



The Home Care Workforce Support Program Webinar

Information for Providers



Agenda

- **Introduction** from the Department of Health and Aged Care on the Home Care Workforce Support Program
- **Overview** from the WA provider on what they are doing to help attract, train and retain new personal care workers to the home care sector.
- **Case Study:** Hear about a the provider experience
- **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.
- 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 **equiplearning.utas.edu.au**

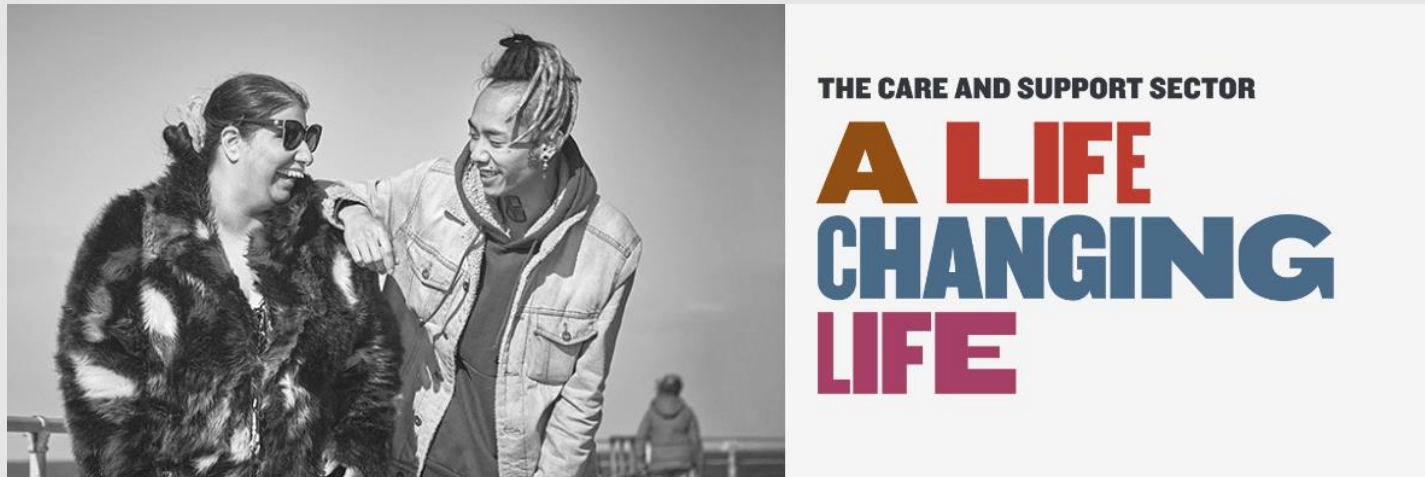
Modules currently available:

- 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

WA Home Care Workforce Support Program

Welcome

WA Home Care Workforce
Support Program

Acknowledgement of Country

WA Home Care Workforce
Support Program

Home Care Providers

WA Home Care Workforce Support Program

Terminology:

- Home Care Workers
- Candidates

WA Home Care Workforce
Support Program

The Program is free of charge:

- Home Care Workers
- Candidates
- Providers

WA Home Care Workforce Support Program

- Who we are
- Our approach
- How we help
- How to connect with us

WA Home Care Workforce Support Program

1. Who we are in WA

WA Home Care Workforce Support Program

WA Consortium



cadre
COMMUNITY

Purpose

Help older Australians live well in their homes and stay connected to their community for longer

Purpose

To fulfil this, we are recruiting new Home Care Workers, offering training opportunities, and supporting providers

Brand Objective: to attract new Home Care workers

- Raise the profile of the Home Care worker



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- Raise the profile of the Home Care worker
- Care can be simple



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- Availability of fee free training



Brand Objective: to attract new Home Care workers

- Raise the profile of the Home Care worker
- Care can be simple
- Availability of fee free training
- "I belong to the Care Community"



2. Our Approach

Scope - Western Australia

There are nine regional areas in Western Australia:

- Gascoyne
- Goldfields-Esperance
- Great Southern
- Kimberley
- Mid West
- Peel
- Pilbara
- South West
- Wheatbelt

Systems Thinking

- a way of making sense of complexity
- expand the range of options available for solving a problem

Sectors are increasingly interconnected and interdependent with uncontrollable external forces such as inflation, regulation, low unemployment rates, and other economic challenges.

