Community Business Bureau

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# Webinar 2: Understanding the market

# Activity Worksheet

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Webinar action plan

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| Our key takeaways/learning points from the webinar |  |
| Questions to ask in the Facebook forum |  |
| We need to understand more about… |  |
| We need to talk to… |  |
| We need to discuss… |  |
| We need to decide… |  |
| We need to do… |  |

Tools and templates

## Competencies

To consider how you sit relative to the overall market position, you can complete a SWOT analysis. As part of the analysis, you can look at what are your current Strengths and Weaknesses?

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| **Strengths** | **Weaknesses** |

Which of these strengths set your organisation apart from other competitors? (your differentiators)

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### Organisational capability

Understanding what your organisation is good at helps you to design a product that builds on your strengths. This makes it easier and more cost effective to get your product to market, and helps to distinguish you from your competitors. The table below shows a different way to think about the strengths and help you identify your organisational capabilities.

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| Strengths | What we have | How we can apply it to our  NDIS service? |
| * Our core business |  |  |
| * Our relationships |  |  |
| * Our reputation |  |  |
| * Our physical resources and assets |  |  |
| * Our people |  |  |
| * Our knowledge/IP |  |  |

### Who are your current customers?

Describe them…

* Nature of disability – or their support needs as a result of their disability
* Age
* Community (geographic or otherwise)
* Interests
* Location
* Services they need

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Reviewing data to identify new markets

There is data available from the NDIA and other sources that can help you to understand the nature and size of the problem (or market need) that you are trying to address. Below are some key things that you can look for in the data.

Useful links to look at are:

* [https://blcw.dss.gov.au/ndis-demand-map/](https://www.ndis.gov.au/about-us/data-and-insights/participant-data)
* <https://www.ndis.gov.au/about-us/data-and-insights/participant-data>
* <https://www.ndis.gov.au/about-us/data-and-insights/budget-utilisation>
* <https://data.ndis.gov.au/data-and-insights/data/data-downloads>
* <https://data.ndis.gov.au/reports-and-analyses>

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| Question | Source | Results from the data |
| What is the size of my target market (e.g. by disability, age and geography)? |  |  |
| How much funding is available in NDIS plans? |  |  |
| What is the level of NDIS plan utilisation (i.e. how much of the NDIS plan is actually being spent?) |  |  |
| How many providers are offering this service already? |  |  |

Providers wanting to undertake more detailed analysis of NDIS markets for different locations and services would do well to look at the following data sources:

* Information is available at a local/ regional level regarding participants:
  + Participant data search engine [here](https://www.ndis.gov.au/about-us/data-and-insights/participant-data)
  + Active provider data [here](https://www.ndis.gov.au/about-us/data-and-insights/active-providers-data)
  + Budget utilisation [here](https://www.ndis.gov.au/about-us/data-and-insights/budget-utilisation)
* Data for providers wanting to grow across regions is available through info on participants by Statistical Area 2 or Participants by Local Government Areas [here](https://www.ndis.gov.au/about-us/data-and-insights/budget-utilisation)
* For sole traders who only work in one or two postcodes the BLCW map provides information [here](https://blcw.dss.gov.au/ndis-demand-map/)

**Asking stakeholders**

Stakeholders are the people who are interested in, or will be impacted by, your NDIS service. They could be the people you work with directly, and other groups in the community who may be working with the same groups of people as you. They might be existing partners, or organisations that you haven’t worked with before. Stakeholders can have a positive role in helping you to deliver your service, or they could have a negative role.

Your stakeholders will be key people in helping you to identify and evidence need, in designing and delivering aspects of your service. They will be able to give you additional input on market trends/outlook and consumer behaviours.

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| **Stakeholder**  This could be an individual, an organisation, or a wider group | **Interest**  What is their interest in your NDIS service | **Engage**  How can you engage them in helping you to identify the need for your service? |
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Map your stakeholders on this matrix:

* Impact describes how stakeholders are impacted by your NDIS service
* Influence describes the influence that stakeholders may have over your NDIS service

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| Impact | High | *Engage: consult to keep involved and informed* | *High maintenance: work closely with these stakeholders* |
| Low | *Low maintenance: keep informed* | *Engage: inform and consult to show consideration* |
|  |  | Low | High |
|  |  | Influence | |

### Competitor analysis

## Looking at your competitors will help you to identify market gaps and to develop the value proposition for your own NDIS service.

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| **Competitor name** | **Where do they operate?** | **Who is their target market?** | **What services do they offer?** | **What else do we know about them?** | **How does  their value proposition compare to ours?** |
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## In the final column, you can consider issues such as organisation size, how they market services to customers, their reputation etc.

### Strategic options

Thinking about the matrix in the webinar, start to fill in the table below with growth options.

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| **Existing products and services New markets** | **New products and services New markets** |
|  |  |
| **Existing products and services Existing markets** | **New products and services Existing markets** |
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### Testing your idea

How do you know that there is a need for the NDIS service that you want to deliver, and how much need there is?

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| **What you know already** | **How do you know this?** |
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| **What do you need to find out?** | **Who could help?** |
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You can talk to your customers, potential customers and their carers about the services that they would like, but can’t access.

* What does the future state of our company look like?
* What do they expect you to do?
* What is important to them?
* What are the crucial values that form the foundation for the services?

Sources of information

* National Disability Strategy
* NDIS provider toolkit
* Disability inclusion and action plans, for example:
* South Australia has developed a [Disability Inclusion Plan](https://dhs.sa.gov.au/services/disability/disability-access-and-inclusion-plans)
* New South Wales has developed a [Disability Inclusion Plan](https://www.facs.nsw.gov.au/inclusion/disability/overview)
* State departments, local government and businesses may also have their own plans which can be a useful source of information. You can find a list of plans [here](https://www.humanrights.gov.au/our-work/disability-rights/register-disability-discrimination-act-action-plans)
* Social health atlas tracks health and social factors nationally and by area [**http://phidu.torrens.edu.au/social-health-atlases**](http://phidu.torrens.edu.au/social-health-atlases)
* Profile ID, demographic information from the ABS for specific locations [**https://profile.id.com.au/**](https://profile.id.com.au/)
* NDIS demand map: information about predicted demand for NDIS services  [**https://blcw.dss.gov.au/ndis-demand-map/**](https://blcw.dss.gov.au/ndis-demand-map/)
* Community groups and other people involved in the problem
* Local Area Coordinators
* Peak bodies such as NDS
* Other organisations who are working in this area