



Employer Engagement Series

Webinar 1

Attracting Workers into Aged Care

Eliza Strapp

First Assistant Secretary
Market and Workforce Division
Department of Health and Aged Care

Jane Watts

Employer Liaison Officer
National Workforce Solutions Branch
Department of Employment and Workplace Relations





Workforce Advisory Services program

Kerryn Dillon

The WAS program supports aged care providers to improve the capability and capacity of their workforces and HR practices

Providing insights and practical solutions for the specific issues aged care providers are facing in relation to their workforce

Identifying and sharing industry better practices to improve capacity and capability across the industry

Supporting the improvement of skills and training delivery by providers to improve the quality of care being delivered

Assisting providers to identify strategies in relation to **ongoing professional development and career pathways** for clinical and care staff



Outputs for your organisation



Initial **data visualisations** displaying your workforce data



Teleconference with experts to discuss your current HR practices



HR Maturity Assessment of your HR processes



Report with **practical and implementable recommendations**



Information about **other available support programs**



Access to a **library of templates and tools** to assist you to implement the recommendations



Access **live benchmarking**, updated as providers join the program



Check-ins at 6 and 12 months to monitor your progress

Key themes and insights: attraction & recruitment strategies, culture & continuous feedback, leadership & development training, health & wellbeing, integrated workforce model and reward & recognition

Aged Care Registered Nurses' Payment

- Rewards clinical skills & leadership
- For RNs with same employer over eligibility periods (6 or 12 months)
- Providers and agencies/brokers apply on behalf of employees



Registered Nurses: Eligibility & Payments

Eligibility Periods	Payment
Full payment (12 months) 1 Nov 2021 – 31 Oct 2022 1 Nov 2022 – 31 Oct 2023	Up to \$3700* (full time registered nurse)
Half payment (6 months) 1 May 2022 – 31 Oct 2022 1 May 2023 – 31 Oct 2023	Up to \$1850*
Extra payment Rural & Remote Post-grad qualification Training responsibilities	Up to \$2300*
*Payment is pro-rata for part-time/casual nurses	



Key Dates and More Information



- ? Payment, eligibility & grant application process enquiries:

ACRNpayment@health.gov.au

For more information search for **Aged Care Registered Nurses Payment** on health.gov.au

Home Care Workforce Support Program

- Grow the home care workforce by 13,000 new personal care workers (PCWs) over next 2 years
- 6 organisations & consortia funded to support home care providers