Systems Thinking

Challenges of the Sector:

- Covid
- Thin employment market
- Increased burden on health system
- Housing scarcity
- Childcare constraints
- High cost of living

Demographics

Challenges of the Sector:

- Increased urgency to deliver services for an aging population

HSSO

Bernard Salt

The Demographics Group

2021 Census

The “Big Care Shift” report

How can we support a workforce that is expanding at a rate of 24,000 net extra workers per year? Faster than any other workforce in the country.



Care has been the big growth industry over the last 5 years

Growth Occupations Australia	Change 2016-2021	Growth Occupations Australia	Change 2011-2016
1. Aged or Disabled Carer	95,000	1. Sales Assistant (General)	69,000
2. Policy and Planning Manager	30,000	2. Aged or Disabled Carer	24,000
3. Delivery Driver	29,000	3. Chef	23,000
4. Child Care Worker	27,000	4. Domestic Cleaner	21,000
5. Storeperson	26,000	5. Kitchenhand	17,000
6. General Clerk	25,000	6. Construction Project Manager	17,000
7. Medical Receptionist	25,000	7. Enrolled Nurse	16,000
8. Software Engineer	25,000	8. Registered Nurse (Critical Care & Emergency)	16,000
9. Marketing Specialist	20,000	9. Child Care Worker	16,000
10. Secondary School Teacher	18,000	10. Barista	16,000

Total workforce			
2016:	10,684,000	2021:	12,049,000
Change:	1,365,000	Change(%):	13%

Total workforce			
2011:	10,058,000	2016:	10,684,000
Change:	626,000	Change(%):	6%

Net change in employment by occupation in Australia over 5 years to 2021 and over 5 years to 2016

