



How McArthur helped ensure a smooth transition for Casey Council Aged Care workers to Uniting AgeWell

BACKGROUND

In 2022, Uniting AgeWell was allocated funding to assume responsibility for client services from the City of Casey. The demand for aged care personnel, encompassing both office-based staff and care workers, surged to unprecedented levels due to the constraints imposed by COVID-19.

Faced with a significant resource shortfall to manage the rapid influx of services, Uniting AgeWell enlisted the expertise of McArthur to collaborate on recruitment efforts and facilitate the seamless transition of services from Casey.

THE PROCESS

Stage 1:

McArthur aimed to seamlessly transition candidates exiting the council by simplifying the process and ensuring it was easily accessible and comprehensible, while also making them feel secure and supported. This was achieved through a two-step process:

- Attending the Casey Council Expo: Representing Uniting AgeWell, McArthur facilitated face-to-face interactions, gathered information, and explained the process in a supportive environment.
- Onsite Registration Day: Candidates were invited to attend an onsite registration day, where they could register alongside their colleagues. They received assistance with uploading documents and completing online registration packs.

Stage 2:

Identify candidates exiting from Casey Council who would be suitable for career progression to support the required number of care organisers for service rollout.

Stage 3:

Conduct external recruitment activities through targeted advertisements on platforms such as Seek and Facebook. Given the competitive market, a fast turnaround was essential. McArthur had the resources and processes to achieve this, with an average turnaround time of two weeks.

Stage 4:

McArthur organised an onsite induction day for all care workers, including key staff from Uniting AgeWell.

Stage 5:

Service rollout: Office staff were deployed four weeks prior to the go-live date to allow for induction and training.

Stage 6:

Care workers rollout: On the go-live date, a core group of 25 carers commenced service delivery. Additional carers were introduced in small groups on a weekly basis over the first six weeks to manage services effectively, support new care staff, and mitigate risks. Within the first three months, 50 carers had been placed on the project, meeting the service delivery expectations.

THE STRATEGY

Uniting AgeWell partnered with McArthur, leveraging their recruitment methodology and aged care expertise to support the Uniting AgeWell team in executing the transition. McArthur alleviated the pressure on Uniting AgeWell management by handling the recruitment of care workers and office based roles.

They actively participated in project meetings to gain a comprehensive understanding of the project, contributing vital information and collaborating on data management, service allocations, and timelines. This level of involvement enabled Uniting AgeWell management to concentrate on other critical aspects of the project, including risk management.

OUTCOMES AND OUTTAKES



Recruitment activities enabled Uniting AgeWell to deliver services to clients at the same standard they had previously experienced with the council.

Uniting AgeWell was allocated more clients and strengthened its exceptional reputation by successfully delivering on projects where other organisations struggled with staff shortages.

McArthur's involvement contributed to Uniting AgeWell becoming an employer of choice and the project was a major contributor to **substantial business growth** from 2022 onwards and McArthur continues to deliver recruitment activities.

As of January 2025, the following candidates have successfully transferred to become permanent employees for Uniting AgeWell's Casey-based operation.

- **18 office-based roles**, including Program Manager, Team Leader, Intake Officer, Service Coordination/Rostering, and Customer Service/Administration.
- **75 care staff**, including Personal and Domestic Carers.