

Home Care Workforce Support Strategy



ACCPA Queensland State Conference





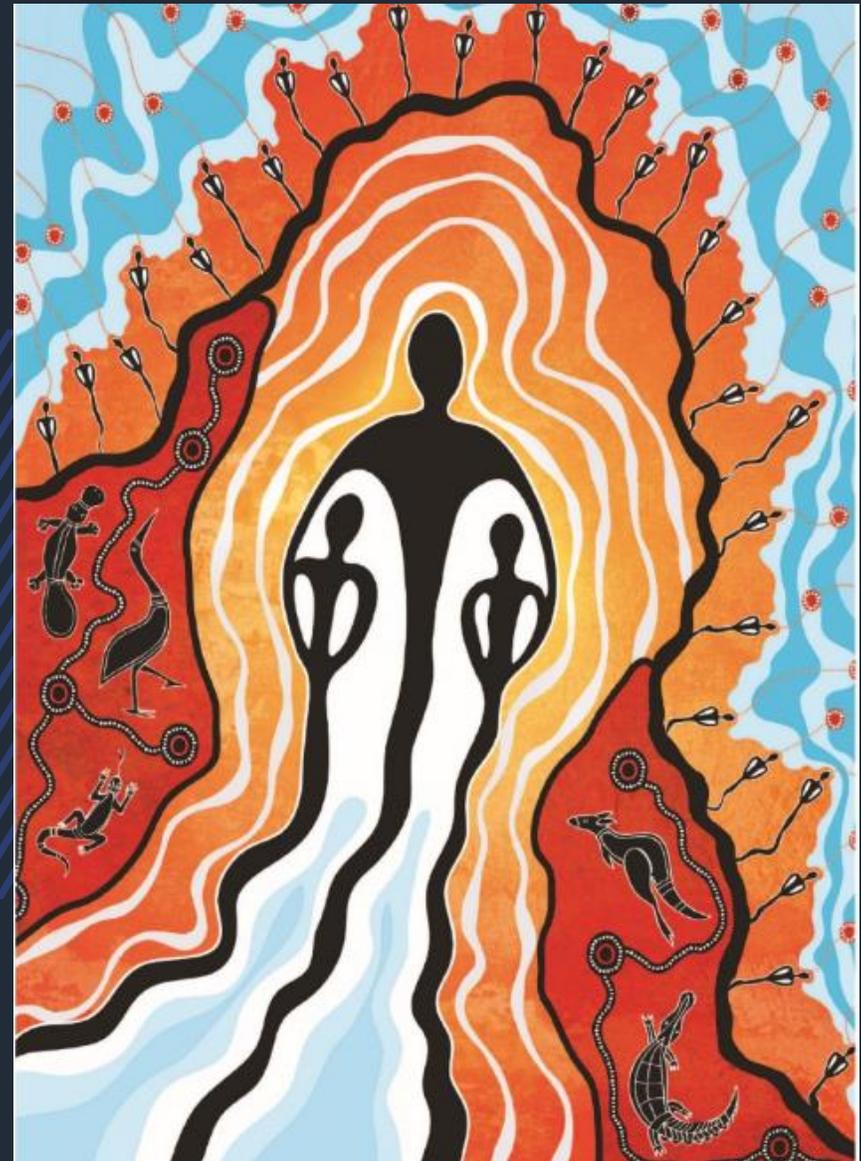
Ian Montague
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We acknowledge the traditional custodians of the lands on which we live and work and pay our respects to Elders, past and present.

This painting by David Williams represents the nurturing spirit of our Aboriginal and Torres Strait Islander Elders and the importance they hold in their communities.





I would also like to acknowledge all of you attending today's session and the care you deliver for older people in Queensland.

We acknowledge that home care service is undergoing significant and often difficult transformational change.

Home Care Workforce Support Program

The Queensland Consortium

The Peak



Council on the Ageing (COTA) Queensland is the seniors peak - advancing the rights, needs, interests and futures of Queenslanders as we age.

The Not for Profit



Skills Hubs is a not-for-profit company that delivers a range of projects designed to upskill, train and support workforces of the future.

