



# Capability Statement

Educate, Excel, Empower



Visit our website for upcoming webinars or to enquire  
about an in-house session.

1300 85 00 77 | [academy@dimarcorp.com.au](mailto:academy@dimarcorp.com.au) | [dimarcorpacademy.com.au](http://dimarcorpacademy.com.au)

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We deliver specialised education programmes in the following areas:

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Aged Care



Home Care



Disability Care



Child Care



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Aged Care



Home Care



Disability Care



Child Care

# Building confident, capable care sector staff through tailored learning.

Dimarcorp Academy empowers aged care, disability, and childcare providers with practical cost-effective training. Our programmes blend theory with real-world application to build confident, skilled teams.

Designed specifically for the care sector our sessions are interactive, collaborative and outcomes focused. We ensure participants leave fully equipped and ready to apply their learning in the workplace.

## We deliver specialised training across six key disciplines:

- 1 Organisational Governance & Planning
- 2 Financial Management
- 3 Human Resources (including Leadership)
- 4 Software (eg. Microsoft suite)
- 5 Marketing
- 6 Healthcare

We deliver training via webinar or face-to-face at your site. Programmes can be customised to meet your organisation's needs, with hybrid delivery (online and face-to-face) also available.

*"Tell me and I forget. Teach me and I remember. Involve me and I learn." – Benjamin Franklin*

For more information or to register, visit [dimarcorpacademy.com.au](http://dimarcorpacademy.com.au) (Seminars), or call us on 1300 85 00 77.



# Governance and Planning

Explore our Governance and Planning courses designed for professionals in the Aged Care and Disability sector. Gain the knowledge and skills needed for effective governance and strategic planning. Whether experienced or new, you'll access valuable insights and practical tools to navigate this dynamic industry.



**Visit our website for upcoming webinars or to enquire about an in-house session.**

Dimarcorp Academy | 1300 85 00 77 | [academy@dimarcorp.com.au](mailto:academy@dimarcorp.com.au) | [dimarcorpacademy.com.au](http://dimarcorpacademy.com.au)

# MAST201

## Board Masterclass

Board Masterclass is a comprehensive programme designed for Boards and Senior Management teams within the aged care and disability sectors. It provides participants with practical insights into corporate governance, strategic planning, risk management, innovation, financial performance, human resources, and marketing.

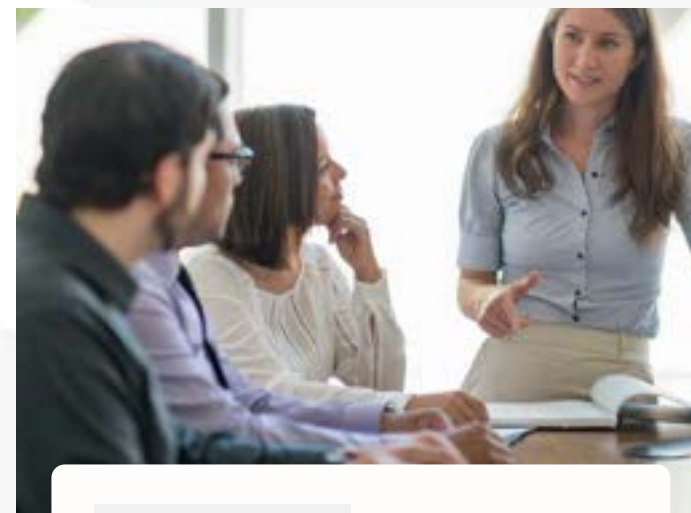
As the care sector continues to evolve, this programme equips decision-makers with up-to-date knowledge on governance requirements, industry trends, and operational processes. It supports both new and experienced board members, offering a structured orientation as well as a valuable refresher.

By taking a holistic approach, the Masterclass helps participants understand the challenges, risks, and opportunities facing providers. It also strengthens the ability of Boards and Senior Leaders to guide their organisations with confidence, accountability, and foresight.

## Board Excellence: Strategy, Risk, and Innovation in the Care Sector

### Course Outline:

- Changes facing the aged care and disability sectors.
- Current and future trends in each sector.
- Governance Case Studies.
- Corporate Governance.
- Strategic directions.
- Legal obligations.
- Director's Responsibilities.
- ASIC and ACNC.
- Financial Principles of the Business Model
- Analysing Financial Performance.
- Facilitating and responding to innovation.
- Award/enterprise agreement overview.
- Human Resource planning and reporting.
- Overview of Models of Care.
- Minimising Clinical Risk.
- Clinical Indicators.
- Strategic marketing,
- Brand management and market position.
- Managing social media.
- Workforce Planning and employee terminology.



