

Aged Services Sector

**Aged Services is not just for Old People
(Youth Engagement Project)**

Project Evaluation Report

Acknowledgements

This document has been derived from a template prepared by the Department of Premier and Cabinet, Tasmania. The structure is based on the *Tasmanian Government Project Management Guidelines*.

For further details, refer to www.egovernment.tas.gov.au

DOCUMENT ACCEPTANCE and RELEASE NOTICE

This is version 1 of the Aged Services Sector - Aged Services is not just for Old People – (Youth Engagement Project) Evaluation Report

PREPARED: DATE: 5/07/18

(for acceptance)(Lee Veitch, Aged and Community Services Australia (ACSA) – Aged Services is not just for Old People, Project Manager)

ACCEPTED: _____ DATE: __ / __ / __

(for release)

Reason for Closing the Project

The closing date has been reached.

Highlights and Innovations

- Significant progress has been achieved towards reaching the 11 target outcomes of the project. There has been strong stakeholder engagement from the Aged Services Sector, Department of Education, Non-Government Schools and Colleges, Apprenticeship Network Providers, employment providers and RTOs.
- This project has already led to very positive and unexpected outcomes for the Aged Service Sector; for example, the Aged Services Young Leaders Network has already attracted over 30 young members from around the State. Members were nominated and supported by their Organisation to participate in this Network. Members have identified (and started to implement) a number of significant projects and initiatives that will lead to the attraction and retention of younger people to the Sector.
- The Aged Services Sector *Career Discovery Days*. Young people hearing from other young people working in the sector across a range of job roles has led to a peak in interest for the *Aged Services School-based Traineeship Pathway Program* (developed as part of this project).
- As a direct result of the Aged Services Sector *Career Discovery Days* there has been an increase in the number of students applying to volunteer within residential Aged Service facilities. Consequently, ACSA and the Aged Services Sector have identified the need to further explore the opportunities and challenges this will bring to the Sector. In consultation with the Aged Services Sector and Volunteering Tasmania, ACSA will host a forum in 2018 to look at the Future of Volunteering (including for young people) for our Sector. This will include topics such as:
 - Current practices
 - Key issues
 - Attraction strategies for young people
 - Age appropriate roles/tasks
 - Training needs for volunteers and organisations
 - Considerations for retention
 - What type of roles will attract volunteers into the future?
 - Opportunities for expanding the volunteer workforce
 - Volunteering as a career pathway
- We recognised early in the project that any flyers and marketing material needed to be targeted to the younger cohort. This was confirmed by staff from the Dept of Education and Beacon Foundation. As a result, a more youthful and lively Youth Engagement marketing campaign 'Discover your Story' was designed to attract a new audience and to build on the existing 'Make Their Story Part of Your Story' campaign/initiative.
- The development of strong relationships (with schools and colleges) through the Beacon Foundations School and Industry Liaison Officers around the State. This has led to more awareness and participation in our Career Discovery Days and ACSA is being sought out to participate in school career expos and events around the State.
- With the increase in stakeholder engagement there is an opportunity for The Aged Services Sector to become involved at a regional level. With the support of the continuation of this project, ACSA will be developing a framework for Aged Services Providers to 'grow their own *Career Discovery Day Facilitators*' who will work with schools and colleges (within their own regions) to create pathways for young people entering into, or wanting to know more about, a career in the Aged Services Sector.

- Another new opportunity is to facilitate Industry Taster days for career advisors/VET teachers within a residential care facility. These will be very similar to the Career Discovery Days and will allow educators to experience the range of job roles, career pathways and gain an understanding of what it is like to work within the Sector. This has already taken place with more educators attending Career Discovery Days as part of their trainer and assessor industry engagement requirements.
- The high level of engagement of all stakeholders involved in the activities and initiatives (aligned to the project) demonstrated their commitment to working together to increase the number of younger people entering into and/or considering a career in the Aged Services workforce.

Performance against Objectives

Implement a project that addresses the 'changed environment' and consolidates on what has been achieved to date specially in relation to previous projects:

Objective	Comment
<p>To increase the number of younger people entering into and/or considering a career in the Aged Services Sector</p>	<p>The development and support provided through the project's key outcomes is ensuring that young people are more engaged in, and informed on, career pathway opportunities and the wide variety of job roles available to them in the Aged Services Sector.</p> <p>What did we do:</p> <ul style="list-style-type: none"> • Developed a Framework for <i>Career Discovery Days</i> that provided students information about the Aged Services Sector, job roles and career pathways, facility tours and activities with residents. • Developed a <i>School-based Traineeship Pathways Program</i>. • Identified and promoted career pathways and job roles aligned to the Aged Services Sector. • Developed a <i>Young Leaders in Aged Services Network</i>. • Identified a range of key stakeholders: Aged Service Organisations, Employment Service Providers, Education Department, Schools and Colleges, RTOs, University of Tasmania, Beacon Foundation, and other relevant stakeholders to communicate, promote and implement all activities/initiatives aligned with the Project. • Linked into, and leveraging off, current and future workforce initiatives. <p>This has led to:</p> <ul style="list-style-type: none"> • Aged Service organisations hosting Career Discovery Days state-wide. • Over 115 students attending Career Discovery Days state-wide. • An increase in the number of young people wanting to volunteer within the Aged Services Sector. • Aged Service organisations who recruit school-based trainees via the Aged Services Sector School-based Traineeship Pathways Program (part of the Aged Services Sector is not just for Old People – Youth Engagement Project). • Young people in year 12 applying for ACSAs New Directions Program. • An increase in the participation at career expos at schools and colleges. • Greater collaboration and engagement with a wide range of stakeholders.

Objective	Comment
	<p>Outcomes we are seeing are:</p> <ul style="list-style-type: none"> ○ The program is starting to fill a critical gap to provide more young people in Tasmania the opportunity to understand the Aged Services sector and access career pathways into it. ○ ACSA being the conduit for effective two-way communication between all stakeholders. ○ Tasmanian Aged Service Providers and other Stakeholders working together to prepare for 50% of their workforce being millennials by 2020. ○ That providing young people with a strategic and coordinated program into the Aged Services sector is essential.

Performance against Outcomes

Outcomes	Progress	General Comments
Structured career pathways in place supporting young people to enter into the Aged Services Sector	<p>Progressing</p> <p>Ongoing (long term)</p>	<p>As a result of this project students are provided with information about the different structured career pathways available in the Aged Services Sector. For example;</p> <ul style="list-style-type: none"> • School-based Traineeships Pathways Program • New Directions Program • Pre-employment training, and • Pathways to Higher education <p>Each pathway is explored in detail at the Career Discovery Days and career expos and information is disseminated to schools and colleges through professional learning days.</p>
Greater awareness amongst younger people of job roles aligned to the Age Services Sector	<p>Progressing</p> <p>Ongoing (long term)</p>	<p>Career Discovery Days form an important part of a suite of opportunities for students to find out about the variety of job roles available in the Aged Services Sector.</p> <p>For example, a crucial part of the Career Discovery Days is giving students the chance to talk to, and engage with, young staff (across all job roles) working within the sector.</p> <p>In addition, collaboration with schools and college career advisors and vet teachers and attending Career Expos state-wide also increases the awareness of the career pathways and job roles aligned to the Sector. This also includes how roles aligns with education and training.</p>
Development and implementation of 'Aged Services Career Awareness program' for years 9 and 10 students	<p>Achieved</p> <p>Ongoing (long term)</p>	<p>The Aged Services Sector <i>Career Discovery Day</i> model have been developed to include:</p> <ul style="list-style-type: none"> • State-wide taster days in a residential facility for years 9 to 12 students. • Provide structured career pathway information for young people. • Go on a site tours so students experience first-hand a variety of job roles and what it's like to work in the Sector. • Talk to young staff in facilities across all job roles. • Participate in activities with the residents. • allows for flexibility for Aged Services organisations to adapt the sessions to suit their organisation (staff and residents) <p>Young people hearing from other young people working in the sector across a range of job roles has led to a peak in interest for the Aged Services School-based Traineeship Pathway Program (developed as part of this project) and more</p>