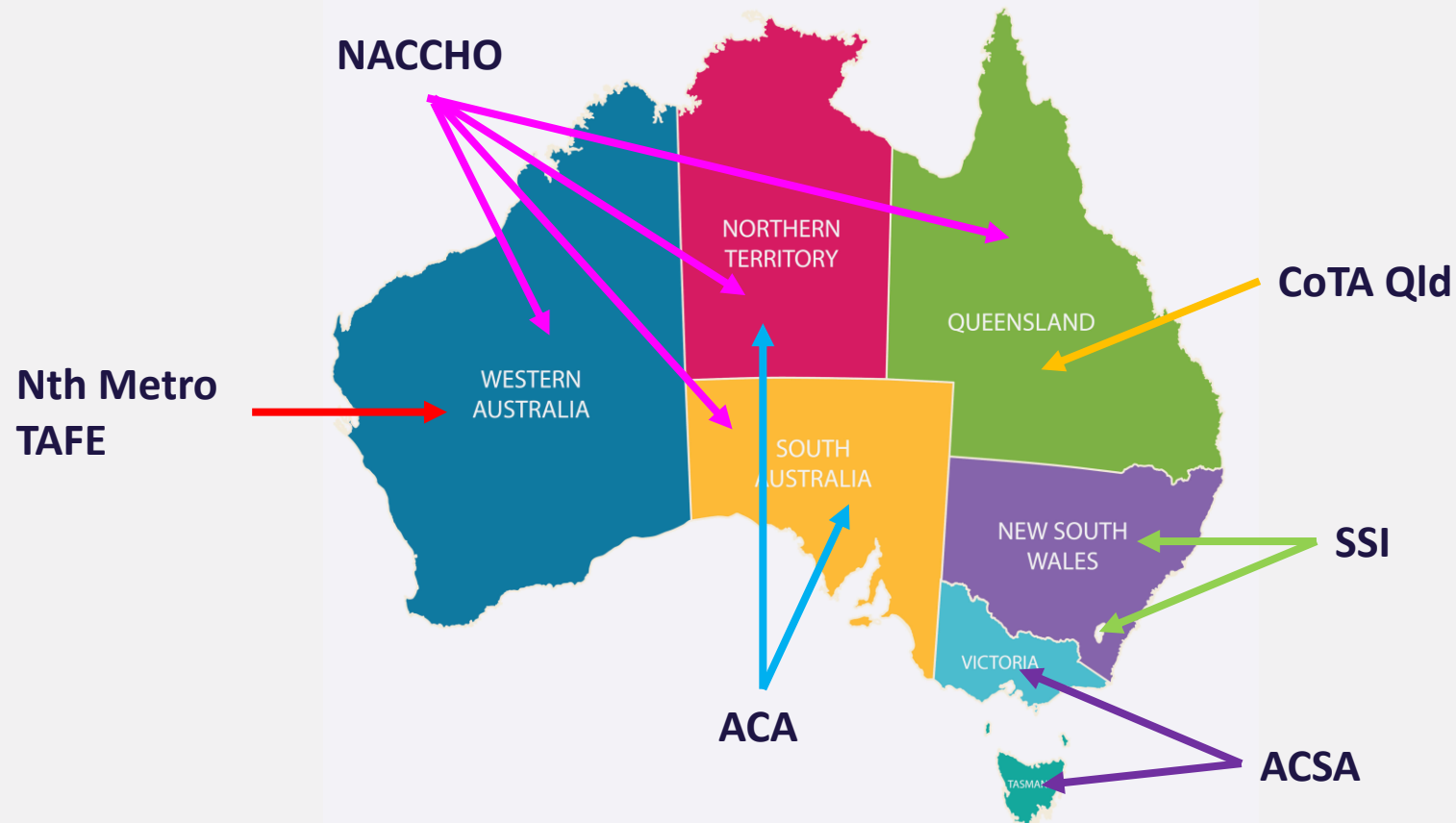


Assistance for home care providers

- Attract & recruit PCWs
- Support new PCWs to complete training
- Upskill existing workforce
- Improve staff recruitment & retention



Home Care Workforce Support Providers



Key dates & contacts

? Program enquiries: ACWorkforcePrograms@health.gov.au

For more information search for **Home Care Workforce Support Program** on health.gov.au



The Queensland Consortium



David Worsnop. Managing Director - Skill Hubs Ltd.

April – June 2022

- Established a network of *Regional Workforce Coordinators* across Southeast Queensland.
- Designed & implemented a candidate registration/tracking process for recruitment, training, vocational placement, employment & retention
- Delivered 8 *Regional Workforce Forums* targeting organisations.
 - 350 people registered for these events from Home Care Providers, Registered Training Organisations, Employment Providers & Government program representatives
 - Launched our program locally and introduced our team
 - Collected feedback about issues in attraction and retention

April – June 2022

- Commenced social media campaign to attract candidates
- Used LinkedIn to engage with the organisations across the skills ecosystem.
- Meet with individual registered service providers.
- Commenced developing market collateral – e.g. a “day in the life” of a home care worker.
- Tested *Care Career Hubs* as a model – a speed interview approach with employers who have current vacancies.
- Provided briefings to targeted groups – e.g. senior staff within an organisation, to network groups, to government agencies.

April – June 2022

In the first 3 month:

- Registered and engaged with 400+ candidates
- Connect 30 candidates to employment
- Tracked 280 candidates into training
- Tracked 91 candidates who completed their training

April – June 2022

Home Care Providers Engaged

Of the 270 registered providers servicing Queensland, we have engaged:



28% Small (<20 clients)



80% Medium (20-100 clients)



97% Large (100+ clients)



As of 5 September 2022:

439 former Cert III I.S. students re-engaged: “Lazarus” concept;
150 organic website leads and 50 Carer Career Hubs registrants.

1353

Applicant
Enquiries

364

Submitted to
Employers

119

Employed
with 11%
RACF NDIS

What's next...

- Expanding Regional Workforce Coordinators across the rest of Queensland including Cairns, Townsville, Rockhampton and out west with the Western Qld PHN.
- Planning Regional Workforce Forums for Central, West & North Qld.
- Webinar & Masterclass Series for Home Care Providers September - November, delivered by Andrew Marty, Organisational Psychologist, topics include staff engagement, wellbeing and workforce trends.

What's next...

- More Care Career Hubs in local areas on a weekly basis.
- Storytelling Series with Home Care Providers planned to build video, media and promotional content of the activities & impact of Personal Support Workers.
- Partnership development with Workforce Australia to attract and train jobseekers across SEQ initially, then rest of Qld.
- Indigenous and CALD targeted projects in development.