### Webinar

**\$419**+GST p.p.

### Duration

4 hours

### Suggested Participants

Board Members, Executive Managers, Aged Care Managers, Disability Managers



Aged Care



Disability Care

# CHSP101

## Commonwealth Home Support Programme (CHSP) Essentials

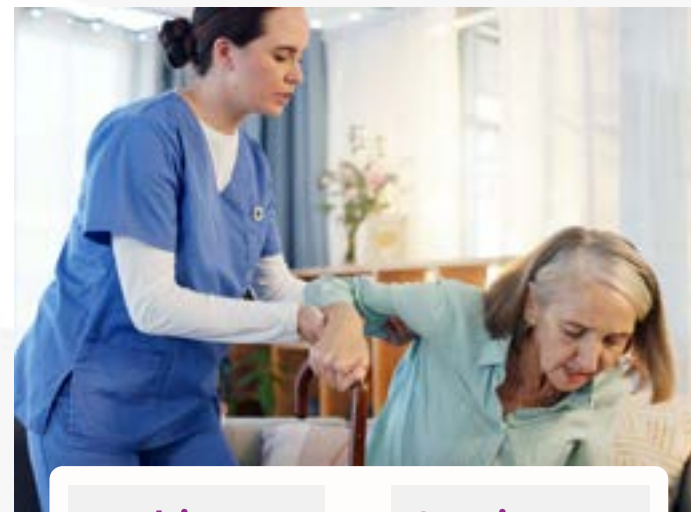
This 2-hour CHSP Essentials training is designed for home care providers who want to strengthen their understanding of the Commonwealth Home Support Programme and prepare for the significant reforms coming in 2027. The session provides a practical overview of CHSP services and eligibility, guidance on conducting assessments and developing individualised care plans, and strategies for setting and monitoring client goals.

The course unpacks current regulations and highlights the upcoming changes, equipping providers with the tools and insights needed to deliver high-quality care now and confidently adapt to the future.

### CHSP Fundamentals: Practical Tools to Strengthen Care and Compliance

#### Course Outline:

- Overview of CHSP services and eligibility
- Key service types: domestic assistance, personal care, respite, social support, allied health, transport
- Conducting assessments and developing care plans
- Goal setting, monitoring progress, and case studies
- Best practices for service delivery and communication with clients
- Cultural competence, sensitivity, and managing feedback
- Risk identification, safety protocols, and infection control
- Emergency preparedness for home care workers
- Current regulations and upcoming changes in 2027
- Practical strategies to prepare for the 2027 reforms



#### Webinar

**\$249**<sup>+GST p.p.</sup>

#### Seminar

**\$279**<sup>+GST p.p.</sup>

#### Duration

2 hours

#### Suggested Participants

Care Managers, General Managers, Quality & Compliance officers, Client Liaison officers, community support workers.



Aged Care



Home Care



# FUND101

## Fundraising Fundamentals for NFPs

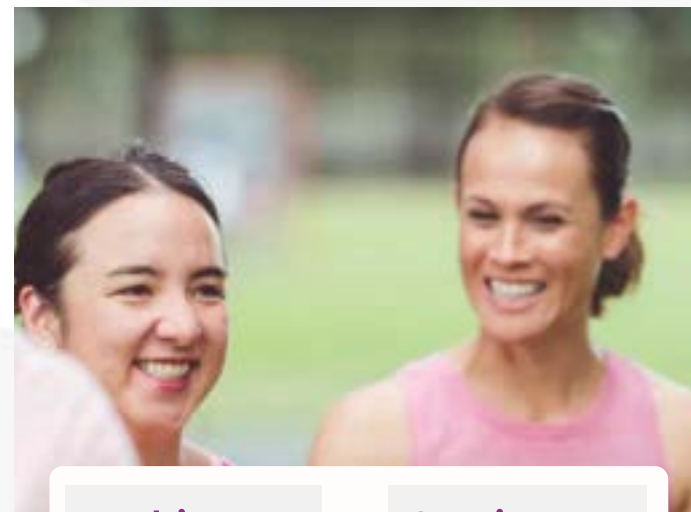
In today's Not-For-Profit (NFP) sector, competing priorities and limited resources often make it difficult to dedicate time to activities outside of core service delivery and fundraising is no exception. Yet, evidence across the sector shows that organisations which actively prioritise fundraising achieve stronger outcomes: building brand awareness, deepening community support and generating the revenue needed to sustain and grow their impact.

This seminar provides an overview of the key principles of fundraising and takes a deep dive into the trends and challenges of the NFP sector. You'll receive practical information that can be implemented as soon as you return to work, regardless of your organisation's size or resourcing. Whether you're a seasoned fundraiser or just starting out, this seminar will give you the tools you need.

