



MEDIA RELEASE

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Strengthening manpower and capabilities for the Community Care sector

***New career track available for sector-wide adoption;
recognition for skills development and service excellence***

To groom a pipeline of manpower to care for our ageing population, a new career track will now be rolled out to the whole Community Care sector. The new Community Care Career Track is based on redesigned job roles that blend different support care functions to encourage cross-deployment and multi-skilling among staff. It also creates new career pathways for staff, providing them with more development opportunities and avenues to advance in their careers.



Guest of honour Mdm Rahayu Mahzam, Minister of State, Ministry of Digital Development and Information, and Ministry of Health, delivered a speech at the Community Care Manpower Development and Excellence Awards Ceremony 2024

Contact:

Phone: 1800 650 6060
E-mail: enquiries@aic.sg
Web: www.aic.sg

Address:

Singapore Post
Centre Post Office
P.O. Box 1173
Singapore 914040

2. This announcement was made at the Community Care Manpower Development and Excellence Awards Ceremony 2024 organised by the Agency for Integrated Care (AIC). Madam Rahayu Mahzam, Minister of State, Ministry of Digital Development and Information, and Ministry of Health (MOH), was the guest of honour for the event.

New Career Track for Community Care Sector

3. To build a future-ready workforce, AIC and MOH embarked on a pilot from 2021 to 2024 to trial four new redesigned roles: Community Care Associates, Senior Community Care Associates, Community Care Executives, and Community Care Managers. The redesigned roles were developed using existing junior and supervisory support care roles in the community care sector. More than 500 participants across eight community care organisations took part in this trial.

4. Findings from the pilot showed that there was increased productivity and role clarity among the participating organisations. With this result, AIC incorporated the redesigned roles as the Community Care Career Track. The redesigned roles allow support care staff to take up higher skilled tasks and provide a clear career track for support care staff, from Community Care Associate to Community Care Manager.

5. At the junior levels, the Community Care Associate and Senior Community Care Associate roles integrate the delivery of basic clinical and rehabilitative care to seniors and provide administrative and operational support to supervisors. These redesigned roles can be taken up by junior care staff, such as healthcare attendants and assistants, who desire an enriched role with a greater impact to holistic care.

6. MOH and AIC have collaborated with SkillsFuture Singapore and industry leaders to develop and deliver training for Community Care Associates and Senior Community Care Associates. Support care staff who wish to take up the care track can undergo training, which is accredited under the Skills Framework for Healthcare in Community Care, with AIC-appointed Learning Institutes.

7. New hires may undergo up to 12 weeks of training. Upon completion, the staff will attain the Workforce Skills Qualifications (WSQ) issued by SkillsFuture Singapore. The nationally recognised skills pathway and quality training will provide clear career development pathways and opportunities for deployment across community care organisations.

8. At the supervisory and managerial levels, the Community Care Executives and Community Care Managers were created by reconciling the overlaps in roles and responsibilities across clinical and non-clinical supervisory staff. This allows Community Care Executives and Community Care Managers to take on more strategic responsibilities such as establishing external partnerships and contributing to the psychosocial aspect of care for elders. These pinnacle roles are suitable for Centre Supervisors and Managers (and equivalent) to transit to.

9. “A rapidly ageing society will require committed and competent workforce to deliver quality care for our seniors. At the same time, we also need to ensure our staff have fulfilling and meaningful careers,” said Mr Dinesh Vasu Dash, AIC’s Chief Executive Officer. “With the introduction of the Community Care Career Track and the national accreditation, we not only equip our support care staff with essential skills, but also enhance their professional growth while also ensuring that the sector remains adaptive to the evolving needs of our population.”

10. AIC is rolling out the roles across the whole Community Care sector. Jobseekers interested in embarking on the Community Care Career Track can find more information, including application details, [here](#).

Community Care Manpower Development and Excellence Awards 2024

11. At this year’s Community Care Manpower Development and Excellence Awards, close to 120 manpower development awards and more than 220 service excellence awards were given to deserving staff.

Community Care Manpower Development Awards

12. The Community Care Manpower Development Awards (CCMDA) provides staff in the sector with training support and opportunities to enhance their career development. Organisations in the sector can also tap on the CCMDA to attract fresh talents by supporting their studies or training needs. Administered by AIC, more than 980 awards have been conferred since its launch in 2017.

13. Among them is Ms Liu Maoxiang, who was teaching social work in a university before joining Singapore Anglican Community Services as a Case Manager. Recognising the emerging need in palliative care services, she has enrolled in the Professional Certification in Palliative Care for Social Workers.

Community Care Excellence Awards

14. In 2014, AIC launched the Community Care Excellence Awards (CCEA) to recognise Community Care staff and teams in their contributions and commitment to deliver quality care to their clients and seniors. Close to 2,000 individuals and teams have received this award over the past 10 years.

15. One of this year’s Individual Gold Awards recipients is Ms Ng Ling Ling, an executive at Ren Ci Community Hospital. She led the automation of inputting repetitive data in financial counselling forms, freeing staff from manual data work. This gave them more time to provide meaningful financial support to patients and their next-of-kin. Her contributions also led to annual time savings equivalent of \$28,000 for the organisation.

16. Another CCEA recipient this year is Lentor Health Nursing Home (MacPherson), which won the Team Gold Awards for improving the meal distribution workflow to ensure that meals were delivered to residents correctly and on time.



Ms Ng Ling Ling (left), one of the recipients of the Community Care Excellence Awards, with Mdm Rahayu Mahzam (right), Minister of State, Ministry of Digital Development and Information, and Ministry of Health

Community Care Nursing Leadership Programme

17. This year's ceremony also recognised graduates of the Community Care Nursing Leadership Programme (CCNLP). Administered by AIC, the CCNLP promotes the advancement of nurses into leadership roles with the Community Care sector through leadership programmes and coaching.

18. Launched in 2021, there have been 25 nursing leaders under the CCNLP, with six nursing talents who have successfully graduated this year.

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For media queries, please contact:

Integrated Communications and Marketing Department
Agency for Integrated Care
Email: corpcomms@aic.sg

About the Agency for Integrated Care

The Agency for Integrated Care (AIC) aims to create a vibrant care community for people to live well and age gracefully. AIC coordinates and supports efforts in integrating care to achieve the best care outcomes for our clients. We reach out to caregivers and seniors with information on staying active and ageing well and connect people to services they need. We support stakeholders in their efforts to raise the quality of care, and also work with health and social care partners to provide services for the ageing population. Our work in the community brings care services and information closer to those in need. For more about us, please visit <https://www.aic.sg>.