



Australian Government

Department of Health and Aged Care

The Home Care Workforce Support Program Webinar

Information for Providers



agedcareengagement.health.gov.au

Agenda

- **Introduction** from the Department of Health and Aged Care on the Home Care Workforce Support Program
- **Overview** from the VIC/TAS provider on what they are doing to help attract, train and retain new personal care workers to the home care sector.
- **Case Study:** Hear from providers and participants about their experiences
- **Q&A Opportunity**



The Home Care Workforce Support Program

- Assisting the home care sector to increase the size of the personal care workforce nationally.
- The Government is providing \$91 million in grants to attract, train and support the retention of an additional 13,000 personal care workers to the home care sector by March 2024.
- Six organisations and consortia are currently being funded to support home care providers.

These organisations will support home care providers with activities to:

Attract and recruit new personal care workers (PCWs) to the sector through promotional and screening potential workers.

Support new PCWs to complete training and upskill the workforce.



The Equip Aged Care Learning Modules

- Short online learning modules developed by the University of Tasmania.
- Available free-of-charge to aged care workers, volunteers, caregivers and anyone with an interest in improving care for older adults.
- Launched in October 2022. 9 modules now available. The remaining 5 modules will be rolled out progressively.
- All modules are scheduled to be available by May 2023.
- More information about the program is available at: **equiplearning.utas.edu.au**

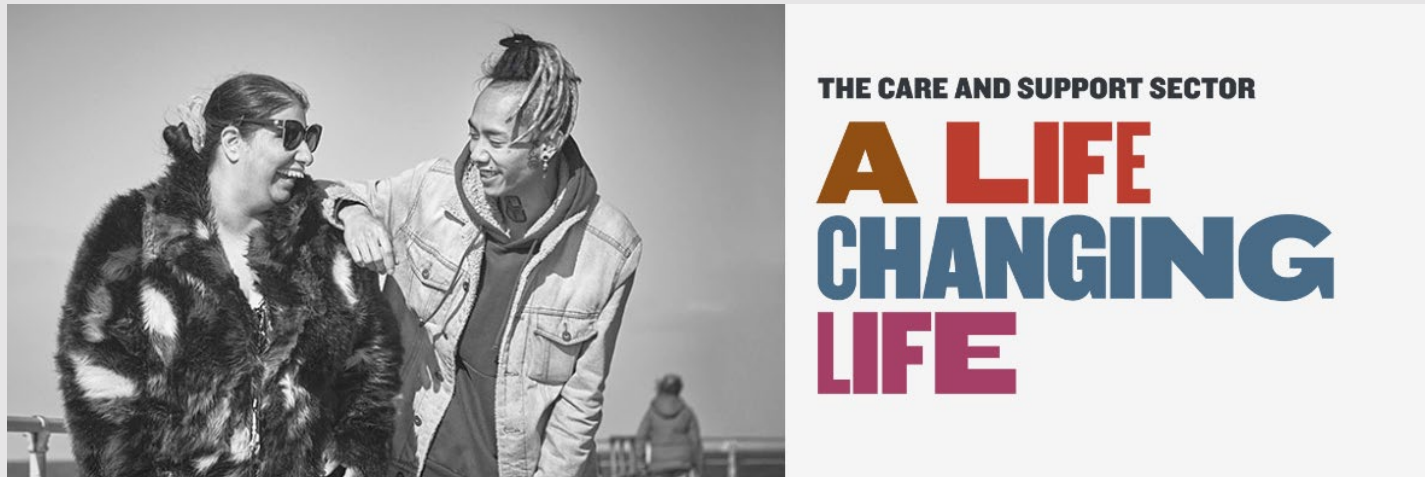
Modules currently available:

- The Australian aged care system
- The role of nurses, personal care workers and allied health professionals working in aged care
- The Aged Care Quality Standards
- Dementia care
- Palliative and end of life care
- Person-centred care
- Wound management and pressure injury
- Promoting mental health and wellbeing, and
- Prevention of falls



