



Care Careers Project
Employer Roundtable 1 Wed 17 Nov 2021
Employment Pathways

Roundtable

- Care Sector Employment Pathways – the current picture
- Care Sector strengths and weaknesses - attraction, recruitment and retention
- Opportunities ahead, including the launch of the CareForce Hub, Employer Jobs Pledge, collaboration projects and partnerships

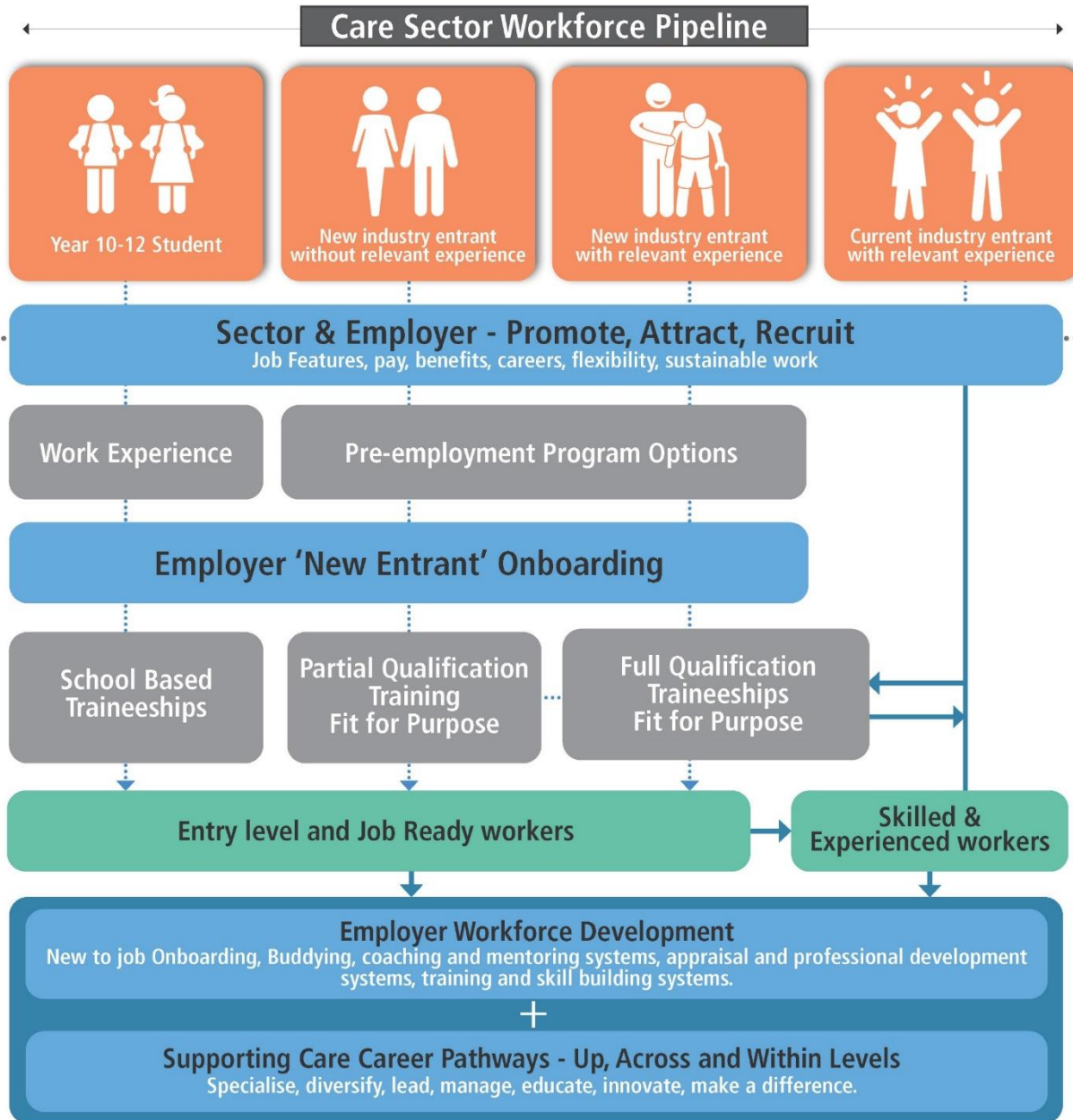
POLL

Which Employment Pathways need improvement in the care sector?

Attracting/retaining existing skilled workers	47% of 23 attendees agreed
Attracting/retaining new entrants under 25 workers	67% of 23 attendees agreed
Attracting/retaining new entrants over 25 workers	60% of 23 attendees agreed
Attracting/retaining job active workers	40% of 23 attendees agreed

**According to the poll, attracting and retaining new entrants
requires the most improvement**

CARE CAREERS PATHWAYS | ENVIRONMENTAL SCAN



Specialist Support Services

Employment Services

Employment services across the Illawarra and South Coast have many clients looking for work. Initiatives to support employers include wage subsidies, post placement support and mentoring.



Skills Brokers

Skills Brokers gain access training funds and link nationally recognised training through the Smart and Skilled Program.



