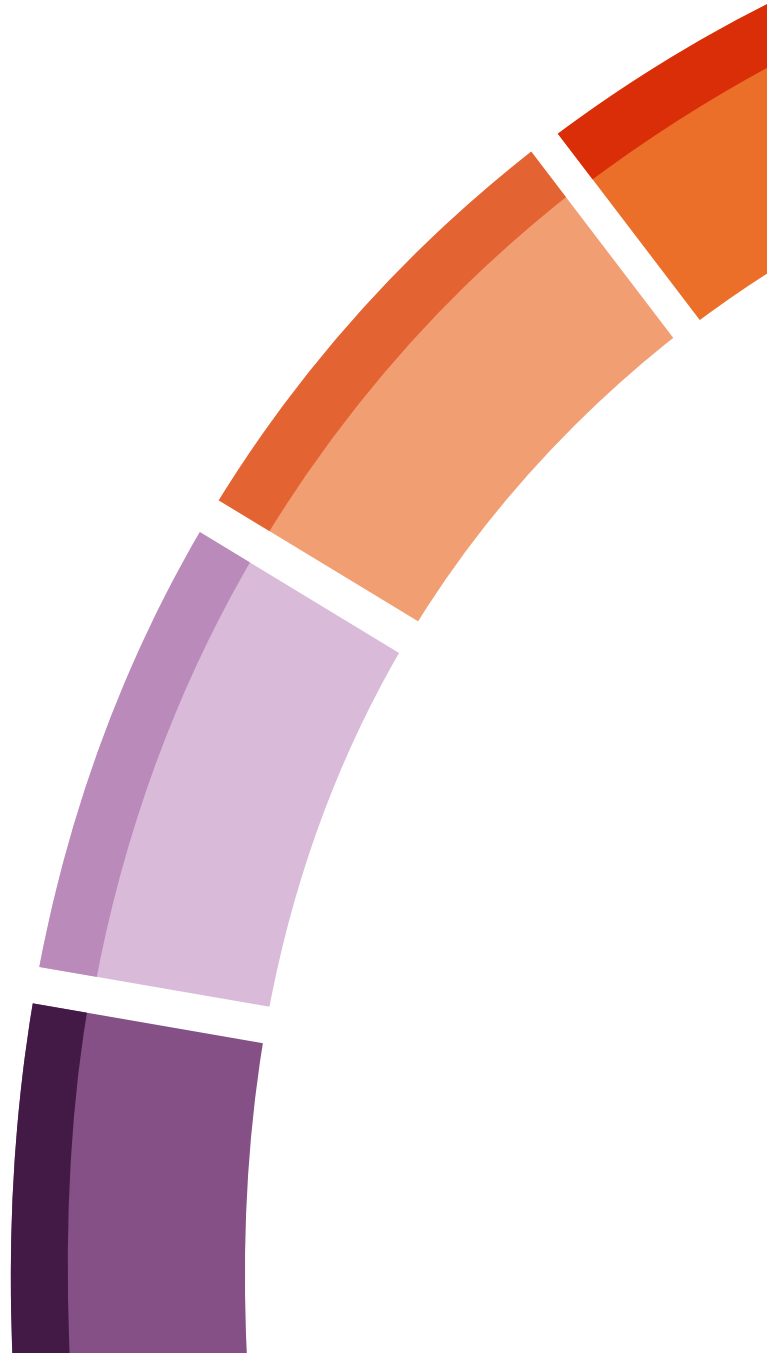


2023 Care Factor Report

If you care, you're halfway there.



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Why Mable?

“

I love the variety support work brings. Every day is different and I get to use my skills and talents.”

TIM DORMER

Independent support worker



Introduction

Australia's big heart is being put on display for all to see in **Mable's 'Care Factor Report'**.

The report highlights the attributes and inclinations of everyday Australians that make them well-suited to work in the support industry thanks to their high care factor for their community, and the opportunity for a meaningful career.

The new report hopes to shine a spotlight on the fantastic opportunity for people around Australia to tap into their caring side and start caring for people with disability or older Australians in their local communities.

According to the National Care and Support Workforce Strategy released in March 2022, the care and support workforce (sometimes called the "caring economy") is one of Australia's largest and fastest growing, with around

720,000 care and support workers expected to be needed by 2049-50, up from 460,000 in 2021.

The care and support workforce is one of our most essential workforces, supporting Australians to live life to the fullest and with dignity.