The Care and Support Campaign

- The Australian Government's 'A Life Changing Life' campaign aims to generate interest in the care and support sector, which includes aged care, disability support and veterans' care.
- It prompts students, job searchers and professionals who have the qualities and skills the sector needs to take action and consider a job or career in care and support.
- More information about the campaign is available at: careandsupportjobs.gov.au/resources





Email
acworkforceprograms@health.gov.au



agedcareengagement.health.gov.au



by **ACCPA** **HSSO** **PowerHouse Hub**

**Supporting Victorian and Tasmanian
Home Care Providers Webinar
16 March, 2023**



Stephanie
Personal Care Worker



We meet on various sites today and acknowledge the Aboriginal and Torres Strait Islander traditional custodians of these sites. We pay our respects to their elders past, present and emerging and we commit ourselves to the ongoing work of reconciliation throughout our country.

Home Care Workforce Support Program



Program Segments:

- Attract
- Recruit
- Retain
- Support



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Home Care Workforce Support Program

LOCATIONS

2 primary locations



TARGETS

3,920

Individuals employed
over the full contract period,
across Victoria and Tasmania

490

Individuals employed
per quarter
across Victoria and Tasmania

80%

of home care providers
and registered training
organisations engaged
with across
Victoria and Tasmania

- Roles

- Personal Care Workers
- Enrolled Nurses
- Allied Health Assistants

- Engagement to date

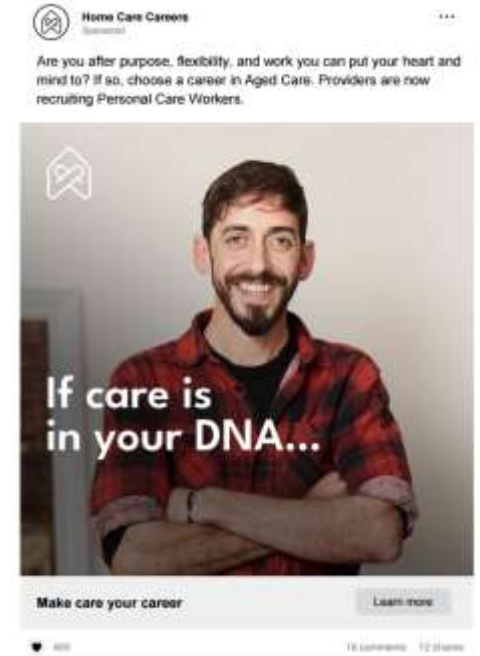
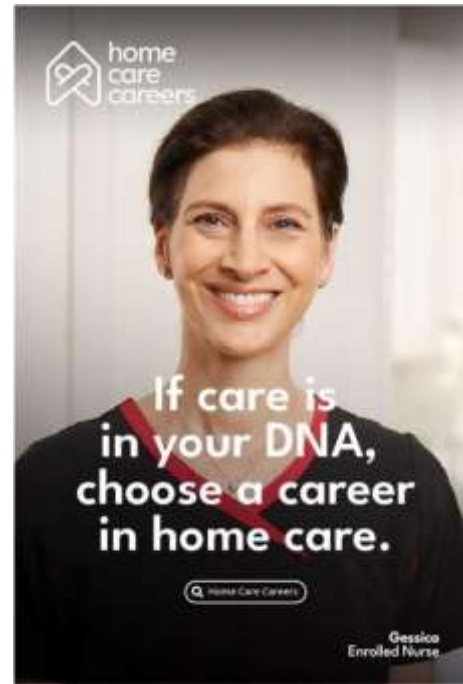
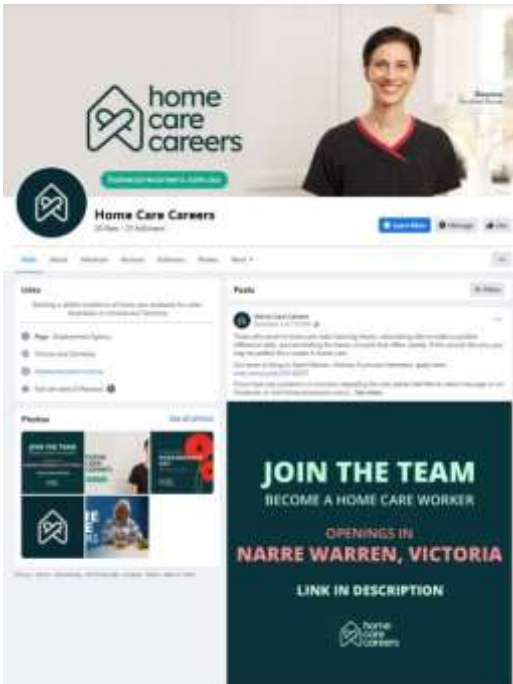
- 60% of home care providers
- 85% of registered training organisations