## Fundraising Foundations: Strengthening NFP Impact

### Course Outline:

- Overview of the NFP sector.
- Key trends for the sector.
- Challenges and risks facing the sector.
- Fundraising trends.
- Types of fundraising.
- Fundraising technology and innovations.
- Developing a fundraising strategy.
- Linking your marketing strategy to your fundraising strategy.
- Key marketing trends to enhance fundraising.
- Utilising sales strategies to enhance fundraising
- Engaging key stakeholders.



### Webinar

**\$299** +GST p.p.

### Seminar

**\$329** +GST p.p.

### Duration

3 hours

### Suggested Participants

Managers, Marketing Staff, Staff responsible for fundraising, Board Members, Executives



Aged Care



Disability Care

# RESI301

## Practical Design Solutions in Aged Care

This course, jointly hosted by Dimarcorp Academy and O'Neill Architecture, explores the principles of good design and how they can be applied to both the refurbishment of existing facilities and the development of new ones. The session focuses on integrating design thinking across the five core areas of operating a successful aged care facility.

Participants will examine how design can enhance the resident experience, support the delivery of high-quality care, improve facility management processes, create efficient and supportive back of house spaces for staff, and strengthen building services to ensure compliance, sustainability, and adaptability. Through case studies and practical examples, the course provides insight into how good design contributes to both operational success and quality of life outcomes in aged care.



## Creating Sustainable Facilities: Aged Care design strategies

### Course Outline:

- Assessing refurbishment options and aligning with resident needs and expectations.
- Designing new facilities for both client demand and operational efficiency.
- Identifying stakeholders in design – residents, families, staff, and management.
- Core residential aged care design considerations: space planning, cost efficiency, utilisation ratios, and financial outcomes.
- Principles of design for staff productivity and consumer satisfaction.
- Implications of the Aged Care Royal Commission on facility design.
- Integrating technology and assistive solutions in modern facilities.
- Dementia-friendly design considerations.
- Incorporating amenities (cafés, libraries, etc.) to enhance competitiveness.
- Landscaping, interior design, and evolving consumer expectations.
- Infection control and outbreak management through design.
- Funding models and financing options for refurbishment or new builds.



### Webinar

**\$299**<sup>+GST p.p.</sup>

### Duration

3 hours

### Suggested Participants

Executive Managers, General Managers, Board Members, CEO's



Aged Care

# RVES101

## Retirement Village Essentials

Facilitated by Danielle Lim (DSL Law) and Joseph Dimarco (Dimarcorp Academy), this program provides retirement village operators with both the practical knowledge and the strategic insight needed to achieve best practice standards. Covering legislation, compliance requirements, financial and risk management, and operational processes, the session demystifies the complexities of varying state and territory regulations.

Participants will also explore the key drivers of change shaping the sector and gain clarity on regulatory obligations throughout the resident journey, from entry to departure.

By the end of the program, operators will be equipped to strengthen compliance, enhance operations, and position their villages for long-term success.

## Retirement Village Fundamentals: Regulatory compliance for long-term viability

### Course Outline:

- Retirement Village sector overview (including compliance)
- Overview of the regulation of retirement villages
- Key Considerations and compliance when a resident move into the village
- Key considerations and compliance requirements of when a resident lives in the village
- Key considerations and implications of when a resident leaves the village
- Operator financial model key drivers and considerations
- What the future holds for the retirement living sector



### Webinar

**\$299**<sup>+GST p.p.</sup>

### Duration

3 hours

### Suggested Participants

Managers and supervisors of Retirement Villages, Board members, sales and operations staff including finance and administrators.



Aged Care



# SIRS101

## Serious Incident Reporting in Aged Care

This practical course equips aged care providers and staff with the knowledge and skills needed to effectively identify, manage, and report serious incidents.

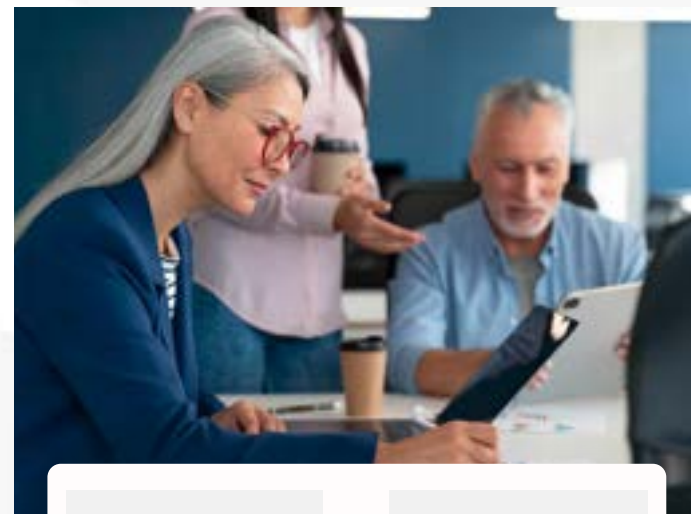
Participants will learn how to comply with the Serious Incident Response Scheme (SIRS), minimise risks, and ensure a swift and coordinated response to all incidents.