Training & Skills Specialists

Training and skills specialists support employers with training plans mapped to job needs, as well as information on wage incentives, contracts, qualifications, employment options and tailored mentoring for traineeships.

Care Career Pathways Environmental Scan

- The Care Career Pathways Environmental Scan (diagram on previous page) was created from interviews Tanya Southworth conducted with care sector employers, and stakeholders.
- For employers there is a common purpose to care career pathways which is about attracting, recruiting, retaining, and building a skilled workforce for the fastest growing sector in the Illawarra and South Coast region.
- There are various care sector pathways that relate to different job seeker cohorts including school students, younger people and new entrants without experience.

Care Career Pathways Environmental Scan

Continued

- It highlights different pathways for job seekers looking for a job and career in our sector and what they will need to navigate for a job opportunity.
- Employers agree they play a key role by supporting and enabling job seekers with good quality job and career information, quality onboarding, training and professional development and career advancement.

A point raised at the Round Table was related to employers needing people with the right attributes, eg caring, proactive, honest, reliable were as important as qualifications

Roundtable on Current Strengths

- Jobs in the care sector offer flexibility and work life balance which can fit in with people's lifestyle – Go for a surf in the morning, go to work in the afternoon.
- Selling point is that majority of people who seek careers in this sector are inherently caring, creating a caring work environment with supportive colleagues for new and current workers.
- Tailored onboarding for new entrants so they know what to expect when they start a job.

Roundtable on Current Strengths

Continued

- We have a highly skilled workforce, offer professional development opportunities, pay well and support staff through external supervision.
- Able to offer benefits such as salary sacrifice.
- Traineeships are a great opportunity.



Roundtable on Current Weaknesses

- Jobs Reputation of the sector – We need to get better at selling our job and career stories. Develop more collateral with real stories and videos and showcase the things we do well via social media.
- Transitioning from entry levels into new and different jobs is difficult.
- Orientation is too short, and not always tailored to the new worker – many have to hit the ground running, get thrown in the deep end making it too hard for many.
- Low pay rates make it unattractive.

Roundtable Suggestions

- Entry level roles could be used as pathways to caring roles e.g. catering.
- Making sure new entrants have knowledge of all the things that they might see or experience during their work e.g. nakedness or dementia. Having awareness can be an advantage and make new experiences less confronting.
- Professional development programs that support and encourage development for current employees leads to them staying longer as they can see the career path ahead of them.



Roundtable Suggestions

Continued

- Short orientation periods that are not tailored to inexperienced workers can lead to them leaving as they feel overwhelmed/unsupported in the role.
- Flexibility is needed when customising new training packages and mentoring programs need to be longer/more flexible to support new workers.
- Students could be targeted by employers while they are still studying to ensure right-fit candidates for roles.



Care Career Project Initiatives

Employer Jobs Pledge - Please go here for the Jobs Pledge process info:

<https://www.careforcehub.com/pledge-jobs>

Employer Toolkits - Please go here to download the Employer and Attraction Toolkit:



CAREFORCE EMPLOYER ATTRACTION AND RECRUITMENT TOOLKIT

This Toolkit is designed for the care sector employers (Disability, Aged Care and Home Services) across the Illawarra and South Coast to ensure they have access to specialists to help fill jobs and support skill development for new employees and the current workforce.

TIPS FOR ATTRACTING & RETRAINING A SKILLED WORKFORCE

-  Draw on the support of recruitment specialists listed in this Toolkit
-  Discuss opportunities for additional wage incentives with the contacts in this Toolkit
-  Ensure your recruitment and onboarding processes are supportive for all new workers
-  A good start improves retention - Allocate a mentor or buddy to help new employees when they start
-  Ensure you sell the full benefits, flexible hours, salary packaging, career advancement, employment continuity
-  Discuss the funding available for skills training, traineeships and apprenticeships with the contacts in this Toolkit
-  Sign up to the Care Careers project and online HUB designed to support your attraction and recruitment efforts