The RTO

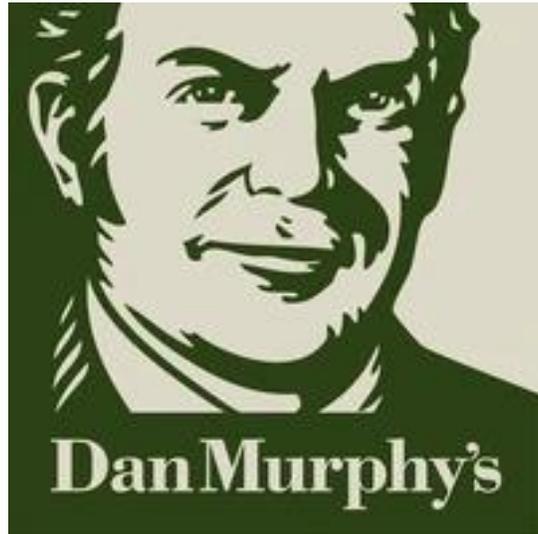


Skills Generation is a Queensland based specialist Vocational Education and Training Organisation upskilling individuals and organisations.

Today

- Home Care Packages
- Home Care Workforce Support Program - Queensland
- What we have found
- An open invitation
- Q&A

Today





Australian Government
Department of Health and Aged Care

HOME CARE PACKAGES PROGRAM

Data Report 2nd Quarter 2022-23

1 October – 31 December 2022

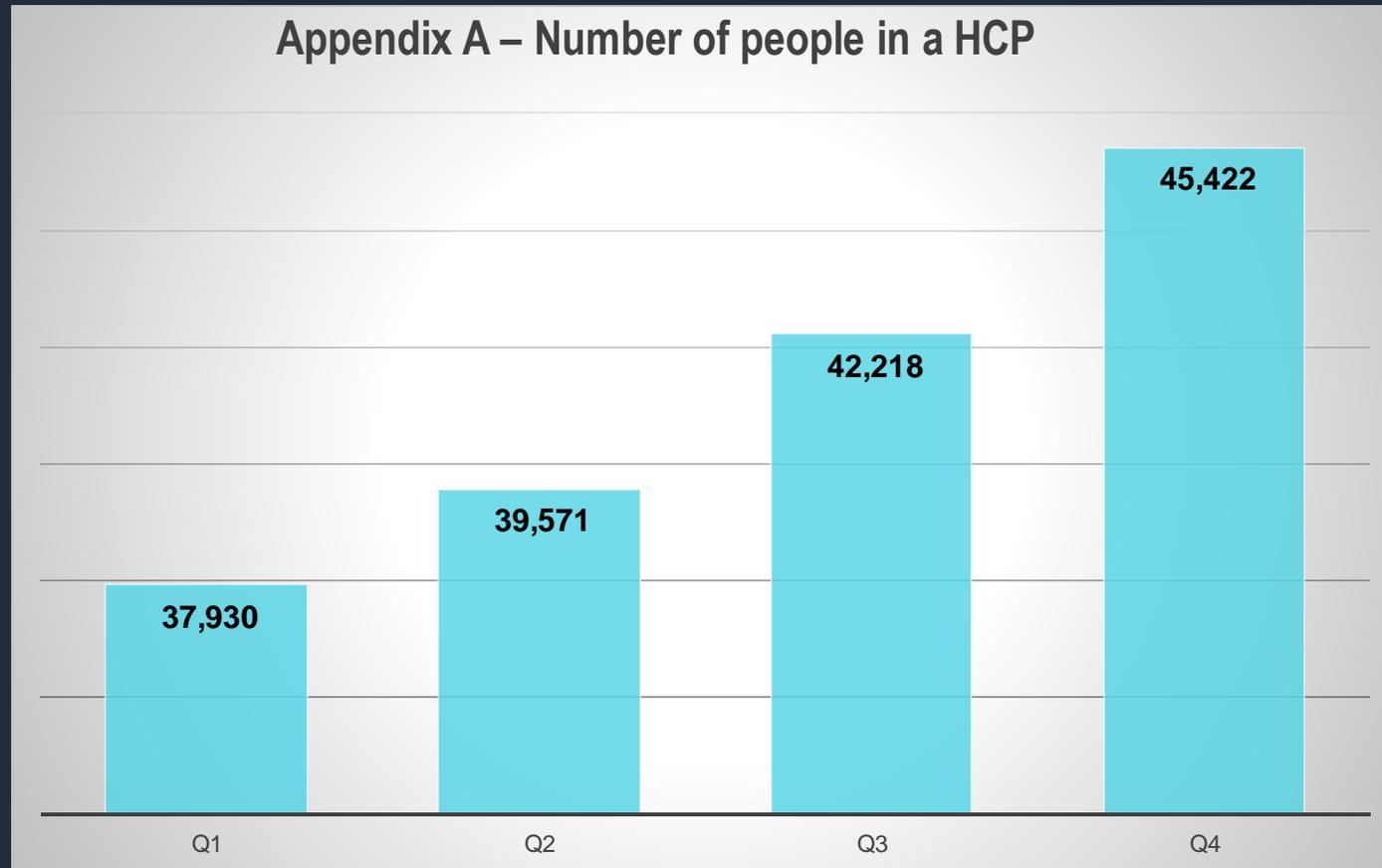
March 2023

<https://gen-agedcaredata.gov.au/resources/reports-and-publications/2023/March/home-care-packages-program-data-report-1-October-to-31-December-2022>

Home Care Package Quarterly Reports

Queensland

2022 calendar year



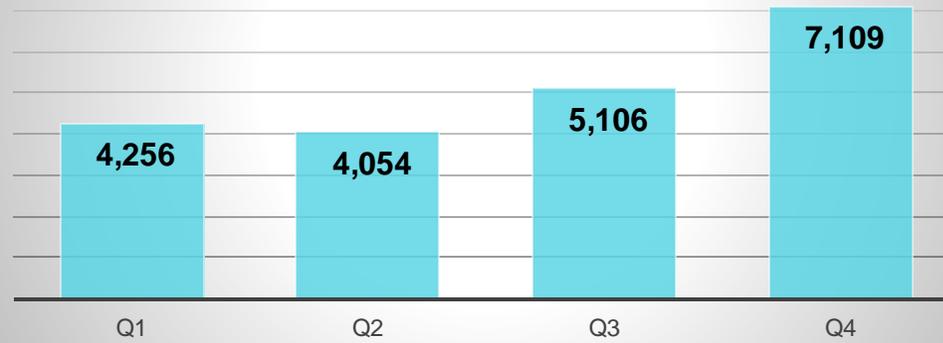