Outcomes	Progress	General Comments
		<p>awareness and interest in young people volunteering in the Sector.</p> <p>Aged Services organisations are asking to host Career Discovery Days in their region. For example, Rubicon Grove (Port Sorell) are hosting 2 days in August 2018 to meet the needs of 40 Don College students that are enrolled in the Community Services qualification and Emmerton Park (Smithton) recognised the need to create partnerships with the local school so hosted a successful Career Discovery Day where 20 students were able to experience what the Aged Services Sector was like.</p> <p>This approach allows for the Sector and schools to develop pathways for student living and going to feeder schools close by.</p> <p>The interactive days have been designed to give students the chance to find out more (and ask questions) about the Aged Services Sector.</p>
<p>Development and implementation of a Statewide Aged Services Sector School Based Apprenticeship Program</p>	<p>Achieved</p> <p>Ongoing (long term)</p>	<p>As part of this project the <i>Aged Services School-based Traineeship Pathway Program (SBT Pathways Program)</i> has been development and specifically designed to ensure students are supported throughout their traineeship. This includes:</p> <ul style="list-style-type: none"> • RTOs work together with Industry to develop program structure and content using a consistent framework state-wide. • Aged Service organisations participating in the Workplace Coaching program (to ensure support for their trainees). • Students participating in up-front 'job ready' training as part of the SBT Pathways Program. • Students commence their School-based traineeship in the Cert II in Health Support or Cert III in Individual Support qualification based on the experience of the student. <p>Entry into the program comes through various avenues including recruitment through:</p> <ul style="list-style-type: none"> • Career Discovery Days • Career Advisors in schools and colleges • The Workforce Hub <p>Two new school-based traineeships have commenced with at least another four currently being discussed with Aged Service organisations.</p> <p>We have also seen an increase in the number of Aged Services organisations indicating an interest in employing a school-based trainee (through this Program).</p> <p>There is clear evidence that there is a need for a well organised and supported School-based</p>

Outcomes	Progress	General Comments
		<p>Traineeship Pathways Program for the Aged Services Sector in Tasmania. What we have found is that all parties (through the Program) need to be supported longer to ensure quality outcomes for all involved.</p>
<p>Development of strong partnerships and collaborative arrangements with/between organisations and government departments whose core activities focus on educating, training and supporting younger people into work</p>	<p>Achieved</p> <p>Ongoing (long term)</p>	<p>As a direct result of the program to date, ACSA has worked with VET teachers and Career educators (across public, private and independent schools and colleges) most of whom have attended and participated in the Career Discovery Days. Feedback has been very positive as they see the benefits for students to get a realistic experience that includes accurate information on potential career pathways.</p> <p>In addition, ACSA has attend and present at a range of state-wide career expos, professional learning days and events to talk to young people about the Aged Services Sector.</p> <p>What this shows are the importance and value that the <i>Aged Services is not just for old people</i> initiate is becoming to the Department of Education (and other schools and colleges around the state) and how the Aged Services Sector as an industry peak body is being embedding into career awareness, development and growth for the State.</p> <p>The DoE My Education management team (north and south), are very keen to continue (and hopefully expand) the relationship with ACSA. They see the expansion of Career Discovery Days forming an important part of a suite of opportunities for students. Nick Probert, State Manager of Beacon Foundation recently stated that <i>“The program is starting to fill a critical gap to provide more young people in Tasmania the opportunity to understand the Aged Services sector and access career pathways into it”</i>.</p>
<p>Maximisation of investment in current and previous programs has occurred</p>	<p>Achieved</p> <p>Ongoing (long term)</p>	<p>The Aged Services Is Not Just for Old People initiative continues to maximise the investment of current and previous programs through:</p> <p>The Workforce Hub – each of the initiatives developed as part of this project has their own pages for participants. This includes:</p> <ul style="list-style-type: none"> • information about and registrations to Career Discovery Days. • Young Leaders Network private collaboration pages including forums and profiling of job roles. • Registering interest in School-based Traineeship Pathways Program and the New Directions Program. <p>The New Directions Program – for year 12 students that will start their career in the Aged</p>

Outcomes	Progress	General Comments
		<p>Services Sector through this structured traineeship model.</p> <p>The Aged Services Sector Innovation Meetings where industry, RTOs and other stakeholders are informed of and participate in the continued developing the <i>Aged Services Is Not Just for Old People</i> initiative.</p>
<p>The Program is conduit for younger people into employment opportunities and</p> <p>Increase in the number of young people employed in the Aged Services Sector</p>		<p>Through the different initiatives of the <i>Aged Services Is Not Just for Old People</i> project there is already evidence of young people being employed in the Aged Services Sector and this will continue as Tasmanian Aged Service organisations and other Stakeholders work together to prepare for 50% of their workforce being millennials by 2020.</p> <p>As part of this project, Aged Service organisations have been provided with a range of support to increase the uptake of young people being employed in the Aged Services Sector.</p> <p>Initiatives such as; Career Discovery Days, School-based Traineeship Pathways Program, New Directions Program, the Workforce Hub and the Young Leaders Network are all creating greater awareness and enabling Aged Service organisations to develop a young skilled workforce that meets the current and future skills needs of their organisations.</p>
<p>The Program is a conduit for younger people into training (VET) and Education (Secondary and Higher Education)</p>		<p>This project has a strong focus on career pathways and job roles being aligned to education and training. Students are provided information about structured programs that provide a clear pathway for young people entering into the Aged Service Sector.</p> <p>The next phase of this project will see the design and development of online and hard copy material that can be used in schools and colleges, Aged Service organisations, training providers and on the Hub that identify the pathways through VET, secondary and higher education and how they align to different job roles and careers within the Sector.</p>
<p>The Aged Services Sector is adequately represented at events such as Careers Expos etc.</p>	<p>Achieved</p> <p>Ongoing (long term)</p>	<p>As a direct result of the program to date, ACSA has worked with VET teachers and Career educators (across public, private and independent schools and colleges) most of whom have attended and participated in the Career Discovery Days. Feedback has been very positive as they see the benefits for students to get a realistic experience that includes accurate information on potential career pathways.</p> <p>In addition, ACSA has attended and present at:</p> <ul style="list-style-type: none"> • The DoE professional learning days (DoE teachers and myed coordinators) in the

