

HOW TO ATTRACT THE RIGHT PEOPLE TO YOUR WORKFORCE



The care and support sector relies on its incredible workers. They're passionate, skilled and warm – people who have made the decision to have a life changing life.

The growth of the National Disability Insurance Scheme (NDIS) and our ageing population means we need to grow the care and support sector over the coming years. For employers, that means putting your best foot forward as we shine a national spotlight on the care and support industry. The following strategies can help you to attract the right people to your organisation.

CONSIDER WHAT EMPLOYEES ARE LOOKING FOR

It's important to understand what job seekers are looking for and use this to inform your approach to hiring.

Does your organisation offer flexible working hours, permanent hours or options to work additional hours? Will there be on-the-job training opportunities? Will there be the opportunity for employees to grow with the organisation and have great careers? Can your staff learn and grow across a variety of roles? Is your workplace a positive space where people feel respected and supported?

The care and support sector has a lot to offer. For people who are looking to start or switch careers, the entry-level opportunities are excellent. There are also multiple pathways into care and support work – people can often earn while they learn and get help to pay for any training they need. Think about the benefits of your organisation and how you can clearly communicate this to potential employees.

DEMONSTRATE WHAT CARE AND SUPPORT WORK LOOKS LIKE

A key reason people work in the sector is the warm and mutually beneficial relationships they develop with the people they support.

A great way to show this is to share stories from real people already working in the care and support sector.

By highlighting the genuine connections people form, you'll attract potential workers who want to find meaning and fulfilment in care and support work.

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CATER TO A DIVERSE WORKFORCE

The care and support sector needs a workforce as diverse as the people it supports.

There are opportunities in the sector for all types of people. This may include tertiary students, unskilled workers, professionals looking to transfer their skills, and those who bring lived experience to support a diverse range of clients.

If your organisation is aiming to recruit people from different backgrounds, consider how you might appeal to their unique experiences and perspectives. For example, people who have spent time as informal carers for their family and are returning to the paid workforce present a huge opportunity for the sector.

This audience will already have a depth of relevant experience, but they may not be able to perceive the value they can bring, or they may not think they are qualified enough to apply. Framing a role in a more informal way, perhaps speaking to their lived experience of care and arranging a casual conversation as opposed to a formal interview, is more likely to be successful.



CONSIDER ALTERNATIVE METHODS OF RECRUITMENT

If the traditional channels of advertising aren't working, there are other ways to approach recruitment.

Referrals have proven to be a highly effective method of attracting potential employees to the care and support sector. Speak to your existing staff – they may be able to recommend friends, family or others from their social networks who would be a good match for care and support work.

Consider an informal event where your existing staff can refer a friend to come to that works around the traditional application letter and resume process. Some people find applications daunting and will be attracted to a method that is more casual.

There are a number of government programs available to support employers in the disability support, aged care and veterans' sectors who want to grow their workforce. Jobactive providers can work with you to find the right candidates for your organisation.

Dedicated providers can also provide assistance if you are looking to recruit a specific employee, for example a young worker, an Aboriginal or Torres Strait Islander person, or someone with a lived experience of disability. Learn more about these resources on the [Boosting the Local Care Workforce \(BLCW\) Program website](#).

For additional support in growing your organisation, including tools and resources for employers in the care and support sector, visit careandsupportjobs.gov.au/employers

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