Key research findings

Support work is growing in popularity



20%

would consider it full-time

28%

would consider it part-time

8%

of Aussies are already engaged in this type of work

The appeal of support work was felt strongest in younger demographics



69%
of 26-35 year-olds



65%
of 18-25 year-olds

would consider full or part-time independent support work

compared to 43% of 46-55 year-olds or 39% of 56-64 year-olds



40% of Aussies

say they'd value a

career helping people over:

A higher rate of pay
(34%)

Work-life flexibility
(44%)

Making a difference
(44%)

Having a good manager
(37%)

**More than half of the nation
(52%) would consider
becoming a sole trader,**

with 8% already managing their own business.

The ways Australians care

High care factors are already
on display in everyday life.

The caring qualities of Australians

**65% of
Aussies**

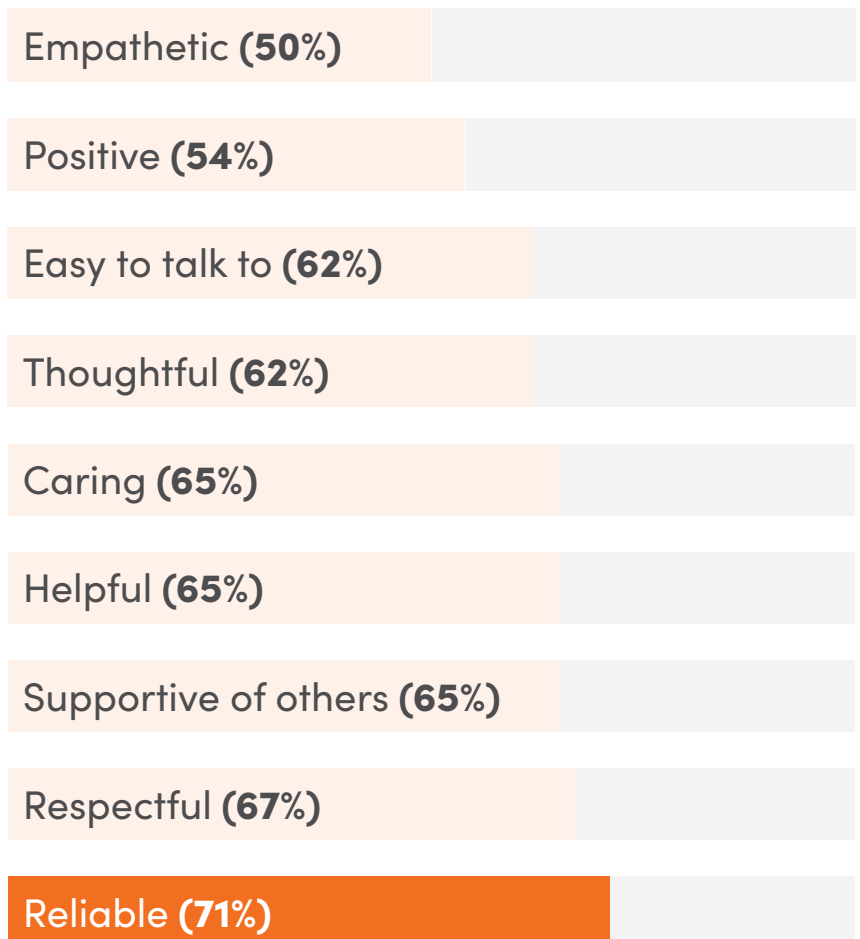
have caring
qualities that could
make them good
support workers.



Reliability

is the trait most
commonly shared
by Aussies (71%)

Most Australians see themselves as:



