



MARS Recruitment

Building Dream Teams in Aged Care

MAY 2024 Insights

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ABOUT MARS HEALTHCARE

Who are we?

About our Aged Care team



→ One point of contact

The majority of consultants have been with MARS for several years, we ensure our consultants build a partnership with appropriate contacts. Naturally every now and then there will be changes but our anticipated turnover is very low.

→ Due Diligence

We meet and assess all of our candidates face to face and complete references, qualifications and skill checks prior to placement, plus any additional checks and services requested by our clients.

→ Transparency

Our consultants will operate with open lines of communication in a timely manner, we aim to manage candidates and clients throughout the whole process prior to placement.

→ Media & Communications

We leverage a strong social media presence, with our Aged Care Manager Anthony Nguyen's Podcast "Leaders in Aged Care" backed by an in-house marketing and PR professional who created engaging content across all social media platforms.

This combination allows us to maximise our visibility and provide a well-rounded approach to reaching our candidates and developing specifically targeted campaigns for our clients

How we represent your brand

→ We spend time visiting your facilities, making sure we get to know you and your business, your drivers, goals, the soul of the organisation.

→ While Anthony wears many hats, connecting Aged Care providers with the perfect talent and managing recruitment across Australia, he is also passionate about changing the narrative around the incredible industry.

That's why he launched the "Leaders in Aged Care" Podcast where he chats with industry leaders and uncovers the amazing aspects of working in Aged Care.

Through this podcast Anthony aims to shatter the negative perception of the Aged Care industry and showcase the fulfilling, rewarding careers waiting for nurses.

As part of his podcast shining a light on the industry as a whole, Anthony discuss what is special about YOUR organisation and provides a platform to share the super power you and your company bring the the Aged Care industry.



DEEP DIVE INTO AGED CARE RECRUITMENT

What are the specific challenges?

More than half the workforce exceeding 50 years of age

Australia's aged care industry is confronting a potential staffing crisis. With a significant portion, more than half, of the current workforce exceeding 50 years old, This trend suggests a future shortage of qualified caregivers.

To address this challenge, a two-fold approach is necessary. Firstly, efforts must be directed towards retaining the valuable experience of experienced workers.

Initiatives like flexible work arrangements and investments in advanced technology and equipment can make aged care a more attractive long-term career option for them.

Secondly, attracting younger individuals to the field is crucial.

By promoting clear career progression opportunities and upskilling programs, aged care can be positioned as a rewarding and fulfilling career path for the next generation.

By focusing on both retaining current staff and attracting younger talent, we can ensure a future with a strong and qualified aged care workforce.



Aged Care: the fastest growing health segment in Australia.

The demographic shift towards an aging population is driving a substantial and sustained increase in the demand for aged care services.

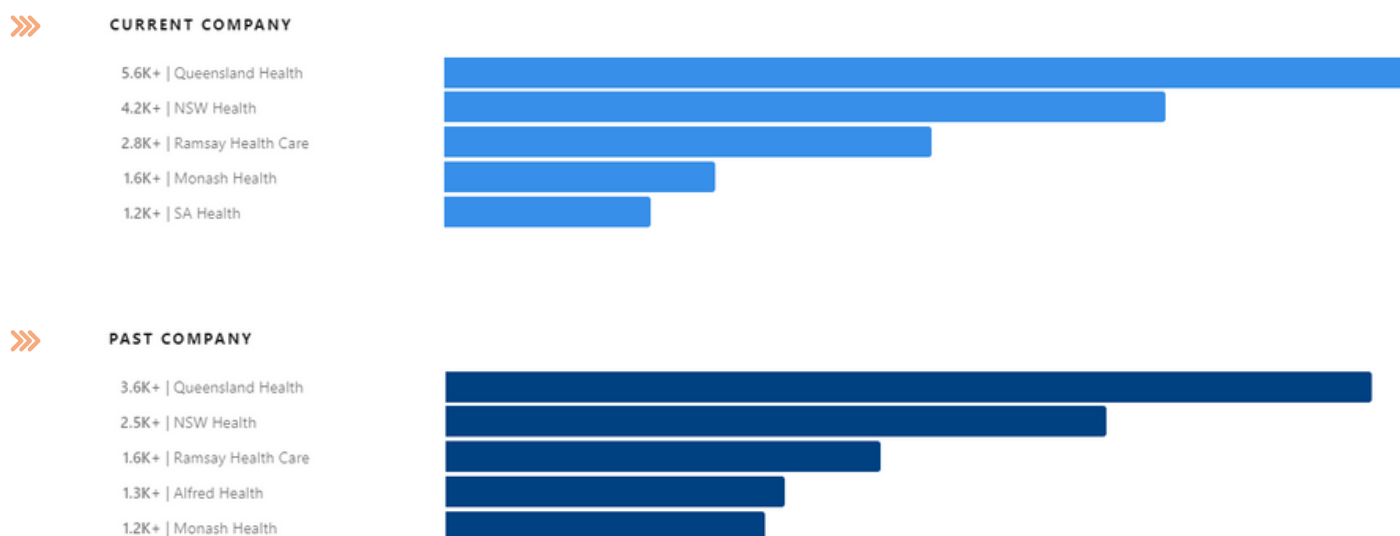
This rapid growth presents a significant challenge for aged care recruitment, as efforts to secure qualified staff struggle to keep pace with the rising need for qualified nurses.

WHERE ARE NURSES WORKING?

Aged Care, Hospital, Community

A deep dive into where nurses are employed in Australia

100k+ Registered Nurses in Australia



How we can build a strong workforce in Aged Care

Professor John G Kelly's research highlights a critical issue in aged care: recruiting enough qualified staff.

His evidence suggests that we need to recruit 20,000 new employees for the next six years to satisfy the growth of the Aged Care industry.

However, simply finding enough people is a significant hurdle. An even bigger challenge lies in ensuring these new employees possess the essential qualities for this important field.

Key Qualities - More Than Just Numbers

The ideal aged care workforce requires a unique blend of characteristics. We need individuals with:

- **Essential skills:** The technical knowledge and experience to provide quality care.
- **Adaptability:** The ability to navigate changing needs and situations.
- **Diversity:** A workforce that reflects the communities it serves.
- **Integrity:** A strong ethical foundation for building trust with residents and families.

These are what we screen for at **MARS** and how we ensure we provide a candidate that has been screened beyond a skim read of a CV!

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Challenge 1: Speed and Efficiency in High-Volume Recruitment

Solution: Video Interviewing: This technology allows for wider reach, 24/7 accessibility, and a streamlined process to identify top talent quickly, even in a competitive market.

Challenge 2: Retention: Fostering a Long-Term Commitment

Solution: Value-Based Recruitment: Understanding an individual's motivations and alignment with organizational values ensures a better cultural fit, leading to higher retention. Tools like values and motivation assessments can identify candidates with the "calling" to serve in aged care.

Challenge 3: Career Pathways: Investing in Growth and Development

Solution: Training and Development Programs: By working with vocational and higher education providers, organisations can create personalised training paths for employees. This investment in skill development fosters a sense of value and encourages long-term commitment.

It is by focusing on these key elements - skills development, adaptability, diversity, integrity, and continuous learning - the aged care sector can overcome recruitment challenges and create a workforce equipped to deliver exceptional care well into the future.



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