Outcomes	Progress	General Comments
		<p>north and south with a request for ongoing engagement with My Education teachers</p> <ul style="list-style-type: none"> • Presented at the Beacon Project 47 Stepping into the Future for years 6 to 10 in Triabunna • Facilitated three mini Aged Services Career Discovery workshop at the Rose Bay High School Career Expo for years 9 to 10 with over 60 students registering to attend the workshops. • Presented at Beacon/DoE/UTas Create my Career Expos state-wide in May, June & August 2018 for year 9 students. • Bayview Secondary College – My Education Day – June 2018 • Attended Claremont College Career Day – June 2018 • Attended Rosny College Career Day – 2 August 2018 • Clarence High School Speed Careers – 10 August 2018 • Beacon / Deloraine High School Career on Wheels event – 4 September 2018 • New Town High School Career Day – October 2018 <p>What this shows is the importance and value that the <i>Aged Services is not just for old people</i> initiate is becoming to the Department of Education (and other schools and colleges around the state) and how the Aged Services Sector as an industry peak body is being embedding into career awareness, development and growth for the State.</p>

Outcomes	Progress	General Comments
Champion / Buddies are actively promoting career pathways in the Aged Services Sector and supporting young people into the workplace	Achieved Ongoing (long term)	<p>As part of this project the <i>Young Leaders in Aged Services Network</i> was established. This network is led by young people that shares knowledge, skills and ideas and promotes Aged Services as a career pathway of choice.</p> <p>Who better to inform both employers and potential employees about the benefits of working in the sector than the young people we already have.</p> <p>The Network provides an opportunity for 'young people' (30 and under) that work across all areas of the Aged Services Sector workforce to come together on a semi-regular basis to share their experiences, input into current and future workforce initiatives and participate in activities/initiatives that supports the continued growth of the participants personal and professional knowledge, skills and competence.</p> <p>The Network are already making an impact by working collaborative with Bayview Secondary College students to develop a promotional video about 'Changing the perception of working in the Aged Services Sector'.</p> <p>Members had identified that there is a general misconception that there is "only one job role and no career opportunities" within the Sector and one way of getting the message out there was to put together short videos.</p>

Planned Outputs

Output	Achieved	Comments
Structured Programs that provide clear pathways for young people entering into the Aged Services Sector Career Pathway Information – Hard Copy and Online	Achieved Ongoing (long term)	<ul style="list-style-type: none"> • ACSA Youth Engagement Outline • Career Pathways in Aged Services Sector (Attachment 1-2)
Aged Services Workforce marketing material specifically designed to engage 'youth'.	Achieved Ongoing (long term)	<ul style="list-style-type: none"> • Youth Engagement Marketing 'Discover your Story' Creative Brief • Discover your story with a Career in Aged Services banner (Attachment 3-4)
Career Discovery Days with the 'program' for the day varying dependent on the target group	Achieved Ongoing (long term)	<ul style="list-style-type: none"> • Career Discovery Day Information Sheets • Career Discovery Day Session Plan Outline which can be adapted to suit each facility / student cohort • Career Discovery Day Flyer • Career Discovery Day student feedback evaluation forms (Attachment 5-8)

Output	Achieved	Comments
Aged Services Sector School Based Traineeship Program (SBT Program)	Achieved Ongoing (long term)	<ul style="list-style-type: none"> Aged Services Sector School-based Traineeship Pathways Program Overview for Aged Service Organisations and Students (Attachment 9-10)
Champion/Buddy Network	Achieved Ongoing (long term)	<ul style="list-style-type: none"> Young Leaders in Aged Services Network Young Leaders Network Hub Page (Attachment 11-12)
Other		<ul style="list-style-type: none"> Letters of support for the <i>Aged Services is not just for old people Program</i> Comments from students participating in Career Discovery Days (Attachment 13-14)

Measurable Outcomes

Career Discovery Days

- Seven Career Discovery Days have been held across the state with 115 students attending.
- Out of the 115 students:
 - All indicated they had a greater understanding of the Sector, career pathway opportunities and the wide variety of job roles within the sector.
 - 97% indicated they would be interested in a career within the Aged Services Sector, with 3% being able to make the decision that the Sector was not the right fit for them
 - All but 3% want more information about career pathways (aged services school-based traineeship program, new directions, pre-employment programs).
- Twenty-six schools and colleges around the state have participated in, or have registered to participate in, Career Discovery days. These include;

Bayview Secondary College	Elizabeth College	Jordan River Learning Federation	Port Dalrymple School	Sheffield District High
Burnie High School	Geneva Christian College	Kings Meadows High School	Queechy High School	Smithton High School
Campania District School	Glenora District High	Launceston Big Picture School	Reece High School	Sorell School
Claremont College	Hellyer College	Leighland Christian School	Rosny College	St Brendan's Shaw College
Don College	Hobart College	New Town High School	St Marys College	Ulverstone High School

- Seven Aged Service Providers hosted the events and all agreed they could see the benefit of Career Discovery Days including many students that signed up to volunteer in their organisation after the events.
- A further three Career Discovery days are planned for August 2018 with 55 registrations already received.

Tasmanian Aged Services Young Leaders Network

- Over 30 young staff across the State were nominated by their employers. These young workers were nominated because their employer felt they were an excellent role model for younger people aspiring to work in our sector and that you would embrace the opportunity to promote the Aged Services Sector as a career pathway choice.
- Initially 10 Aged Service Providers across the state have participated, however another six have recently indicated (through Aged Service Regional Forums and Innovation Meetings) an interest in nominating their staff.

Aged Services School-based Traineeship Program

- As a result of the *Aged Services is not just for old people* initiative two new school-based traineeships have commenced with another 4 being discussed with Providers.
- At Aged Service Regional Forums and Innovation Meetings 20 Aged Service Organisations have either indicated an interest or would like further information about taking on an Aged Services School-based Trainee/s. We are currently working with these organisations.
- Information available on the Workforce Hub
<https://employment.agedservicestas.com.au/programs/aged-services-school-based-traineeship-program/>

Lessons Learnt

- Overall the biggest learning from the project is that the Aged Services Sector in Tasmania is addressing the need to prepare for younger people entering the workforce. As a result of the current project this has started to happen; we know that it will take time to support the Sector to embed strategies that encourage young people to consider Aged Services as a 'Career Pathway of Choice'.
- It is important to bring all stakeholders along on the journey with you
- Stakeholder 'ownership' is critical to enabling the achievement of desired objectives, outcomes and outputs.
- Given the right environment the impossible becomes possible.
- Aspirational 'goals and objectives' are an important/instrumental part of the long term strategic planning process.

