



Workforce Coalition Network March 2023

Meeting Notes

Stakeholders from aged care, disability, social services and education and care met in Hobart on 28 March 2023 to discuss and explore the key themes of the recruitment and awareness campaign, a journey map for future employees which will be linked to the campaign, career and industry events and retention issues.

It was an interactive day including a panel discussion, participant input via focused questions using cloud based Aha slides and quizzes. Claudia Butler, the Workforce Coordination Project Manager emceed the day and one of our Senior Officers, Mary Langdon was a roving reporter on the day, interviewing attendees about their thoughts of the event. **You can find a few of those impressions here:**

youtu.be/DZbKiguwKCM

Thank you to those who were able to attend and to those who have registered to receive updates on the progress of the Workforce Coordination Project. We will be in contact to keep you updated on key project milestones and to continue discussing your workforce needs.

We have compiled the following snapshot from the day and agreed on collective actions towards addressing our workforce shortages.

Feedback from the day

Highlights: We scored 4.2 out of 5 on attendees expected engagement with upcoming project initiatives and 4 out of 5 for how you found the meeting overall. You liked our collaborative approach, group discussions and use of Aha slides for surveys and quizzes.

What could be done better: More networking time and for participants to be able to change tables during the day.



A Tasmanian campaign

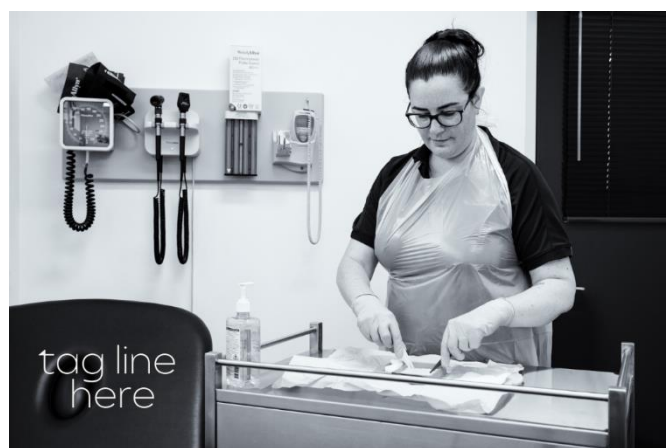
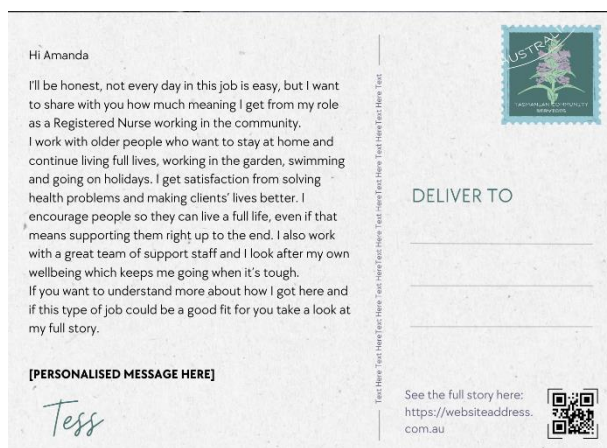
Senior Officer Amanda Bergmann introduced the upcoming recruitment and awareness campaign, which is centred around a personal invitation – person to person communication – by connecting with each other and sharing our stories.



This will be a campaign built on the strengths and connections in our Tasmanian communities. The concept leverages our relationships with each other, sharing diverse stories from our four sectors via postcards sent to people in our networks: families, friends, neighbours, acquaintances, anybody really! We will get the campaign rolling with a set of 'champion' stories of people in key roles relevant to the workforce shortages, creating attractive, consistent postcards to be shared across our industry. A postcard generator is also being developed that will allow individuals and organisations to share their image and story. This will be a simple process of uploading an image and story to the postcard generator website (moderated by us) to create a unique postcard, which can be sent to individuals as a warm invitation to consider working in this industry.

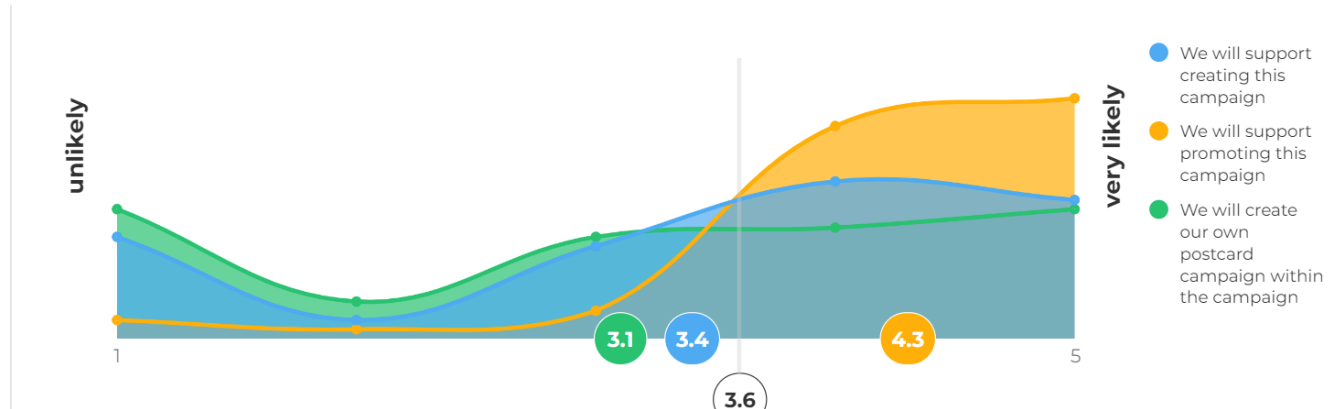
The postcards can be mailed, or shared electronically with a friend, family member, a young person looking for career direction, someone returning to work or seeking a career change.