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Attraction





Our campaign message

Is care in your DNA?



How we are shifting the perception of home care

- Development of authentic and sincere marketing campaigns.
- Highlighting the stories of our placed candidates throughout our channels and media
- Leveraging our platform to highlight research findings regarding the growth of the industry
- Heavy use of repeat advertising and digital and social channels is getting best results



Candidate article examples



Renee Vasko has a background working in the retail sector. After fifteen years in retail, she has just landed a role in home care through the Home Care Careers team, working as a personal support care worker at COBRA. Her job responsibilities include chatting with people, helping with chores around the house, taking them to the shops, and generally assisting them with things they may be struggling with.

"Working in retail and working with people has its rewards. I enjoy working with people and find that sometimes, they need extra help. So, I thought of home care as the next step towards working closer with people and helping them with their daily lives as opposed to just their retail problems."

When asked why home care is important, Renee paused. She believes people are happier and more comfortable in the comfort of their homes, and that the quality of their lives is enhanced significantly through the maintenance of their environments.



Nicole is an allied health assistant, who provides specialist support in speech pathology, physiotherapy and occupational therapy.

Three years ago, Nicole was looking for a change. As a naturopath she had good experience working in health care, and enjoyed it, but she wanted to try something different. Nicole began researching different training options to support her career change dreams and came across the Certificate IV in Allied Health Assistance (HLT43015).

"Career wise, I have worked in so many different areas, but it took me a while to find something that I was truly passionate about - I tell my kids this all the time. I wanted to help people. I saw a need to help people with hidden disabilities that were not getting out to the community like they should have been.

<https://homecarecareers.com.au>

Recruitment – Our Approach



- **Candidates** are encouraged to:
 - Register via portal
 - Create an account
 - Upload resume
 - Add experience, qualifications and compliance documents
- We provide an end to end no cost recruitment solution and pre-screen candidates for:
 - Suitability
 - Psychometrics
 - Employer requirements
 - Compliance requirements
- A team of specialists work with key stakeholders, focussing on connecting career seekers and employers.
- Where candidates do not have existing experience and/or training we have built a large community of RTOs across the two states who we are partnering with to provide training



home care careers

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Looking beyond the resume

Identify the right care staff

Personality and Attitude Assessments

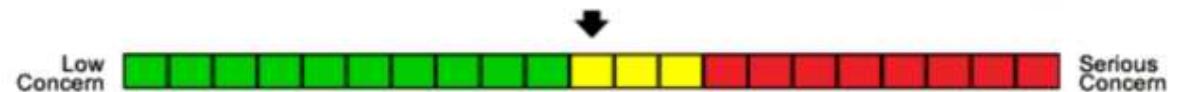
Hostility: Handling feelings in regards to aggression, anger and hostility



Conscientiousness: Being dependable, organised and reliable.



Integrity: Behaving with integrity and honesty and expecting that colleagues will do so as well.



CARE ADVANTAGE



What do we know

About our candidates?

- About 85% our candidates are females above the age of 45.
- Our candidates are quick to jump ship if not progressed quickly.
- Majority of our candidates are unqualified but eager.
- Disconnect with male DAs and care workers.