“

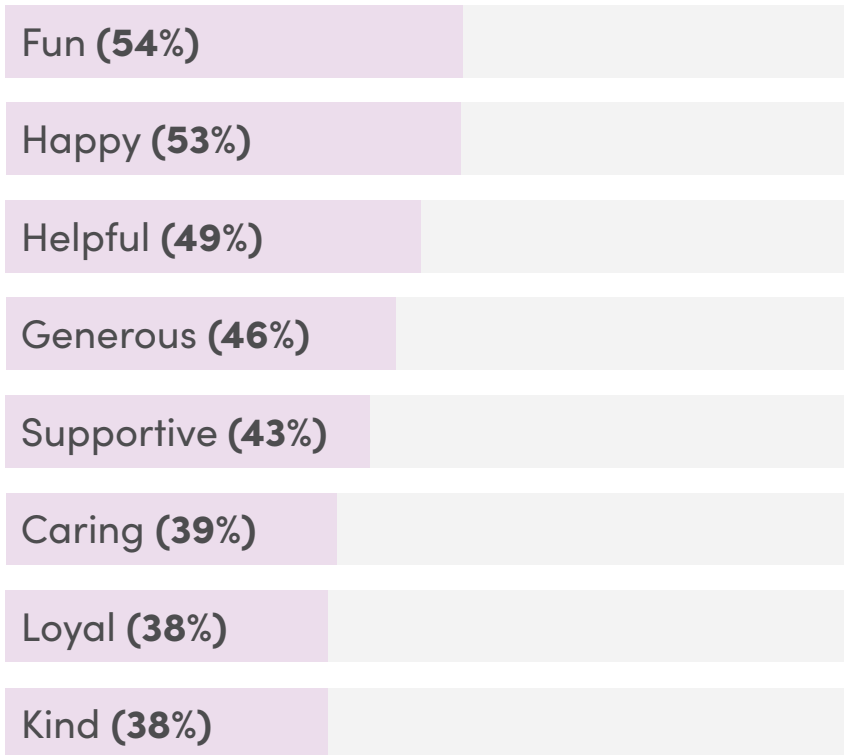
The support ecosystem is so diverse. There are endless ways to support someone.”

BEN NEWMARCH

Independent support worker



On the whole, people described themselves as:



Helpful
49%



Supportive
43%

were among the top traits used to describe Australians – traits that could make for a good support worker.

Almost half of all Australians (49%) give back, a trait that demonstrates empathy for others and is beneficial in support work.



49%
help strangers when they can



46%
donate to charity



22%
cook or bake for others



21%
look after a pet, provide free transport or buy coffee for others



16%
babysit or look after someone in need



56% of Aussies

say caring for others makes them feel happy

Caring for others makes Aussies feel:

Rewarded
(43%)

Fulfilled
(49%)

Generous
(32%)

Energised
(21%)

So, it's no surprise that 37% of Australians are already completing volunteer work.

55% of people would like to volunteer but don't have enough spare time, are not sure where to begin or need to prioritise earning money.

Change of career on the cards

Younger generations are more willing to be support workers

According to the research findings, the younger a person is, the more likely they are to consider a career change in the next 12 months.

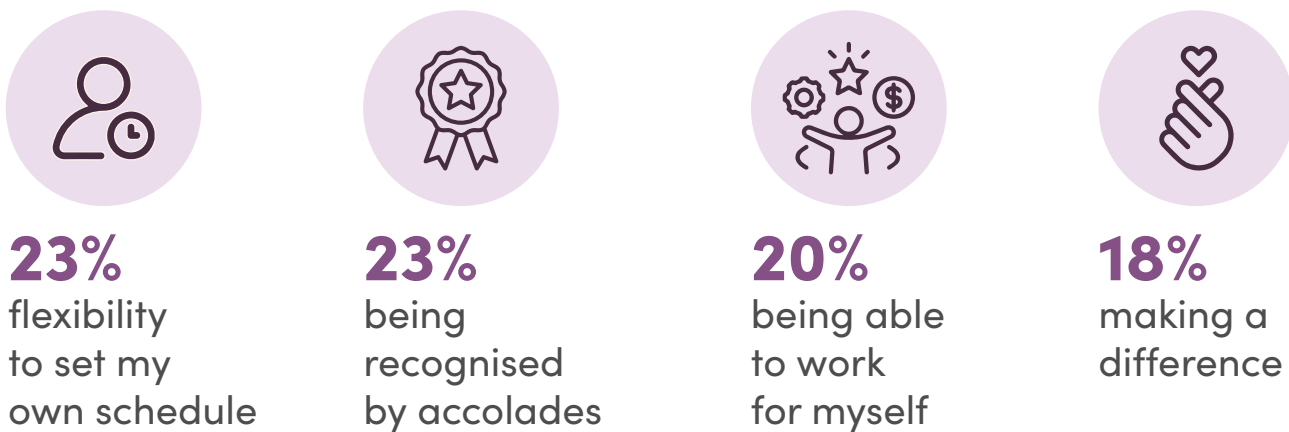


The future of work

Finances and flexibility are significant drivers for future career choices

In a post-pandemic world, there has been a fundamental shift in what people value in regard to their work, 44% of people said they want more pay, flexibility and connectedness in their careers.

The next highest attributes missing from our current jobs were:



65% of Australians are concerned about their financial stability and 44% feeling high pay is missing in their current job.

