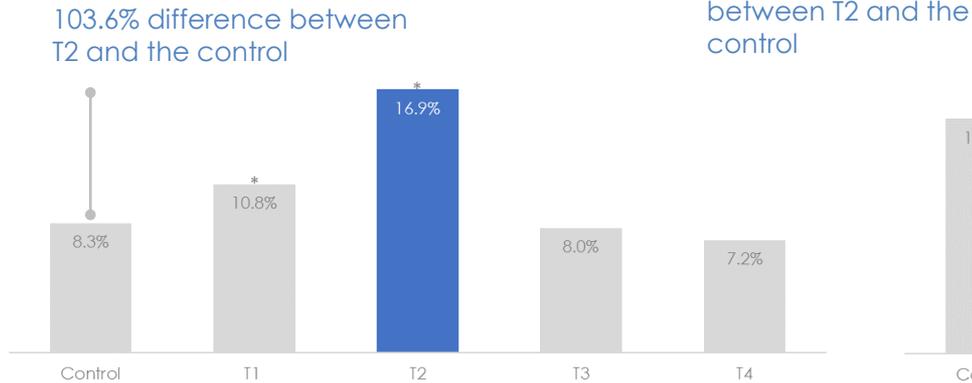
T2: T1 + avoid a follow up phone call

T3: T1 + \$5 donation (amount disclosed)

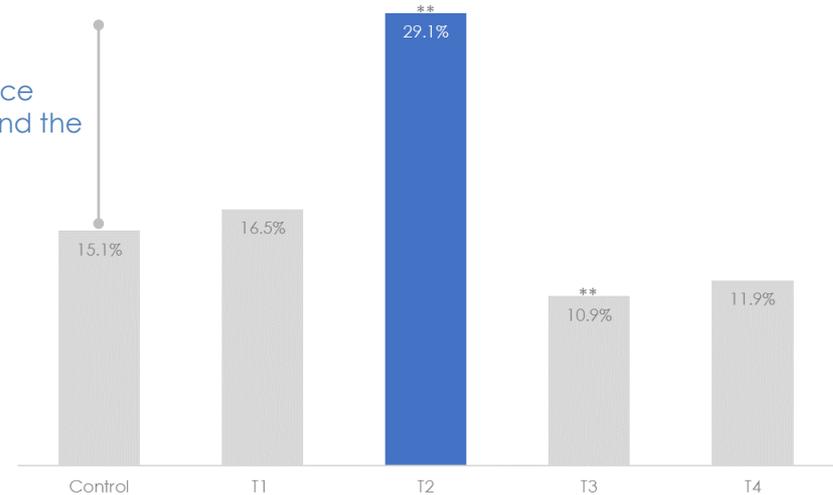
T4: T1 + \$5 donation (amount not disclosed)

# They responded favourably to the 'avoid phone call' intervention

## Indigenous response rates



## Youth response rates



\* p<0.05, \*\* p <0.01

# Problem 2: Employers and job seekers weren't using the jobactive website enough

- 140 employers
- 4,200 jobseekers

Employers

Job seekers

Looking for a job?

