



# Building the Care Economy with Young Australians

**Y**CareerAgency



# About the Y

The Y in Australia is in the unique position of being both an employer and service provider to young people. Approximately 8,000 young people are part of its team of 12,000 paid staff and over 1,000 volunteers.

Operating and responding to community needs for over 170 years, today the Y in Australia provides services over 22 million times to Australians each year, including 1.2 million engagements with young people across almost 600 sites, with 142 located in regional and rural areas.

## Our caring services include:



Youth services including youth employment, vocational education and schools



Children's Services (early Learning and out of school hours care)



Community Recreation, Gyms and Sport



Outdoor education



Aquatics



Disability services

Our capacity to collaborate on the ground in communities and to provide an Australia wide solution to the Care Economy shortage and youth unemployment/underemployment is unparalleled.

Young people love working at the Y, and the new Y Career Agency will offer an even better experience for future generations of young people.

Recent Foundation for Young Australians (FYA) research shows 'carer cluster' jobs are likely to have a high future growth potential (18%) compared to

other 'job clusters'. This includes jobs such as child care workers, community health workers, fitness instructors, health promotion officers and a range of other allied health roles that the Y Career Agency can support young people to explore through their placements.

## YMCA at a glance

### 2020 Facts



TURNOVER

**\$426,047,555\***



ASSETS MANAGED

**\$432,794,308**



OVERALL PARTICIPATION

**22.4 million**

(down from 29 million in 2018-19)



NUMBER OF SITES  
ACROSS AUSTRALIA

**594**



**13,411**

STAFF

(includes over 8,000 young people)