Results to date

Candidate sourcing

- ~1500 candidates registered to the Home Care Careers Portal.
- >8.5 million total impressions throughout campaign life.
- ~20,000 website visits



Providers registered with our program

Provider engagement

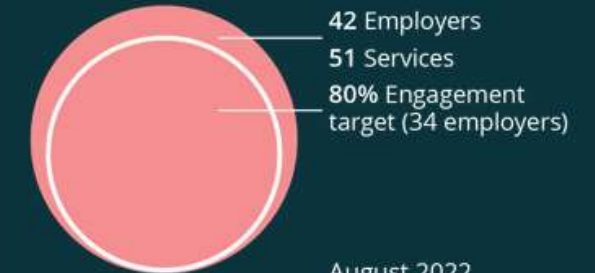
- **108** providers registered for recruitment
- **90** of those providers registered for free products and services
- **87** providers registered are from Victoria
- **28** providers registered are from Tasmania

EMPLOYERS BY STATE

Victoria



Tasmania

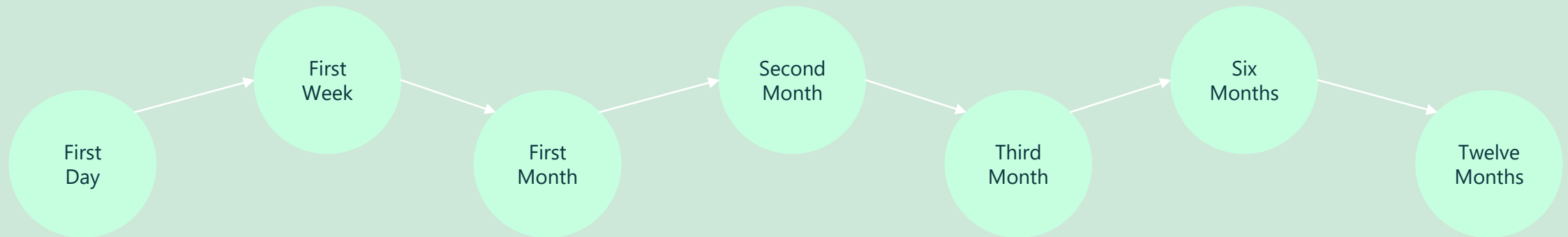


August 2022



Employee Engagement

Surveys created to understand employee satisfaction and engagement during key timeframes within the employees first 12 months.