Contact Us

Ph: 1800 319 762

E: enquiries@skillshubs.com.au

W: <https://skillshubs.com.au/home-care-workforce-support-program-queensland>



Key dates & contacts

- Local state or territory office:
ACWorkforceChampion@health.gov.au
- Reform enquiries:
AgedCareWorkforceReform@health.gov.au
- Aged care reforms: www.health.gov.au/aged-care-reforms
- Subscribe to Aged care newsletter and alerts: search for **Aged care newsletter and alerts** on health.gov.au



Questions and Answers?





Workforce
Australia

Workforce Australia

Aged Care Providers Webinar | September 2022



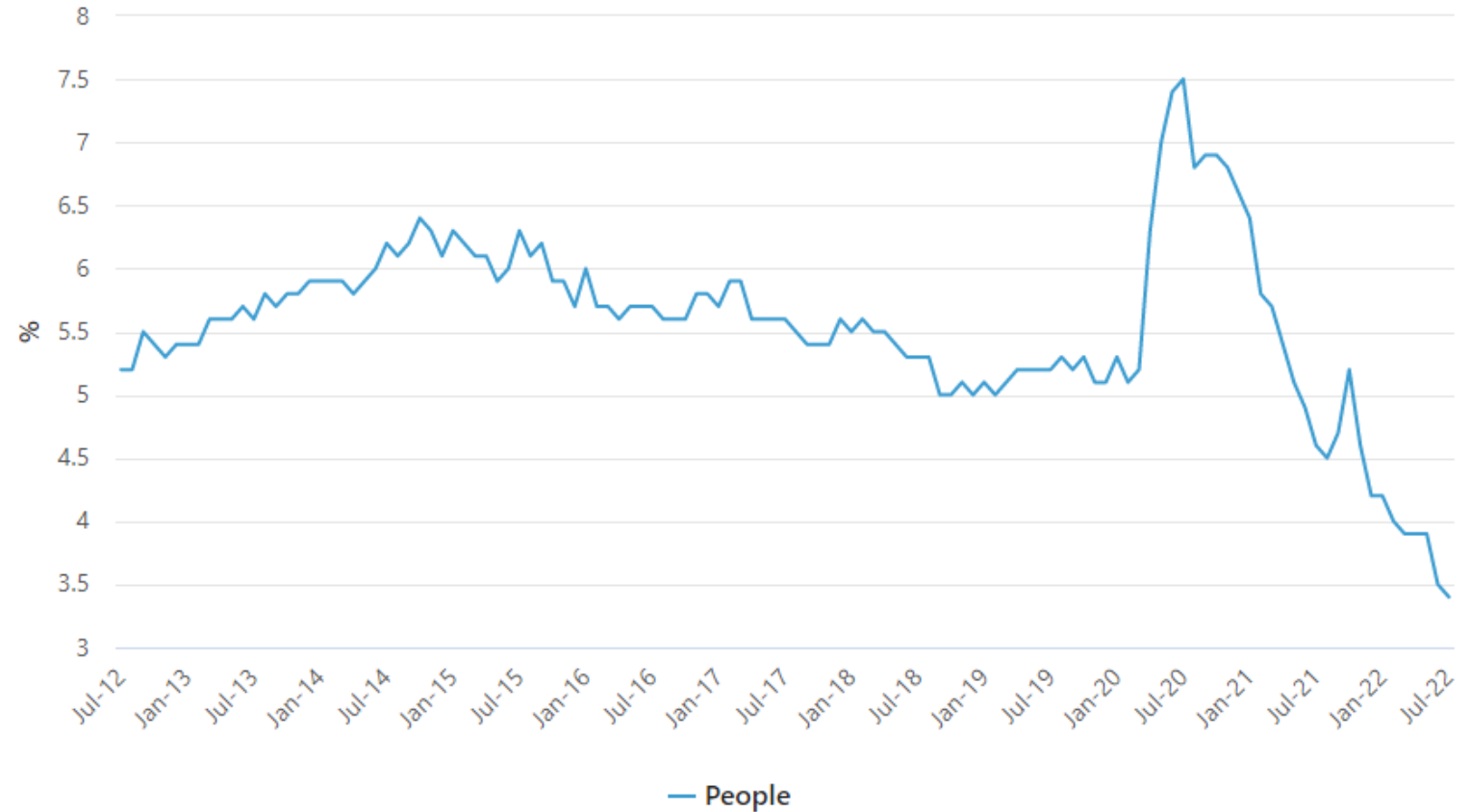
A time of labour market records

13.6 million
people employed

+

3.4%
unemployment rate
(the lowest level in 48 years)