**1,116**

VOLUNTEERS

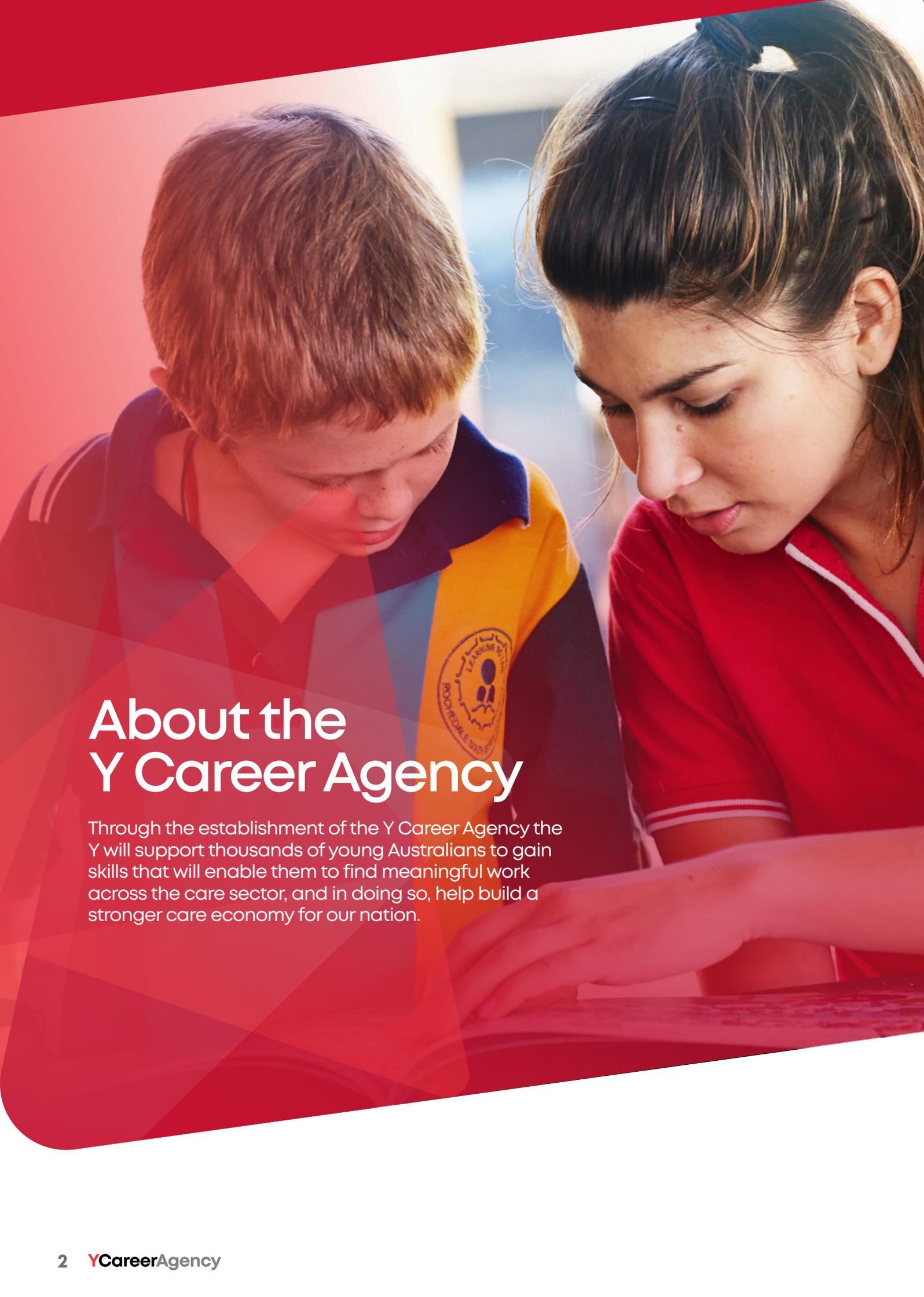
### Customers

▶ Total customers: 256,317\*\*

Customers	Service Kinds
99,226	Gym members
78,945	Swimming lessons members
9,424	Aquatic members
28,576	OSHC kids
18,531	Gymnastics kids
9,630	Early Learning (includes family day care)
2,320	Kindergarten kids
1,005	Disability clients
8,660	Other members (junior sports etc.)

\*FY21 Covid disrupted year (unaudited to date)

\*\* Data does not include young people through funded services, ie youth centres, youth programs. We have 1.2 million participations in these services a year.

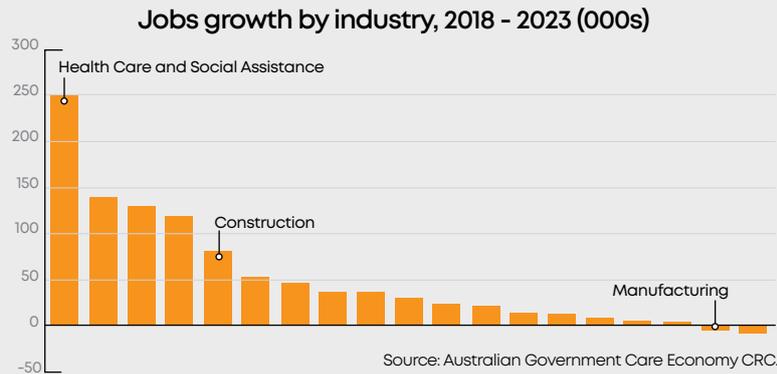
A young boy with short brown hair, wearing a blue and yellow school uniform, and a young woman with dark hair tied back, wearing a red school uniform, are looking intently at a laptop screen. The background is a soft-focus indoor setting. The image is overlaid with a semi-transparent red geometric pattern.

# About the Y Career Agency

Through the establishment of the Y Career Agency the Y will support thousands of young Australians to gain skills that will enable them to find meaningful work across the care sector, and in doing so, help build a stronger care economy for our nation.

## The issues

The Care Economy is by far the largest and fastest growing segment of the labour market in Australia. It's the largest single employer in Australia with over 1.8m people in care economy jobs. But it's also facing several challenges including its workforce and skills and a lack of supporting technologies.



Youth unemployment across Australia remains consistently higher than other age groups - currently at 10.7% (May 21) and significantly higher in many regional areas - where care needs are also often highest.



It is predicted that there will be another 250,000 jobs required in the carers industry by 2023 - an industry considered 'resilient' to external impacts.

## The solution

The Y is already a large employer of young people in the care economy - 95% of its young people work in caring roles in Leisure, Out of School Hours Care and Early Childhood in over 600 locations.