A quarter of respondents (23%) prioritise earning money over their desire to volunteer, and 25% think they wouldn't earn enough as support workers.



The average hourly rate on Mable between Monday and Friday for social support and domestic assistance is

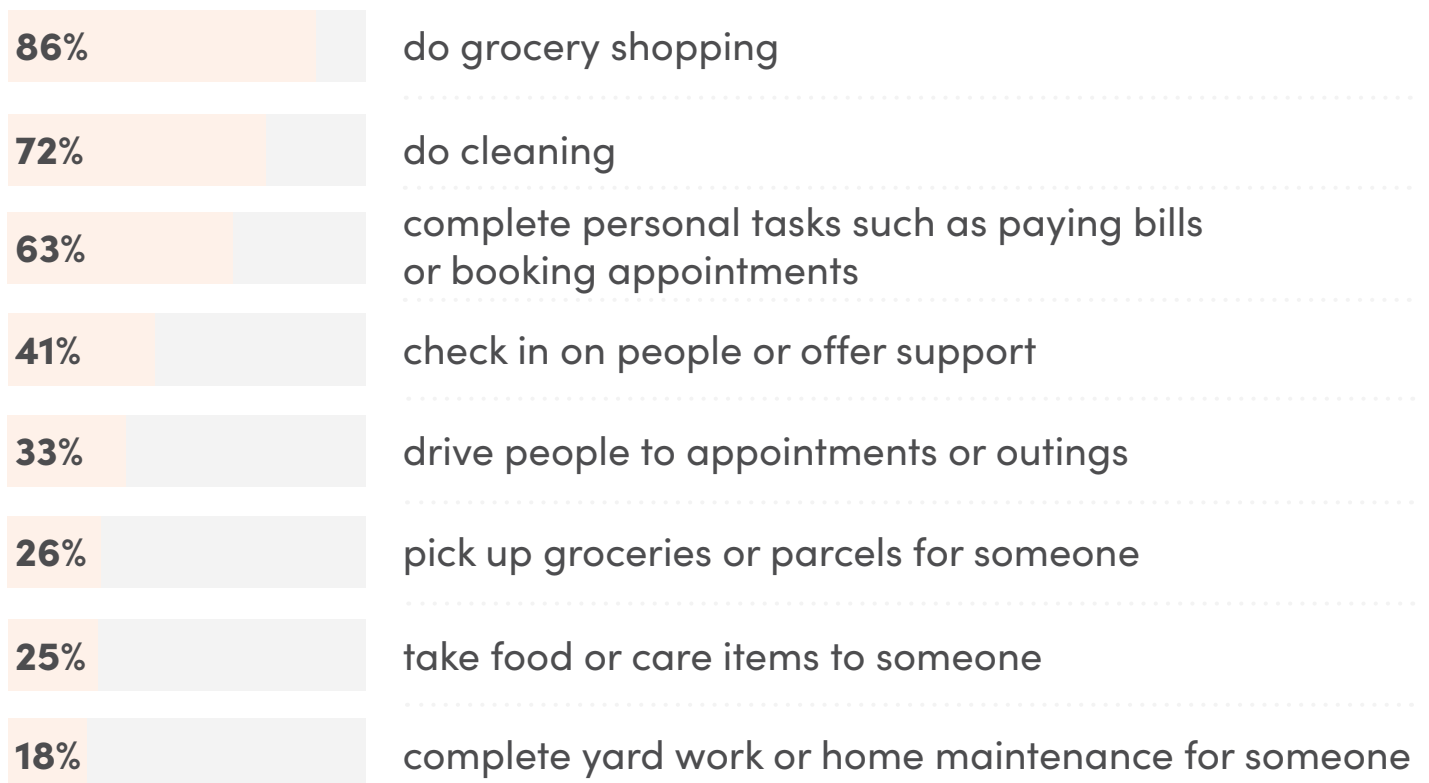
\$48*

Almost 50%
of agreements between support workers and clients on Mable have been in place for six months or longer

Considering independent support work

If you love what you do it never feels like hard work

Almost every person (99%) in Australia right now is already completing tasks as part of their everyday life that could assist in lives of older Australians and people with disability, including:



*Disclaimer: Please note the rate displayed above is indicative only and is calculated based on invoices submitted by the majority of relevant support workers via Mable in the last six months for all clients. The rate includes the applicable Mable fee at the time. Rates can differ depending on support category, location and level of experience.