Keywords

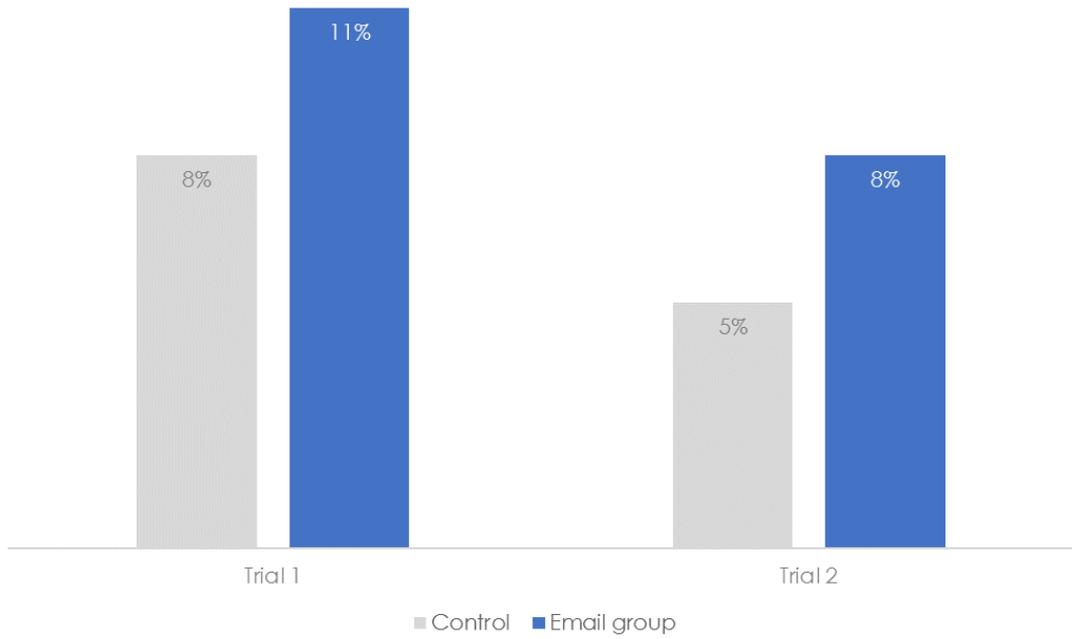
Select a location

Select an industry

Search

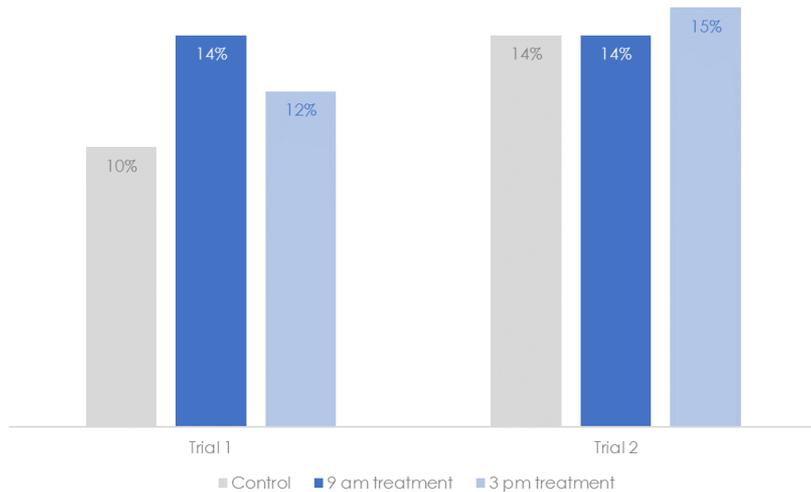
# Employers posted on the jobactive website at a higher rate...

