

A photograph of two women in a kitchen. An older woman with grey hair, wearing a patterned top, is smiling and looking towards a younger woman. The younger woman, wearing a pink sweater, is focused on preparing a large white bowl of food with a wooden spoon. The kitchen has white cabinets and a tiled backsplash. A yellow circular graphic is in the top right corner.

ssi

# Home Care Workforce Support Program

Recruiting and supporting an  
aged care workforce for the future

June 2024 | [ssi.org.au](https://ssi.org.au)

# Introduction

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There is a combined challenge of an ageing population and talent shortage in the at-home aged care sector. Australia needs 110,000 more support workers in the next 10 years to support our seniors to live at home for longer.

SSI was one of six providers chosen to deliver the Commonwealth Government's Home Care Workforce Support Program (HCWSP) in each state and territory from 2022 to 2024.

The program was part of the Federal government's overall aim to grow, upskill and support an aged care workforce that delivers safe, high-quality care that puts senior Australians first.

SSI supported the rollout of the program in New South Wales and the ACT, attracting, recruiting and supporting new workers suited to the industry, building capacity, and enhancing the skills of existing workers.

The program ended on June 30, 2024. The information in this document has been provided to sustain the program's impact and ensure ease of access to all relevant program resources into the future.



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SSI Group acknowledges the Aboriginal and Torres Strait Islander peoples as the First and Traditional Custodians of the lands where we live, learn and work. We pay respect to Elders past and present and recognise their continuous connection to Country. SSI Group remains committed to reconciliation and to working with First Nations peoples to realise “Makarrata” – a Yulngu word meaning the coming together after a struggle

