# **A LIFE CHANGING LIFE** CAMPAIGN SUPPORTER KIT

# Introduction

The care and support sector is one of the fastest growing sectors in Australia right now.

The Australian Government’s A Life Changing Life campaign aims to generate interest in the care and support sector and prompt students, job searchers and professionals to consider a job or career in aged care, disability support or veterans’ care. We need your help to share A Life Changing Life.

This kit includes information and resources that will help attract people with the qualities and skills the care and support sector needs. It contains key messages and links to social media posts, videos and other resources you can download and share.

# About the campaign

The Australian Government’s A Life Changing Life campaign was developed by the Department of Social Services, in collaboration with the Department of Health and Aged Care and Department of Veterans’ Affairs. It is informed by research with potential workers, current care and support workers, employers and stakeholders, and people with disability, older people and veterans.

The growth of the National Disability Insurance Scheme (NDIS) and our ageing population means the care and support sector will grow quickly over the coming years. Through the campaign and a range of additional workforce and sector initiatives, the goal is to attract at least 83,000 workers for the NDIS by 2024 (in addition to replacing workers lost to workforce churn) and 107,500 for aged care by 2029-30[[1]](#footnote-1).

Research shows that a key reason people work in the sector is the warm and mutually beneficial relationships they develop with the people they support. A Life Changing Life shares the stories of these rewarding relationships to boost knowledge about the diversity and value of the work, and disrupt outdated perceptions.

The campaign features real care and support workers, and the people they support – not actors.

**POTENTIAL WORKERS (THE CAMPAIGN’S PRIMARY AUDIENCES) INCLUDE:**

* tertiary students studying related fields such as nursing, allied health, teaching or psychology
* young people who are looking for meaningful work
* job seekers with an interest in this sector
* people returning to the workforce, including carers
* professionals who could transfer their skills across to the sector
* recent arrivals to Australia
* Aboriginal and Torres Strait Islander people
* people from culturally and linguistically diverse (CALD) backgrounds.

The campaign includes advertising (digital video, social media, display, mobile, audio and search) and public relations, and a strong focus on encouraging stakeholders, employers, existing workers, influential people and communities to share the campaign with target audiences.

The campaign hub is [careandsupportjobs.gov.au](https://www.careandsupportjobs.gov.au/). It features information about the roles available, pathways into the sector, skills and training, lots of case studies and links to job search services.

# How can you help

**Every action you take to support the campaign, no matter how small, can help to change the lives of people with disability, older people and our veterans.**

**Here are some ideas for sharing A Life Changing Life:**

* Share the campaign’s website, messages and materials with your professional and personal networks.
* Encourage staff and colleagues to share the campaign’s messages and materials with their own networks, and let them know they are welcome to share their own positive stories.
* If you or your staff know someone who could be a good fit for the care and support sector, they can download a digital postcard to send via text message, email or social media.
* Publish a description about the campaign on your organisation’s website using the key messages in this kit, and include a link to the campaign website.
* Review your organisation’s website and other assets, and identify opportunities to reflect the campaign’s key messages.
* Include the enclosed editorial, and link to campaign case studies in your newsletters, publications and other communication channels.
* Use key messages to support your communications with people about the jobs and careers available in aged care, disability support and veterans’ care. Activities may include presentations, speeches, job advertisements, position descriptions, and information for contact centre staff.
* Follow the Department of Social Service’s Facebook page (@FamiliesInAustralia) to read and share the stories of people who work in the care and support sector, and the people they support.
* Publish messages through your professional social media channels. Use any or all of the included hashtags for your social media posts, attach a campaign image or link to the videos and the campaign website.
* Hold a presentation for service providers in your sector, potential workers, students, people considering a career change, job seekers, or the general community.
* Book the A Life Changing Life mobile exhibition pack for your event or public space.
* If you are an employer, refer to the separate Employer toolkit at [careandsupportjobs.gov.au](https://www.careandsupportjobs.gov.au/resources/employer-resources)

Campaign resources  
**Visit** [**A Life Changing Life Resources Hub**](https://cloud.think-hq.com.au/s/2TMZEmS8PmMBN8G?path=%2F%20%0D) **to download videos,**

**templates, collateral and resources (bit.ly/ALCLprimaryresourcehub).**

## Information for your website

We encourage you to publish a news item about A Life Changing Life on your website, including an image and a link to the campaign website.