The Y Career Agency will provide meaningful careers for young people and a pipeline of new energised employees for the fast growing Care Economy.

## Our Vision

Our vision is to help create a thriving Care Economy in Australia by providing 30,000 young people with stable and meaningful employment over five years. This employment model is designed to create a skilled new pipeline of employees to meet Australia's growing carer needs.



## What we will do

Over 5 years the agency will:

- ▶ Create 30,000 new subsidized 'earn and learn' roles for young people across Australia delivering a pipeline of skilled workers for the Care Economy.
- ▶ Provide up to 3 work placements for each young person in the health, wellbeing and care sectors – effectively creating 'a career portfolio' via Y Australia services and key industry partners and local communities.
- ▶ Deliver up to six micro-credentials demonstrating transferable skills and entrepreneurship training.
- ▶ Support 30,000 young people to develop a career plan, with an emphasis on carer careers.



**30,000**  
earn and learn roles  
for young people

# Our Model

The Y Career Agency will provide young people with a launchpad, wrap around support and an employment ecosystem over a 2-year period. This will enable young people to gain meaningful and sustainable employment and skills training. The aim is to equip them with a “career portfolio” of desired and relevant transferrable skills.



## The Y Career Agency will provide





# How will the Y Career Agency work?

The Y Career Agency provides an end-to-end supported work placement and skills development journey across the Y ecosystem (and with the supply chain and partner organisations) to support them over the 2 year period.

It consists of:

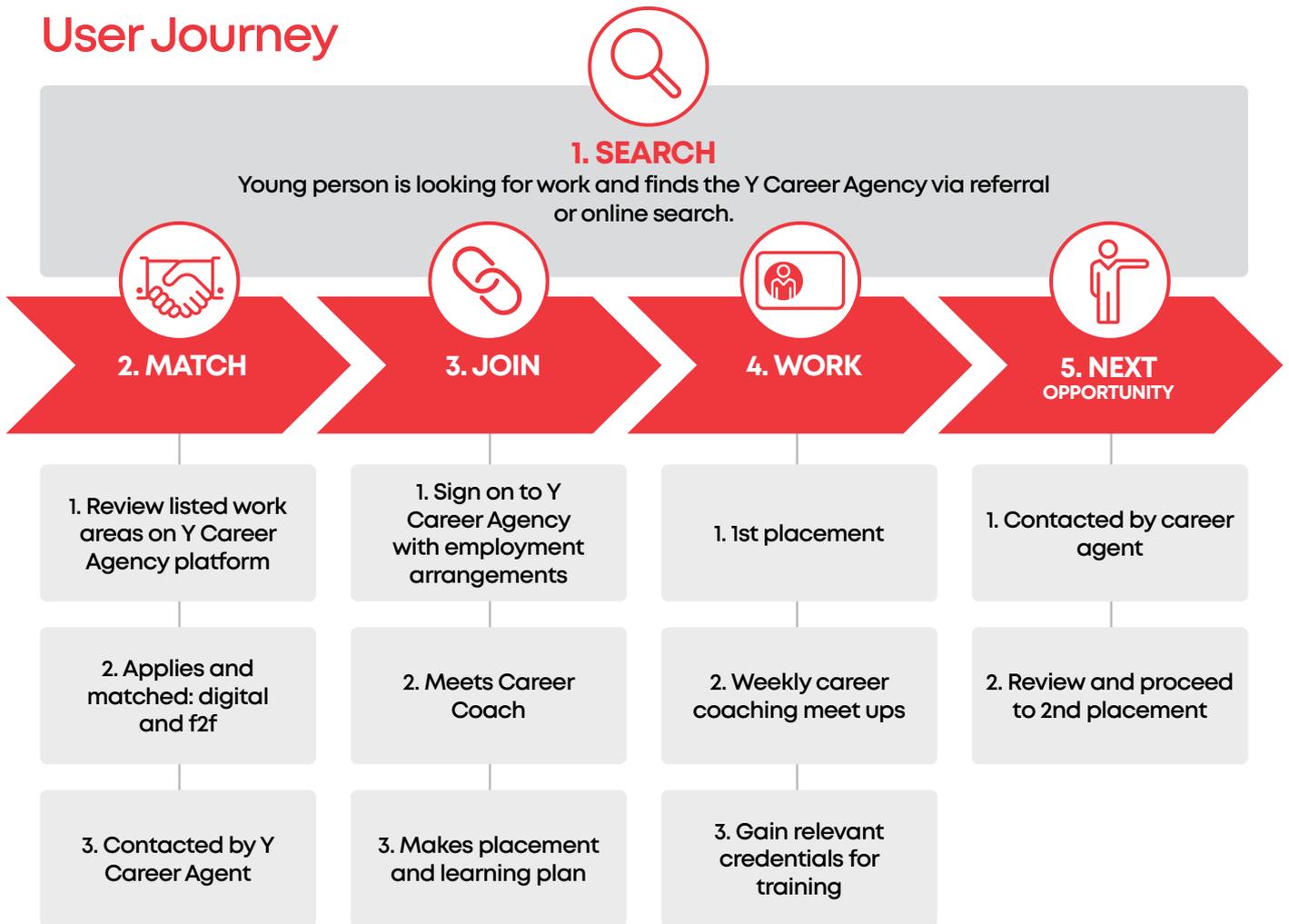
- ▶ An AI driven tool will be used to match young people into employment opportunities across the Y in Australia.
- ▶ Young people employed or placed with the Y Career Agency will be assigned their own 'Career Agent'.
- ▶ A new platform with career coaching will be developed and deployed to support on-the-job learning and micro-credentialing of skills.
- ▶ Connection with a community of young people exploring care careers.