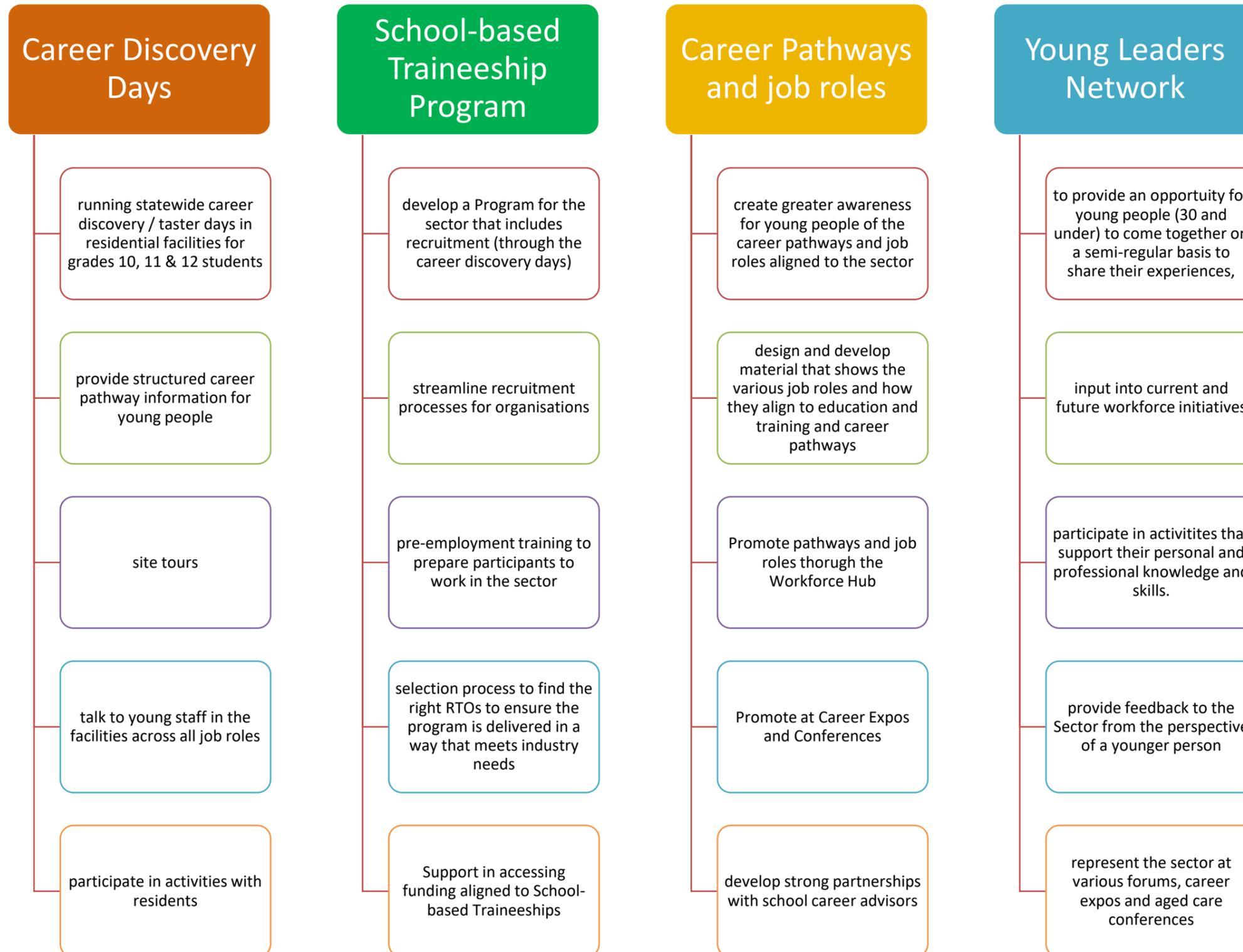
Closure Activities

- Continue to work with the Sector and all other Stakeholders to attract younger people in to the Aged Services Sector workforce.
- Implement the *Aged Services Just isn't for Old People – The Next Stage* project. This will include, but not limited to
 - Developing a program around *Volunteering for Young People in the Aged Services Sector*
 - Develop a Framework to support Aged Service Organisations identify and develop *Career Discovery Day Facilitators*
- identifying and developing career pathways will be ongoing through the life of this project.
- Continue to progress a detailed *career pathways and job role* resource and how they align to education and training and career pathways.
- Continue to be proactive in promoting the initiatives and resources of this project to ensure sustainability.
- Continue to utilise other ACSA programs and initiatives and maximise on the investment made and outcomes achieved to date.

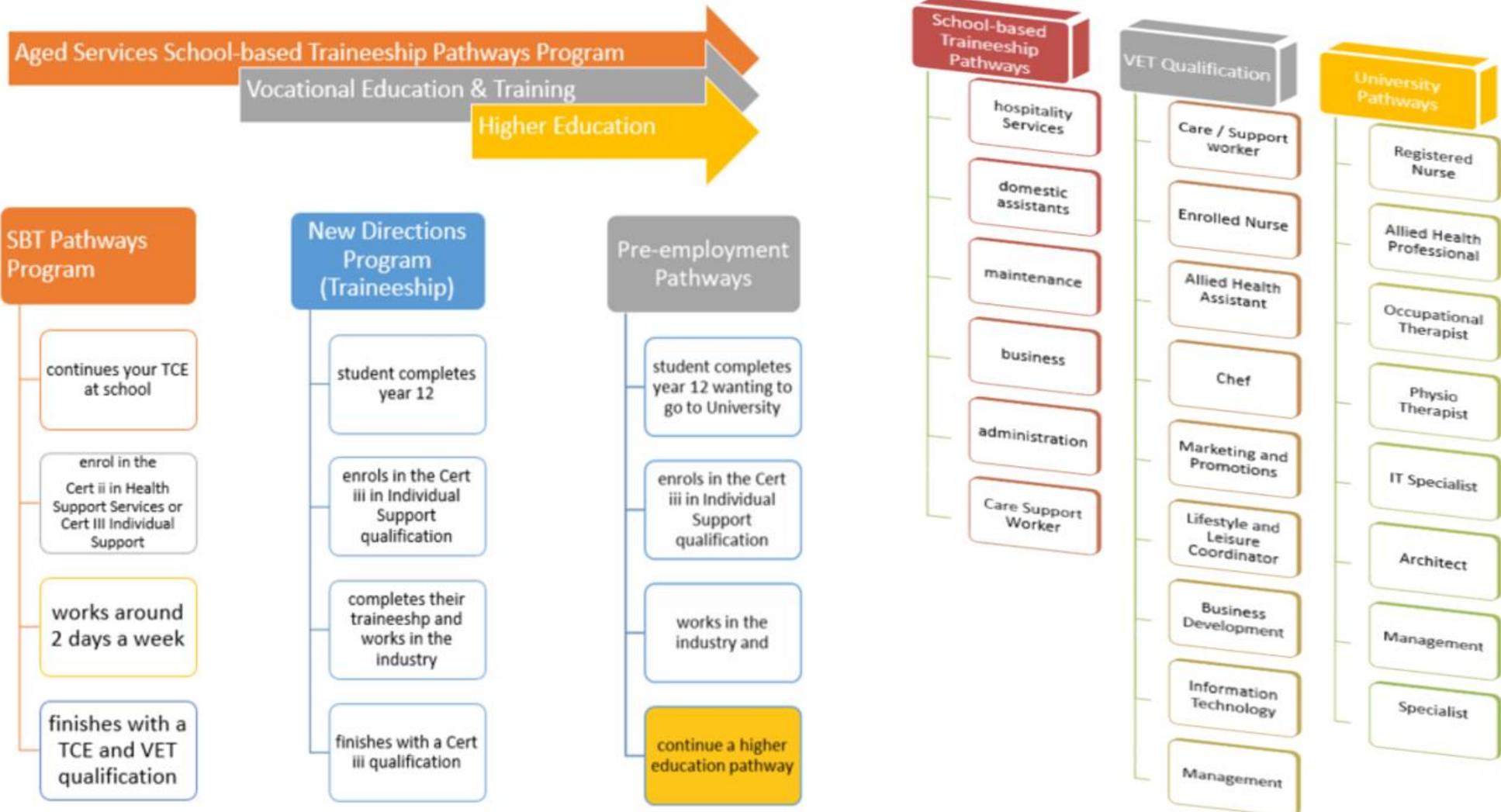


Aged Services isn't just for old people initiative

The following initiatives and programs are being implemented to increase the number of younger people entering into and/or considering a career in the Aged Services Sector in Tasmania.



Career Pathways in the Aged Services Sector



AGED & COMMUNITY SERVICES

YOUTH ENGAGEMENT PROJECT

DISCOVER YOUR STORY.

