

Jobs for People with Disability Program



Client Public Service Commission (NSW)
Date 2019

Description

The NSW Government is the largest employer in Australia, with over 400,000 personnel in eight clusters comprising departments, small agencies and large services. The NSW Government has made a series of commitments to drive diversity in its workforce. The Jobs for People with Disability Program comprises initiatives in the areas of recruitment, retention, communications and cultural change across the NSW public sector which will be rolled out from 2019 to 2020. The Public Service Commission is partnering with multiple organisations including the Department of Family and Community Services (FACS), Property NSW and the Department of Premier and Cabinet (DPC) to deliver the Program.

Approach

The Public Service Commission engaged Comacon to undertake the following activities:

- design a Communications Strategy to support the Jobs for People with Disability Program including interviews with key stakeholders
- prepare an Action Plan to be implemented by the Public Service Commission and other public sector personnel.

Comacon, working as part of the project team, developed a comprehensive Communications Strategy which included communication objectives, branding, key messaging, analysis of current state, proposed engagement activities, channels and communications collateral. The communications and engagement approach was to:

- change awareness and knowledge of disability in workplaces and create a culture of inclusion across the NSW public sector workforce so that people would feel confident to disclose their disability and request adjustments
- increase the understanding in the NSW government sector of workplace capabilities and needs of their employees with disability and change the way the NSW Government recruits
- improve access to and provide timely workplace adjustments to increase the participation of employees with disability by providing accessible ICT and workplace environments.

Contact

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