## Description

Are you ready for a life changing life? The care and support sector is now hiring, with rewarding jobs available in aged care, disability support and veterans’ care. With opportunities to work flexible hours, and to learn and grow across a variety of roles, you will change lives – as well as your own. Visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).

## Longer description

Are you ready for a life changing life?

The care and support sector is now hiring, with rewarding and meaningful jobs available in aged care, disability support and veterans’ care.

With opportunities to work flexible hours, and to learn and grow across a variety of roles, you will change lives – as well as your own.

Visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/) for links to job search services, personal stories, and information about the types of roles, entry requirements, training and development opportunities, pathways into the work, and jobs and careers.

## Career/vacancies page

We encourage you to use the campaign’s key messages on your careers/vacancies page so people who are looking for jobs in the care and support sector know they are in the right place.

## Description

Are you ready for a life changing life in the care and support sector? We are now hiring.

With a job at [insert organisation name], you’ll have opportunities to work flexible hours, and learn and grow across a variety of roles. You will change lives – as well as your own.

## Longer description

Are you ready for a life changing life in the care and support sector? We are now hiring.

With a job at [insert organisation name], you’ll have opportunities to work flexible hours, and learn and grow across a variety of roles. You will change lives – as well as your own.

We are looking for people with diverse skills and backgrounds who want to make a difference for people. We offer on-the-job training, mentoring, peer support, and you’ll work with clients who are a good match for you.

Visit careandsupportjobs.gov.au to find out more about meaningful and rewarding work in the care and support sector. See our open positions [link to where your jobs are advertised].

## Accompanying image

This image is available to download from the [A Life Changing Life Resources Hub.](https://cloud.think-hq.com.au/s/73K2qXjZ2zAEB63)

[(bit.ly/ALCLemployerresourcehub)](https://cloud.think-hq.com.au/s/73K2qXjZ2zAEB63)

# Content for your e-newsletters and publications

We encourage you to include editorial and case studies in your newsletters, publications and other relevant communication channels. Use the example below, or the key messages in this toolkit to develop your own content.

## Sample Editorial

The care and support sector is the fastest-growing sector in Australia right now.

With the growth of the National Disability Insurance Scheme (NDIS) and Australia’s ageing population, there are plenty of opportunities for people looking for rewarding work that fits in with their lives.

The Australian Government’s A Life Changing Life campaign aims to raise awareness of the employment opportunities in the care and support sector, including aged care, disability support and veterans’ care.

A Life Changing Life aims to reach students, young people looking for meaningful work, professionals looking to transfer their skills into the sector, and people who bring lived experience to support a diverse range of people.

A Life Changing Life showcases a key reason why people work in the care and support sector – the warm and mutually beneficial relationships they develop with the people they support.

A Life Changing Life shares the stories of real care and support workers and the people they support, and shows the diversity, value and impact of the work.

The campaign website, careandsupportjobs.gov.au features detailed information and a range of resources for people considering care and support work, as well as for potential employers.

# Real Stories

**We have developed a range of real-life stories to showcase the many reasons people join the care and support sector, and the number one reason they get so much out of it – the warm and mutually beneficial relationships they develop.**

Below is a snapshot of the featured content films, you’ll find more at

[careandsupportjobs.gov.au/resources/stories](http://careandsupportjobs.gov.au/resources/stories)

## [Caroline, Jake and Darcy](https://www.careandsupportjobs.gov.au/resources/stories/caroline-jake-and-darcy-disability-support)

Caroline has been supporting Darcy for around five years. They enjoy going ten pin bowling, playing board games, listening to music and dancing together. Caroline and Jake have formed a rewarding relationship with Darcy and say this has changed their lives for the better.

## David and Chris

Chris and David are veterans who now provide support for other veterans through their home services company. David and Chris feel a sense of empowerment, purpose, and value for providing services to veterans.

## Julie and Joyce

Julie is an aged care worker who has provided in-home care for Joyce for the last five years. They have developed a close bond through their shared Aboriginal culture.

## Gordon and Jason

Gordon supports veterans like Jason with meal prep, cleaning and yard services. Having a support worker like Gordon has made Jason feel more relaxed and supported with everyday tasks.

