

PETER

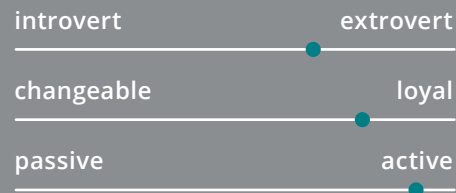
“ I’VE JUST GOT TO GET THROUGH THIS ROUGH PATCH. THIS IS NOT ME! ”

Age: 58
Occupation: Retired school teacher
Education: University
Location: Hawthorn
Family Status: Married, 3 adult children & 4 grandchildren
Nationality: British
Health: • Active lifestyle
• Pain management – required as a result of recent double knee op

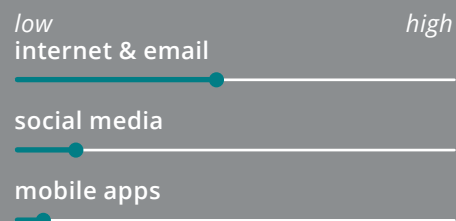
FRUSTRATED
FRIENDLY
INSIGHTFUL
PERCEPTIVE



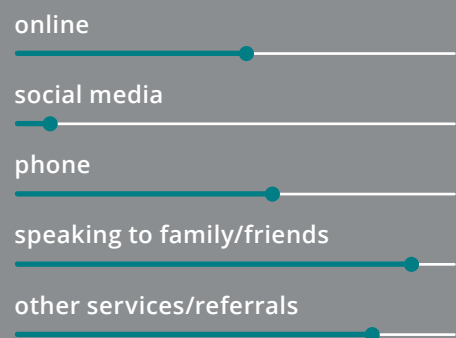
PERSONALITY



TECH USAGE



PREFERRED CHANNELS



INCOME LEVEL



BIO

Hello, I’m Peter. I’m 58-years old and retired a couple of years ago after teaching for 35 years. I live with my wife, Sal. We have three kids and 4 grandkids. Our family is everything to us.

In my younger days, I was an elite athlete and was a keen mountaineer throughout my 30s and 40s. I’ve pushed myself hard over the years and as a result, recently had to have a double knee replacement. It was on the cards for a while, but was still a bit of shock when it happened. I just wasn’t prepared for the downtime. I’ve had some complications with my recovery, so progress has been slow. Really slow. And it’s been a whole lot more painful than I anticipated.

I’m usually a really active and outgoing person but recently I’ve begun to feel ‘flat’ and unmotivated. I’m worried about my recovery and feel like I’m becoming a burden on Sal.

KEY FINDINGS FOR PETER

SERVICE NEEDS

- Experienced staff who listen to and respect me
- Confidentiality is critical – “I don’t want anyone knowing about this”
- Wants a ‘quick fix’

GOALS

- Get back to the active life and mental state I had before surgery
- Be able to manage all my physio and outpatient appointments
- Walk on a daily basis
- Feel strong and independent
- Stay fit and healthy as long as possible

FEARS & FRUSTRATIONS

- Privacy and confidentiality
- Finding the ‘right’ help
- Inexperienced staff
- Being kept waiting for appointments
- Not feeling in control with decision making

I WANT AN EXPERIENCED CLINICIAN WHO I RESPECT AND CAN CONNECT WITH. CONFIDENTIALITY IS CRITICAL!

TRUST

I WANT TO FIND SOMEONE WHO GETS WHAT’S IMPORTANT TO ME AND CAN DELIVER SERVICES IN A STYLE AND IN AN ENVIRONMENT I AM COMFORTABLE IN.

CHOICE & CONTROL

I WANT A SERVICE DIRECTORY OF PSYCHOLOGISTS WITH THEIR CREDENTIALS AND EXPERIENCE SO I CAN EASILY SEARCH FOR A PROVIDER THAT SUITS MY NEEDS.