The young person will have access to a range of job opportunities and encouraged to enrol in relevant microcredentials, short courses, tertiary courses and apprenticeships to support their career portfolio development.

The Y Career Agency will provide proof-of-concept for a new way to build meaningful careers whilst employing young people through an employment career agency geared to the realities of the post COVID job market, based on:

- ▶ work-based learning that builds adaptability and enterprise skills;
- ▶ relevant paid work experience;
- ▶ finding employment in a sector which is growing; and
- ▶ an optimistic mindset.

# User Journey



# The benefits

**For young people,** it provides a way to navigate the complex, uncertain, ever-changing jobs market. They will receive in-person and online coaching to support their personal placement and learning plan.

**For care industry employers,** it will ensure young employees are fit-for-purpose, in developing the suite of skills now so valued by employers across multiple sectors and support specific on the job skill requirements in partnership with the employer. Government funding support will also be navigated for eligible young people in the area of wage support and training.

**For Governments,** it will provide policy guidance for reform of industrial relations in the emerging post-Covid-19 economic reality, and help reduce the financial and mental health burden of youth unemployment and underemployment.



# A day in the life of the Y Career Agency

# Example of young person's working day on the program

Monday 04/08/22				
	 Early learning/ care	 Early learning care/ health and wellbeing	 Disability care	 Aged Care
	Pathway 1	Pathway 2	Pathway 3	Pathway 4
Early morning	Before school care (2hrs)	Before school care (2 hrs)	Disability care (2 hrs)	Health and Wellbeing (2hrs)
Day time	<i>Training (2 hrs)</i>	Rec Centre (4 hrs)	Disability care (3 hrs)	In-home aged care (4hrs)
	Swim teaching (1hr)	Sports program delivery (1.6 hrs)	Recreation centre admin (1 hr)	
Afternoon/ afterschool	After school care (2hrs)			<i>Training (online) (1.5hrs)</i>
Evening	<i>Study</i>	<i>Training (2 hrs)</i>	<i>Training (online) (1 hr)</i>	
Total remunerated hours per day	<b>7 hours</b>	<b>7.6 hours</b>	<b>6 hours</b>	<b>7.5 hours</b>

The carer's skill is the basis of all the roles yet the diversity of the role allows for greater learnings across the different care jobs as the young person develops their skills, enabling them to choose the preferred career pathway for them.



We believe in the  
power of inspired  
young people

# Y Career Agency Collaborators and Design Partners



Melbourne Graduate School of Education

Assessment Research Centre

hatch



# Our key personnel

Collectively the team supporting Y Careers agency has over 35 years working for the Y and strategic management in education, training and optimising the opportunities and talent of young people across Australia and the world.

