



Community Care Who Cares?

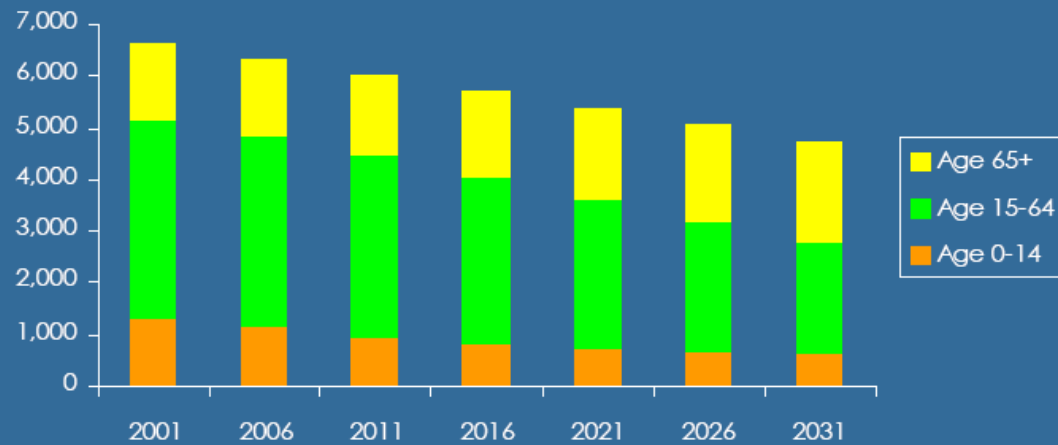
Community Care Issues,
Recruitment & Retention

Issues

- Funding – Commonwealth, State, Local Gov't
- Service levels
- Increased workload / responsibilities
- Ageing population
- Recruitment

Ageing Population

Hindmarsh's Ageing Population



Employment

Employment

In Hindmarsh...

- ▶ 31% of workers are in agriculture, forestry & fishing
- ▶ 13% of workers are in health & community services
- ▶ 11% of workers are in retail
- ▶ 8% of workers are in manufacturing

The workforce is also ageing...

Over 1 in 3 workers in the health & community services sector in Hindmarsh – an area already facing skill shortages – will be reaching retirement age over the next 20 years.

Employment

- We have a total of 39 staff
 - 1 Coordinator
 - 1 Assessment
 - 1 Admin
 - 32 Home Carers
 - 4 Home Maintenance
- We have 26 staff over the age of 50
- Average age of staff is 55

Age Dependency

Employment

The Age Dependency Ratio

The ratio of the aged population (65 years and over) – persons in the "dependent" ages - to every 100 people of the working age population (15-65 years) – "the economically active" ages.

The ratio measures the economic "burden" of an ageing population.

Age Dependency

The Age Dependency Ratio

The number of working people for every person aged over 65...



Victoria Hindmarsh

2001

Victoria Hindmarsh

2016

Victoria Hindmarsh

2031

Community Services Workforce

- 3rd largest industry in Australia employing over 1 million people
- From 1999 – 2004 workforce grew 22.6%
- Median age in 2006 – 43 years
- Predominately female – men less than 15%
- Most employed part time

Challenges

- Poor image of the sector as a place to work
- Remuneration
- Hours of work
- Career pathways
- Training
- Work Environment
- Lack of candidates

Attracting & Retaining Staff

- **DHS Workforce strategies** – feasibility study in portable long service leave, staff bank, better utilisation of training packages
- **VCOSS proposal to DPCD** to address remuneration, training, career pathways & long service leave portability

Attracting & Retaining Staff

- **Human Resource Practices**
 - clear understanding of the job role from current staff, pre-recruitment training
 - Challenging & interesting work with a degree of flexibility
 - Hours of work offered – 15 hours minimum (20 to attract men)

Attracting & Retaining Staff

- **Marketing Strategy**
 - Increase knowledge and understanding about job roles – by advertising, careers counsellors, job networks etc
- **Work Life Balance**
 - Top desired conditions are: flexible working hours, maternity / paternity leave, carer's leave, work from home, work place based child care & time in lieu

Attracting & Retaining Staff

- **Younger people**
 - Crucial to attract, but they have little knowledge of the sector and what is available
 - Promote sector as interesting, challenging work, great career prospects
 - Consider part time, casual staff for a short period of time
 - Partnerships with universities
 - Rural Cadetships

Attracting & Retaining Staff

- **Mature Age Workers**
 - Career change
 - Target mature age workers
 - Rural Skills Connect (Wimmera)
 - MAGIC project - www.cshisc.com.au

Conclusion

- Population ageing, change and loss.
- Realistic understanding of the work
- Showcasing the sector