Unemployment rate, Seasonally adjusted



Benefits for Business

- Find and hire staff using our **free** services
- Search over **100,000** candidates - improved online matching and shortlisting
- **Tailored provider services** – national network of providers
 - Professional recruitment services at no cost to you
 - Work with you to find the right people for your business
 - Post-placement support and financial incentives

<https://www.workforceaustralia.gov.au/businesses/>

Workforce Australia for Business



Anna owns an aged care business called
Total Care and needs staff



Workforce Australia
Online for Business

Anna can use the platform to find suitable
candidates for employment

A large pool of job-ready individuals are
available

Supports may be available to help Anna
transition new employees



Workforce Australia
Employment Services
Providers

Anna works with a provider with experience
in short-listing and pre-screening

The provider tailors pathways for Anna



Complementary
Services

Anna can have access to a range of
programs, services and resources to
support workforce planning

Anna may access tailored recruitment
services for industries and businesses if
she has a large number of vacancies

Workforce Australia for **Business**



Anna owns an aged care business called
Total Care and needs staff



Workforce Australia
Online for Business

Job ready and digitally literate candidates

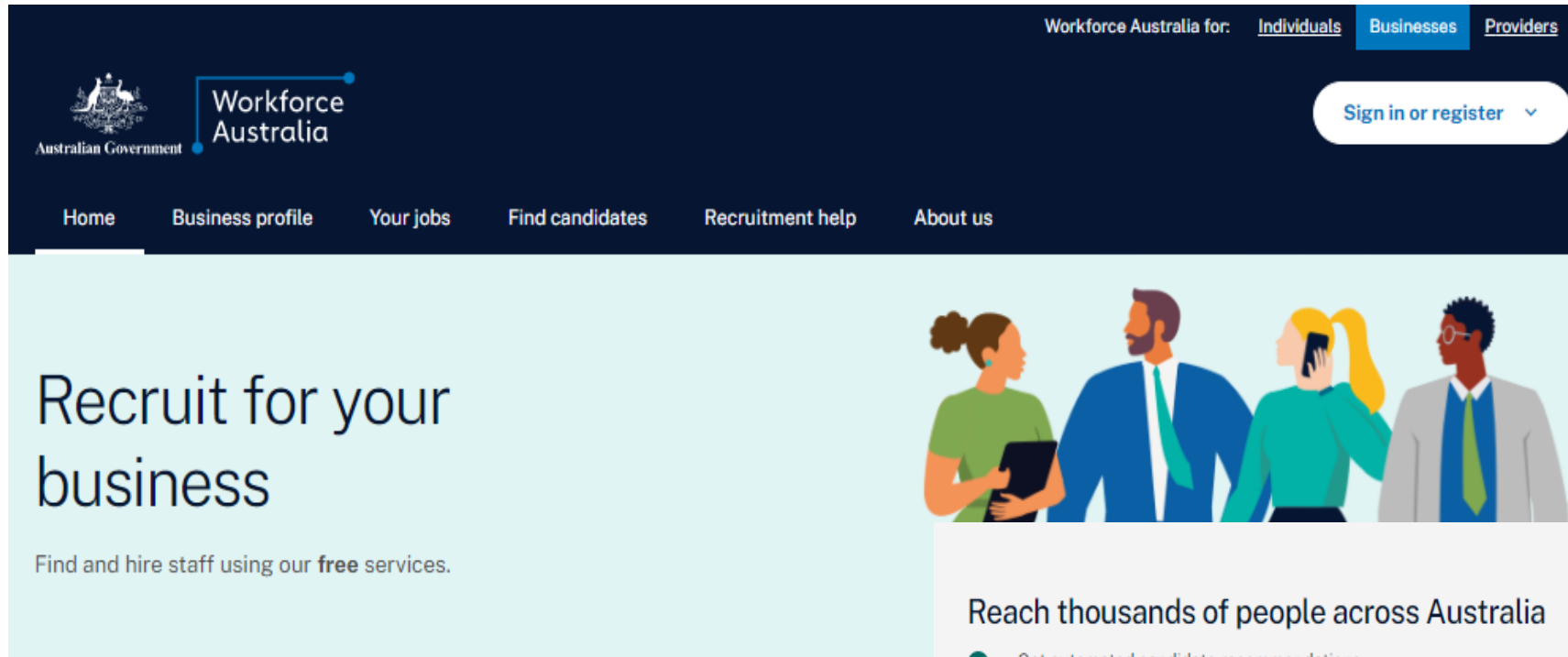


Workforce Australia
Employment Services
Providers



Complementary
Services

Advertise your jobs online



The image shows the top portion of the Workforce Australia website. At the top right, it says "Workforce Australia for: Individuals Businesses Providers" with "Businesses" highlighted. Below this is a "Sign in or register" button. The main navigation bar includes "Home", "Business profile", "Your jobs", "Find candidates", "Recruitment help", and "About us". The hero section features the text "Recruit for your business" and "Find and hire staff using our free services." with an illustration of four diverse people.