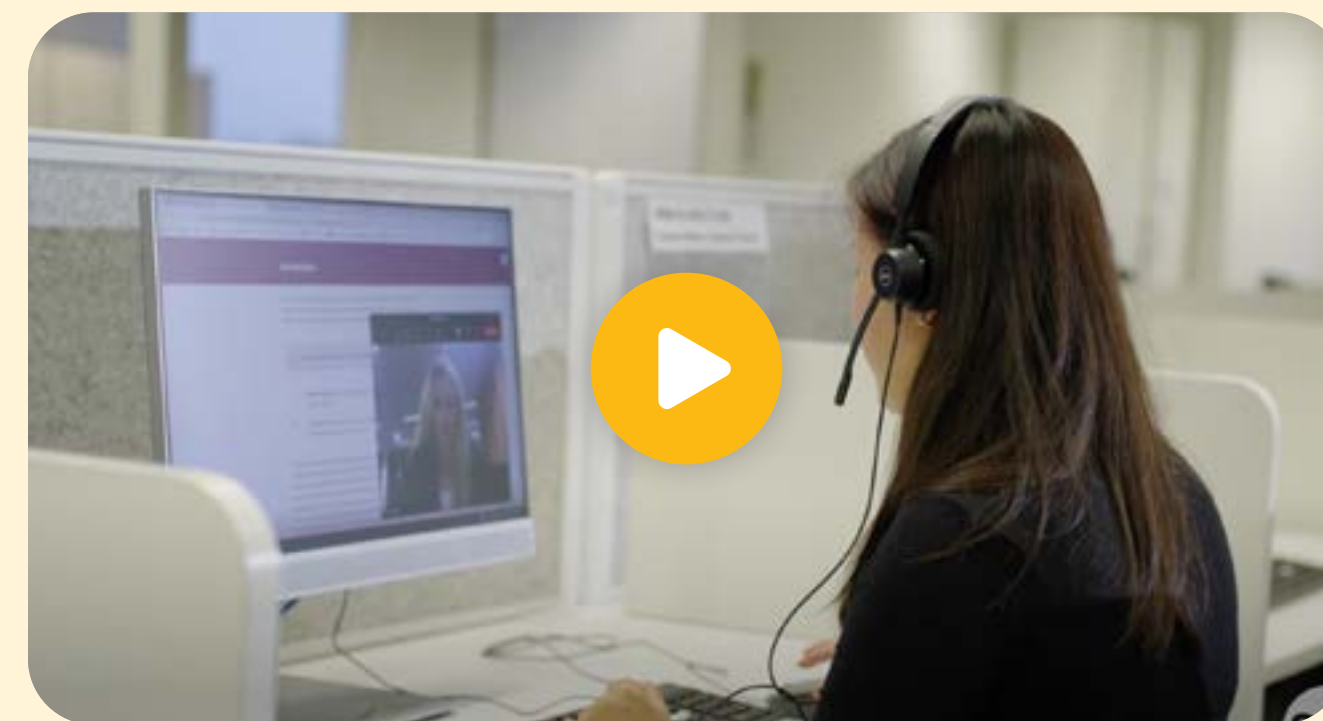
# Videos

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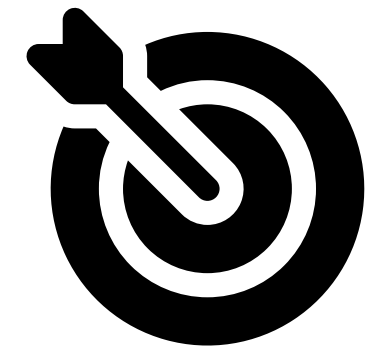
Hear from the team our key learnings and achievements from the HCWSP.



Are you ready for a career with meaning?



# Key performance highlights



**25,574**

expressions of interest in 18 months



**2,364**

placements with eligible providers



**7,826**

classified and screened as “job ready”



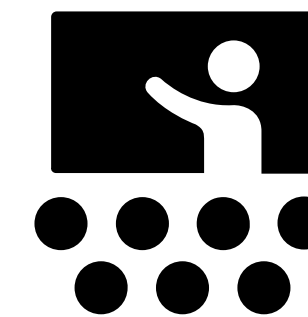
**5,142**

referred to providers for employment



**2,325**

retained in jobs and/or the aged care sector



**207**

community engagement events  
(24 were First Nations)

# Recruiting diverse talent into the sector

The cultural diversity of Australian seniors and personal care workers continues to grow. Working Future, [a 2023 Australian government white paper](#), identified that migrant workers will be key to filling worker shortages in the aged care sector in the coming decade.

**37%**

of Australians aged 65 and over were born overseas

**28%**

of home care users are from Culturally and Linguistically Diverse (CALD) backgrounds

**21%**

of direct care workforce identify as being from a CALD background

# The Culturally Responsive e-module

The feedback we received from aged care providers was that there was a need for practical training directly addressing the real-world challenges faced by workers. We created the Culturally Responsive Support e-module to meet this need. This training program aimed to unlock the proven benefits of a person-centered approach for Australia's ageing population by significantly raising the skill level of direct care workers in interacting with culturally diverse seniors. In doing so, reducing the barriers for seniors accessing healthcare, increasing customer satisfaction and business performance for aged care providers, and improving retention of direct care workers within the short-staffed industry.

**52**

webinars and workshops for leaders carried out, equating to

**1,176**

people from

**149+**

organisations

**350+**

enrolled in the e-learning module

**2,900+**

hours of learning delivered

# Digital marketing for recruitment

Our Digital Marketing campaign delivered 73% of leads to the program. Simple static posts showed great results indicating that even with smaller budgets, strong results could be achieved. The results were sustained throughout the campaign highlighting the vast pool of potential workers interested in a career in the industry.

**\$15.12**

cost per lead  
(\$27.51 industry average\*)

**2.1%**

click through  
(2.37% industry average\*)

**\$1.21**

cost per click  
(\$2.03 industry average\*)

**10m impressions | 217,000 clicks | 17,317 leads**

The quality of leads was strong, averaging 32% conversion rate onto the program.

## Key learnings from the Digital Campaign



Social proof i.e. comments and post engagement significantly improved the cost per lead.



Messaging with deadlines performs strongly so where possible always include the end date or create a sense of urgency in the text.



# Community engagement for recruitment

**207** Community events across NSW/the ACT  
(24 were first nations)

Our focus was to get out into the heart of local communities to work directly with those seeking a career in home care. We leveraged existing networks in these communities such as local job programs and community inter-agency groups to generate awareness for SSI's role of placing people into work in the home care industry.

Our attendance at a broad range of career expo and employment events across the state and territory significantly raised the profile and opportunities offered by a career in aged care, and increased the pool of candidates looking for work in the field.

**86**

locations visited across NSW and the ACT as part of ongoing community engagement

# Employment accelerator events

One of our most successful recruitment pathways was via our employment accelerator events. These events were facilitated by our partnerships and allowed participants to engage directly with potential employers creating a fast track to successful employment. Attendees cut through the usual application process by having their qualifications and pre-employment checks verified on the day. In many cases they were able to leave with a job offer or clear next steps towards employment. Our partnership with Syd West ensured we were able to reach the best potential candidates and lead to the successful placement of hundreds of participants.

