# Newsletter article

## New campaign shines a light on disability support work

**“I used to think of disability support work as meal assistance and bathroom changes but it’s so much more than that. It’s about connecting with people, supporting them to grow, to be out in the community, to advocate for them – helping them achieve what they want in life.”**

**Kelly, Supported Independent Living Practice Coach**

People working in a variety of roles across the Victorian disability sector, like Kelly, have shared their career story as part of the ‘Work that matters’ campaign launched this month.

‘Work that matters’ is an attraction and retention campaign that shines a light on disability support work as an attractive option for people looking to build a rewarding career. It also celebrates the incredibly important work carried out every day by the thousands of people that make up Victoria's diverse disability support workforce.

The campaign seeks to dispel some of the misconceptions of disability support work and encourage people from all walks of life to consider the possibilities – from entry-level worker to allied health professional, the roles are diverse but the goal is the same.

**“I started working as a disability support worker while studying. I used to support a young person with cerebral palsy to attend their occupational therapy appointments, where I saw the OT making an upper limb splint to support their hand function. I was fascinated and knew this was something I wanted to do.”**

**Leigh, Occupational Therapist**

A workforce development hub is the centrepiece of the campaign. It has relevant information and helpful resources to support potential new entrants into the disability sector, help current employees to progress their career and assist employers to recruit new workers. For more information, visit www.vic.gov.au/workthatmatters

Disability service providers are being encouraged to leverage the campaign by listing job vacancies on the Jobs Victoria website. Visit the [employers page](https://content.vic.gov.au/site-4/supporting-disability-workers-NDIS) for a step-by-step guide.

The ‘Work that matters’ campaign was one of several initiatives from Keeping Our Sector Strong, Victoria’s Workforce Plan for the NDIS, released in 2016 to guide the disability sector through 5 years of unprecedented change by supporting disability workers to build the capabilities required to thrive in the new NDIS environment.

The campaign was developed with input from the disability sector and people with disability in response to increasing demand for services, which is expected to increase further as more people access the NDIS

To receive this document in an accessible format, email Children, Families, Communities and Disability <disabilityworkforce@dffh.vic.gov.au>.

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