Proportion of employers that posted a vacancy

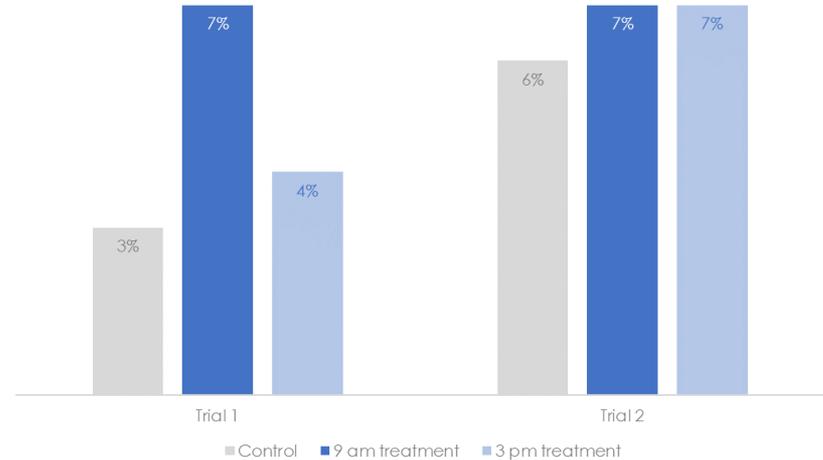


# ...and more jobseekers got jobs

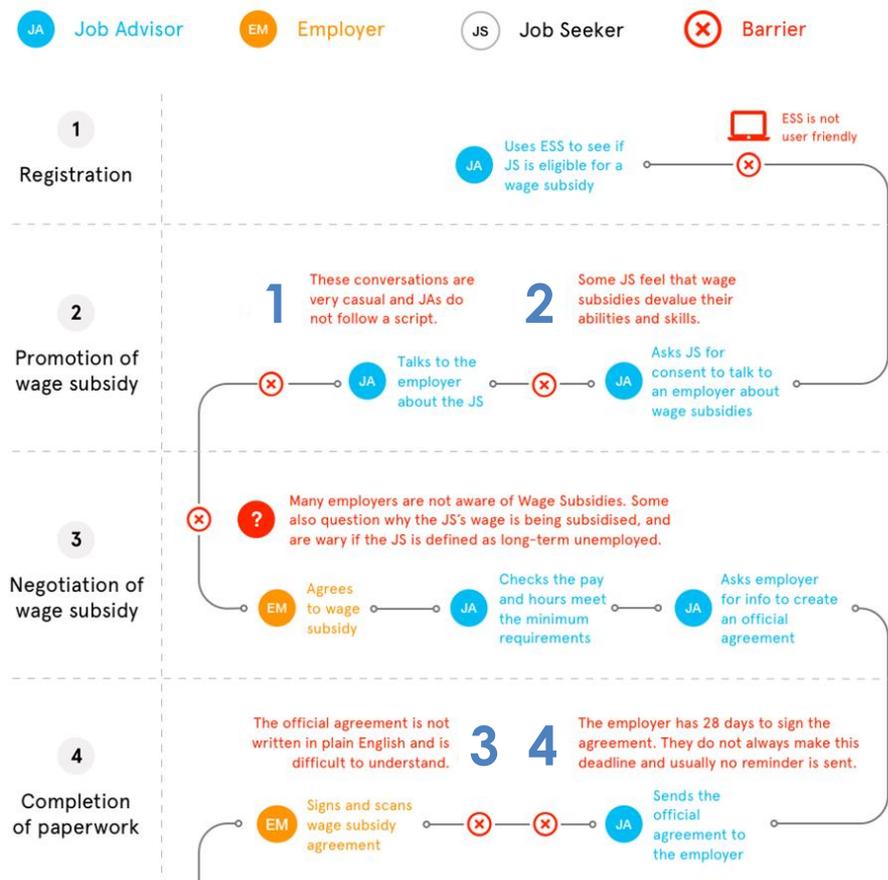
Proportion of jobseekers with employment outcomes  
4 week outcome



12 week outcome



# Problem 3: Employers were not using wage subsidies



1. There is **no structure** in conversations about wage subsidies between providers and employers.
2. The term (and type) of wage subsidy sometimes reflect **negatively** on jobseekers.
3. The agreement is not written in plain English and is **difficult** to understand.
4. It takes a **long time** to negotiate, fill out and get the relevant signatures to complete an agreement.

# We simplified and reframed

We **simplified** the agreement and moved it online to make it easier to complete.

We help staff **reframe** the program through training and providing them with behavioural economics informed:

- Phone scripts
- E-mail templates
- Promotional flyers
- A payment schedule calculator
- Tips for answering common questions such as “what is the difference with wage subsidies?”.

Mission Providence

LOGGE A JOB VACANCY

Office Finder

HOME ABOUT US JOBBACTIVE WORK FOR THE DOLE SELF-EMPLOYMENT NEEDS DIRECTORY CONTACT US

## EMPLOYMENT BONUS AGREEMENT

Congratulations on joining thousands of other businesses across Australia in using Employment Bonuses. By hiring an eligible job seeker, you're giving your business a boost and helping to improve the local economy too.

Some things to remember are that to claim your Employment Bonus you need to:

- Be a legal entity with an Australian ABN.
- Hire the eligible job seeker in an ongoing fulltime or part time role for an agreed number of hours per week;
- Inform us if the job seeker's hours change;
- Meet the employment standards for the position; and
- Provide evidence of employment as required (e.g., payslips).

Click here to view the full terms and conditions to this agreement. If you have any questions call us 13 11 24.

Please refer to the email that you will have received from Mission Providence including the Employer Bonus placement and payment schedule details.

Employer Name \*

EMPLOYER NAME\*

Contact Name

CONTACT NAME\*

Address

ADDRESS\*

Employer ABN

EMPLOYER ABN\*

Employer phone

EMPLOYER PHONE\*

Email Address

EMPLOYER EMAIL ADDRESS\*

Employee Details

Employee Name

EMPLOYEE NAME\*

Agreement Reference Number

Mission Providence

jobactive

## 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. With it they're:

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

And they've done all this while contributing to the local economy.

