

CASE STUDY:

HOW ANGLICAN CARE RECRUIT APPRENTICES TO ADDRESS ORGANISATIONAL CHALLENGES

COMPANY: Anglican Care

HOTSPOT REGION: Newcastle

Who is the employer and what do they do?

Anglican care is a not for profit organisation specialising in Aged Care. The company has been in operation for over 60 years and employ approximately 1000+ employees. Anglican care operates from 11 residential facilities, with 2 more being built and have three offices between the Central Coast and Taree.


What were they struggling with?

Anglican Care team consists of highly passionate employees who are determined to support the elderly community. However, one of the company's main challenges consists of attracting and retaining potential employees as aged care is not considered an attractive area to work in. Anglican care has since made a concerted effort to become an employer of choice to attract more employees, however, this is a constant challenge due to staffing shortages and a highly competitive jobs market within this sector.

What made them decide to take on an apprentice and how did they go about that?

Anglican Care have collaborated with RTO Smart Training and Consultancy Group, customising a pre-employment program to assist with the recruitment and selection process of apprentices. The company has also adopted a grow your own policy through its traineeship program to support growth. The program also supports those who wanted to reskill and those who are long term unemployed. Screening, testing, police and capability checks are conducted prior to commencing the 8-week pre-vocational course, where participants complete 4 units of competency, as well as 120-180 hours of hands on work experience across 2 years. The pre-employment program also allows participants to experience the aged care industry to see if it is the right fit for them.

Anglican Care used social media to promote traineeship opportunities, and also built connections with employment service providers, the local community and with job publications, to help increase their reach to potential jobseekers. Information evenings were another effective tool allowing jobseekers to find out more about this career path. All of these elements have had a positive impact on recruitment.



One of the more significant initiatives was introduced in 2019 with Anglican Care starting its School Based Apprenticeship and Traineeship (SBAT) Program. This has increased its footprint within schools and is providing a way for students to launch their career in Aged Care whilst studying their HSC. A campaign of information sessions within schools are held, targeting students and their parents, as well as career advisors and teachers. As a result of this, Career Advisors are better positioned to provide meaningful advice on aged care careers, a career path they previously knew little or nothing about

What did they get out of it taking an apprentice on board?

Anglican Care have 54 people enrolled in the program. The traineeship program has had a positive impact on staff retention with 89.3% of trainees still remaining employed in the business since 2018. The company has found it very beneficial with ensuring that staff are trained in-line with the organisations policies and procedures. They have also been able to address the issue of staffing shortages through taking on employees through this program.

What are the main takeaways for other employers?

Taking on apprentices through group training organisations and implementing strategic recruitment policies is a great way to ensure employees are an organisational and culture fit and address organisational staffing challenges.