We can extend the 'Make Their Story Part of Your Story' campaign to attract a new audience – students and school leavers. The planned expos and taster days are a great way to get people engaged. They just need a youthful energy, and a real a point of difference.

We'll start by introducing some new language, 'Discover your story'. We'll also name the immersive taster day a 'Career Discovery Day'. These both link to your current campaign's call to action, 'Discover a career in aged services'. They also have a positive and exciting tone.

Next, we'll look at what actually happens at the Career Discovery Day and Career Expos. We believe that the best thing about a career in aged services are the people you work with. Not just your team mates, but the older people you share a relationship with. So, as well as putting your young employees front and centre, we want to invite another group of spokespeople – the aged services clients.

Throughout the event, students will sit down for a coffee, some cake and a chat. They'll hear about the exciting jobs and pathways available. They'll have their ideas about 'old'

challenged. They'll hear some awesome stories. And hopefully, they'll realise the real benefits of working in aged services.

When they leave, they'll take their branded coffee cup with them (becoming a walking ad for your stand at the expo), as well as their branded USB loaded with career information... more on that later.

To make sure you really stand out, we'll create a curved printed wall with interesting images and stories. A TV installation will allow you to run your existing screen piece and commercials on rotation, creating extra interest. To finish the look we'll add some tables and chairs, creating a perfect spot to find out more. Whether we're in a school gymnasium or a residential facility, this setup allows you to "own" an area of the room, giving a clear base for the Career Discovery Day and helping you capture attention in the Career Expo environment. It could even be used for pop-up events in the future.



DISCOVER YOUR STORY
WITH D. CAREERS IN RIGID SERVICES

Find out more at the Workforce Hub.
agedservices.com.au



ACSA

THE STORY OF BUBBLES AND LUCY

Bubbles has been to make someone that younger...
Lucy has been that. Whenever Lucy drops...
to see up the house. Bubbles turns the...
up road. Like LOLO. They both had their...
been there never and had their air quality...
Bubbles decision & turn, assuming into a spot...
to make any sense to listen to good music...
it good one.

THE STORY OF DEAN AND JOHN

The first time he met Dean, John offered to cut his...
them. But he certainly wasn't prepared for what...
year him when he returned up the garage door to...
back for his old video review. Inside was a dream...
with her workbooks. The commission quickly...
moved to surfing day where at Shipway. They...
abandoned traditional surfing boys style. A...
of change right out.

THE STORY OF JEAN AND TRACEY

They offered to make a facebook album of...
party photos. That's when she discovered Jean...
was a plot to the offense, and she travelled...
on the Fray. Jean's hobby, and was at the...
on the Fray. Jean's hobby, and was at the...
for the most part...
for the most part...





USB STICK GIVEAWAY

Rather than give out printed material that will end up in the bin, we can give young people something they actually want. A branded USB stick, preloaded with useful information about careers in aged services and links to the Workforce Hub, will be something students will go out of their way to get.

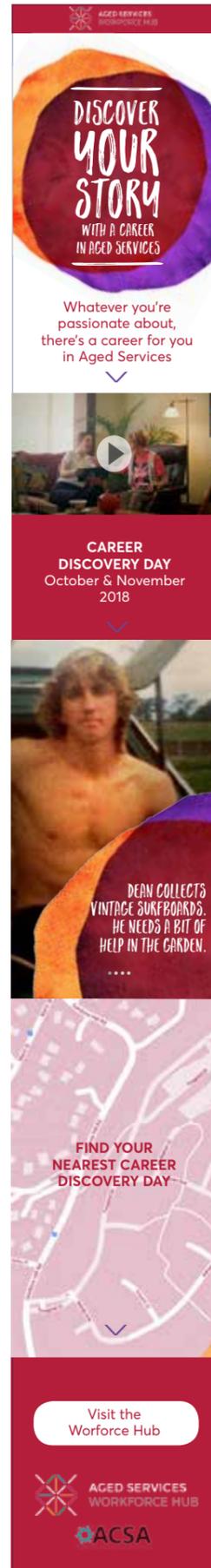
Rather than being predictable or old-fashioned, a USB reflects the vibrant opportunities in the aged services sector. It's something that will be kept – students can store whatever they want on the USB, like save documents, music or images. It might even be passed on to friends. No matter what it's used for the USB will be a constant reminder of the career opportunities in Aged Services.

'CAREER DISCOVERY DAY' PROMOTION

Schools (and teachers) are the most important channel for Career Discovery Days. We'll create posters that can be put up in school common rooms, in lifts, in the bathrooms and on notice boards. We'll also create a double-sided flyer which can be handed out by Home Group or VET teachers, providing extra detail about the event and the careers on offer. Ideally, these will feature photos of young employees and aged care clients, in keeping with the look and feel of your current campaign.

We'll also consider recruiting the schools to help promote the day – perhaps putting an ad into the school newsletter, writing news articles featuring young employees or putting a tile and link on the school intranet page. We could even partner with the school cafeteria to distribute promotional coffee cups or branded loyalty cards.

Depending on budget, we could also target school buses, with anything from an on-board poster to a full bus wrap offering an engaging and relevant way to communicate.



FACEBOOK CANVAS

Social media is an important and engaging media for young people. We can create a facebook 'canvas' ad for mobile that combines video, images and text as well as a call-to-action button. This wouldn't need a huge investment – we'd simply add a new end screen to your existing 15 second ads and use photography from the posters.



**DISCOVER
YOUR
STORY**
WITH A CAREER
IN AGED SERVICES



— MAKE —
**THEIR
STORY**
PART OF YOURS.

