



Workforce (Pillar 4 of the Royal Commission response) – Care and support workforce national campaign

In response to the Aged Care Royal Commission, the Australian Government will fund a \$9.8 million campaign to raise awareness of job opportunities across the care support sector through a national campaign. Specifically, this campaign will:

- highlight the wide range of roles and opportunities for people with diverse skills, experiences and backgrounds in what is a dynamic and growing industry, and
- target people who may not have considered careers in the care support workforce – aged care, disability support and veterans' care – to encourage them to consider a meaningful and rewarding career in the care sector.

Why is this important?

Workforce growth, recruitment and retention in aged care remains a constant challenge. There are currently around 366,000 aged care workers, but demand for aged care services is expected to drive the number needed to around one million by 2050.

Gaps in workforce capacity and capability can contribute to reduced access to care, greater costs and diminished care experience for senior Australians.

Research shows most job seekers are currently not considering working in the care support sector, even when they have the right skills and qualities. There is low awareness of career opportunities or pathways, misunderstandings about what the work involves, and apprehension about working with people with disability and in aged care.

This measure supports delivery of *Recommendation 76.5* of the Royal Commission's final report.

Who will benefit?

An increased workforce with the right skills and training will help ensure safe, quality care of senior Australians.

Australians in the general workforce, or young people looking for jobs or considering their career, will learn about the expanding opportunities in the care and support sector.

Australians whose jobs or careers were negatively impacted by the COVID-19 pandemic may be encouraged to consider new opportunities for putting their skills to use.

Aged care providers will benefit from growing numbers of committed, passionate and increasingly skilled people ready to work. Providers will be better able to meet the growing demand for services and address the quality and safety reform agenda laid out by Government with an increased workforce.

How much will this cost?

The Australian Government is investing \$9.8 million over 2 years, from 2021–22.