

Case Study

ECH. SA | Home Care & Residential Care
1st Australian Care Friends client | August 2023



This case study highlights ECH's first two years using Care Friends for their employee referral program with their 800 staff.

Background

With a major growth strategy in play, and despite staff turnover being consistently below the sector average, ECH explored new ways to find quality client facing staff, including the introduction of an employee referral program. Although this showed promise, the traditional approach and manual process failed to unlock the full benefits of employee referral.

After 8 months

In early 2021 ECH was the first provider in Australia to trial Care Friends. Their first referral-sourced employees started in March 2021 with the following results 8 months later:

- 19% of all starters (replacement and growth appointments) were sourced via employee referral.
- Referral-sourced employees showed longer tenure with turnover sitting 50% below non-referral sourced staff.
- Almost 1 in 3 referred candidates was offered a role.

Results at 2 years

- Tenure for referrals was 38% longer than any other source.
- No referral terminations were involuntary.
- In the year to May 23 turnover for referrals was 7%.

"Care Friends has been a great investment for ECH. We couldn't be happier with the results and the response from staff; Care Friends has made recruitment everyone's business at ECH and the benefits flow to our clients, our staff and our business"

Dr. David Panter - CEO



Case Study

ECH. South Australia

Home Care & Residential Care

800 staff

Matt Mulvihill - GM People & Culture



Matt Mulvihill: GM People & Culture

"The eight-month result exceeded our expectations, producing 19% of all starters during the period. Based on results and our learnings, in partnership with Care Source, we are now finetuning our scheme with a view to activating additional bonus functionality, adjusting reward levels and launching strategies to further increase active users across the organisation.

The effectiveness of Care Friends as a source of quality recruits will also allow us to reduce our reliance on job boards and transfer advertising spend to staff through referral rewards.

As with any commitment of this nature we had questions about what the product would offer, combined with early hopes for a process that was easy for our staff to access and use. We wanted something that offered a genuine incentive for staff to refer jobs to the quality people in their networks.

For a new product, the roll-out of Care Friends was very smooth. The process for staff was simple and well thought through. Feedback from staff is that Care Friends is easy to use and keeps job referral at their fingertips allowing them to refer to their network with ease. Support from the Australian vendor Care Source has been consistently responsive and proactive.

Care Friends has redesigned employee referral and that has significantly bolstered ECH's recruitment capability at a time where candidates per vacancy are reducing consistently across the care industry. Indicators for candidate quality are promising and the ability to improve on our early results with Care Friends seems very feasible. The results show that employee referral has made a meaningful contribution to our business and is a strategy we intend to take full advantage of."

About ECH

ECH (Enabling Confidence at Home) is a leading not for profit provider of services that enable older people to remain living independently in their own home and have the best life possible as they age. This includes independent retirement living, home services, allied health and wellness services as well as respite care and providing opportunities for social connection.