+ 19.8% in 2022

Home Care Package Quarterly Reports

Queensland

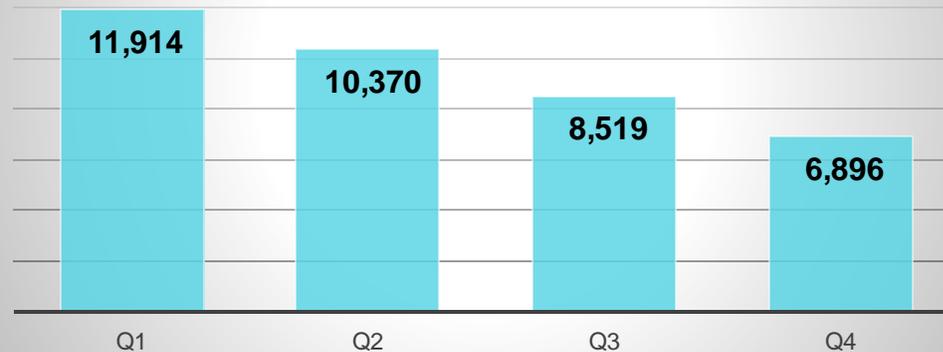
2022 calendar year

Appendix B – Number of new entries to a HCP



↑ Q3 to Q4 + 39.2%

Appendix E – Number of people waiting on a HCP at their approved level



↓ In 2022 - 42.1%

Home Care Workforce Support Program

Funded by the Dept of Health and Aged Care, the *Home Care Workforce Support Program* is supporting the aged care sector to grow the national home care workforce by 13,000 workers over 2 years.



HCWSP Update – actions, successes and findings

A free service to all registered home care providers



The program ask in Queensland:

Attract (2,400 additional), train and retain Personal Care Workers to the home care sector in Queensland.