Workforce Australia for: Individuals **Businesses** Providers

Sign in or register

Home Business profile Your jobs Find candidates Recruitment help About us

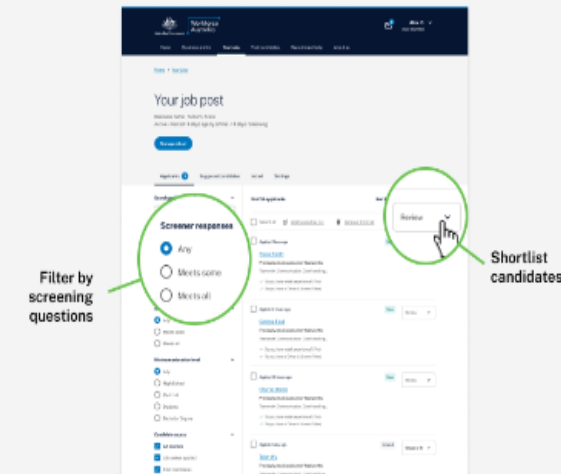
Recruit for your business

Find and hire staff using our **free** services.

Reach thousands of people across Australia

- ✓ Get automated candidate recommendations.
- ✓ Use our tools, designed to help you find and hire the right people.
- ✓ Shortlist applicants quickly and easily.
- ✓ Create candidate pools for upcoming jobs.

Sign in or register



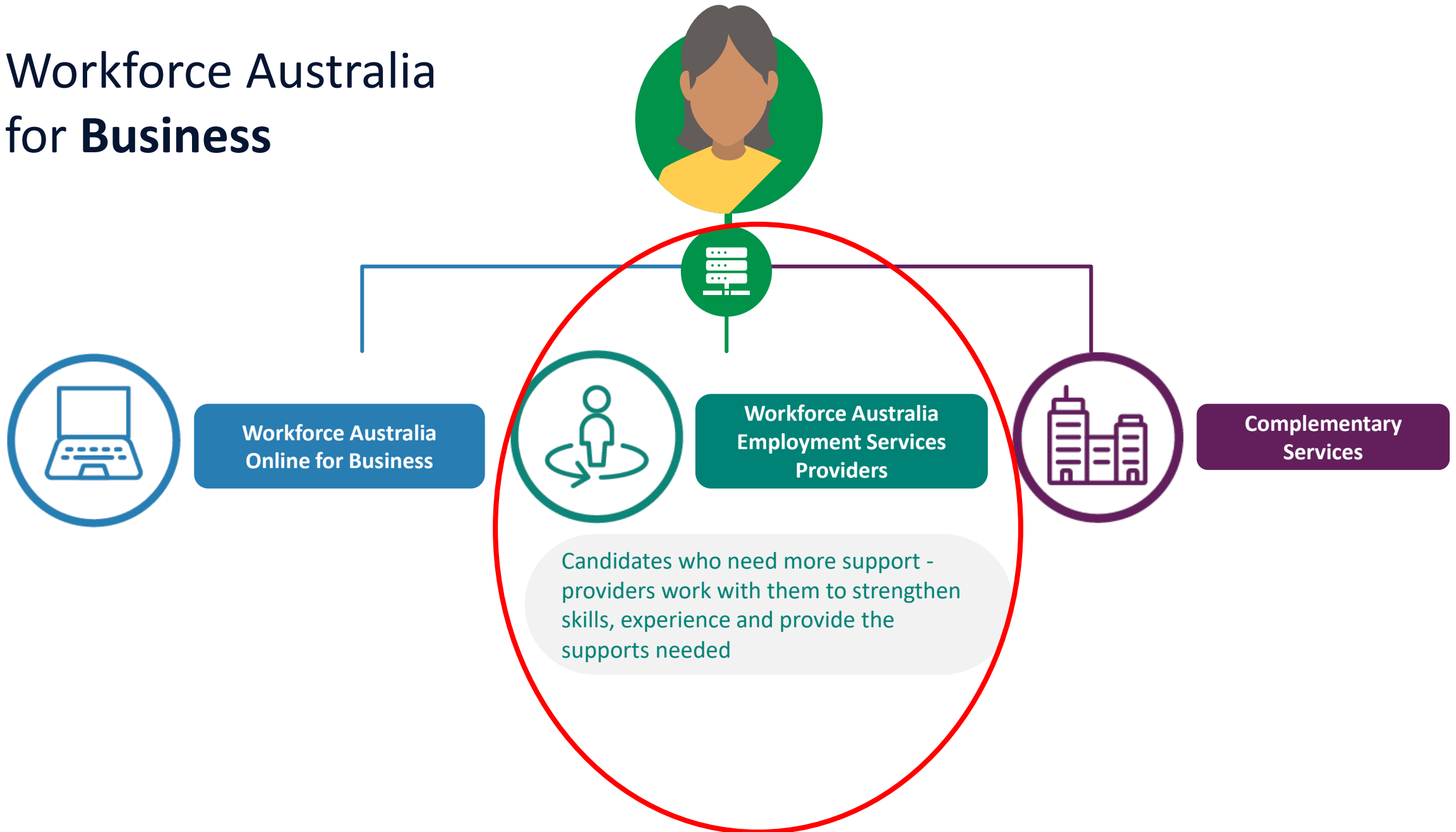
The screenshot shows the "Your job post" interface. On the left, under "Screening questions", there are three radio button options: "Any" (selected), "Meets some", and "Meets all". A green circle highlights these options with the label "Filter by screening questions". On the right, there is a "Review" button with a green circle around it and a hand cursor icon, labeled "Shortlist candidates". The interface also shows a list of candidate responses with checkboxes for selection.

