

Case Study

Clayton Church Homes
Residential, retirement & home care
October 2023

Results from Clayton Church Homes' first six months' using Care Friends for their employee referral program.



Background

Clayton Church Homes (CCH) is a faith-based, not for profit provider of Aged Services in Adelaide and surrounds. They had a casual program in place to promote employee referrals from their 400 employees, but it was an inconsistent and low-volume source. They chose Care Friends to help them boost this program.

Results after 3 months

- ✓ 158 referred candidates received.
- ✓ 62 referral starters. No departures.
- ✓ 100% of care and related roles sourced via referral.

"We launched Care Friends in early April ('23) and within two months saw meaningful improvement in a number of key areas. What surprised me is the number and quality of staff our referral program continues to deliver. Introducing Care Friends has produced exceptional results: Agency spend has dropped markedly and is now down by over 80% of our "normal" spend. For the last three months, agency spend has been around just 3% of labour costs. The impact on our bottom line is amazing, and the confidence that engenders in the business is clear to see.

The referral program has allowed us to stabilise our workforce which reduces stress levels, as well as reduces workforce and compliance risk across the whole business. I am extremely happy with the results and can absolutely recommend it. Care Friends has been a hugely successful investment for Clayton Church Homes, our residents and clients."

Jo Boylan, CEO (Aug 2023)

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At 6 months after launch

- ✓ 284 registered candidates received.
- ✓ 78 referral starters: 1 in 4 referrals is hired.
- ✓ Turnover less than 5% (including casuals).
- ✓ 100% of care and related roles sourced via referral.

Cost Outcomes

- ✓ Job board spend down by approx. \$22,000, which more than covers cost of the Care Friends annual licence.
- ✓ Agency costs are down by 80%.
- ✓ Current referral cost to hire is \$254.

“The volume and consistency of referrals has really surprised us. Before we launched I expected referrals would supplement our primary job board channel. It’s turned out to be the complete opposite. Since launching 6 months ago, **100% of our frontline care and related starters have been sourced via employee referral.**”

It’s an amazing tool that I can’t speak highly enough of and its impact on our business has been amazing. The key benefits are in staff engagement, cost savings and improved recruitment processing. Activating our staff referral channel has worked extremely well at both metro and regional sites. Our most challenging site was regional and plagued with long-term vacancies. The turnaround in 6 months is breath-taking.”

Claire Hogarth - Executive Manager People & Culture (Oct 2023)