By applying SIRS principles and best practices, participants will be better prepared to safeguard residents, protect their organisation's reputation, and support their teams.

## From Compliance to Confidence: Serious Incident Reporting made clear

### Course Outline:

- Introduction to Serious Incident Reporting and immediate response
- Identifying neglect, abuse, and how to respond effectively
- Documentation and record keeping, including incident management systems and evidence collection
- Risk management and mitigation strategies in aged care
- Follow-up actions, complaints handling, and staff training
- Workforce governance, accountabilities, and responsibilities
- Aged Care Quality Standards (HR and organisational focus)
- Ethical considerations in incident reporting and response



### Webinar

**\$299**<sup>+GST p.p.</sup>

### Seminar

**\$329**<sup>+GST p.p.</sup>

### Duration

3 hours

### Suggested Participants

Managers, Quality Managers, Clinical Managers, Registered Nurses, Care staff



Aged Care



Home Care

# Finance

Our Finance Seminars are interactive and engaging, and will help you to develop your finance skills. With specialist content that is tailored to your sector, our seminars are suitable for people with limited financial knowledge, through to those with more advanced skills.



# ANAC101

## Australian National Aged Care Classifications (AN-ACC) Essentials

This course provides a practical exploration of the Australian National Aged Care Classification (AN-ACC) and its effects on aged care organisations. Participants will examine how the model influences operational processes, clinical delivery, revenue and expenditure planning, and workforce design.

By the end of the course, participants will be able to explain the AN-ACC model and resident assessment processes, analyse its operational, clinical and business implications, and evaluate impacts on revenue and expenditure models. They will also assess staffing and rostering requirements, apply casemix considerations to financial and operational planning, and understand funding and staffing cost models. In addition, participants will learn to incorporate AN-ACC assumptions into organisational budgets to support informed financial and workforce decisions.

### AN-ACC in Practice: Financial, Operational and Staffing Impacts for Residential Aged Care

#### Course Outline:

- Introduction to the AN-ACC model including purpose, framework, and assessment processes
- Operational and clinical implications focusing on impacts on resident care delivery and service models
- Revenue and expenditure models with anticipated financial impacts and planning considerations
- Staffing and rostering, addressing workforce planning, compliance, and scheduling strategies
- Casemix and resource allocation linking casemix to care delivery and financial outcomes
- Funding and cost modelling including practical applications of AN-ACC in budget preparation



#### Webinar

**\$299** +GST p.p.

#### Seminar

**\$329** +GST p.p.

#### Duration

3 hours

#### Suggested Participants

Facility Managers ACFI Coordinators, Care Managers, Finance & Administration Team Members



Aged Care



# BOOK101

## Bookkeeping Essentials

Bookkeeping is a vital organisational process that underpins day-to-day operations and ensures ongoing compliance. A solid understanding of bookkeeping provides the foundation for accurate financial management by enabling organisations to correctly record income, track expenses, and maintain balance sheet accounts. These practices are essential for building a robust financial reporting framework and supporting sustainable business operations.

This program covers key bookkeeping fundamentals, including double-entry accounting, cash and accrual methods, depreciation, and best practice processes. Participants will gain the skills to manage financial records effectively and apply sound accounting principles to strengthen organisational compliance and performance.

## Bookkeeping essentials: Build confidence in financial reporting

### Course Outline:

- Key responsibilities of a Bookkeeper.
- Overview of Accounting Standard.
- Accounting in for-profit and not-for-profit organisations.
- Identification and allocation of revenue, expenses, capital items and inventory.
- Accounts Payable and Receivable Principles.
- The accounting equation.
- Financial Statements.
- Overview of Double-Entry Accounting, Chart of Accounts (COA), Journal Entries, General Journals and Ledgers.
- Balance day adjustments.
- Amortisation vs. Depreciation.
- Overview of key business ratios.
- Reconciliation of bank and balance sheet accounts.
- Month-end and year-end processes.
- Best practice principles.
- Financial management tasks.
- Regulatory requirements.
- Audit preparation and requirements.



### Webinar

**\$299** +GST p.p.

### Seminar

**\$329** +GST p.p.

### Duration

3 hours

### Suggested Participants

Managers, Admissions Staff,  
Administration Staff,  
Reception Staff



Aged Care



Home Care



Disability Care



Child Care

# BUDG101

## Budgeting Fundamentals and Key Drivers

Understanding budget methodology is essential for developing realistic and achievable budgets. The BUDG101 program equips participants with the skills to analyse and prepare budgets in a meaningful way, delivering greater organisational benefit than simply applying CPI increases to previous budgets.