Our consortium's approach:

- Multi channel attraction pipeline,
- Place-based engagement
- Sector development to build capability and capacity.

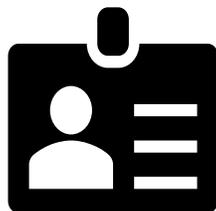
At the end of
March 2023



Nearly 10,000 people have sought additional information about working in home care.



Actively working with 600 – 800 people at any point in time.



850+ people have secured a position in home care.

The people we have placed – who are they?



70%

are women

30%

are men



By comparison, 88% of national industry PCW's are women (HealthConnect)

56% are aged between 46-65

20% are aged between 36-45

17% are aged between 21-30

1% are aged between 16-20

By comparison, nationally 47% residential care workers are under 40, while in home care 48% are over 50 (HealthConnect)

5%

identify as
Aboriginal or
Torres Straight
Islander

*By comparison 2% of national
PCW's identify as ATSI
(HealthConnect)*

Project KPI is to be above 3.83%

24%

identify as
Culturally and
linguistically
diverse



41%

had relevant qualifications

*Of these 32% had a Certificate III Individual Support (Ageing), 2% other
Certificate III (Disability and Health Assistance), 3% had Certificate IV
Ageing, 3% had Diploma Nursing, 1% had Bachelor Nursing.*



59%

had no relevant qualifications

What we have found:

- There are biases towards carers - gender, faith and ethnicity
- Candidates are biased towards duties
- Organisational biases towards experience &/or qualifications
- That people are interested in home care – not the myth!
- We see few examples of organisations with ‘grow your own’ approaches – career pathways, training pathways.
- New “Unicorn Rules”.

What we have found:

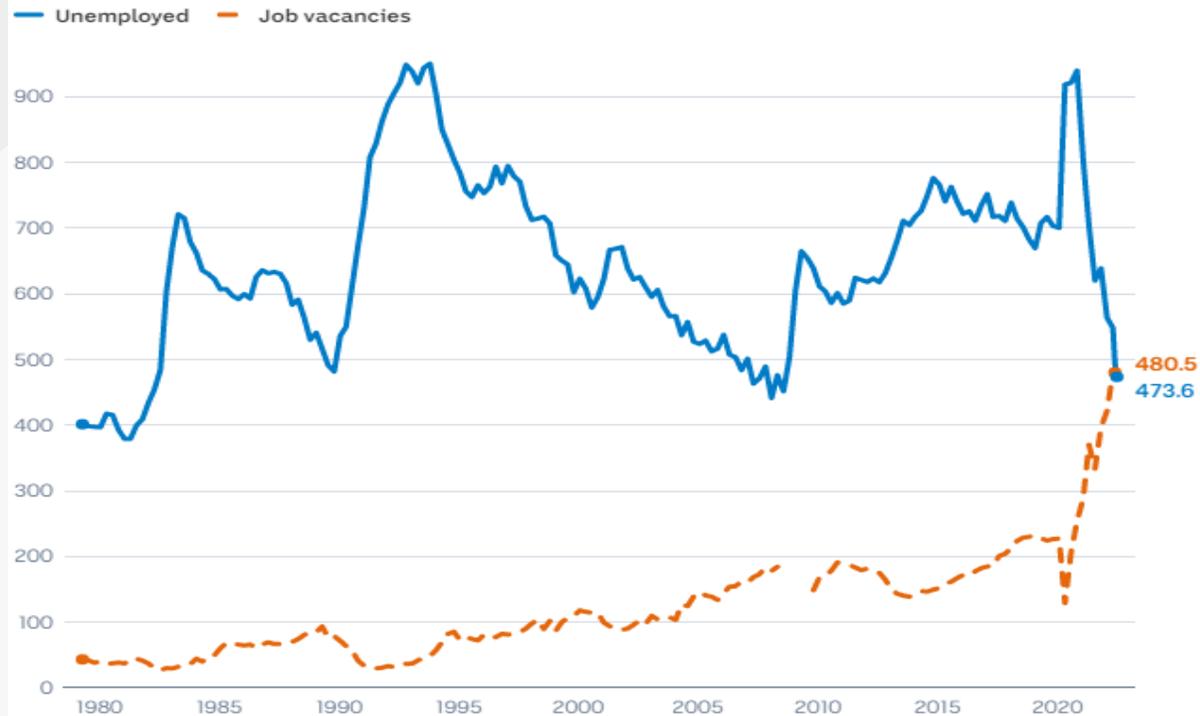
- Candidate attraction and engagement post COVID-19 is different