**Most businesses are eligible**

Chances are, your business is eligible to receive an Employment Bonus. You need to:

- ✓ be a non-government organisation;
- ✓ have an Australian Business Number;
- ✓ hire a new employee in an ongoing role; and
- ✓ be a private company.

To check if you're eligible, call our Employer Services on 13 11 24.

Or for more information visit us online at [www.missionprovidence.com.au/employment-bonus](http://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. What's more, our services are available at no cost to you.

**Call us now and we'll get started.**

Need help with this fact sheet? If you need an interpreter, you can call the:

- ✓ Translating and Interpreting Service (TIS) on 13 14 50 and ask for the Department Employer Hotline on 13 17 15; or
- ✓ the National Customer Service Line on 1800 805 200.

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.relayservice.gov.au](http://www.relayservice.gov.au).

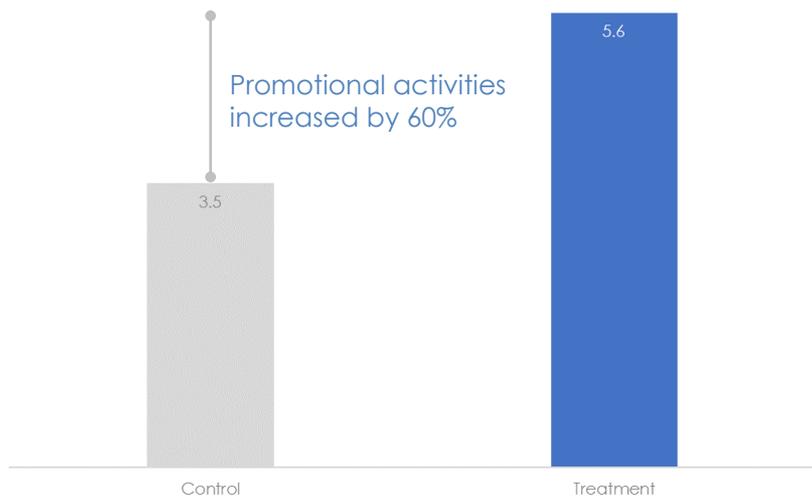
**Call us now on 13 11 24.**

Have you recently hired a jobactive job seeker? Or are you thinking of hiring one? If so, you may be eligible to receive an Employment Bonus. Call us now to find out.

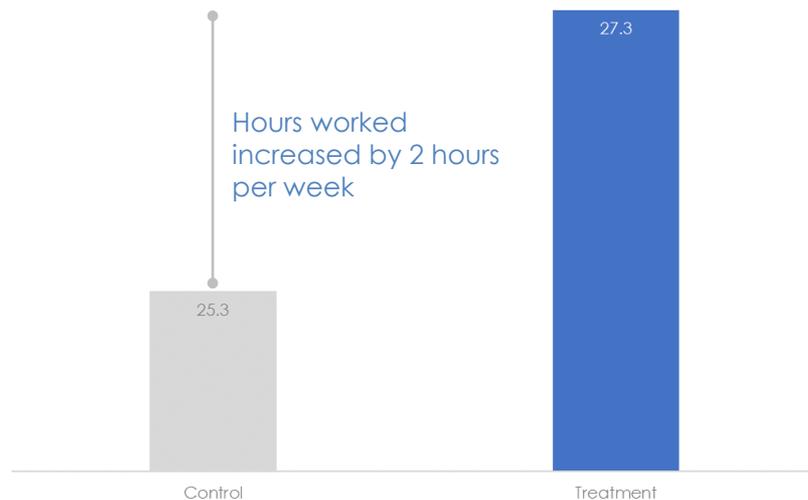
\*also known as Wage Subsidies

# There was an increase in promotional activities and weekly hours worked

Average number of promotional activities per day



Average hours worked per week



# There are more problems we plan to solve with behavioural economics

Injured public servants find it hard to return to work sustainably

Our employment services providers do not collaborate as much as we'd like

Our job seekers don't always attend their appointments

# We've learnt that this approach takes time

1. The explore phase is very important for finding out **what has or has not been done**.
2. Don't let other people **hurry you along**.
3. Don't be afraid to **'fine-tune'** your trial.
4. **Monitor** those implementing the trial.
5. **Inform** your stakeholders regularly throughout the project.