Jan Owen AM, has been engaged as strategic advisor for Y Careers Agency and also brings her passion, capability and connections to the development of the agency.



## Melinda Crole

### National CEO

Melinda has worked as a national senior executive for the Y for over 10 years and previous to that held management roles specific to the delivery of family and children's programs.

Melinda's role as National CEO brings together YMCAs from across the country and includes the strategic development and oversight of organisation in Australia with links to both the Asia Pacific Alliance and World Alliance of YMCAs. She has specialist management skills in the areas of licensing, compliance, insurance and risk.

Melinda's focus of her current role is to create strategy and direction that unites an organisation towards long-term growth, strong brand awareness and increased positive impact. By applying conceptual, strategic and collaborative problem solving skills to optimise the emerging opportunities and anticipated risk.

Melinda is an advocate for the rights of children and young people and continues to ensure their voices are listened to, to ensure our world is shaped for the better.



## Jan Owen AM HonDLit

### Strategic Advisor

Jan works at the intersection of social policy, innovation, education and entrepreneurship. Jan has founded and led multiple organisations and collaborations in Australia and is a sought-after global speaker and strategy advisor. Jan is a renowned advocate and expert on the future of work and intergenerational workforces and wellbeing.

Jan's lifelong work and commitment to unleashing the talent of young people, driving social innovation and entrepreneurship, and transforming education has seen her recognised as one of Australia's 'True Leaders' in 2018 and the Inaugural Australian Financial Review and Westpac 'Woman of Influence' in 2012. Jan was awarded an Order of Australia (2000) for services to the Australian community and honorary Doctorates from the University of Sydney (2014) and Murdoch University (2017). Jan is the author of *Every Childhood Lasts a Lifetime* (1996) and *The Future Chasers* (2014).



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### **Ross Krywood**

#### **Executive Director – Strategic Projects**

Ross has over 35 years' experience working in the Homelessness and Community Services sector cutting his teeth in the late 80s in St Kilda Melbourne. Since then he has worked his way through to management and senior management. His career includes time spent working for The Salvation Army, Mercy Care, Victoria Park Youth Accommodation and Mission Australia. and for seven years until June 2021, Ross served as Chief Executive Officer of the Y in WA. He is the Y's National Advocate for Young People and Community Impact and an Executive with Y Australia. During his time in this industry he has seen a continual shift in policy and service delivery which is now slowly seeing the sector place the person in the centre of our organisations and service models and giving dignity and respect to all individuals.

Ross continues to have a strong focus on the development and delivery of learning and education programs and services for young people.

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### **Jayden Parsons**

#### **Project Manager**

Jayden is an experienced young person with a demonstrated history of working in a large not-for-profit organisation locally, nationally and globally.

After completing his Bachelor of Laws, Jayden opted to continue working in the not-for profit sector given his passion for the work of the Y, after starting as a volunteer with the organisation almost 10 years ago. Jayden has significant experience in programmatic design, particularly in the youth mental health space, which is his passion and a space he speaks about very enthusiastically and openly whilst supporting projects that better the mental health of young people around the globe. Jayden prides himself on being a disruptor, asking the questions others won't with a focus on influencing continuous improvement and development of the projects he is a part of.

Jayden brings a wealth of experience in working with intergenerational executive leadership teams, Aboriginal and Torres Strait Islander young people and young people with mental illness.

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### **Susannah Le Bron**

#### **Chief Executive Officer – the Y NSW**

Susannah has more than 18 years of senior leadership experience including strategy development, operations and customer service delivery and innovation. Prior to joining the Y NSW, Susannah was Executive Director Customer Service with Sydney Trains, Transport for NSW. She was responsible for the leadership and accountability of 2431 frontline customer service representatives across 178 stations and the experiences of more than 1 million travellers each day. For almost 15 years she held senior managerial roles at QANTAS including innovations in customer service, relationship management and program transformation.

Susannah believes the customer should always be placed at the centre and she has a strong desire to improve the physical and mental wellbeing of communities, including its most vulnerable members.

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**For further information  
please contact:**

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