## [Mandy and Elizabeth](https://www.careandsupportjobs.gov.au/resources/stories/mandy-and-elizabeth-aged-care)

While working together, Mandy and Elizabeth have become firm friends. Mandy helps Elizabeth stay independent in her home, while Elizabeth is always happy to provide advice and share a laugh and a cup of tea.

## [Freya and Michelle](https://www.careandsupportjobs.gov.au/resources/stories/freya-and-michelle-disability-support)

Freya is Michelle’s disability support worker and best friend. They have built an amazing professional and personal relationship, enriching each other’s lives. They share a love for shoes.

## Indy and Mitchell

Indy is a disability support worker who provides support to Mitchell in specialist disability accommodation. Indy helps Mitchell to do the things he enjoys, such as colouring in and going out for breakfast at local cafes.

## Ruby and Robert

Ruby left her job in retail to become an aged care worker as she wanted a career where she could make a difference. Ruby provides in-home support to Robert and together, they have developed a beautiful friendship.

Keep checking the stories page as more real-life stories will be added.

[careandsupportjobs.gov.au/resources/stories](http://careandsupportjobs.gov.au/resources/stories)

# Digital Postcard

Download a digital postcard to send via text message, email or social media to someone who would be a good fit for the sector.

The postcard is available to download from the

[A Life Changing Life Resources Hub (bit.ly/ALCLemployerresourcehub).](https://cloud.think-hq.com.au/s/73K2qXjZ2zAEB63)

# Content for your social media

## Join us on facebook

The Department’s Facebook page [(@FamiliesInAustralia)](https://www.facebook.com/FamiliesInAustralia) is a place to share stories of people who work in the care and support sector and the people they support, and highlight the diversity of the work and people in the sector.

We invite you to follow the page, and to share posts with your own social media communities.

## Publish your own posts

Here are some suggested posts you may like to publish on your own social media channels.

We encourage you to:

* Tailor these posts to suit your needs – for example, you can choose to reference a specific sector (aged care, disability support or veterans’ care); adapt the language to suit your audience; or shorten content for Twitter.
* Use any or all of the included hashtags for your social media posts.
* Attach a campaign image or video to each post.
* Link to the campaign website careandsupportjobs.gov.au

Images and videos for social media can be downloaded from the

[A Life Changing Life Resources Hub (bit.ly/ALCLemployerresourcehub).](https://cloud.think-hq.com.au/s/73K2qXjZ2zAEB63)

Real-life stories are available at [careandsupportjobs.gov.au/resources/stories.](https://www.careandsupportjobs.gov.au/resources/stories)

## Messages that can be adapted for all audiences and sectors

The care and support sector is now hiring. For rewarding work that makes a difference, visit careandsupportjobs.gov.au. #ALifeChangingLife #CareandSupportJobs #CareandSupportChangesLives

The care and support sector is now hiring. Visit careandsupportjobs.gov.au to find out more and to search for jobs in your area. #ALifeChangingLife #CareandSupportJobs #CareandSupportChangesLives

With a job in aged care, disability support or veterans’ care, you will learn, grow and change lives.   
Find out more at careandsupportjobs.gov.au. #ALifeChangingLife #CareandSupportJobs #CareandSupportChangesLives

Are you ready for a life changing life in aged care, disability support or veterans’ care? The care and support sector is now hiring. With opportunities to work flexible hours, and learn and grow across a variety of roles, you will change lives – as well as your own. For work that makes a difference, visit careandsupportjobs.gov.au. #ALifeChangingLife #CareandSupportJobs #CareandSupportChangesLives

For rewarding work that makes a difference, have you considered the care and support sector? To find out more, visit careandsupportjobs.gov.au. #ALifeChangingLife #CareandSupportJobs #CareandSupportChangesLives

Roles in aged care, disability support and veterans’ care are as diverse as the people and communities we work with. To find out more about the dynamic care and support sector, visit careandsupportjobs.gov.au. #ALifeChangingLife #CareandSupportChangesLives

With a care and support sector job, you will learn and grow with on-the-job training, mentoring, peer support, and clients who are a good match for you. To find out more, visit careandsupportjobs.gov.au. #ALifeChangingLife #CareandSupportJobs #CareandSupportChangesLives

Did you know that your language skills and cultural knowledge could help you secure a meaningful job in the care and support sector? To find out more, visit careandsupportjobs.gov.au. #ALifeChangingLife #Care&SupportJobs

There are job and career opportunities across Australia for people with diverse skills and backgrounds who want to make a difference for people with disability support, older people and veterans. To find out more about the care and support sector, visit careandsupportjobs.gov.au. #ALifeChangingLife #CareandSupportJobs #CareandSupportChangesLives

With a care and support sector job, you will learn and grow with on-the-job training, mentoring, peer support, and clients who are a good match for you.

