The impact of personalisation on the care sector workforce experience

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Personalisation and HR strategies

Marketisation

increased competitive behaviour

‘soft’ HR

‘hard’ HR

Sources: Cunningham (2015); Korczynki (2002)
The UK social care context

Care workforce:

• High vacancy and turnover rates
• Low skills
• Heavily gendered
• High proportion of migrants
• Limited bargaining power and collectivisation

Commissioning frameworks

• Pressure to reduce hours for service users
• Pressure to reduce management levels, or job titles
• Pressure to reduce skill levels of staff, including in specialised areas such as mental health.
Workforce experience: international findings 1

- Pay
- Working time and work-life
- Social insurance/benefits
- Health & safety
- Training & progression
- Job security
Workforce experience: international findings 2

Job satisfaction

Happy (despite pay and working time)

Happy (with training & support)
Australia’s future?

Similar starting points
• Low pay and conditions
• Low value given to work and workers

However,
• Less pressure on funding
• Better labour regulation (with exceptions)
Selected references

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