The program also examines the key drivers of the aged care business model, providing practical insights to support effective budget development and financial planning.

### Mastering budget methodology: Building realistic and achievable Aged Care Budgets

#### Course Outline:

- Understanding the budget process
- Key financial management reports in aged care
- Setting and applying Key Performance Indicators (KPIs)
- Financial terminology essentials
- Identifying and managing cost drivers
- Exploring resident costing scenarios including the key decisions and financial impact of admitting residents.
- Building budgets from the ground up
- Identifying and addressing financial performance issues
- Staff engagement in managing expenses and minimising waste
- Managing challenges affecting budget outcomes
- Engaging managers in budget ownership
- Analysing performance and using variance analysis for improvement



#### Webinar

**\$299**<sup>+GST p.p.</sup>

#### Seminar

**\$329**<sup>+GST p.p.</sup>

#### Duration

3 hours

#### Suggested Participants

Managers, Case Managers, Finance Staff, Administration Staff, Area Managers, Regional Managers



Aged Care



Home Care



Disability Care



Child Care

# HOME101

## Support at Home Essentials

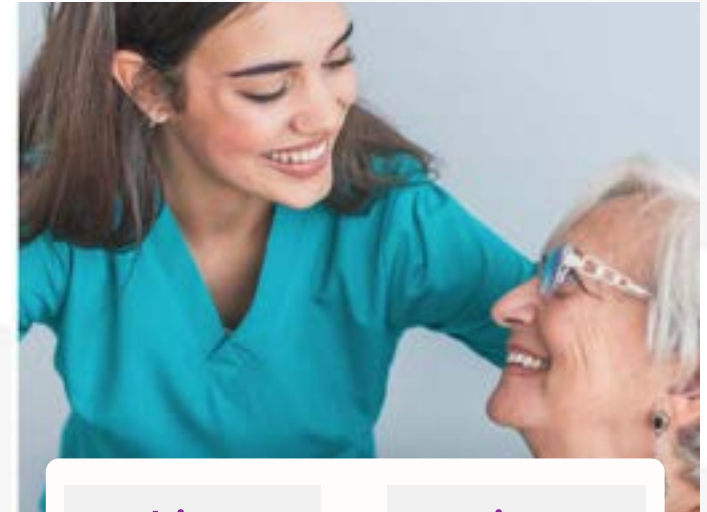
This course offers a clear and practical exploration of the Australian Government's Support at Home program, a major reform reshaping the future of in-home aged care. Participants will develop a solid understanding of the program's objectives, phased rollout, and the key differences from existing initiatives such as the Home Care Packages and Commonwealth Home Support Program.

Designed for home care providers and professionals, the course equips participants with the knowledge and practical skills needed to confidently manage this transition. With a focus on delivering safe, high-quality, and consumer-centred care, it highlights provider responsibilities under the new Aged Care Act and the Support at Home framework.

## Support at Home Essentials: Preparing providers for the future of aged care

### Course Outline:

- Strategic rationale behind the Support at Home program including Royal Commission recommendations.
- Phased implementation timeline and transition from Home Care Packages, Short-Term Restorative Care, and CHSP.
- Program design and arrangements focusing on core principles and the program handbook.
- Consumer-centred care planning to meet individual needs and preferences.
- Using the Single Assessment System and related tools.
- New funding arrangements including consumer contributions and funding models.
- Revised care strategies to support independence and wellbeing.
- Transition and compliance strategies to prepare organisations for change.
- Practical communication skills to support existing and future clients.



### Webinar

**\$299**<sup>+GST p.p.</sup>

### Seminar

**\$329**<sup>+GST p.p.</sup>

### Duration

3 hours

### Suggested Participants

Case Managers, Admissions & Placement Officers, Finance Staff, Administration Staff, Area Managers