Filter by screening questions

Shortlist candidates

<https://www.workforceaustralia.gov.au/businesses/jobs/>

Workforce Australia for **Business**



Provider led services



Generalist Licence



Specialist Licence

- Refugees
- Culturally and Linguistically Diverse
- Indigenous Australians
- Ex-Offenders

Transition to Work



<https://www.workforceaustralia.gov.au/businesses/help/hire/providers/>

Workforce Australia Providers can deliver tailored recruitment services to suit your business needs

- End-to-end recruitment support
- Identify skills and training opportunities to suit your business
- Pre-employment programs
- Post-placement support for new employees
- [Financial incentives](#) to help with hiring and training costs



Workforce Australia Providers can help prepare candidates



- Job readiness training
- Accredited or employer required training
- Licences, tickets, police checks
- Transport assistance, protective clothing, tools



Contact a Provider on eligibility and how **wage subsidies can be tailored to suit your business**


- Up to a maximum of \$10,000 may be available to businesses that hire eligible individuals into ongoing jobs
- Are for new and ongoing employment positions, i.e. full-time, part-time, casual, or traineeships/apprenticeships

Note: you can't access a wage subsidy if you are getting other government funding for the same position

<https://www.workforceaustralia.gov.au/businesses/help/financial-support/wage-subsidies>

How to find a provider

Workforce Australia for: [Individuals](#) **[Businesses](#)** [Providers](#)

 Workforce Australia

[Sign in or register](#) ▼

[Home](#) [Business profile](#) [Your jobs](#) [Find candidates](#) [Recruitment help](#) [About us](#)