Everyday Aussies are already completing tasks that could assist in the life of someone with a disability or an older Australian as a Support Worker, such as:

Going for walks (50%)

Exercising (34%)

Visiting local cafes (45%)

Caring for a pet (35%)

Managing schedules (36%)

Going to the movies (26%)

Attending an event (11%)

If they were working as a support worker:

70% of Australians would help someone with higher-level personal care activities, including getting dressed, managing medication and going to the bathroom.

43% of the nation would drive another person to an appointment or social commitment

40% of Australians would participate in social activities with another person, including art, games, watching movies and gardening.

40% of Australians would accompany a person on social outings, such as visiting a park or attending an event.

More than half of the nation would visit a person in their home to support them with errands around the house (53%).

Building a business

Opportunities for being an independent business owner

There are many business tools, guides and information available today to help people establish and run their small businesses. Platforms like Mable make it easy for you to connect with potential clients and keep you up to date with regulatory information to help you thrive as an independent support worker.

According to our data, 58% of Australians reported they know the basics of starting a business.

Less than 10% reported they didn't know how to calculate tax or superannuation (9%) or how to keep a track of financial information (8%).

The report also confirms that a key issue facing the Caring Economy is the misconceptions about support work.

One-quarter (25%) of Australians don't feel they would earn enough money as a support worker.

37% of Australians think you make very little money as a support worker.

28% of Australians think your income is unstable as a support worker.

33% of Australians think you have no choice over the tasks you do as a support worker.

One-quarter (25%) of Australians believe you have to travel far from your home to be a support worker.

Over one-quarter (26%) of Australians believe you have no choice over who you work for as a support worker.



35% of Australians think you are required to work long hours or night shifts as a support worker.

32% of Australians believe you need time-consuming or expensive training to be a support worker.

38% of Australians believe you have to physically lift clients or support their body weight as a support worker.

40% of Australians believe you have to help people go to the bathroom as a support worker.

49% believe you have to go to someone else's home to be a support worker.

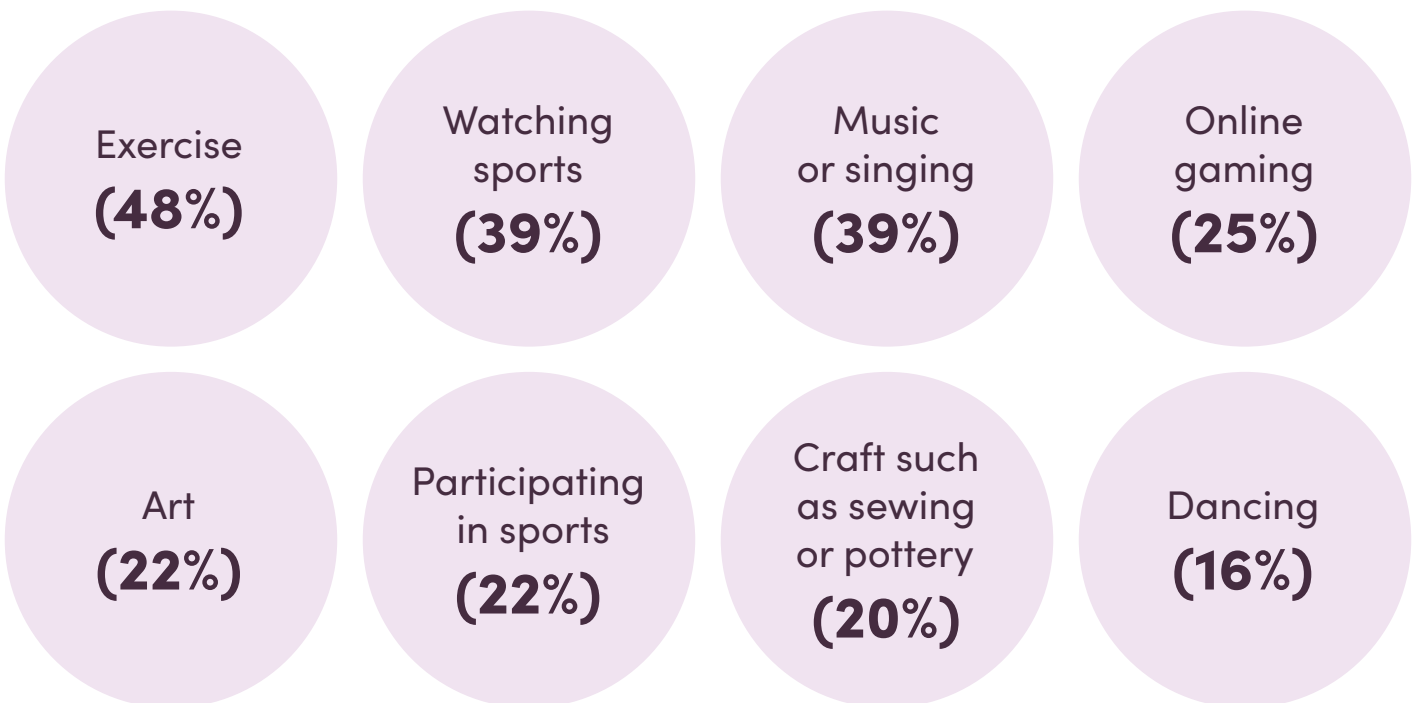
Support needs are diverse and come in many forms