Home Care



Disability Care



# NDIS101

## Understanding and Analysing Financial Performance within the NDIS Business Model

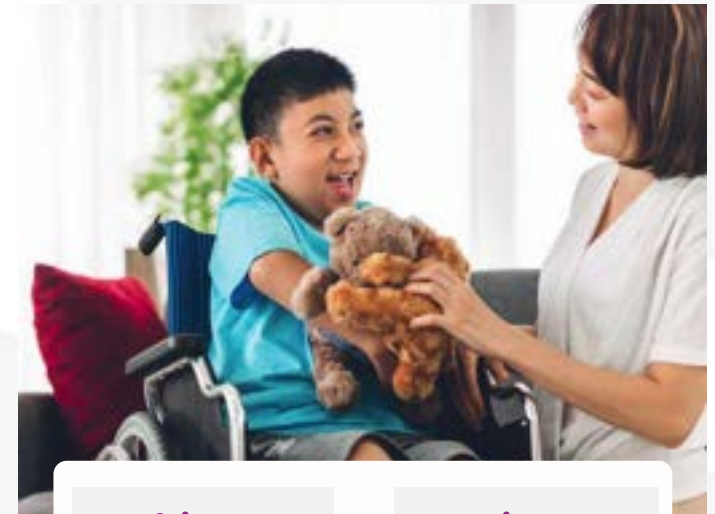
NDIS101 offers a practical introduction to understanding and analysing financial performance within the NDIS business model. The course simplifies complex accounting and reporting concepts into clear, actionable insights, enabling managers and professionals to strengthen financial capability and improve service outcomes.

With a focus on applying financial data to business decision-making, participants will gain the tools to manage risks, drive sustainability, and ensure compliance with NDIS requirements. By the end of the program, they will be able to confidently interpret financial information, implement effective management strategies, and make informed decisions that support organisational growth and long-term viability in the disability services sector.

## NDIS: Mastering financials for profitability

### Course Outline:

- The NDIS financial model and key business drivers
- Effective Contract management for service delivery
- Plan management
- Claim management, payments, and service delivery
- Financial reporting, analysis, and compliance
- Costing, pricing strategies, and overhead management
- Budgeting, forecasting, and cash flow management
- Auditing, reporting, and governance requirements
- Applying financial data to improve decision-making and sustainability



### Webinar

**\$399**<sup>+GST p.p.</sup>

### Seminar

**\$449**<sup>+GST p.p.</sup>

### Duration

6 hours

### Suggested Participants

Managers, Support Coordinators, Intake Officers, Finance Staff, Administration Staff, Area Managers



Disability Care

# RESI101

## Resident and Accommodation Payment Fundamentals

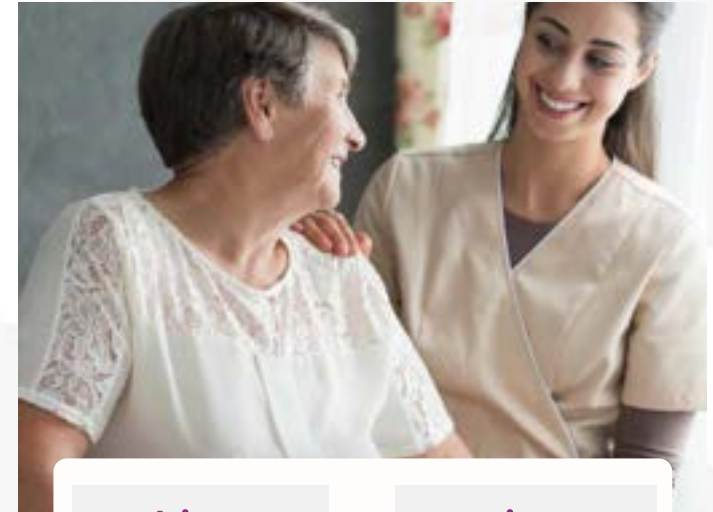
RESI101 simplifies the complexities of residential aged care accommodation payments, focusing on prudential compliance and best-practice management. Designed for finance and management staff, the program covers essential concepts, updates, and practical strategies to ensure providers remain compliant while effectively managing resident payments.

Suitable for both newcomers and experienced professionals, RESI101 equips participants with the knowledge and tools to confidently navigate accommodation payment requirements and strengthen organisational financial performance.

## Residential Aged Care: Navigating Accommodation Payments

### Course Outline:

- Determining resident support status using available tools
- Means Tested Amount (MTA): calculation and impact on payments
- Setting accommodation pricing and analysing competitor benchmarks
- Key differences between RAD, DAP, RAC, and DAC
- Accommodation supplements and means tested supplements
- Fees associated with entry, annual, and lifetime caps
- Reconciling monthly Medicare payment statements
- Billing for respite residents and related fees
- Managing extra service fees and additional service charges
- Combination RAD/DAP payments and drawdown calculations
- DAC changes, RAD refunds, and hardship considerations
- Using MPIR and BIR in financial planning
- Accommodation bond overview



### Webinar

**\$299**<sup>+GST p.p.</sup>

### Seminar

**\$349**<sup>+GST p.p.</sup>

### Duration

3 hours

### Suggested Participants

Facility Managers, Care Managers,  
Admissions & Placement Officers,  
Finance Staff, Administration Staff



Aged Care

# RESI201

## Financial Reporting and Prudential Compliance

RESI201 provides a clear and practical exploration of aged care financial reporting and prudential compliance. With a focus on the General Purpose Financial Report (GPFR) and the Annual Prudential Compliance Statement (APCS), the program simplifies the complex framework providers must follow to meet annual reporting obligations.