HSSO Human Services Skills Organisation

care
COMMUNITY

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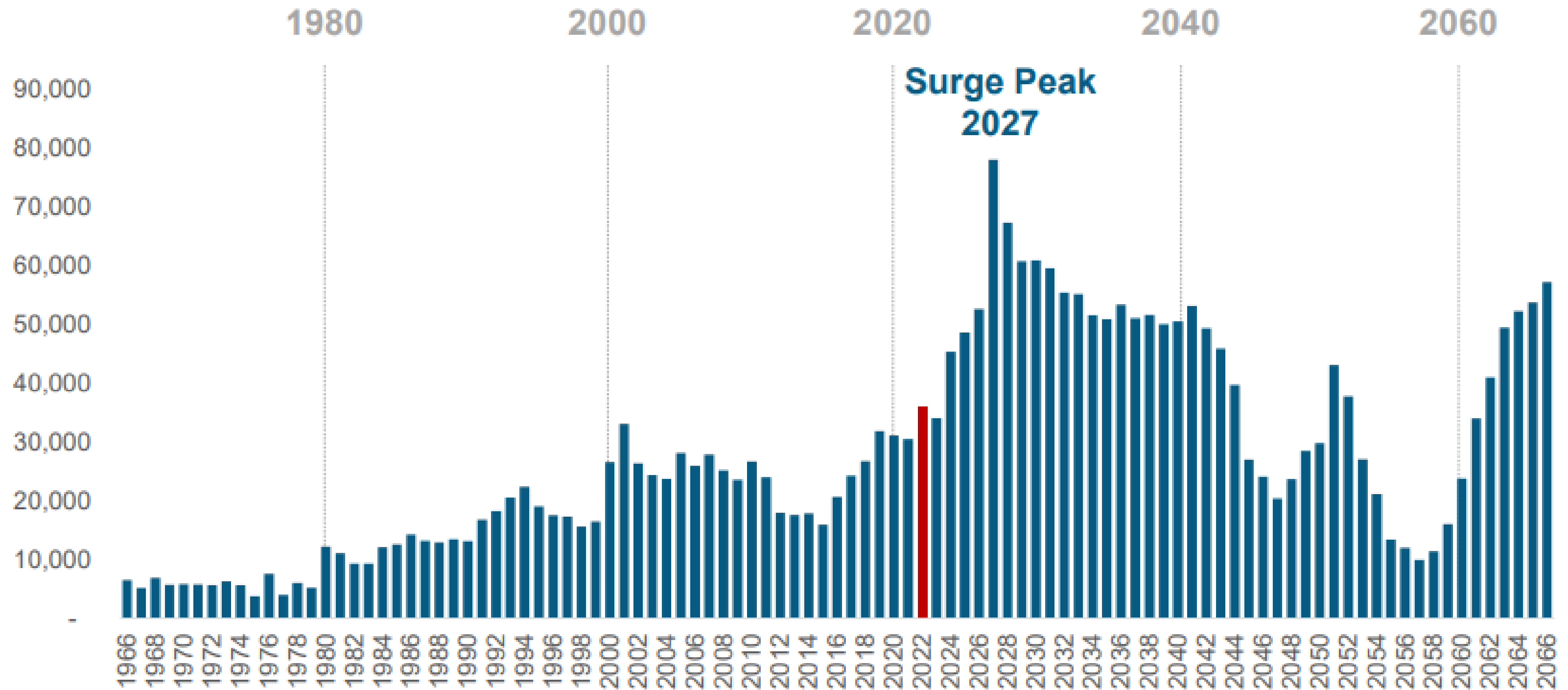
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The demand for (80+) aged-care support peaks in the late 2020s



Net growth in the 80+ cohort for Australia, 1966-2066

Systems Thinking

Stakeholder Engagement

- Providers
- Local Government and Community Groups
- Tertiary
- CaLD
- Business and Government Programs
- Aboriginal and Torres Strait Island
- WA Employment Service Providers

Systems Thinking

Project Team dedicated to a sector:

- Providers
- Local Government and Community Groups
- Tertiary
- CaLD
- Business and Government Programs
- Aboriginal and Torres Strait Island
- WA Employment Service Providers

Systems Thinking

Local Jobs for Local People:

- Providers
- Local Government and Community Groups

Systems Thinking

Tertiary:

- WA's Medical Students
- Traditional: Allied Health and Community courses

Systems Thinking

CaLD:

- Red Cross Humanitarian Program
- Traditional: Newcomers to Australia

Social Impact

Measuring more than numbers. This program will deliver value in many ways.

We have this opportunity to influence the sector in WA to improve HCWs employment conditions to support sustainable change.

Social Impact Measurement

- interview diverse stakeholders
- identify where meaningful change has occurred
- record
- analyse
- report

Retention Strategy Workshops

- Engaged Industry Advisory Group and current Home care Workers
- Workshop strategies to influence change.
- Workshop retention strategies together.

Emerging Opportunities

- further opportunities to innovate measurement in this program
- As solutions emerge, opportunities to measure are also emergent.

3. How we help

Product

- Promote the job opportunity
- Our service to candidates
- Our service to providers

Job Opportunity

- Flexible work opportunities
- Job Security
- Work with Purpose
- Career progression and training opportunities

A Word from Home Care Workers



Candidates

- Get you job ready
- Make the introduction to employers
- Provide subsidised Health related training through our partners, including First Aid Certificate
- Support in the first few months of your new job in Home Care

Candidate Journey

Outreach

Registration

Information

Screening

Matching

Support

A Word from Candidates

"Thank you for the follow-up. Everything is going really well ... Thank you again for all your efforts and help getting me my job. I love it I feel it might be my forever job"