COMMUNICATION

MEL

“ I DON'T KNOW WHAT TO DO... I CAN'T COPE WITH THIS ANYMORE ”

Age: 22
Occupation: Student
Education: Secondary. Enrolled in TAFE course.
Location: Box Hill
Family Status: Single. Youngest of 4 children.
Nationality: Vietnamese (second generation)
Health:

- Substance use (marijuana)
- Increasing paranoia and depression
- Agoraphobia
- Poor diet
- Isolation

ANXIOUS
 OVERWHELMED
 DEPENDENT
 VULNERABLE



KEY FINDINGS FOR MEL

SERVICE NEEDS

- Feeling safe and that there are people who I can contact who will care about me
- Confidentiality and discreetness – “My family cannot know about this”
- That they will help me get better – “I feel like I’m starting to lose my mind”

GOALS

- Get through this without my family finding out
- Develop better ways of coping
- Stop smoking and cutting
- Feel confident to leave the house
- Get back to attending TAFE and finishing studies

FEARS & FRUSTRATIONS

- Being judged on her self harming behaviour
- Feeling like she might get lost in the system – sent from one place to another
- Feeling pressured to “just get better”

DON'T TELL ANYONE. MY PARENTS CAN'T FIND OUT & I DON'T WANT MY HOUSEMATES TO THINK I'M CRAZY.

DO PEOPLE REALLY KNOW WHAT TO DO AND DO THEY WANT TO HELP ME?

DON'T LEAVE ME ALONE IN THIS.

TRUST

TELL ME WHAT MY OPTIONS ARE AND HELP ME TO WORK THINGS OUT.

I CAN'T MAKE PHONE CALLS OR GO TO NEW PLACES ALONE.

CHOICE & CONTROL

I WILL SHUT DOWN IF I FEEL OVERWHELMED.

I NEED TO UNDERSTAND WHAT'S HAPPENING TO ME AND HOW THE SYSTEM WORKS.

EXPLAIN EACH STEP TO ME (CLEARLY, TELL ME WHO'S WHO, WHAT'S GOING TO HAPPEN NEXT AND WHAT MY OPTIONS ARE.

COMMUNICATION

PERSONALITY

introvert extrovert

changeable loyal

passive active

TECH USAGE

low high
internet & email

social media

mobile apps

PREFERRED CHANNELS

online

social media

phone

speaking to family/friends

other services/referrals

INCOME LEVEL

low high

BIO

Hi I'm Mel, I'm a 22-year-old student and the youngest of four children. I am close with my family but I recently made the decision to move out of home to live with two friends.

My parents were not happy with my decision to move out. They have very high expectations of me and I was struggling to cope with the pressure.

I am enrolled in a hospitality course at TAFE but have not been going. I just don't like leaving the house at the moment. I feel like someone is watching me. I've been smoking pot to help take the edge off but I know it's probably doing more harm than good. I feel like I'm losing my mind.



REX

LOW SELF-ESTEEM
DEPENDENT
IMPRESSIONABLE
VULNERABLE



“ I’VE JUST GOT TO KEEP IT TOGETHER. I WANT TO SEE MY KIDS AGAIN ”

Age: 48
Occupation: Unemployed
Education: Secondary & Apprenticeship
Location: Millgrove
Family status: Separated, two adult children, living in an SRS
Nationality: Anglo Australian
Health:
• Substance use (alcohol)
• Heavy smoker
• Poor nutrition and low physical exercise

KEY FINDINGS FOR REX

SERVICE NEEDS

- ‘Hand-holding’ support to access the system and get services
- Consistency of staff and services
- To be heard and understood – and to feel like he has some power
- Staff who are experienced, flexible and persevering
- Services that are local and easy to access

GOALS

- Reduce isolation
- Reconnect with my kids
- Support with managing other services I am accessing
- Gain a sense of purpose and independence

FEARS & FRUSTRATIONS

- Constant change (services, staff, rosters etc)
- Too many options provided and overload of information
- Lack of assertiveness/ proactivity

I NEED PEOPLE WHO TAKE THE TIME TO LISTEN TO ME AND HELP ME WORK THINGS OUT.
I NEED STAFF WHO DON'T GIVE UP ON ME EVEN WHEN I'M BEING DIFFICULT.
TRUST

I NEED A GOOD TEAM OF PEOPLE LOOKING OUT FOR ME.
I NEED TO KNOW 'WHO'S WHO' AND HOW THE SYSTEM WORKS FOR ME.
I WANT TO DO STUFF I ENJOY THAT GETS ME OUT AND ABOUT.
(CHOICE & CONTROL)

KEEP ME IN THE LOOP. I GET EDGY WHEN I DON'T KNOW WHAT'S GOING ON.
GIVE IT TO ME IN PLAIN ENGLISH – HELP ME UNDERSTAND.
I NEED HELP GETTING MY HEAD AROUND THIS WHOLE NDIS THING!
COMMUNICATION

PERSONALITY



TECH USAGE



PREFERRED CHANNELS



INCOME LEVEL



BIO

G'day, I'm Rex. I'm 48-years old and I currently live in an SRS. I've been there a while. It's alright, but a lot of stuff goes down and I'd like to get out of there at some point.