Our career expo's were held all across NSW and the ACT including in:

- Armidale
- Bathurst
- Bega
- Berkeley (Illawarra)
- Borenore (Orange)
- Braidwood
- Canberra
- Central Coast
- Cooma
- Coonabarabran
- Cootamundra
- Cowra
- Goulburn
- Leeton
- Mudgee
- Newcastle
- Orange
- Tamworth
- Tumbarumba
- Tumby Umbi
- Wagga Wagga
- Wollongong

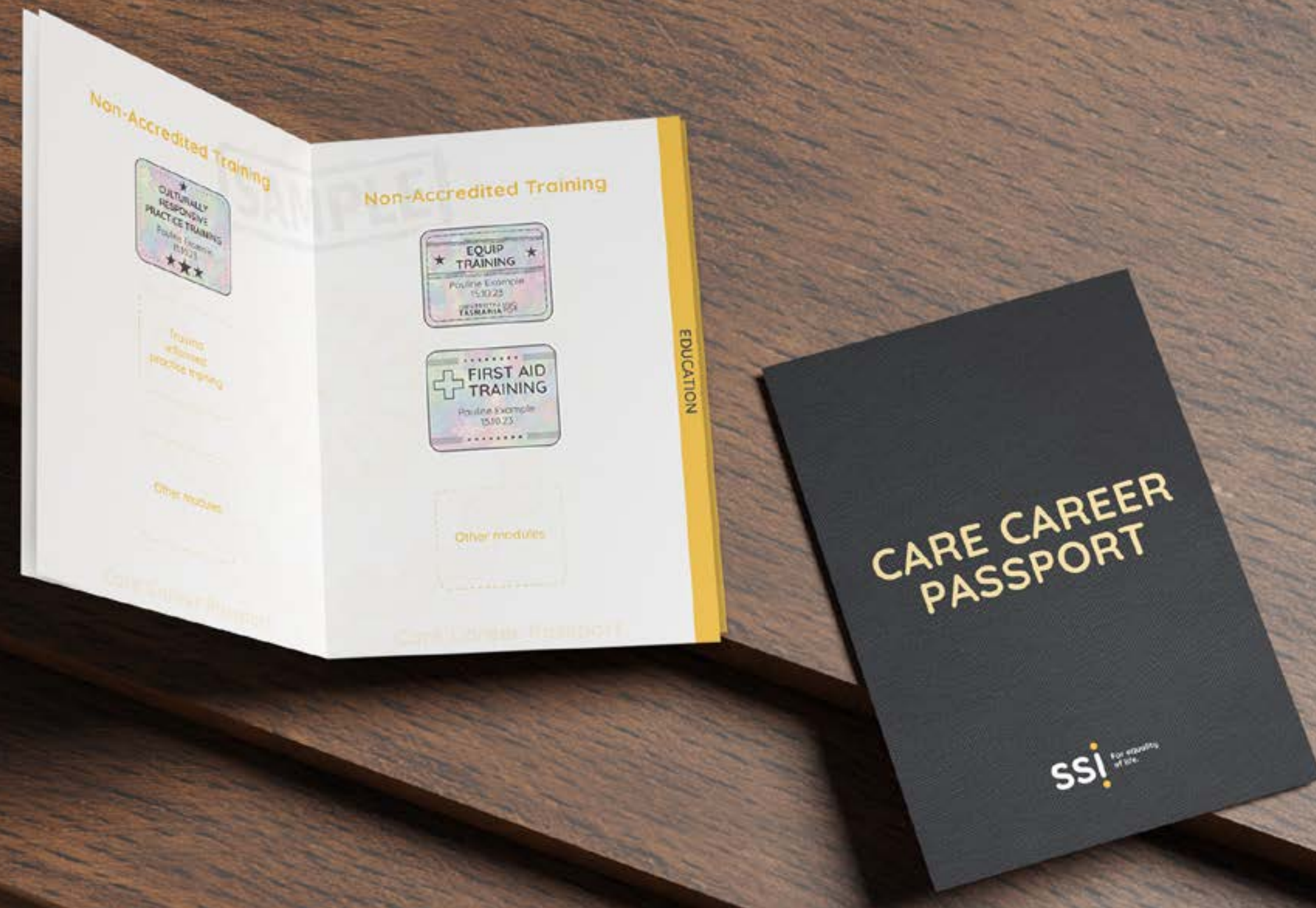
# Care Career Passport

As part of delivering the HCWSP, we developed an industry first initiative that intended to bring a standardisation tool to the care sector – the Care Career Passport.

The document provides tangible evidence of a candidate’s career milestones consolidated in one place.

Candidates who hold a Care Career Passport have been screened and trained across a wide range of appropriate skills, whether it be domestic assistance, social support, personal care or generic quality assistance to the elderly.

