



**14 May 2021**

## **CAREERFORCE DIVERSITY CAMPAIGN STAKEHOLDER PACK**

### **CONTENT FOR NEWSLETTERS**

The vast majority of New Zealanders believe people working in community support roles are important to society but less than half of New Zealanders would recommend it to family as a career, according to new research.

Negative perceptions of working in these roles have led to New Zealanders not considering support work as a career, leading to an over-reliance on workers on visas and an older workforce – both compromised by COVID-19.

On Monday 17 May, Careerforce is launching a new public awareness campaign [Life Changing Careers](#) supported by the Tertiary Education Commission's COVID-19 response fund - to bust myths and attract a more diverse and resilient workforce.

The UMR research underpinning the campaign shows that while more than 80% of New Zealanders place high value on people working in care and support roles under half (47%) would recommend a career working in the sector to a family member.

[Life Changing Careers](#) works to showcase the meaningful, varied and often life-changing career opportunities available in this work through telling compelling real-life stories of our amazing support workers.

[Life Changing Careers](#) aims to build a workforce that better reflects the diversity of those that they are supporting, people of all ages, genders, cultural identities and lived experiences.

For people with a desire to make a real difference in others' lives, this work can bring deep life fulfilment that will help people live their best life. It's all there in the heart-warming and compelling stories we are telling in [Life Changing Careers](#).

The initial campaign will run from May to September, primarily focused on digital advertising, supported by mainstream media, all driving people to the campaign website, where they can find jobs, information, take a quiz and read inspiring stories about our amazing support workers.

## FACEBOOK POSTS

VIDEO

### **WILL & BRETT**

We suggest you share the video from our YouTube page:

YouTube link to 60 second video <https://youtu.be/AAcW5aQ--8U>

YouTube link to 30 second video <https://youtu.be/HaiScOB6cow>

YouTube link to 15 second video <https://youtu.be/VBhujFGJbZA>

COPY

Get a job that rewards you every day, not just every month.

Brett's been a keen rugby player all his life but he's found his greatest role as a supporter helping Will cope with life after a stroke. Find out more about the rewards and challenges of a job where you can make a big difference in someone else's life. Visit [lifechangingcareers.org.nz](http://lifechangingcareers.org.nz)

Become a Support Worker. The life you change might be your own.

VIDEO

### **CHRIS & ALEX**

We suggest you share the video from our YouTube page:

YouTube link to 60 second video [https://youtu.be/Pntz6\\_CTaSU](https://youtu.be/Pntz6_CTaSU)

YouTube link to 30 second video <https://youtu.be/e8WLA17MAx0>

YouTube link to 15 second video <https://youtu.be/k2GyUAiJvek>

COPY

Here's a chance to put the 'care' into your career.

In his old job, stress was something Alex was pretty familiar with. Now that he's taken a role as a support worker, it's something he helps people like Chris cope with. Find out more about the rewards and challenges of a job where you can make a big difference in someone else's life. Visit [lifechangingcareers.org.nz](http://lifechangingcareers.org.nz)

Become a Support Worker. The life you change might be your own.

## VIDEO

### **ADRIAN, DOM, LUKE & MARKUS**

We suggest you share the video from our YouTube page:

YouTube link to 60 second video <https://youtu.be/0kqJZPtBzRk>

YouTube link to 30 second video <https://youtu.be/pvnrLwcrC28>

YouTube link to 15 second video <https://youtu.be/F4eCFU2VHaM>

## COPY

Sometimes all you need to be independent is a little support.

Ask support workers Luke and Markus what it is they do to help Adrian and Dom live independently in their new flat and they'll say "As little as possible!" Find out more about the rewards and challenges of a job where you can make a big difference in someone else's life. Visit [lifechangingcareers.org.nz](http://lifechangingcareers.org.nz)

Become a Support Worker. The life you change might be your own.

[www.lifechangingcareers.org.nz](http://www.lifechangingcareers.org.nz)

## **OTHER SUGGESTED SOCIAL MEDIA POSTS:**

- More than 80% New Zealanders believe people working in health, wellbeing, social and community support roles are important to society, but less than half would recommend it to family as a career. Yet the reality is that there are hugely rewarding and diverse career opportunities available to New Zealanders and it's all available at [Life Changing Careers](http://Life Changing Careers)
- Careerforce has launched a public awareness to attract greater diversity into the workforce and achieve a workforce over time that better matches up with the population that it is supporting. This includes all ages, genders and ethnicities. See amazing stories and opportunities at [Life Changing Careers](http://Life Changing Careers)
- We know there are some myths and misconceptions about care and support worker roles that have stopped New Zealanders from wanting to do these roles. [Life Changing Careers](http://Life Changing Careers) is busting those myths telling stories of amazing support workers, enjoying fulfilling, diverse and often life-changing careers. Read their stories and find jobs [here](#)
- There are huge career opportunities available for young people, especially males, and especially Māori and Pacific peoples to work in support worker roles – not only rewarding and empowering work but with great training and career pathways. See our stories, find jobs [here](#)

- Is support work right for you? Well, it isn't everyone. We won't give too much away but why not take the quiz to see whether this might just be a great career choice. Take the quiz at [Life Changing Careers](#)

### **Profile posts**

- After working in hospitality for 15 years, Lucia is now fulfilling her true ambition to pursue a career in care and already advancing her training – while having a lot of fun and fulfillment. Read her story and other stories about our amazing support workers [here](#)
- Alex looks forward to going to work every day and coming home to his wife and two young daughters energised, relaxed and fulfilled. It's a far cry from the 38-year old's former career as a high-performing sales representative which he resigned from in 2019, burnt out and unfulfilled. Read his story [here](#)
- For Mika, leading teams who help disadvantaged youth open to their potential is a passion and part of who he is as a Pacific Islander, deeply in touch with his Samoan cultural roots. "It's a beautiful thing to work with these boys and see them flourish." Read Mika's story [here](#)
- Supporting people with intellectual impairments to live the life they desire is meaningful work for humanities student Markus, 22. And it often involves a lot of fun. Find out more about Markus and others like him [here](#)



THE LIFE  
YOU CHANGE

**MIGHT BE  
YOUR OWN**



## Here's how you can support yourself by supporting others.

Explore a rewarding career as a support worker.



THE LIFE YOU CHANGE **MIGHT BE YOUR OWN**



## Want a qualification? Get a job instead of a loan.

Explore a rewarding career as a support worker.



THE LIFE YOU CHANGE **MIGHT BE YOUR OWN**



## Want a job that rewards you every day, not just every month?

Explore a rewarding career as a support worker.



THE LIFE YOU CHANGE **MIGHT BE YOUR OWN**



## You'll be taught a lot, but you'll learn even more.

Explore a rewarding career as a support worker.



THE LIFE YOU CHANGE **MIGHT BE YOUR OWN**



## Discover a role that puts the 'care' into 'career'.

Explore a rewarding career as a support worker.



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