I've got two kids, but they're grown up and don't speak to me anymore. My marriage ended about 10 years ago and they gave up on me a few years later.

I am on a disability pension. After I pay for rent I barely have enough money left to buy smokes let alone anything else. Some of the other residents whinge about my drinking and smoking... but what am I going to do? I can't afford anywhere else to live.

I have been told I am entitled to services through something called the NDIS because I have a mental illness. I want to find out more about it, but have no idea where to start. I'd really like to spend less time sitting around the SRS and do some other stuff. It'd be really nice to talk to my kids again.

This persona was adapted from



CHRISSY

“ I WANT TO HAVE A BETTER LIFE AND BE A GOOD MUM ”

Age: 28
Occupation: Unemployed
Education: Secondary (Completed Year 10)
Location: Ferntree Gully
Family Status: Single mum, living with her two children
Nationality: Anglo Australian
Health:

- Childhood trauma
- Substance use (alcohol)
- Overweight – feels like it is due to her medication

CONFRONTING
 IMPULSIVE
 LACK OF INSIGHT
 IMPATIENT



KEY FINDINGS FOR CHRISSY

SERVICE NEEDS

- Experienced staff (must be female)
- Very high flexibility – “ I need services that can fit around my lifestyle”
- Family-centred – “Parenting is hard and I don’t want to lose my kids”

GOALS

- Have stability and security in my life
- Have ongoing support (emotional, financial)
- Have a better life (now)

FEARS & FRUSTRATIONS

- Inconsistent staff
- Being challenged or questioned
- Strict boundaries
- Emotional vulnerability during therapy
- I want to see a psychologist for as long as I want
- Lack of flexibility in services

PROVE YOURSELF TO ME – I’VE BEEN IN THIS SYSTEM A LONG TIME!

RECOGNISE THAT I’M A GOOD MUM – PROTECT MY KIDS AND ME, AND KEEP US TOGETHER.

TRUST

I ONLY WANT FEMALE WORKERS.

I NEED SERVICES THAT ARE FLEXIBLE AND FAMILY FRIENDLY.

I WANT TO BE ABLE TO SEE MY PSYCH AS OFTEN AS I WANT.

CHOICE & CONTROL

DON’T OVERLOAD ME WITH INFORMATION I DON’T NEED – I WON’T READ IT!

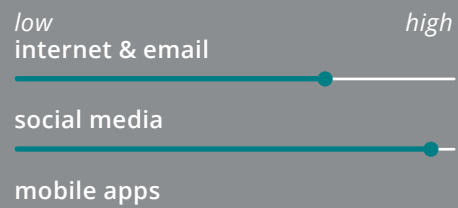
MAKE SURE THE INFO I NEED IS THERE WHEN I NEED IT, IS EASY TO UNDERSTAND, AND SIMPLE TO ACCESS.

COMMUNICATION

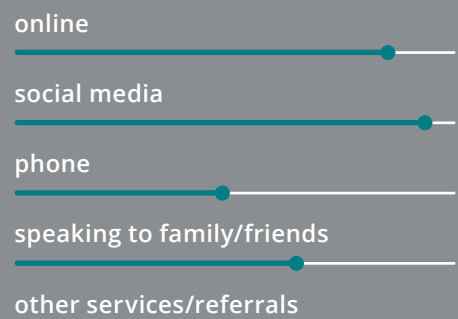
PERSONALITY



TECH USAGE



PREFERRED CHANNELS



INCOME LEVEL



BIO

Hi, I’m Chrissy. I’m a single mum living in Ferntree Gully with my two kids who are 5 and 7 years old. I’m currently unemployed and have been in and out of jobs for the last 10 years.

I have had mental health issues since I was in my late teens. In the past, I’ve had support from a number of different places, but no one is helping me at the moment.

My mum lives nearby but we had a big fight recently, so I’m not talking to her much at the moment. She is always trying to tell me how to parent my kids. I was seeing a guy for a while but we broke up a couple of months ago. My friends are too busy with their own issues. I feel really alone.

This persona was adapted from