Are you excluded from the unemployment figures – ABC News

<https://www.abc.net.au/news/2022-09-18/are-you-excluded-from-the-official-unemployment-figures-/101450870>

More job vacancies than officially 'unemployed' people

There were 473,600 officially unemployed people in July, compared to 480,500 job vacancies in June (the latest data available)



There was a series break in the job vacancies data between August 2008 and August 2009 (inclusive)
Chart: Gareth Hutchens / Source: Australian Bureau of Statistics / [Get the data](#)

Qld Treasurer and Minister for Trade and Investment Media Release 13 April 2023

- Queensland's unemployment rate is 3.8% as at March 2023
- Rate below the pre-COVID-19 rate of 5.6% in March 2020
- 228,500 more Queenslanders now employed compared to pre-COVID levels
- Queensland's participation rate of 66.3% in March 2023 remains above the 65.7%

44,124 SEEK ads in Queensland - 11,985 "care" ads - 13 April

What we have found:

- The ‘speed’ of the attraction and recruitment process is very, very time critical

Difficulties to recruit PCWs were raised in stakeholder interviews. Over 35% of the aged care providers indicated average time to recruit a quality candidate is longer than 1 month (Figure-6).

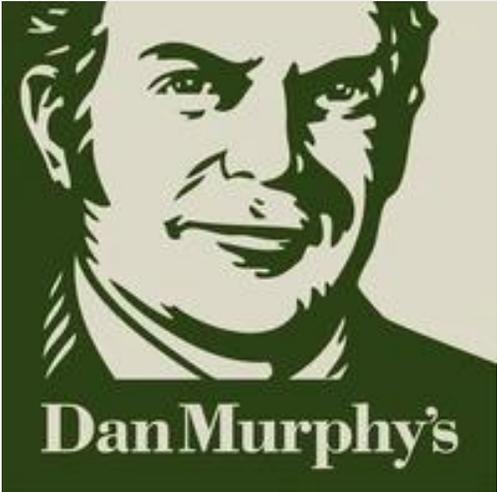
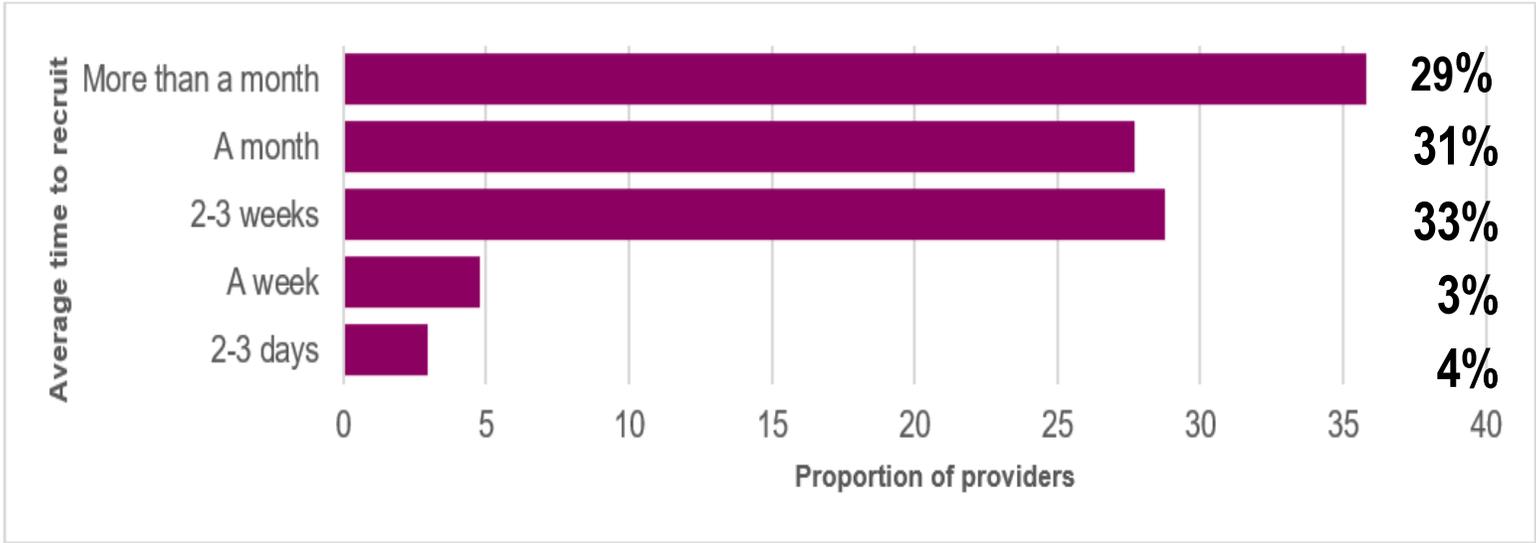