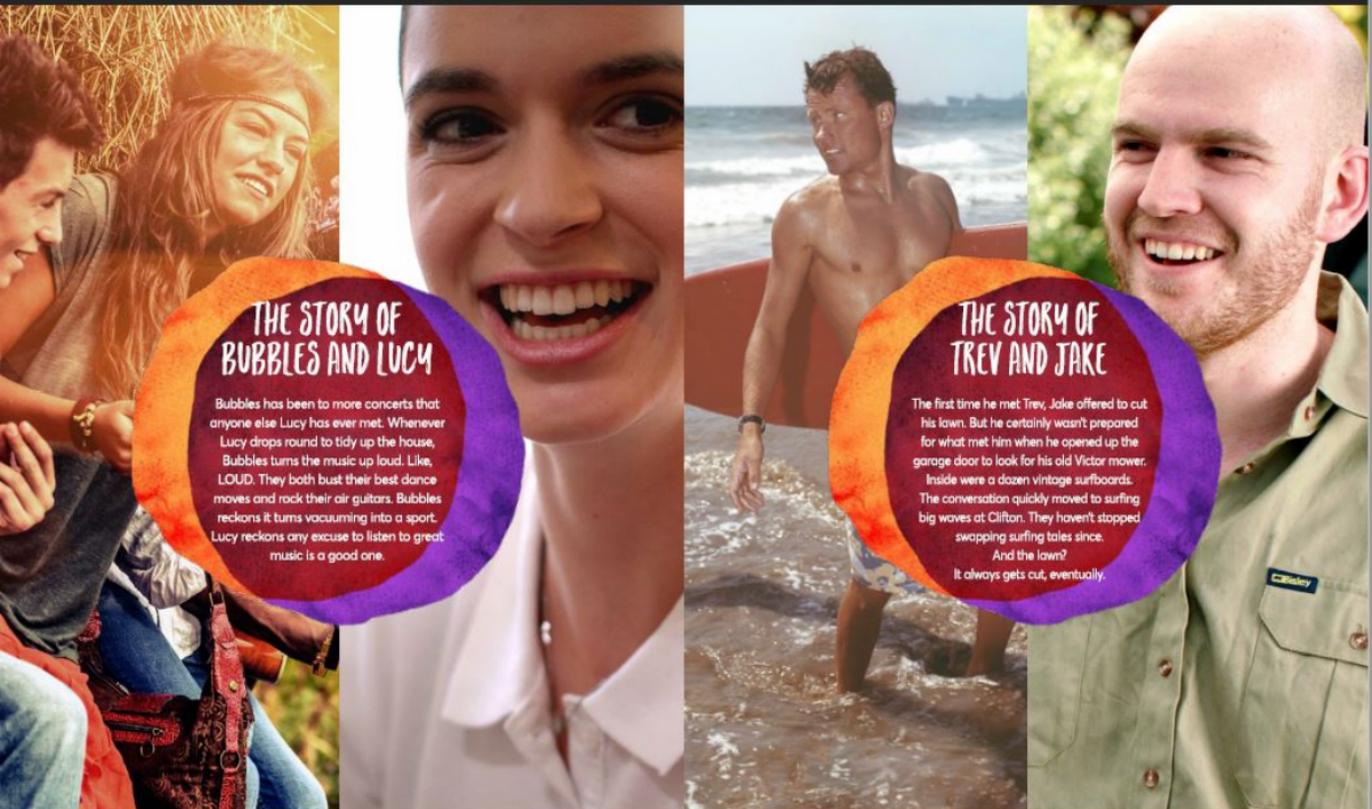
CAREER DISCOVERY DAY

October & November 2018

Experience what a career in aged services is really like, and meet some of the amazing people you could be working with. Find your nearest event at the Workforce Hub, agedservices.com.au



DISCOVER YOUR STORY WITH A CAREER IN AGED SERVICES



THE STORY OF BUBBLES AND LUCY

Bubbles has been to more concerts than anyone else Lucy has ever met. Whenever Lucy drops round to tidy up the house, Bubbles turns the music up loud. Like, LOUD. They both bust their best dance moves and rock their air guitars. Bubbles reckons it turns vacuuming into a sport. Lucy reckons any excuse to listen to great music is a good one.

THE STORY OF TREV AND JAKE

The first time he met Trev, Jake offered to cut his lawn. But he certainly wasn't prepared for what met him when he opened up the garage door to look for his old Victor mower. Inside were a dozen vintage surfboards. The conversation quickly moved to surfing big waves at Clifton. They haven't stopped swapping surfing tales since. And the lawn? It always gets cut, eventually.



Aged Services isn't just for old people

Aged & Community Services Australia (ACSA) in collaboration with the Aged Services Sector are working together to increase the number of younger people entering in to and/or considering a career in the Aged Services Sector in Tasmania.

Our overall aim is to:

- ❖ Provide structured career pathway information for young people entering in the Sector, including information around the necessary skills and knowledge needed to meet the needs of employers within the sector (including Vocational Education and Training and Higher Education)
- ❖ Develop and implement a 2018 state-wide school pathways program within the Sector (Australian School Based Apprenticeship) include fact sheets that will provide the information to organisations who are considering taking on a trainee, and
- ❖ Create greater awareness for younger people of the career pathways and the job roles aligned to the sector.

To do this, ACSA will support industry in running regional **Create your Future Career Pathways – Taster Days** for young people to generate awareness of the opportunities that are available within the Tasmanian Aged Services Sector. The aim of these sessions will be to discuss pathway opportunities for students interested in working in a rewarding and diverse field of employment.

The first of a series of Career Awareness workshops will be held in all regions during October 2017, with the first information sessions aimed at years 10 to 12 students (from government and non-government schools) who are considering going on to further study seeking a career in the Aged Services Sector.

What students can expect

The **Create your Future Career Pathways – Taster Days** will include an informative and interactive day covering topics such as:

- What is the Aged Services Sector?
- Meet with staff and young ambassadors who work within the Sector to discuss the wide-ranging job roles within the industry.
- Site tour and experience first-hand a variety of roles within the Aged Services Sector.
- Discuss Career Pathways
- Find out what organisations look for when they are recruiting.

The role of the Aged Service providers - On the day

- Host around 15-20 students from 9:00am to 2:30pm *with access to AV equipment.*
- Talk with students on pathway opportunities within your organisation and sector
- Organise a tour of the facility so students can experience first-hand the variety of roles within your organisation.
- identify a “young ambassador or two” from within your organisation that can share their workplace experiences with the students.

We are also able to offer \$300 to your organisation towards the cost of the day.

If you could please confirm if your organisation is in a position to host the *Career Pathways -Taster Day* as discussed I'll get the promotion campaign underway.

If you have any questions please contact me on 0474 337 875 or email fiona.huskinson@acsa.asn.au

Many thanks Fiona

Fiona Huskinson, Workforce Officer
Aged & Community Services Australia





Career Discovery Day - Emmerton Park

Career Discovery Days – Exploring Career Pathways in the Aged Services Sector

Time / Duration	Topic / Content	Participant Activities & resources
9.30am (15 min) ACSA Facilitator / Facility staff	Welcome and introductions <ul style="list-style-type: none"> Facilitator and org representatives to introduce themselves Housekeeping <ul style="list-style-type: none"> Outline of emergency procedures Facilities – toilets Mobile phone protocols Personal items 	
9:45 (15 min) ACSA Facilitator	What is the Aged Service Sector? Discuss Ageing statistics demographics of population and the impact on the Aged Services Sector	<u>Group Discussion:</u>
10.00am (30 min) Facility staff / young mentors	Panel discussion with young staff - why we work in aged services... <i>(from areas such as HR, IT, Support, Lifestyle & Leisure, Occ Therapists, maintenance, business, Nurses etc)</i> covering areas such as: <ul style="list-style-type: none"> My role Daily activities – what’s involved? What qualifications / training did I need to do the role? Rewards, benefits and reality of working in the sector. What are the key ‘right fit’ personality traits needed to make a difference 	<u>General Group Discussion and Q&A</u> Panel discussion between students and staff Meet with staff and young mentors who work within the Sector
10.30am (10 min) Facility staff	Prepare for a site tour Asking questions, shadowing only, Behavior, Confidentiality	
10.40am (35 min) Facility staff	Site tour and experience first-hand a variety of roles within a residential care facility <ul style="list-style-type: none"> Meet with staff and residents 	Group tour
11:15am (45 min) Facility staff	Engaging with residents Participate in a leisure and health activity with residents	
12:00 – 12:30	Lunch	
12.30 pm (30min) ACSA Facilitator	Let’s Explore career pathways and job roles in the Aged Services Sector Let’s discuss Earn as you Learn opportunities <ul style="list-style-type: none"> What is a school-based traineeship? (cert II or III) Higher ed pathways – can I work in the sector and go on to Uni? New Directions Program – get employed and work in the sector VET – pre-employment pathways – what’s on offer? (after you’ve left school) 	Careers in Aged Care https://youtu.be/13o8Po2SP1I The Aged Care Worker: Caitlin's Story https://www.youtube.com/watch?v=yrlL8rkGdlqw
1.00pm (15 min)	Questions and close	

AGED SERVICES SECTOR CAREER DISCOVERY DAYS

aged services is not just for old people....

