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CORPORATE



## Community Services

Covering a range of sectors, the community services industry is one of the largest industry areas in Australia. Due to the growth in demand for care and support service, it is under intensifying pressure to meet the increasing demand for specific skills, scope, and new roles across the workforce; creating an urgent need for contemporary training programs to help the industry address its skills and leadership requirements.



## Helping the Community Services Industry adapt to the demands of industry growth

There is an identified need to initiate workforce development programs to keep up with the increase in demand for care coordination and administration, as well as an emerging demand for business leadership and management roles. Learning solutions should also serve to address rapid technological advances and attract and retain new workers whilst ensuring the material is meaningful, transferrable, ongoing, and fits within the employees' world of experiences.



### Community Services workforce development needs

Some of the common workforce development challenges identified across the industry include:

- Support workers will be expected to have a diverse set of skills including; strong literacy and numeracy skills, marketing skills; cultural competency and broader health-related knowledge.
- Organisations will need to look to employ people in "care coordination" roles to meet a service delivery model, which connects a single client with multiple services, to meet their unique needs.
- Organisations will need to upskill staff so that they have the knowledge and skills to work with people with increasingly complex needs.
- People with financial management, marketing and strategic business-planning experience will become increasingly important for organisations, and employers may start looking to the corporate sector for these skills.



Workforce size\*  
**1,106,000**



Aust. economy contribution\*  
**\$79.5b**

### The answer is in contextualised learning solutions

Because of the changes affecting nearly every aspect of the community services industry, and the expanded skills sets required to meet them, it is important to ensure the need for higher-level skills training is addressed through industry-specific, contextualised solutions. Organisations require outcomes-focused programs that provide a contemporary approach to workforce professional development in priority skills-needs areas, including:

- Business management and leadership
- Adaptability in scope (change management)
- Technical skills (digital transformation)
- Coordination, administration and planning
- Communication skills (verbal and written)
- Digital Literacy



Job Growth\*  
**3.8%**

If you would like to explore how Upskilled's Corporate Solutions can help your business's employee development, speak with one of our industry consultants today.

\*[www.myskills.gov.au/industries/health-community-services](http://www.myskills.gov.au/industries/health-community-services)

\*\*Environmental Scan - Community Services and Health Industry Skills Council