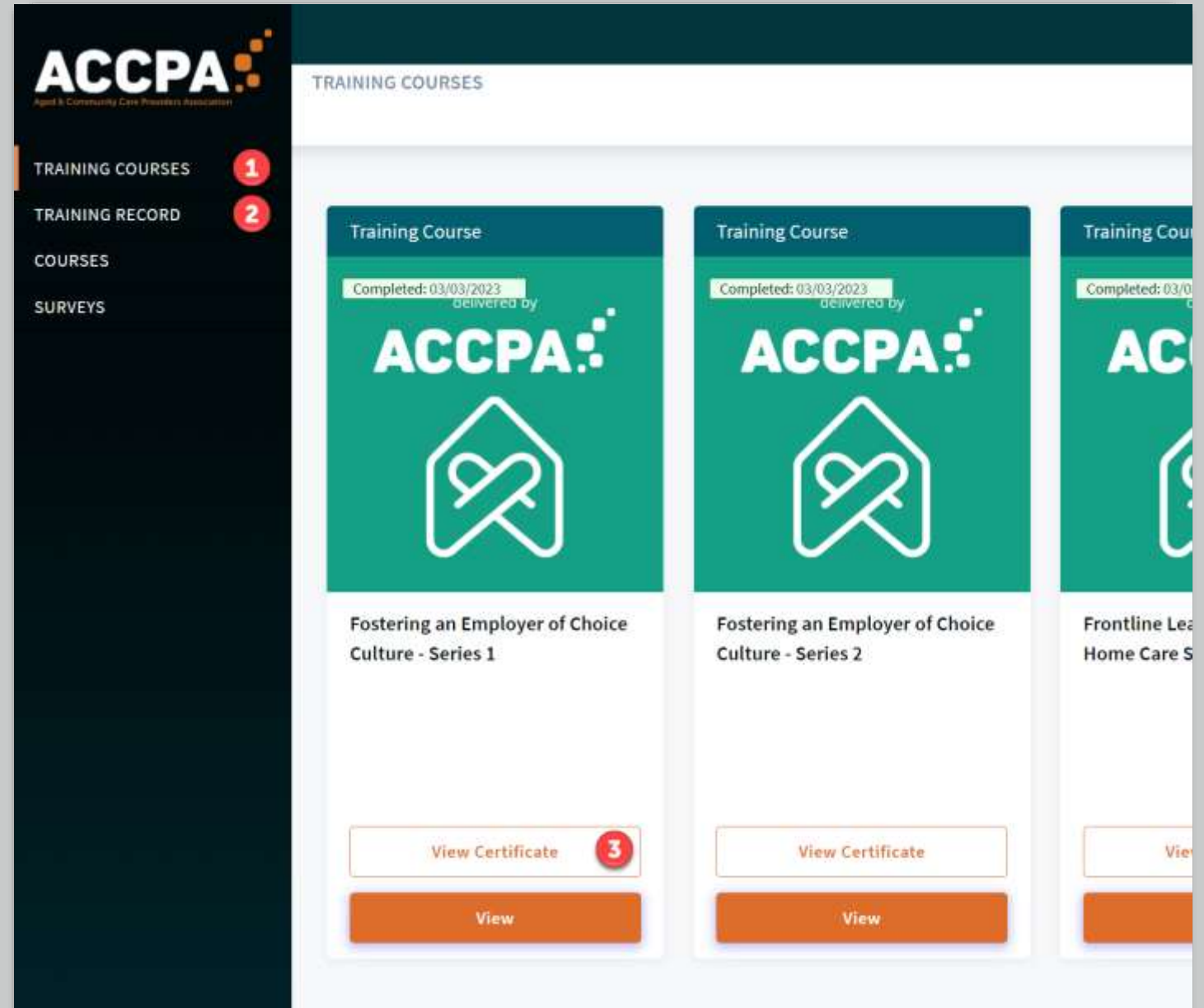
RTO engagement

- 70 RTOs and TAFEs have been contacted in Victoria, 8 have been contacted in Tasmania.
- 20 trainees set to begin their Certificate III course in April with MEGT and other groups.
- The program will be rolled out to other regions over a 6–9-month period.



Retention Support Services

1. Introduction to Aged care
2. Employee Engagement
3. Retention Reward Scheme



Introduction to Aged Care

Online learning platform created to give candidates a better understanding of what Home Care Assistance is and a better awareness of what is required in a support worker role



Products and Services

1. Onboarding and Induction Toolkit
2. Migrant and First Nations Toolkits
3. Right Start Mentoring
4. Creating a Peer Support Culture - Workshop
5. Enhancing Organisational Culture & Developing Frontline Leaders



Onboarding and Induction Toolkits



Lead by the sector we are creating a best practice onboarding and induction toolkit for regional and remote providers in Victoria

Retention Reward Scheme

The Retention Reward is valued at \$500 per candidate tax free and is paid in two instalments.

\$200 at 3 months and
\$300 at 6 months.



What can Providers do differently?

- Respond to candidates within 24-48 hours.
- Advance from Interview to offer within one week.
- Utilise HCC training programs and induction tools to prepare candidates.
- Recognise employment challenges and current climate.



Provider Case Study; Colbrow Care

Colbrow Care hit the ground running with Home Care Careers in November 2022.

“First, the Talent Acquisition Consultant established what our priorities were in terms of location and role” says Emily Moroney, Colbrow Care’s Talent Acquisition Lead.

Using the Home Care Careers recruitment service saves Emily a lot of time in the initial phone screening stage as she already receives 95% of the information she needs.

“Home Care Careers have been an absolute dream to work with!”

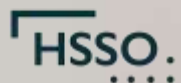
“Comparative to traditional recruitment platforms, the success rate of applicants through Home Care Careers has proven to make them (HCC) a real contender in terms of successful recruitment conversions from enquiry source.”

– Emily Mooroney





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Thank you

www.homecarecareers.com.au

Ramiro
Personal Care Worker