The mock-up postcard that Amanda presented at the meeting was an initial draft (below), it offers an impression of the concept and how it may look.



The day also featured a panel discussion with Jen Murnaghan from Digital Dandy, John Fitzgerald, previous CEO of Tourism Tasmania and Lindene Cleary, the CMO of Tourism Tasmania, who shared their collective wisdom about the vital components of a recruitment and awareness campaign. You can listen to the panel discussion via this video link youtu.be/xGFfq5-4Oqw

After discussing the campaign concept that Amanda presented, people in the room reported strong interest in promoting, supporting, and engaging with the campaign follows:



Future workforce experience

Senior Officers Sue Howard and Kerrie Hansen illustrated how 'career curious' individuals can become lost in navigating a complex or confusing career journey, and that it is up to us to make the pathways clear.

Part of the recruitment campaign will be a website landing page that points towards existing career pathway information and supports available. This is about curating existing information and creating a positive experience for people who are career curious. It is not about creating new information or supports.

The audience discussed and endorsed the following principles for developing the landing page that links to the postcard campaign:

- Needs to be easy to use.
- Must use existing information/websites.
- Be written in plain language.
- Have currency and contain accurate information.
- Must be relevant to Tasmania and current partner sites.
- Provides scope for users to have accessibility (i.e., video, audio etc).

The participants also nominated to be part of five working groups that will inform this work moving forward. With the five working groups covering each sector plus an additional group that focuses on the available one-to-one supports.



Industry career events

Senior Officer Lauren McGrow held a group discussion regarding career events and outlined the purpose in holding such an event. The group discussions that followed captured the essence of career events that are successful and provide a return on investment.

All attendees were asked if they were in favour of an industry specific career event during the life of the project. Most respondents voted yes for a stand-alone community services industry career event, fair or expo. Attendees also identified who to partner with to pull this off. Watch this space to see what we will do together!



Attendees were also asked if they would like the Coalition to investigate applying for a grant to run the Growth Industry Preparation Programs (GrIPPs) with the Beacon Foundation in 2024. A yes or no clapping vote indicated that the room was divided about this idea. Participants captured their reasons for the yes or no vote, which will be considered by the project team.

Retention

Lee Veitch from HSSO led the afternoon discussion about why retention is important, what is meant by the term and explained where retention starts and ends. Lee illustrated the cost of turnover to organisations. At a turnover rate of 20% in an organisation with 150 employees and an average hourly rate of \$35 this can cost an organisation approximately \$674,000 annually. Turnover has a significant impact on an organisations ability to deliver high quality services to clients. So, what are some solutions?

Participants were asked to enter their answers to these questions in the Aha slides:

1. **What are some possible retention strategies?** Feedback received in order of highest priority: better pay, conditions and benefits, positive workplace culture, communication and feedback, recognition and rewards, flexibility, leadership and good onboarding practices.
2. **What are the biggest barriers to implementing retention strategies?** Feedback received in order of priority: resource constraints, leadership, poor culture, lack of training opportunities and service delivery requirements.
3. **What key retention priorities should be the focus at the next network meeting?** Feedback received in order of priority: sharing resources and knowledge, workforce planning, remuneration and benefits, leadership, change management, recruitment, employee development and support, workplace culture.



Save the date:

The next Workforce Coalition Network meeting will be held on Thursday, 28 September 2023 in Northern Tasmania. The venue will be confirmed closer to the date.

Stay up-to-date

To register to receive regular updates about the Industry Plan, the Workforce Coordination Project and the activities of the Workforce Coalition Network, please [fill out this form](#).

The Workforce Coordination project is part of the Local People in Local Jobs initiative, supported by the Tasmanian Government through the Department of State Growth. The project is delivered in partnership with TasCOSS on behalf of the social services sector peak bodies and the Tasmanian peak bodies of ACCPA, NDS, ECA Tasmania Branch (contracted to Lady Gowrie Tasmania).



Further information

If you have any questions or would like further information, please contact Claudia Butler, Community Services Industry Workforce Coordination Project Manager, on (03) 6169 9513 or claudia@tascoss.org.au.