Find a provider

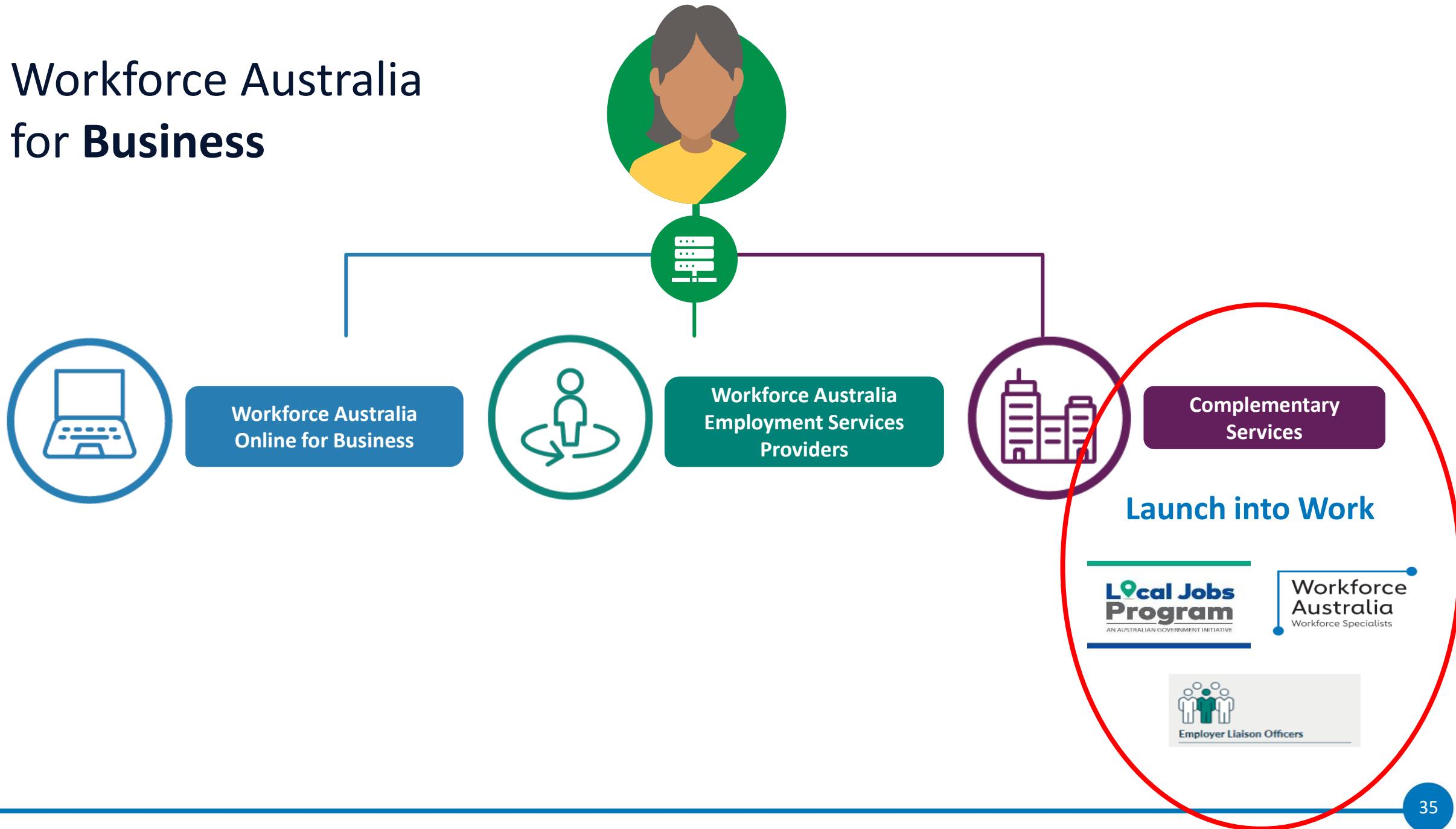
Get professional recruitment services at no cost to you.

Keyword (optional)

Location (optional)

<https://www.workforceaustralia.gov.au/businesses/help/hire/providers/>

Workforce Australia for **Business**



Launch into Work

Benefits to employers:

- Design and deliver a pre-employment project to prepare job seekers for work in your organisation
- Find the “right-fit” job seekers – values, attributes and cultural fit
- Increase the diversity of your organisation’s workforce



The department will work with employers to co-design a project, tailored to their vacancies. All projects include:

- **training** to build the technical and employability skills required
- **mentoring**
- **practical activities in the workplace**
- **employment** for all participants who successfully complete the project

www.dewr.gov.au/launch-work

Launch into Work Case Study: Aged Care – Home Care Services

Roles filled: Community Support Worker (Home Care)

Project places: 10

Employment outcomes: 10

Employment retention to 6 months: 9

Accredited Training	Non-accredited training	Mentoring	Practical workplace activities
<p>The following units of competency from the Certificate III in Individual Support were completed over 10 days:</p> <ul style="list-style-type: none">• Meet personal support needs• Facilitate the empowerment of people with disabilities• Communicate and work in health and community services• Provide support to people living with dementia• First Aid• CPR	<p>The following non-accredited training was delivered over 6 days:</p> <ul style="list-style-type: none">• Industry specific skills related to becoming a Community Support Worker• Domestic essentials• Introduction to person centred approach to care• Money management• Healthy living• Confidence building• Workplace expectations	<p>Individuals received wrap around mentoring support to address any issues as they arose and build job seeker confidence and motivation. This was delivered weekly during the project and was followed by fortnightly contact for six months from the commencement of employment.</p> <p>Appropriately skilled and experienced workplace buddies, utilised best practice approaches to develop people working in Aged Care.</p>	<p>Individuals job shadowed and observed current workers performing the role over 20 hours to build their awareness of the role and work environment.</p> <p>The employer ensured work health and safety training occurred prior to practical activities being undertaken.</p>

