



CCH

400 staff

5 Residential Aged Care Facilities

Retirement Villages

Home Care

The problem

Clayton Church Homes (CCH) is a faith-based provider of Aged Care Services in Adelaide and surrounds. Their growth strategy included a new 60 bed RAC opening and an expansion of their home care services. While an ad hoc employee referral program existed, it was inconsistent and generated low volumes. They chose Care Friends to help boost referral performance in order to diversify their sourcing mix and reduce job board dependence.

The outcomes

At 6 months

- ✓ 78 referrals hired with just 5% turnover
- ✓ 100% of care and clinical roles filled via referral.
- ✓ Reduced job board spend (saving \$22,000)
- ✓ Agency costs down by 80%.

At 12 months

- ✓ 120 referrals hired, including 12 RNs, 2 ENs, 61 RAC Carers and 45 Home Carers
- ✓ No more job board spending
- ✓ Agency costs down by 85%
- ✓ Progressive commission of a 60 bed RAC



“Care Friends has been a fantastic tool to help commission Summerhill (Mar 24)- all our personal care workers were referred by our staff!” *Claire Hogarth*

CCH Feedback

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“We launched Care Friends in early April ('23) and within two months saw meaningful improvement in several key areas. What surprised me is the number and quality of staff our referral program delivers. Introducing Care Friends has produced exceptional results: Agency spend has dropped markedly and is now down by over 80%. Three months post launch, agency spend had 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

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“The volume and consistency of referrals has really surprised us. Before we launched I expected referrals would supplement our primary job board channel; it has turned out to be the complete opposite. Since launching 12 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