The course examines governance requirements, compliance standards, and the responsibilities of key personnel in ensuring accurate reporting and accountability. It equips aged care business managers and accounting staff with the knowledge and skills to understand, adhere to, and maintain compliance obligations on an ongoing basis.

By completing RESI201, participants will gain the confidence to navigate reporting requirements, strengthen organisational governance, and uphold best practices in aged care financial management.

## Aged Care Financial Management: Meeting compliance obligations

### Course Outline:

- Prerequisite: knowledge from RESI101
- Understanding and complying with the four Prudential Compliance Standards; liquidity, records, governance and disclosure
- Resident agreements and disclosure compliance
- Reporting drawdowns and permitted uses of RADs/Bonds
- Governance responsibilities and managing non-compliance
- Investment and liquidity management strategies
- RAD/RAC register and receivables requirements
- Completing the Annual Prudential Compliance Statement (APCS)
- Processing refunds and compliance with timelines
- Managing variations in agreements (DAC or room changes)
- Interest obligations on refunds



### Webinar

**\$299**<sup>+GST p.p.</sup>

### Seminar

**\$329**<sup>+GST p.p.</sup>

### Duration

3 hours

### Suggested Participants

Facility Managers, Finance Staff, Administration Staff, Internal & External Auditors



Aged Care



# RESI401

## Resident Accommodation Admissions Essentials

RESI401 equips admissions staff with the skills to create exceptional experiences for prospective residents and families moving into permanent residential care. Participants will learn strategies to attract and convert enquiries, seamlessly turn interest into occupancy, and manage legal and procedural requirements with confidence.

The course also focuses on enhancing facility marketing and tours, while providing insights into current and future trends in the residential aged care sector.

In addition, staff will gain practical knowledge of key financial and legal updates under the Aged Care Act 2024, ensuring they can clearly explain costs and options to residents while supporting a smooth admissions process.

## Supporting residents and families through the move to permanent Residential Care

### Course Outline:

- Marketing your facility and providing a positive first impression.
- Considerations during the admission process and tour – best practice recommendations.
- Engaging with a prospective client.
- Best practice follow-up protocols.
- Is the Admission process a sales or administration process?
- Understanding resident fees and charges (including MTA calculations).
- Understanding resident agreements.
- Explanation and real-life examples of Refundable Accommodation Deposits (RADs) and
- Daily Accommodation Payments (DAPs).
- Accommodation pricing policy requirements.
- Providing financial information to residents and their families. .
- Resident profiling and the impact of AN-ACC.
- Managing a waitlist and enhancing the occupancy of your facility.



### Webinar

**\$299**<sup>+GST p.p.</sup>

### Seminar

**\$329**<sup>+GST p.p.</sup>

### Duration

3 hours

### Suggested Participants

Managers, Admissions Staff,  
Administration Staff, Reception  
Staff



Aged Care

## In-House Education Sessions

# WE BRING THE TRAINING TO YOU!

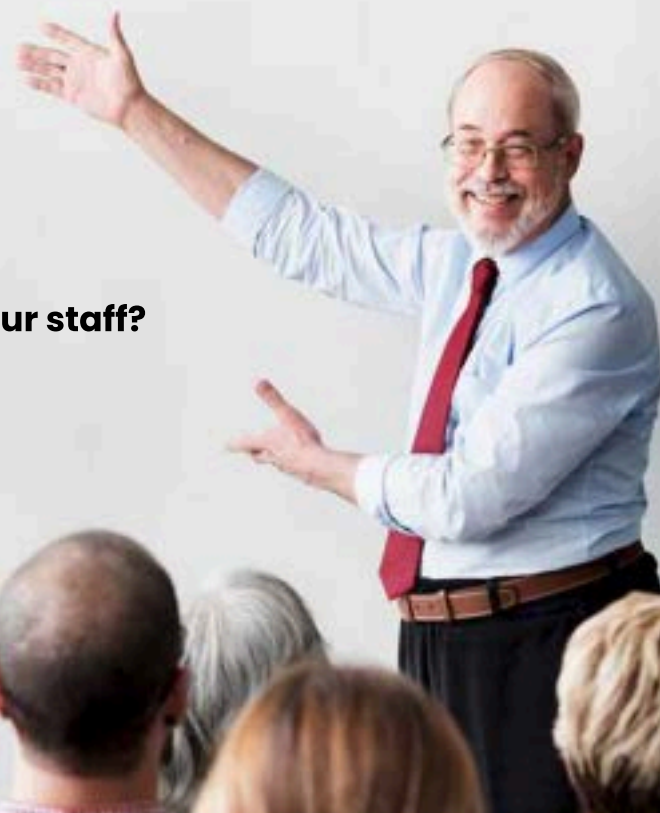
Looking to upskill your team? Our expert facilitators can deliver any of our seminars onsite at your organisation for groups of 10 or more.