To find out more, visit careandsupportjobs.gov.au. #ALifeChangingLife #CareandSupportJobs #CareandSupportChangesLives

# Presentation Template

**There may be opportunities for you to present to service providers, potential workers, students (at schools, universities, TAFEs or open days), people considering a career change, job seekers or the general community.**

The A Life Changing Life PowerPoint presentation template can help make this activity easy. You can tailor the presentation to suit your needs. It includes talking points, and embedded campaign videos and images. You may also like to use the key messages in this toolkit.

The presentation template is available to download from the [A Life Changing Life Resources Hub (bit.ly/ALCLemployerresourcehub)](https://cloud.think-hq.com.au/s/73K2qXjZ2zAEB63).

# Mobile exhibition Pack for events and public spaces

You can request an A Life Changing Life mobile exhibition pack for:

* An event, expo or conference
* Employee induction or training
* Employer event e.g. breakfast seminar
* Student common areas
* Public spaces e.g. library, foyer, orientation week or shopping centre.

The A Life Changing Life mobile exhibition promotes the campaign, and shares the stories of care and support workers and the people they support.

The mobile exhibition pack includes:

* Pull-up banner/s
* Video image loop
* Digital background (for virtual meetings/conferences)
* Posters – digital or print ready file
* Postcard – digital or print ready file
* Presentation template.

## More information and to book

We encourage you to book a pack well in advance.

Pending availability of the pull-up banner/s, the Department of Social Services will send out the banner/s. The return postage will need to be paid for by the stakeholder who borrows the pack.

To discuss your needs, contact careandsupportworkforce@dss.gov.au

You can also download posters, postcards, a presentation template and a branded backdrop for your webinar/web chat from the [A Life Changing Life Resources Hub (bit.ly/ALCLemployerresourcehub)](https://cloud.think-hq.com.au/s/73K2qXjZ2zAEB63).

The video image loop is available via file transfer.

# Key Messages

**You can use these key messages to support your communications with people about the A Life Changing Life campaign, and the jobs and careers available in the care and support sector (aged care, disability support and veterans’ care).**

Communications may include presentations, speeches, job advertisements, position descriptions, and information for contact centre staff.

## Main messages

* The care and support sector is now hiring.
* With a job in aged care, disability support or veterans’ care, you will learn, grow and change lives.
* Are you ready for a life changing life in aged care, disability support or veterans’ care? The care and support sector is now hiring. With opportunities to work flexible hours, and learn and grow across a variety of roles, you will change lives – as well as your own.
* There are job and career opportunities across Australia for people with diverse skills and backgrounds who want to make a difference for people with disability, older people and our veterans.
* The care and support sector is a dynamic, growing sector with a wide range of roles and opportunities for people with diverse skills, experiences and backgrounds.
* Care and support roles are as diverse as the people and communities we work with.
* You will learn and grow with on-the-job training, mentoring, peer support, and clients who are a good match for you.
* There are many pathways into care and support work – you can earn while you learn, and you can get help to pay for your training.
* Whether you want to build a career for the future or transfer your skills and experience, are looking for work while you study, or would like flexible work that’s also interesting and meaningful – the care and support sector might have what you’re looking for.
* For meaningful and rewarding work that makes a difference, visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).

# Additional Messages

## About the campaign

* The Australian Government’s A Life Changing Life campaign aims to raise awareness of employment opportunities in the care and support sector, and encourage consideration and take-up among potential workers.
* The goal is to attract at least 83,000 workers for the NDIS by 2024 (in addition to replacing workers lost to workforce churn) and 107,500 for aged care by 2029-30.
* A Life Changing Life showcases a key reason why people work in the care and support sector – the warm and mutually beneficial relationships they develop with the people they support.
* A Life Changing Life shares the stories of care and support workers and the people they support, and shows the diversity, value and impact of the work.
* A Life Changing Life aims to reach students, young people looking for meaningful work, professionals looking to transfer their skills into the sector, and people who bring lived experience to support a diverse range of people.
* Visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/) for links to job search services, personal stories, employer resources, and information about the types of roles, entry requirements, training and development opportunities, pathways into the work, and jobs and careers.