It is an exciting time to consider a career in an industry where you will get to make a difference to peoples' lives.

Aged & Community Services Australia (ACSA) is working with the Tasmanian Aged Services Sector running information sessions for young people to talk about the different career choices and pathway opportunities that are available within the Aged Services Sector.

A series of **Career Discovery Days** will be held in regions during 2018, with the workshops aimed at years 10 to 12 students who are considering going on to further study seeking a career in the Aged Services Sector.

The day will give you the opportunity to:

- find out about and ask questions about the Aged Services Sector?
- Meet with staff and young people who work within the Sector to discuss the wide-ranging job roles within the industry.
- go on a Site tour and experience first-hand a variety of roles within the Aged Services Sector.
- Participate in interactive activities with residents
- Discuss Career Pathways
- look at 'where to from here'?

CAREER DISCOVERY DAY DATES FOR 2018

Event	Facility	Location	Event Date
Career Discovery Day	Southern Cross Care – Mt Esk	Launceston	29-Mar-18
Career Discovery Day	Melaleuca Home for the Aged	Devonport	28-Mar-18
Career Discovery Day	Emmerton Park	Smithton	6 April 2018
Career Discovery Day	Masonic Care Tasmania	Hobart	21 June 18
Career Discovery Day		South	14-Aug-18
Career Discovery Day	Southern Cross Care Fairway Rise	South	15-Aug-18
Career Discovery Day		North	23-Aug-18
Career Discovery Day	Rubicon Grove	North West	21-Aug-18
Career Discovery Day	Rubicon Grove	North West	22-Aug-18

Venues and dates to be confirmed

Further Information

For further information about Career Discovery Days, please contact Fiona Huskinson, Workforce Officer, fiona.huskinson@acsa.asn.au



CAREER DISCOVERY DAY Events in 2018

Experience what a career in aged services is really like, and meet some of the amazing people you could be working with. Find your nearest event at the Workforce Hub <https://events.agedservicestas.com.au/event-espresso/careers-in-the-aged-services-sector/>



AGED SERVICES SECTOR



ACSA
Aged & Community Services Australia



Aged Services Sector Tasmania - Participant Feedback – Confidential

Session Name: **Career Discovery Day - Exploring Career Pathways in the Aged Service Sector**

Date:

Presenters: Fiona Huskinson and Kate Campbell

Create your Future – Exploring Career Pathways in the Aged Services Sector

Overall I would rate the day as (circle one)	Poor 1	2	Average 3	4	Excellent 5
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Please rate (circle one for each of the following)	Strongly Disagree 1	Disagree 2	Undecided 3	Agree 4	Strongly Agree 5
I now know more about the Aged Service Sector					
I know have more awareness about career pathways and job roles in the Aged Services Sector					
I now know whether the Aged Care Services Sector in an industry I wish to work in					
Learning materials, handouts and other resources are informative and easy to understand.					
Content of the session was well organised.					
I enjoyed the site tour and activities with staff and residents					
Overall the information session met my expectations.					

Comment:

Thank You!!! 😊



Aged Services Sector School-based Traineeship Pathway Program

Are you looking at developing a young skilled workforce to meet the current and future needs of your organisation; have you considered employing a school-based trainee?

We encourage organisations to be proactive in planning for their future workforce needs by being part of the **Aged Services Sector School-based Traineeship Pathways Program**.

ACSA is working with the Aged Services Sector to develop a **School-based Traineeship Program** which will encourage young people into the Sector through a supported pathway.



General Information...

A school-based traineeship is a paid employment based training program for full-time school students who are attending years 10, 11 or 12. Students continue with their schooling, attend paid work at your organisation and undertake training with a registered training organisation (RTO) in a qualification that best meets the needs of your workforce.

The **Program** includes:

- o recruitment supported through a series of Career Discovery Day information sessions for school and college students
- o Streamlined recruitment process
- o pre-employment training to prepare participants to work in the sector
- o selection process to find the right Registered Training Organisation/s and to ensuring the program is delivered in a way that meets Industry needs
- o support in relation to accessing all funding aligned to School Based Traineeships. A range of Australian Government financial incentives may be available to organisations ranging from \$2,750 up to \$5,500 for each trainee. A State Government Small Business Grant may also be available to eligible organisations.

Benefits for your organisation

A school-based traineeship is a supported pathway to encourage young people into the sector. Employing a school-based trainee gives you the opportunity to develop a young skilled workforce that meets the current and future skills needs of your organisation. You are able to:

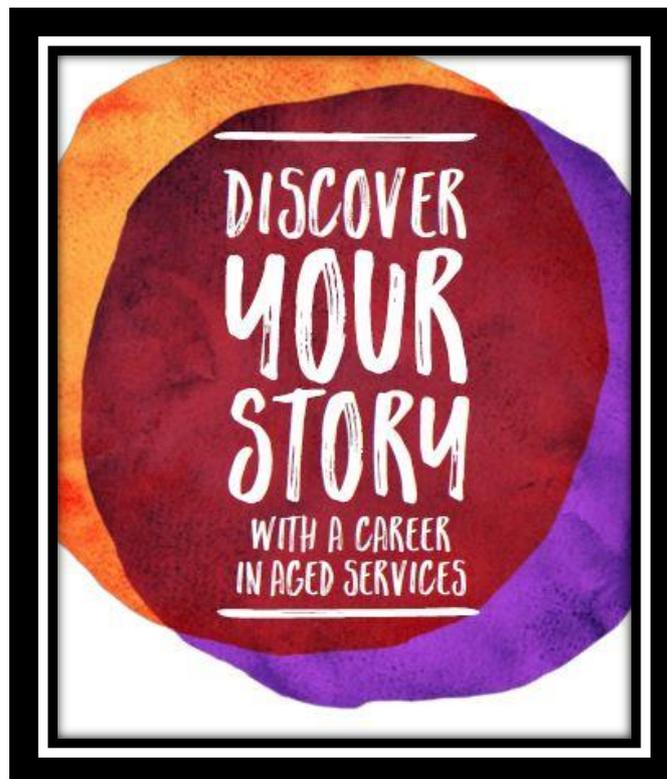
- o recruit keen young staff before they graduate from high school
- o employ and train a young person part-time in your organisation
- o give a young person hands on experience and exposure to the range of careers and job roles available in the aged services sector
- o allow young people to progress to a full-time traineeship after completing school with recognition of the training already undertaken.



As part of the ***School-based Traineeship Program*** participants will:

- o Undertake paid work 2 days a week (this can be during the day, after school hours and/or on weekends)
- o Enrol in either a Certificate II in Health Support or Certificate III in Individual Support
- o Continue to study at school/college and work towards obtaining their Tasmanian Certificate of Education (TCE).

If you are interested in participating in the Aged Services Sector ***School-based Traineeship Pathways Program*** or would like further information, contact: Fiona Huskinson
fiona.huskinson@acsa.asn.au





Aged Services Sector School-based Traineeship Pathways Program

Are you looking at the Aged Services Sector as a career choice and would like to do a school-based traineeship?

ACSA is working with the Aged Services Sector to develop a **School-based Traineeship Pathway Program** which will encourage young people into the Sector through a supported pathway.

