

Case Study

365 Care

Home Care - Western Sydney

Melanie McFadden - GM



Background

365Care is a well regarded provider of home care for the aged and adults with disabilities in Western Sydney. Their challenge was a rapid decrease in candidates through traditional sources such as jobs boards. This prompted the search for a way to boost the performance of their current paper-based employee referral program. A critical point for them was to provide a great employee and candidate experience when referring.

The Journey

365Care chose Care Friends to help reinvigorate their current referral program. Within four weeks of launch, 95% of staff signed up to refer. This showed their level of engagement in wanting to help find local people to join the 365Care family.

Within 24 hours of posting the first job via Care Friends, two applicants were referred and after the interview both started work that same week.

Currently, one in three referrals is hired. All new starters are still in their roles and are now successfully sharing jobs themselves.

365Care is also using the Bonus Points function to reward staff for good performance, such as positive client feedback, etc.

Employee Story

Tabitha was one of the first 365Care employees to sign up to Care Friends:

"It was easy to download and easy to share jobs. I shared them directly on Messenger, but you can also share them via social media or email. A friend of mine applied for the job and I was kept up to date of her recruitment process, getting share points for each step she successfully completed!"

Leeanne and Brooke are two new employees recruited through Care Friends. Leeanne: "It was the best process of applying for a job I have ever done". Since starting work, Brooke has also been busy sharing jobs with her network.



Tabitha, Brooke and Leeanne