## NDIS workforce strategy and the NDIS review

* The Australian Government has committed to developing a comprehensive NDIS Workforce Strategy to build a more responsive and capable workforce in the disability sector.
* To ensure NDIS participants can access the supports they need, the NDIS Workforce Strategy will:
  + address attraction and retention, training, skills development and career pathways, and ensure workers are paid fairly
  + grow the Aboriginal and Torres Strait Islander workforce and support NDIS service delivery in rural and remote areas.
* The NDIS Workforce Strategy will draw on findings from the NDIS Review, which is reviewing the design, operation and sustainability of the NDIS, including investigating how to make sure the NDIS workforce can be responsive and capable of supporting the delivery of quality and safe services.

## Aged care workforce reforms

* The campaign supports the Australian Government’s commitment to improve the safety, dignity and quality of the aged care sector.
* One area of focus is to build, support and train the aged care workforce. This is critical to drive improvements to the quality and safety of care for older people.
* Visit the Department of Health and Aged Care website for more information about aged care reforms.

## For students

* The care and support sector is now hiring. With a job in aged care, disability support or veterans’ care, you will find career pathways, and work flexible hours while you learn.
* Need a job with flexible hours? The care and support sector is now hiring. Visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).
* Working in the care and support sector while you learn gives you practical, hands-on experience that will give you the edge when you graduate.
* Graduates are in demand for roles across the care and support sector, including aged care, disability support and veterans’ care.

## For job searchers

* The care and support sector is now hiring. A variety of roles are available in aged care, disability support or veterans’ care, and you’ll learn and grow with on-the-job training.
* Would you like a job that helps you to learn and grow with on-the-job training? The care and support sector is now hiring. Visit careandsupportjobs.gov.au.
* If you are looking for a meaningful job that offers on-the-job training, consider a role in the dynamic care and support sector.

## For people looking to transfer into the sector

* The care and support sector is now hiring. With a job in aged care, disability support or veterans’ care, you will use the skills you have, and work flexible hours with on-the-job training.
* Are you looking for a new role? The care and support sector is now hiring.   
  Visit [careandsupportjobs.gov.au.](http://careandsupportjobs.gov.au/)
* Care and support work offers terrific entry-level opportunities for people looking to build a career that can change lives, as well as your own.
* The care and support sector needs people with the skills and experience to support people disability, older people and veterans.
* The care and support sector is a dynamic growth sector that offers rewarding opportunities for people looking to transfer their skills and experience into a role that makes a difference.

## For employers

* The support that people receive in the first weeks and months in a new job can make a big difference. To find out how employers can support staff through induction, training and mentoring, visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).
* The Australian Government is committed to growing a skilled and sustainable care and support workforce.
* The growth of the NDIS and our ageing population means there is a critical need to grow the care and support workforce over the coming years.
* Australia needs a workforce with the right skills and qualities to meet the changing needs of people with disability, veterans and older people, now and into the future.

# Advertisements and campaign materials

**Advertisements and campaign materials are available to download from the**

[**A Life Changing Life Resources Hub (bit.ly/ALCLemployerresourcehub).**](https://cloud.think-hq.com.au/s/73K2qXjZ2zAEB63) **You can share any of these.**

## These materials include:

* Digital video and audio ads
* Images for social media
* Campaign materials, such as digital postcards and posters
* Translated digital video and radio ads, for culturally and linguistically diverse (CALD) audiences.

Materials for Aboriginal and Torres Strait Islander people, including videos and audio ads, are also available to download from [careandsupportjobs.gov.au/resources/indigenous.](http://careandsupportjobs.gov.au/resources/indigenous)

# **A LIFE CHANGING LIFE** THANK YOU

1. Source: Alphabeta analysis for National Disability Insurance Agency data, and Department of Health and Aged Care [↑](#footnote-ref-1)