They’ve also been verified to work in the care environment. We’ve screened them with the appropriate credentials including right to work in Australia, police checks and any needed vaccinations. In other words, they are ready and willing to help deliver great care to our seniors.



**4,000+**

Care Career  
Passports issued



# Care Career Roadmap

**SSI Home Care Career Roadmap** home care workforce support program

Home care offers a multitude of career options for life-changing work caring for Australia's seniors. This home care roadmap can help you find the path that's right for you. SSI consulted a wide range of industry experts to create this map but as home care is one of Australia's fastest-growing sectors, your career choices will continue to evolve and expand. Join the program today to see where home care could take you.

**Personal Care Worker**  
Provide life-changing care to seniors in their homes  
Involves:  
• Social support  
• Personal care  
• Transport  
• Light housework  
• Assisting with personal care  
• Medication assistance  
• Meal preparation

**Administration & Scheduling**  
Coordinate staff rosters and provide customer service  
Involves:  
• Scheduling and coordinating shifts  
• Administration and resourcing  
• Scheduling carer visits  
• Assisting with auditing and maintaining client files

**Care Coordinator**  
Coordinate client care and manage staff  
Involves:  
• Qualifications and relevant experience  
• Leadership and frontline management  
• Superior client and customer service delivery  
• High-level administrative and coordination duties

**Home Care Manager**  
Manage home care workers and clients  
Involves:  
• Qualifications and strong experience  
• Senior leadership and management skills and training  
• Stakeholder relations and client services expertise  
• High-level administrative and resourcing tasks

**Other home care career pathways**

Nursing Occupational therapy Allied health Speech pathology Paramedic Medical officer Counselor Geriatrician

**Make a difference and change lives in one of Australia's fastest growing sectors**

**Skills required**

- Ability to put client's needs first
- Interpersonal and communication skills
- Empathy and compassion
- Dependability
- Practical thinking

**SSI** For equality of life.

Scan the QR code or head to our website to start your journey in home care.

[www.ssi.org.au/homecare](http://www.ssi.org.au/homecare)

During our initial engagements with communities, it became clear there were no tangible resources to assist and develop those seeking a career in home care. We worked closely with industry professionals to create the Care Career Roadmap. The roadmap provides a clear pathway for career progression and highlights complementary roles and their requirements.

There are many jobs that a career in home care can open up to, such as:

- Nursing
- Occupational therapy
- Allied health
- Speech pathology
- Paramedic roles
- Medical officer roles
- Counselling roles
- Geriatrics

# Career development and e-learning

Our team supported participants throughout their home care career journey with a carefully curated range of training opportunities.

**1,330**

referrals to accredited course through partner Registered Training Organisations (RTOs)

**271**

participants placed in accredited training with RTOs

**193**

participants completed accredited first aid training

**140**

participants completed dementia training

**436**

completed 5 EQUIP Aged Care Learning modules (provided by University of Tasmania)

# Home Care Experience Centre

The Home Care Experience Centre was a purpose-built facility that provided a space where you could speak face-to-face with our team and receive in-person training and support, including:

- Access to ready-to-use laptops and printers
- Help with navigating e-learning platforms
- Hands-on training, including accredited First Aid Training, Manual Handling, and Dementia Workshops
- 1:1 discussions with your Participant Services Delivery Officer

We also brought our flagship amenities and experiences to regional and remote communities via our Mobile Training Organisation Unit



# Case studies

Our case studies show first-hand perspectives of the impact and benefits of the HCWSP. Ranging from care workers to case managers, each person's story offers a unique insight into the aged care sector.

“SSI helped me with my CV which I didn't know how to do properly. They got me into a course, sent out my CV and by the end of the course I had a job.

Kerry Milligan, Home Care Worker,  
Catholic Healthcare



## Kerry's career transition

Kerry found fulfilment in caring for seniors at Catholic Health Care.



## Jenny builds her dream

Jenny joined the HCWSP after 13 years working in retail and hasn't looked back since.



## Collaborating with Hireup

As part of the Home Care Staffing Support Initiative (HCSS), SSI partnered with Hireup to help fill the Focus Care workforce.

# Case studies



## Rob moves from commerce to home care

Rob made a pivot from the fast-paced world of finance to an enriching career in home care.



## Boosting recruitment for Catholic Healthcare

Learn how the HCWSP helped Catholic Healthcare navigate the current workforce shortages affecting the aged care sector.



## Every connection makes a difference: Jose's role at SSI

Jose migrated to Australia as a young refugee from El Salvador. Since then, he has been motivated by one simple question – how do I give back to the community and help people in need?





[www.ssi.org.au/home-care](http://www.ssi.org.au/home-care)