Local Jobs Program - Employment Facilitators

- A placed-based initiative delivered in the 51 Employment Regions across Australia
- Supports tailored, local approaches to reskilling, upskilling and employment pathways for individuals and to meet businesses' needs
- Employment Facilitators - bring together local expertise, resources and access to funding

Local Recovery Fund

- Focus is on development by local stakeholders of projects to address reskilling, upskilling and creating employment pathways suited for local needs

<https://www.dese.gov.au/local-jobs-program/employment-facilitators>



Case Study - North West Country & Mid North South Australia



Care and Support Sector Workforce Working Party

Local Jobs and Boosting Local Care Workforce in SA



[JOBS 4 LOCALS VIDEO](#)



Co-funding model with multiple partners,



KEY PILLARS

INDUSTRY SKILLS TRAINING

Accredited training programs to be tailored to industry needs analysis from partner employers.

HEALTH & NUTRITION

Physical functionality, health and nutrition to physically prepare participants for work demands across multi industry sectors.

PERSONAL DEVELOPMENT

Centacare Coach Model of Support across six core domains including individual mentoring, culture of employment and wellbeing.

INDUSTRY COLLABORATION

Partner employers commit to consider graduates, when they recruit, being present during the program including recruitment drives, industry mentors, work preparation activities and jointly identify the required industry skillsets.

Workforce Specialists

- From October 2022, Workforce Specialists will begin to develop and deliver tailored workforce solutions for identified industries and occupations to respond to labour market opportunities for job seekers
- Workforce Specialists will work collaboratively with industry and business, the department and employment services providers to deliver a range of projects.



Employer Liaison Officers



- Work with industry peaks and large employers to co-design workforce solutions and facilitate large scale recruitment
- Industries include: Care and support, Agriculture, Defence, Hospitality & Tourism, ICT, Manufacturing, Marine, Retail, Transport & Logistics

Jobs Showcase!

*series of monthly webinars
profiling in demand
industries/jobs*

- Opportunity to promote **your industry**
- Opportunity to promote **your jobs**:
 - to candidates who are looking for work
 - to a network of employment services providers and other community organisations
- We will circulate further information and an **EOI** in the coming weeks



Skills and Training Initiatives



- Wage subsidies for eligible employers in Priority occupations
- Hiring incentives - of apprentices doing a qualification in a job that isn't on the Priority List
- Apprenticeship Network providers - free service to recruit, train and retain apprentices and trainees

* Australian Apprentice Training Support Payment - direct financial assistance for apprentices to support them to complete their training

<https://www.australianapprenticeships.gov.au/aus-employer-incentives>



- Low or no fee training for eligible Australians to upskill or reskill in areas of identified skills need, including Aged care

<https://www.myskills.gov.au/jobtrainer>

Pacific Australia Labour Mobility Scheme

Australia's primary temporary migration program for low, semi and unskilled workers.

The scheme supports Australia's strategic interest in the Pacific.

Dual objective:

- addresses short-term and long-term labour market shortages in Australia, and
- support the economic growth of Pacific Island countries and Timor-Leste

10 participating countries: 9 Pacific Island countries and Timor-Leste, more than 25,000 PALM worker in Australia



Fiji
2,603



Kiribati
626



Nauru
11



Papua New Guinea
578



Samoa
4,222



Solomon Islands
3,501



Timor-Leste
2,042



Tonga
4,532



Tuvalu
32



Vanuatu
6,998

Key Contacts

Connect

With an employment services provider to help with your recruitment needs,
at no charge to your business

Visit: [Find Your Employment Services Provider - Workforce Australia](#)

Get
support

When hiring, particularly scaling up your workforce
– including connections to your local [Employment Facilitator](#) or
national [Employer Liaison Officers](#)

Self service

Advertise your vacancies on [Your Jobs \(workforceaustralia.gov.au\)](#)

Find candidates at [Find candidates \(workforceaustralia.gov.au\)](#)

Need help?

[Reach out for information and support](#)

Call: 13 17 15





Aged care nursing & allied health scholarships open

- Up to 400 for personal care workers and nurses
- Up to 100 for allied health workers with a focus on dementia care
- For courses commencing, or continuing, in 2023
- Vocational Educational Training (VET), undergraduate, postgraduate
- Applications close 10 October 2022
- More info at www.acn.edu.au/scholarships



Australian Government
Department of Health and Aged Care

Workforce
Australia

Thank you

Webinar 2 is on 26 October 2022



health.gov.au/working-in-aged-care