



ACSA Workforce Framework for Action

**Vision – Quality care for older people from a well led, committed and supported workforce
(2007-2008 strategic priority)**

Consultation Draft

Workforce development has been a work priority in ACSA's current strategic plan and is an ongoing concern to all in the industry. In 2006 ACSA held a national workforce forum *Who Will Care?* to discuss the future of the industry workforce with providers. As a result ACSA established a working group to assist in the development of an industry *Framework for Action*. This industry input was supplemented with available research and the result is this document that incorporates strategies for Government lobbying and resource projects for industry. Workforce development can not be seen in isolation from the broader issues confronting the industry. It is interconnected with other areas of interest on the ACSA agenda and the list of projects below reflects that. The strategies within this *Framework* have been designed to be undertaken within ACSA's current resources.

OUTCOMES	STRATEGIES	STATUS
<i>The image and branding of the aged care industry is improved</i>	<ul style="list-style-type: none"> ➤ Undertake a campaign to educate the media and general public and improve the image of the aged care industry ➤ The proposed campaign highlights aged and community care as attractive areas of work for all with particular emphasis on older workers, people from CALD backgrounds and school leavers ➤ Consider the promotion of standardised language describing jobs in the sector. Research has suggested that the public is confused about the jobs available in aged care. 	<ul style="list-style-type: none"> ➤ Current project in the planning stage and will be commenced this financial year. ➤ Recommended project ➤ Recommended project
<i>More staff are attracted to and remain in aged and community care.</i>	<ul style="list-style-type: none"> ➤ Lobby for an aged care career of choice campaign over 4 years with funding of \$1.5m ➤ Lobby for further investment in projects to attract school leavers ➤ Lobby for Government support with education and training initiatives to expand the available workforce, including increasing tertiary places for RNs, expanding traineeships for personal care workers and providing incentives to study ➤ Develop initiatives and case studies to promote the creation of supportive work environments, including best HR practices and attractive family friendly initiatives 	<ul style="list-style-type: none"> ➤ Current position ➤ Current position ➤ Current position ➤ Recommended project

OUTCOMES	STRATEGIES	STATUS
	<ul style="list-style-type: none"> ➤ Develop industry loyalty projects such as credit cards, low interest loans, child care support, insurance deals ➤ Develop resource material for services on how to attract and manage CALD staff ➤ Promote management training within the industry as poor management is cited as a major reason for staff leaving ➤ Prepare resource material for services on how to employ skilled staff from overseas and the pros and cons of this approach ➤ Develop relationships and proposals with the Job Network peak and providers ➤ Consider the career paths for aged care workers, particularly direct care workers 	<ul style="list-style-type: none"> ➤ Recommended project to be considered by the National Business Development Advisory Committee. ➤ Recommended project ➤ Leadership program under development. ➤ Medium priority project for consideration ➤ Recommended project ➤ Low priority project for consideration next financial year
<p><i>Adequate funding is available to support quality care delivery</i></p>	<ul style="list-style-type: none"> ➤ Lobbying for replacement of COPO indexation methodology OR maintenance and extension of CAP for residential and community care ➤ Lobbying for increased funding for community care programs (service volume and pricing) ➤ Lobbying for improved viability funding for rural and remote services to ensure ongoing access to quality care ➤ Lobbying for the removal of unnecessary regulation and compliance, particularly for direct care staff, and identifying potential savings to be re-invested in care delivery 	<ul style="list-style-type: none"> ➤ Current position ➤ Current position ➤ Current position ➤ Cost of Compliance Working Group has been formed to identify and prioritise projects and develop briefs.
<p><i>Models of care are developed and promoted that better utilise resources</i></p>	<ul style="list-style-type: none"> ➤ Identify, research and promote different models of care delivery, including the use of technology ➤ Lobby to remove legislative constraints to implementing innovative models of care eg medication management 	<ul style="list-style-type: none"> ➤ Models of care research and development is a high priority project for 2007/2008. Additional funds are required to evaluate the innovative models currently being used.
<p><i>Labour saving technological advances are accepted and used in the industry</i></p>	<ul style="list-style-type: none"> ➤ Labour saving technological advances are identified and promoted to Government and within the industry. 	<ul style="list-style-type: none"> ➤ Medium priority project ➤ Affiliation with CAST is a high priority.

OUTCOMES	STRATEGIES	STATUS
<i>Workforce development strategies are in place and supported by industry</i>	<ul style="list-style-type: none"> ➤ Lobby Government to develop an industry wide workforce plan which eliminates current structural inefficiencies ➤ Facilitate leadership and development opportunities for Federation members ➤ Expand and enhance strategic partnerships with key stakeholders including other education and training industry bodies, and Government bodies 	<ul style="list-style-type: none"> ➤ Current position ➤ Leadership development program currently being designed for members ➤ Ongoing
<i>Supporting aged care providers to become preferred employers in the new industrial era</i>	<ul style="list-style-type: none"> ➤ Provide information to members through the Workplace Authority, Employer Adviser Program 	<ul style="list-style-type: none"> ➤ Current project ➤ It is unclear what the industrial environment will look like given this year's election, therefore strategies will be developed once the outcome is known.

Please send any comments you have on this Framework to ldredge@agedcare.org.au or ring Lesley Dredge at ACSA on 03 9686 3460 by 31 October 2007