Figure-6: Average time to recruit a quality candidate

Qld



Source: HealthConsult Survey of 325 aged care providers (2022)



Diana Hummel
Aged Care Services Support Lead
Footprints Community

In conversation with Rose Harris
Engagement HCW SP COTA Qld



Evidence: Organisations should know their KPIs.

- Time to Fill – the amount of time you need to fill a position.
- The Conversion Rate – how many are you processing to get an outcome?
- Time to Offer – the time taken for an offer to be made.
- Offer Conversion Rate – if an offers is made, how many accept?
- Time to Commencement – once selected, time to first day/shift
- Commencement Conversion Rate – how many actually start?

Speed to Market

Act as if you are dealing with a Unicorn

Temperament and Personality

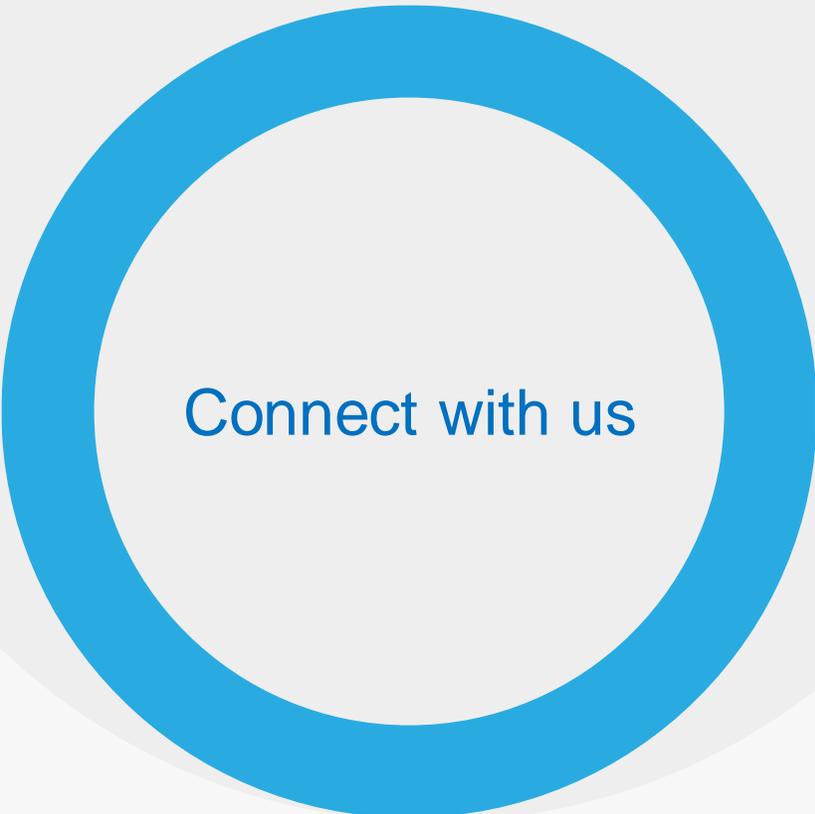
The Unicorn is a highly intelligent creature described as **outgoing, energetic, and smart** – a unique wild horse. It is seen as a symbol of chastity, purity, grace, peace and tranquillity.



