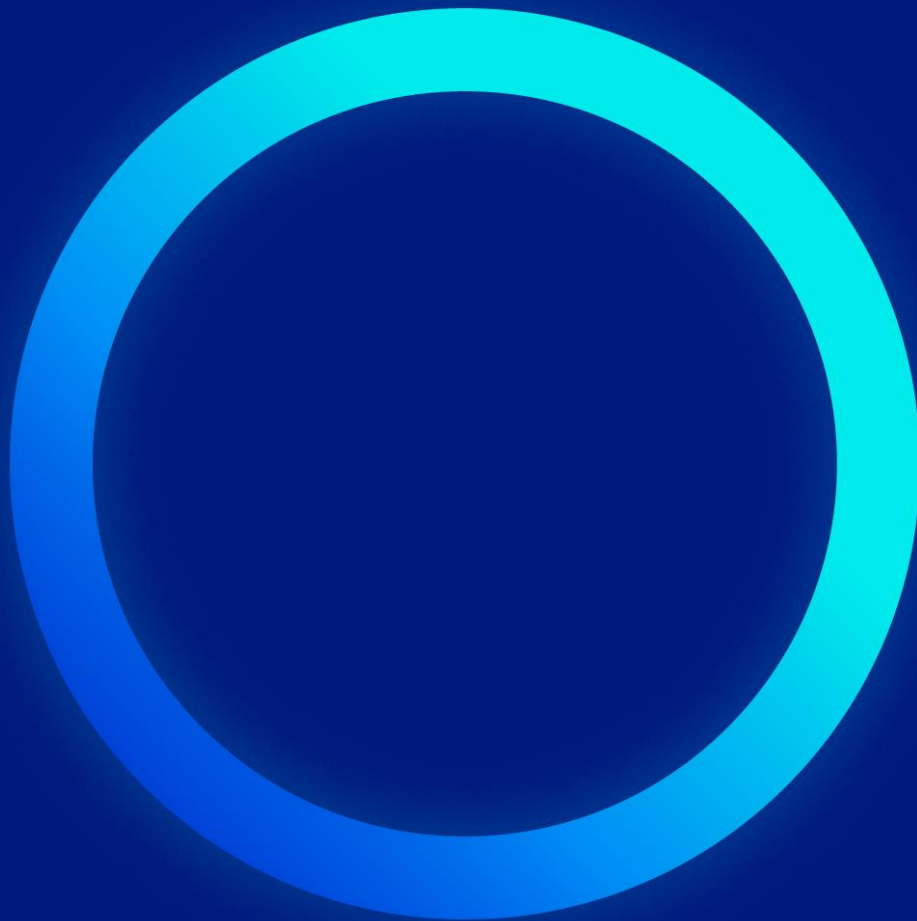


NDS



#ThinkSupport Campaign

Provider Factsheet

Background

This factsheet has been developed to support NDS members based in Western Australia to maximise value from the 2023 Think Support campaign. The goal of the campaign is to spread awareness of disability support work, and potential future careers, among males and Aboriginal people living in Western Australia.

Service providers in the disability sector can use this factsheet to assist their own recruitment efforts. Providers seeking to employ more males and Aboriginal people should seek to maximise the campaign's spend and added interest in support work among the two audience groups.

Recognising that the audiences differ quite substantially, the creative development and execution has been split; both audience groups will receive different creative sets and campaign messages.

The campaign's research phase identified what message should be communicated, and the appropriate strategies used to meaningfully connect with each audience.

From bus backs to digital audio (podcasts) and social media, the campaign will be heard by Western Australians as far north as Broome and as far south as Busselton.

Depending on the audience that service providers are hoping to attract, several important things can be done to make the most of the campaign.

Maximising the value of the campaign

The majority of the campaign is focused on driving traffic to the [#ThinkSupport website](#).

From the website, users will be able to learn more about what it's like to be a support worker and how they can apply for jobs in the sector.