"I just wanted to send a quick email and say a really big thank you to you for ringing me back about the home care program, arranging the first aid course, and then introducing me to Community Vision. I'm in my third week with the company now and I'm really enjoying it. I'm working with a wide range of clients and every day is different and rewarding. I really appreciate everything you did for me. Kind regards and thanks again"

Providers

- Make the introduction to pre-screened candidates for employment
- Assist with connecting you to Training options through our partners
- Assist with retention strategies
- Offer innovative solutions

Providers

We work with you to offer innovative solutions

Issue

a large number of candidates don't have driver's licence or vehicle

Pilot Project

Care Community/Uber Australia
Collaboration

Providers

We work with you to offer innovative solutions

Issue

Retention: HCWs need support

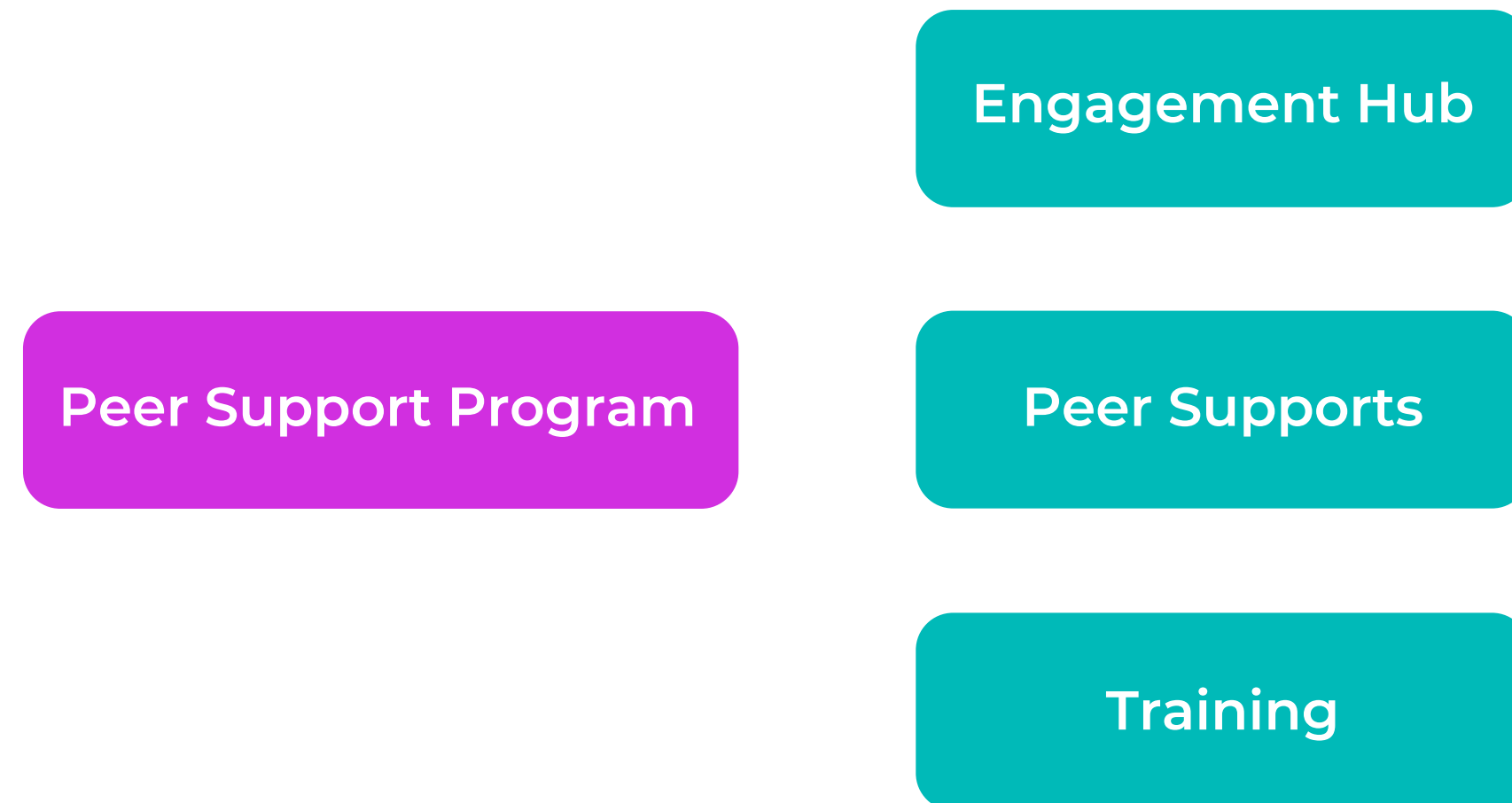
Pilot Project

Bespoke Peer Support Program trial:

- 1 large provider
- 1 CaLD community provider

Providers

Peer Support Program trial - Sustainable model



A Word from Providers

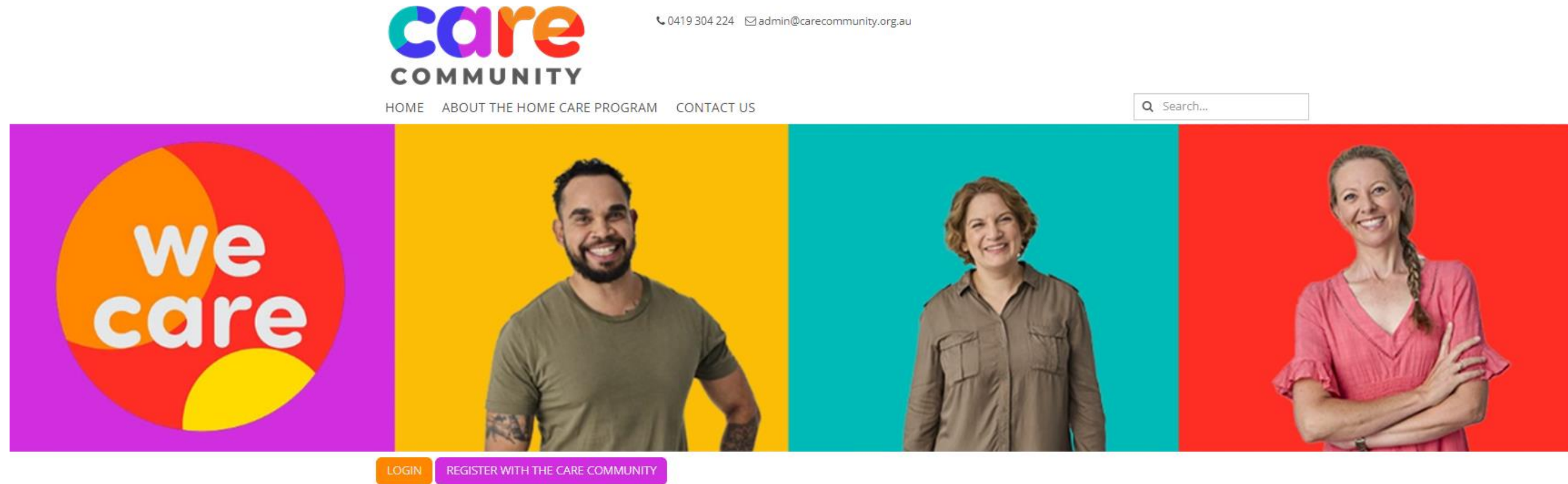


What we need from Providers

- Fast tracked HR processes

4. How to connect

CareCommunity.org.au



Become part of the care community and make a difference today



Email

homecare@nmtafe.wa.edu.au



Instagram
[@carecommunitywa](https://www.instagram.com/carecommunitywa)



Facebook
[/CareCommunityWA](#)



LinkedIn
[/CareCommunityWA](#)

Thank You

Q & A