Living in a more age-friendly society: co-producing services to reflect the aspirations of older people

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AGENDA

• Co-production and the core economy
• What co-production is and isn’t
• Co-production in practice
• The value of co-production
DEFINING CO-PRODUCTION

‘Co-production is a relationship where professionals and citizens share power to plan and deliver support together, recognising that both partners have vital contributions to make in order to improve quality of life for people and communities’.

Co-production critical friends group, 2012
Here’s the real wealth

The core economy = countless under-valued and priceless human and social assets that make it possible for society to flourish. Co-production enables public service agencies to value and grow the core economy.
SIX PRINCIPLES OF CO-PRODUCTION

• Seeing people as assets: working with people’s expertise by experience
• Building on our capabilities: supporting people to put their skills to use
• Developing two way relationships: mutual responsibilities and expectations
• Growing peer support: supporting networks
• Blurring distinctions: reconfiguring how services are designed and delivered
• Facilitating not delivering: enabling people to achieve their own personal goals
LADDER OF CO-PRODUCTION

Co-production
Co-design
Engagement
Consultation
Informing
Educating
Coercion

Doing with
in a equal and reciprocal partnership

Doing For
engaging and involving people

Doing To
trying to fix people who are passive recipients of service
## CO-PRODUCING SERVICES

<table>
<thead>
<tr>
<th>Professionals deliver services</th>
<th>People &amp; professionals co-design services</th>
<th>People design services</th>
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</thead>
<tbody>
<tr>
<td>Traditional ‘service’ model</td>
<td>Co-designed ‘services’</td>
<td></td>
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<tr>
<td>Co-delivered ‘services’</td>
<td>Co-produced activities</td>
<td>Self-organised community provision</td>
</tr>
<tr>
<td>People trained to deliver ‘services’</td>
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</tbody>
</table>
DEFINING WELLBEING

• Connect
• Be active
• Take notice
• Keep
• Give
WHAT IF EVERYONE GOT THE LITTLE BIT OF SUPPORT THEY NEEDED?
MEET ME AT THE ALBANY
HOMESHARE & SHARED LIVES
We feel that it is important to understand and accept the uniqueness of each individual.
VALUE OF CO-PRODUCTION

- Increased capacity and impact of public services
- Intrinsic value for individuals
- Monetary value to individuals and the state

Monetary value to individuals and the state
THANK YOU

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