Providers that are seeking to make the most of the campaign should place adverts on the following websites:

- Seek
- Indeed
- Jora
- Ethical Jobs



Aboriginal Audience

Campaign's awareness strategy

After an extended period of research, the target audience highlighted that to generate awareness, the campaign should highlight that:

- people can be paid for support work
- the work is flexible and in-demand
- qualifications are not needed to apply

Campaign key messaging

The following messages have been developed to be used throughout the campaign;

Slogan – “Let's yarn about support work”

- The disability sector needs more Aboriginal people supporting Mob.
- If you want to earn money while working with people and supporting your community, disability support work is for you.
- Disability support work is flexible and allows you to be more available for your family and community commitments.
- Your unique skills and life experience is all you need to get started as a disability support worker.
- To get a job as a disability support worker, you don't need qualifications or experience and can even get paid while you learn.

What should providers communicate to Aboriginal applicants?

- That your organisation is culturally safe for Aboriginal people and you're sensitive to certain cultural needs regarding family and community commitments among others.
- Listing jobs that don't require any industry experience or qualifications to be considered will attract more people to your organisation.
- Communicate how disability support roles can be highly flexible.



Male Audience

Campaign's awareness strategy

After an extended period of research, the target audience highlighted that to generate awareness, the campaign should highlight that:

- strong career pathways exist
- the role is much more than care
- qualifications are not needed to apply

Campaign key messaging

The following messages have been developed to be used throughout the campaign;

Slogan – “Disability support is more than care”

- The disability sector needs men like you
- Your unique skills and experience are all you need to be a support worker
You get all the training you need on the job
- Disability support work is more than care – you're a mate, coach, teacher and so much more
- A role in disability support can be flexible around your life and the things that matter most
- As a disability support worker, you can have a flexible rewarding role with long term
- Balancing work and life has never been more important; a career in disability gives you the flexibility to focus on what matters to you

What should providers communicate to male applicants?

- Talk about the benefits of the role and if possible, what the person who will be supported likes to do
- Listing jobs that don't require any industry experience or qualifications to be considered will attract more people to your organisation
- Demonstrate that strong career pathways exist in your organisation



Campaign Schedule

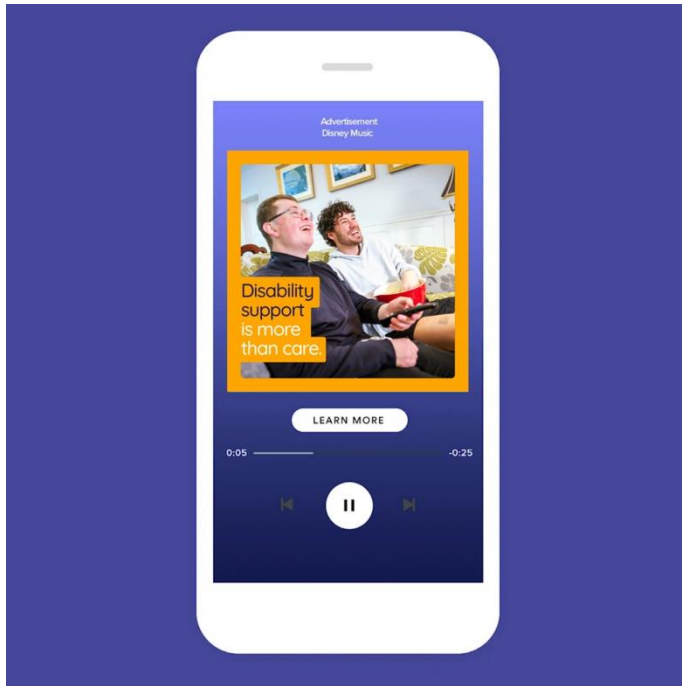
AUDIENCE	CHANNEL	16/10/2023 - 19/11/2023	05/01/2024 - 01/02/2024	11/03/2024 - 07/04/2024
		BURST 1	BURST 2	BURST 3
BOTH	SOCIAL MEDIA			
BOTH	YOUTUBE			
BOTH	PODCASTS			
MALE	TRIPLE M			
ABORIGINAL	NOONGAR RADIO			
ABORIGINAL	PAKAM RADIO			
ABORIGINAL	RADIO MAMA			
ABORIGINAL	NITV			
MALE	BUS BACK			



Campaign Creatives

Some examples of the creative assets for the campaign can be found below.

Social Media



Website Homepage



Videos (click on image to view content)



More information

To learn more about the campaign, you can visit:

- The website – www.thinksupport.org.au
- Facebook - <https://www.facebook.com/ThinkSupport>
- Instagram - https://www.instagram.com/think_support/

