

CARE CAREERS PROJECT

GENERAL INFORMATION



The Care Careers Project is an industry-led initiative for the Illawarra and South Coast of New South Wales to raise the profile of jobs and careers in disability, aged care and home services and create partnerships that support sustainable employment outcomes.

With the fastest growing workforces in the region, care sector employers offer a diverse range of job and career opportunities. Our aim is to raise the profile of jobs and careers, help attract job seekers and connect them with employers with jobs on offer.

Key project activities include:

- Engage with employers and stakeholders, to streamline employment pathways that secure employment opportunities for a minimum of 150 job seekers by June 2022
- Launch a Care Sector Employer Jobs Pledge process.
- Launch a CareForce Hub website as the central location for job seekers looking for work within the care industry. It will highlight success stories of local workers who have transitioned into a new career in our region and link job seekers with employers.
- Provide job seekers with up to date information on the variety of job types available, expected salary ranges and benefits such as flexible hours, part-time and full-time work, accredited training and career advancement opportunities.
- Establish marketing and social media campaigns to target different job seeker cohorts including school leavers and youth, unemployed job seekers, general job seekers and those considering a career change. Campaigns will feature real people from our region and genuine career stories and successes.
- Create a suite of marketing resources that help the sector promote the diverse range of jobs available in the aged and disability care sector, including video and photo stories featuring local workers and authentic stories – all featured on the CareForce Hub and used for the marketing and social media campaigns.
- All marketing and social media campaigns will showcase employees in the sector to positively reinforce and raise the sectors' profile and promote the secure careers we have to offer.
- Run Care Career information sessions for job seekers, including youth and Indigenous youth, and targeted information sessions for Employment Services Providers that provide numbers and types of jobs available, training and employment opportunities, and career pathways
- Upskill employers through Round Table events and Toolkits to build their organisation's recruitment and onboarding capabilities 'Providing a good start helps retention'.

Supporting Employers



As a peak body organisation, Community Industry Group knows the challenges the care industry is facing. The challenge of recruiting and retaining right

fit candidates to work in aged, home and disability care roles is common to all employers in the industry.

By using a collaborative approach, the Care Careers Project ensures that employers are supported and equipped to turn the challenges into successes.

Supporting Job Seekers



The CareForce Hub will be a central point for job seekers looking for a job in the Care sector. A job seeker can search for jobs but also learn about different job types,

pre-requisites, role types and opportunities available to them.

The Hub will connect job seekers to employers who have current vacancies. It is also a good resource for employment service providers to share with client and career advisers wanting to showcase care careers.

Spreading the Word

The Care Careers Project will be supported by an extensive social media campaign, events and resources for job seekers, events and toolkits for employers and stakeholders such as employment service providers. Opportunities for employers to get involved in the Job Pledge and job seeker events will be highlighted in a regular e-newsletter. Sign up contacting the Care Careers Policy and Project Officer, Tanya Southworth on tsouthworth@cigroup.org.au or call 0498 016 504.

FREE

The CareForce Hub website will offer free advertising of positions vacant for employers in the care industry.

More information

For more information or to register your interest please contact Tanya Southworth, Policy and Project Officer, on tsouthworth@cigroup.org.au or call 0498 016 504.

The Care Careers project is sourced with funding from The Local Jobs Program (LJP), through the Australian Government Department of Education, Skills and Employment.

CAREFORCE

Local Jobs Program

AN AUSTRALIAN GOVERNMENT INITIATIVE

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