As part of the **School-based Traineeship Pathways Program** students will:

- Be employed 2 days a week (this can be during the day, after school hours and/or on weekends)
- attend nationally recognised training with an RTO (in either the Cert II in Health Support or Cert III in Individual Support qualification. The qualification will be based on the experience of the student).
- Continue to study at school/college and work towards obtaining their Tasmanian Certificate of Education (TCE).
- Attend upfront job ready training to prepare you to work in the sector.
- Receive support from your school, your employer, the registered training organisation, the Australian Network Provider and ACSA



Overview

A school-based traineeship is a paid employment based training program for full-time school students who are attending years 10, 11 or 12. During the traineeship, students continue with their studies at school or college, are employed 2 days a week and attend training with an RTO.

This model allows students to finish their Tasmanian Certificate of Education (TCE), start their career in an industry of choice and complete a nationally recognised qualification. The subjects at school or college are chosen to complement the skills and knowledge needed at work. The training they undertake, as part of the qualification, also adds towards their TCE points.

Roles and responsibilities – Who does what?

The Aged Service Sector recognises that all ‘stakeholders’ have an active role to play if we are to achieve quality outcomes from the Aged Services Sector School-based Traineeship Pathways Program. The stakeholders and associated roles and responsibilities involved are:

Employer

The employer, RTO and the student will work together and develop a Training Plan that will include all details around the training, such as: what training will be delivered, how it will be delivered and assessed, where it will take place, who will deliver the training.

The employer ensures the trainee has access to a full range of work and equipment required to develop the relevant skills and industry knowledge. Including supervision and support and a safe working environment.



The School

The school will ensure that the school-based traineeship is integrated with the students' school work so that they achieve their Tasmanian Certificate of Education (TCE). Students receive points towards their TCE depending on the subjects chosen as part of their traineeship.

Registered Training Organisation (RTO)

Work in partnership with the Aged Services Sector to facilitate the delivery of training and assessment activities of the traineeship relating to the Aged Services Sector School-based Traineeship Program.

The RTO will support trainees and organisations to ensure that the required skills and knowledge outcomes are achieved. This includes schedule and participate in regular site visits and workshops.

Apprenticeship Network Provider (ANP)

The Apprenticeship Network Providers role is to provide information and assistance to employers, students and parents throughout the traineeship.

Skills Tasmania (State Training Authority)

Skills Tasmania will assess, approve, administer and register training contracts between trainees and employers. They are also available to provide advise and assist employers and trainees throughout the traineeship.

They also provide training subsidies to RTOs to help cover the cost of training and assessment services for nationally recognised qualifications to Tasmanian trainees (including School-based traineeships).

School-based Trainee

The School-based Trainee will commit to making the best of the work and study opportunities by continuing to attend school or college, participate in the formal training process, perform all the duties of their job and take an active approach to developing their skills and knowledge.

Aged & Community Services Australia (ACSA)

As the 'lead agent' representing the Aged Service Sector in this program, ACSA is responsible for the overall coordination and ongoing development of the program. This includes, engaging with key stakeholders, promoting the program, providing support on a needs basis and identifying opportunities for continuous improvement.



If you are interested in participating in the Aged Services Sector **School-based Traineeship Pathways Program** register your interest on the Aged Services Workforce Hub <https://employment.agedservicestas.com.au/register/>

or for further information contact Fiona Huskinson, Workforce Officer at Aged & Community Services Australia fiona.huskinson@acsa.asn.au



Young Leaders in Aged Services Network

a network, **led by young people**, that shares knowledge, skills and ideas, promotes Aged Services as a career pathway of choice and showcases leadership and innovation displayed by young people working in the **Aged Service Sector in Tasmania**.

Aim

To provide an opportunity for 'young people' (30 and under) to come together on a semi-regular basis to share their experiences, input into current and future workforce initiatives and participate in activities/initiatives that supports the continued growth of the participants personal and professional knowledge, skills and competence.

Have access to a network of young people who are passionate about working in the Aged Services Sector who embrace the opportunity to have an active role in inspiring younger people to work in our Sector.

Why?

The 'Network' provides an opportunity for the Sector to capitalise/value from the input from 'younger' members of our workforce who are passionate about their job role and working with older people.

By 2020, the millennials (those born between 1980 and 2000) will be the largest component of Tasmania's workforce. Their characteristics, career aspirations, and behaviors are different to prior generations. Who better to inform both employers and potential employees about the benefits of working in the sector than the young people we already have.

Who are we after

Young people that work across all areas of the Aged Services Sector workforce that are passionate about their job, their clients and their career.

What is involved?

The **Young Leaders in Aged Services Network** will give participants the opportunity to drive change in the Sector by collectively discussing key areas such as

- workforce innovation and development – *new models of practice?*
- supporting young people transition into the workplace
- innovation and Technology – *what will the future bring...*
- specialisation (palliative, dementia, health and well-being)
- quality of Life... *making a significant difference in the lives of older people*

What is in it for participants

- Network with other young people in the sector around the State
- Opportunity to share their stories and passion for working with older Tasmanians
- Inform future Aged Service Sector workforce initiatives
- Provide feedback/input to the Sector from the perspective of a 'younger person'
- Potential to drive change and innovation in the Sector
- Represent the Sector at various forums, career expos and aged care conferences.



- Get together on a semi-regular basis (attend at least one state-wide meeting a year)
- Opportunity to participate in the Ages Services Sectors coaching and mentoring training and the *New and Emerging Leaders Program*

Commitment

Ideally those who are apart of the **Young Leaders in Aged Services Network** will be available to attend least one state-wide network meeting a year (most likely 2 in the first year).

Members of 'the Network', who are willing to do so, may be called on to promote the Aged Services Sector as a Career Pathway of choice at various forums such as the Employment Information Sessions, School based Career Awareness Days, Career Expos etc. Participation in such 'forums' would be negotiated with both the individual and the organisation they work for.

Next steps

Identify '*young people*' within your organisation to take part in the **Young Leaders in Aged Services Network**.

Nominations

For further information and/or to nominate staff please email Fiona Huskinson, Workforce and Industry Development Officer Fiona.huskinson@acsa.asn.au





TRAINING, PROGRAMS & EVENTS

(<https://events.agedservicesttas.com>)



PRIVATE: YOUNG LEADERS NETWORK

WELCOME TO THE YOUNG LEADERS NETWORK WORKFORCE HUB PAGE

a network, *led by young people*, that shares knowledge, skills and ideas, promotes Aged Services as a career pathway of choice and showcases leadership and innovation displayed by young people working in the **Aged Service Sector in Tasmania**.

AIM

To provide an opportunity for young people (30ish and under) to come together on a semi-regular basis to share their experiences, input into current and future workforce initiatives and participate in activities/initiatives that supports the continued growth of the participants personal and professional knowledge, skills and competence.

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PARTICIPATING MEMBERS

Organisations are well represented across the State with many recognising their young staff as future leaders in the Sector. For a full list of members click here

Young Leaders Network Members
(<https://events.agedservicestas.com.au/young-leaders-network-members/>)

WORKSHOP DATES FOR 2018

During 2018 the Young Leaders Network will continue to meet and workshop topics throughout the year. In addition working groups will form to focus on projects and initiatives that are identified at the workshops. The 2018 workshops dates are:

Wednesday 21 February 2018

Wednesday 13 June 2018

Wednesday 17 October 2018

GETTING TO KNOW EACH OTHER...

To help you get to know each other and hear more about all the job roles we've developed a profile page for you to complete. This information is only available to members of the Young Leaders Network.

Click to complete your profile (https://events.agedservicestas.com.au/wp-admin/admin.php?page=gf_edit_forms&id=26#)