Australians crave more connection

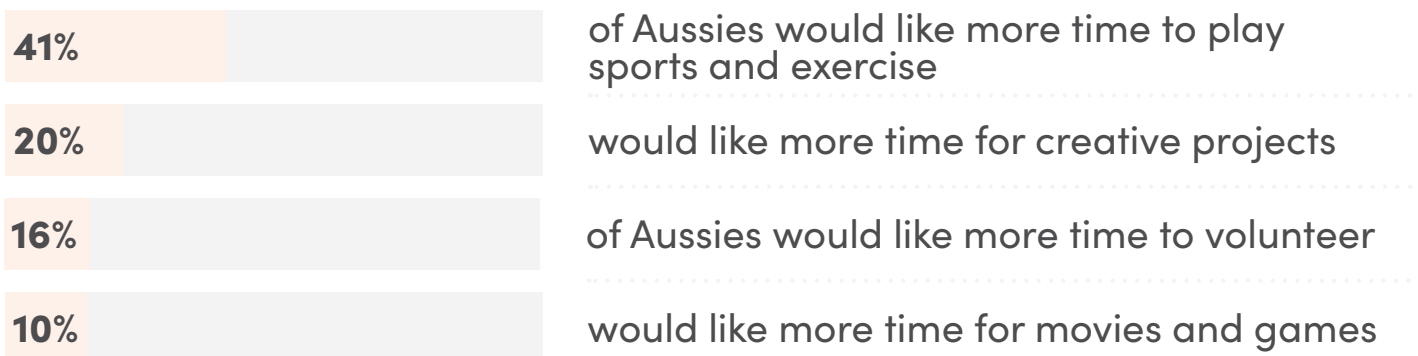
Aussies crave more fun, with 30% saying they lack social outings and activities in their lives and 26% lacking connection with peers.

But interestingly, 96% of Aussies already have a hobby they could share with a person during a support work session, with cooking the most commonly shared hobby (49%).

During support work sessions, Aussies could also share their love of:



There's never enough time in the day



And the highest care factor goes to...

How we care through the demographics

In data that will come as no surprise, people aged between 46-55 are doing the majority of caring across the generations, with 18% juggling family responsibilities for both children and ageing parents.

Compared to younger and older age groups:

11%
of 18-25
year-olds

11%
of 26-35
year-olds

12%
of 36-45
year-olds

12%
of 56-64
year-olds

11%
of those
over 65



State versus state

The Northern Territory claims the title of most caring state

60%

saying it's always important to be caring

Compared to

59%

in South Australia

58%

in Tasmania

57%

in New South Wales

56%

in Queensland

55%

in Victoria

52%

in Western Australia

42%

in Canberra

Mable helps people connect with support workers in their community who best share their interests and can meet their needs.

Why Mable?



Freedom of choice

Enjoy work-life balance, choosing your rates, schedule and clients



Rewarding connections

Build meaningful client relationships and make a positive impact in your community



Strong foundations

We give you tools and resources to manage your small business on Mable



Long-term opportunities

Build your earning potential with a reliable career as a support worker

With chronic skills shortages across the care economy, the need for support workers has never been more critical.

Why not take the first steps in determining if you have what it takes to become a support worker?

To find out more, visit mable.com.au/care-factor

About the research

Independent and statistically representative

The Care Factor Report, commissioned by Mable, was independently researched by a leading research agency, Researchify. The research sample was 1,000+ Australians aged over 18 years and is statistically representative of the nation based on the latest Australian Bureau of Statistics (ABS) data.

Of the respondents, there was a 50/50 balance among those who identified as males and females and about 1% of those who identified as non-binary.

Researchify conducted the research via an anonymous online survey between 18 – 30 January 2023.

**If you care, you're
halfway there.**