What we have found

- ‘Unicorn experience’ matters more than ever:
 - Deliver on your promises – or they will walk
 - Keep communicating – or they will walk
- Diversification can open valuable new segments:
65+, males, no industry experience, no qualification
- Learning pathways can add value and open up your pipeline





Connect with us

The screenshot shows the SkillsHubs website header with navigation links: HOME, EVENTS, JOBSEEKER, HOME CARE PROVIDER, and STAKEHOLDER. Below the header is the main title "Home Care Workforce Support Program" and logos for COTA QUEENSLAND, SKILLSHUBS, and skills generation. The main content area features three white boxes with blue borders, each containing an image and a call-to-action button:

- Box 1:** Image of a woman and an elderly woman sitting together. Text: "Interested in working in Home Care?". Button: "ENQUIRE NOW".
- Box 2:** Image of a man in a wheelchair being supported by another man. Text: "Looking for qualified Home Care workers?". Button: "ENQUIRE NOW".
- Box 3:** Image of a woman assisting an elderly woman in a wheelchair. Text: "Stakeholder wanting to know more about the project?". Button: "ENQUIRE NOW".

Two red arrows point upwards from the bottom of the slide towards the "ENQUIRE NOW" buttons in the second and third boxes.

• Home Care Workforce Support Program

The screenshot shows the Skills Hubs website with a navigation bar containing HOME, EVENTS, JOBSEEKER, HOME CARE PROVIDER, and STAKEHOLDER. The main heading is "Home Care Workforce Support Program" followed by "Events". A sub-heading states: "We have a number of online and in-person events coming soon to help equip and connect home care providers, employment services and training providers in the home care industry." There are six event cards arranged in a 2x3 grid. Each card includes a title, date, time, venue, and a "LEARN MORE" button.

Event Title	Date	Time	Venue
Home Care Workforce Forum – Sunshine Coast	Tuesday 18 April 2023	9:00 am - 11:30 am	Black Swan Room, Maroochy Surf Club - 34-36 Alexandra Pde, Maroochydrive
Workforce Hot Topics – Person-centred care is everyone's business	Wednesday 19 April 2023	9:00 am - 10:00 am	Zoom
Home Care Workforce Forum – Fraser Coast	Thursday 20 April 2023	9:00 am - 11:30 am	Beach House Hotel - 344 The Esplanade, Scarness
Workforce Hot Topics Getting the Fit Right – Industry & RTO Engagement Discussion Panel	Wednesday 26 April 2023	9:00 am - 10:00 am	Zoom
Workforce Lunchtime Lectures – Boosting Retention in a Competitive Labour Market	Wednesday 26 April 2023	12:00 pm - 1:00 pm	Zoom
Workforce Hot Topics – Workforce Shortages – Identifying alternate training, hiring and talent pipelines	Wednesday 3 May 2023	9:00 am - 10:00 am	Zoom



Skills Hubs Events Coming Up – April 2023

Upcoming webinars from Skills Hubs:



Workforce Hot Topics, Wed 19 April 2023, 9.00 – 10.00AM

Person-centred care is everyone's business

Dr. Andrea Petriwskjy, COTA Queensland

[Register Now](#)

Workforce Hot Topics, Wed 26 April 2023, 9.00 – 10.00AM

Getting the Fit Right – Industry & RTO Engagement Discussion Panel

TAFE Queensland, Skills Generation, ITECA

[Register Now](#)



Webinar



Workforce Lunchtime Lectures – Boosting Retention in a Competitive Labour Market

Date: Wednesday 26 April 2023

Time: 12:00 pm - 1:00 pm

Venue: Zoom

[LEARN MORE →](#)

Community of Practice.

- 30-minute with each organisational pair before the 1st session:
- 3 x 2-hour sessions over 3 months:

Session 1 Respect, 18th May: Introducing key practices that brings to life the Respect principle in your workforce practices.

Session 2 Relationships, 15 June: New practices you can try to build trusted Relationships with and between your staff.

Session 3 Resilience, 20 July: New practices to boost Resilience followed by next steps to keep momentum or embed insights into everyday practice.

Thank you

On behalf of the consortium, I would like to thank you for inviting me to today's session.

Ian Montague

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The Queensland consortium.



www.cotaqld.org.au



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