For more tips, tools and templates check out www.careforcehub.com

Local Jobs Program
AN AUSTRALIAN GOVERNMENT INITIATIVE

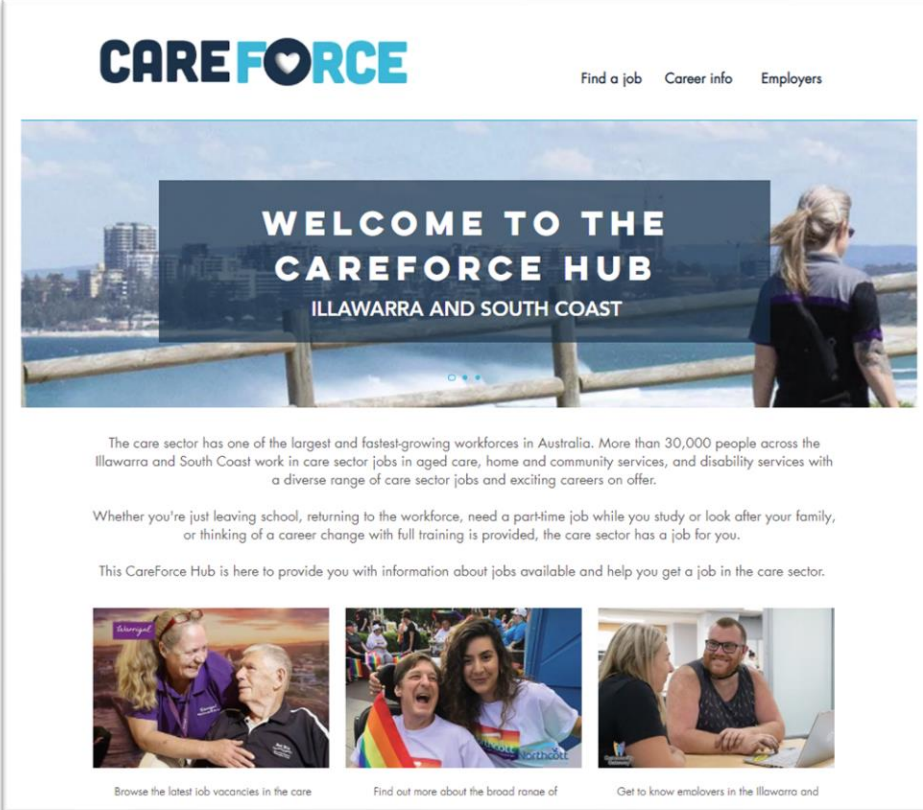


Care Career Project Initiatives

Online CareForce Hub for job seekers

Please view the new online HUB designed to attract job seekers and connect them to employers and jobs.

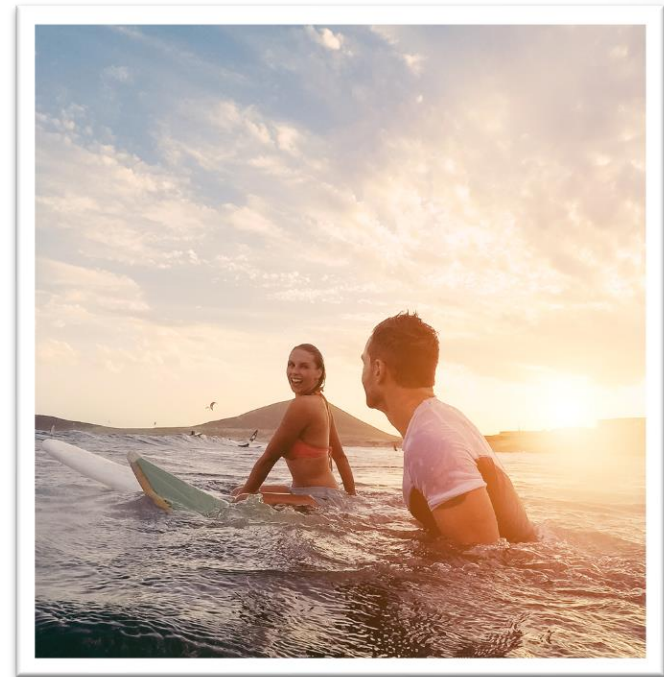
<https://www.careforcehub.com>



The screenshot shows the CareForce Hub website. At the top left is the logo "CAREFORCE" with a heart icon in the letter 'O'. To the right are navigation links: "Find a job", "Career info", and "Employers". The main banner features a scenic view of a coastal city with a person in the foreground looking out at the water. The text on the banner reads: "WELCOME TO THE CAREFORCE HUB ILLAWARRA AND SOUTH COAST". Below the banner, there is a paragraph of text: "The care sector has one of the largest and fastest-growing workforces in Australia. More than 30,000 people across the Illawarra and South Coast work in care sector jobs in aged care, home and community services, and disability services with a diverse range of care sector jobs and exciting careers on offer." This is followed by another paragraph: "Whether you're just leaving school, returning to the workforce, need a part-time job while you study or look after your family, or thinking of a career change with full training is provided, the care sector has a job for you." Below this is a third paragraph: "This CareForce Hub is here to provide you with information about jobs available and help you get a job in the care sector." At the bottom, there are three small images with captions: 1. A caregiver assisting an elderly man, captioned "Browse the latest job vacancies in the care". 2. Two women, one holding a rainbow flag, captioned "Find out more about the broad range of". 3. A man and a woman sitting at a desk with a laptop, captioned "Get to know employers in the Illawarra and".

Roundtable Opportunities Ahead

- Collaborate to raise the profile of the sector by highlighting jobs and benefits. Highlight flexibility e.g. surf in the morning, work in the afternoon. Part time work available.
- Grab the opportunity to attract skilled workers from declining industries such as tourism, retail, and hospitality.



Roundtable Opportunities Ahead Continued

- Marketing messages should be tailored to target audiences. Both key messaging and imagery needs to appeal in different ways to different audiences – career changers, school leavers, return to work parents etc. TikTok for targeting a younger audience
- Remember that teachers are also great careers influencers, not just careers advisors, and so are parents.
- New videos and photos with real stories.





Thank you