We customise and tailor programs to meet your organisation's specific training needs, with the flexibility to offer in-person or hybrid sessions across a wide range of topics.

Recently, we partnered with a major organisation to design a bespoke program covering Customer Care, Legal Compliance and Finance helping their team gain practical skills with immediate impact.

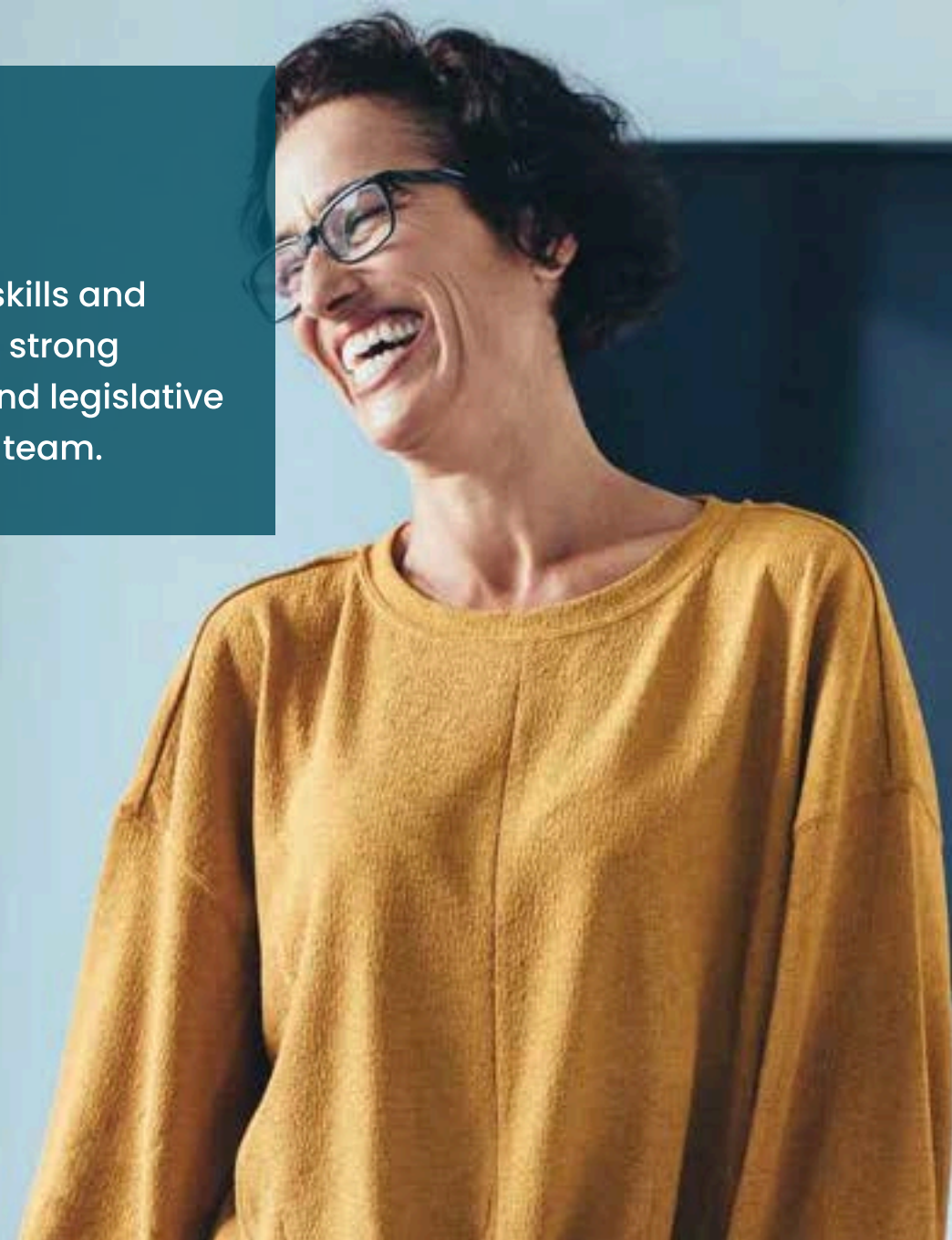
**Ready to create a customised training experience for your staff?**

**Contact us today for a tailored quote.**



# Human Resources

Our HR Seminars cover a range of topics that will build your skills and knowledge. People are your organisation's greatest asset, so strong leadership and a thorough understanding of best practice and legislative requirements will ensure you are getting the most from your team.





# COUR101

## Courageous Conversations in a Care Leadership Environment

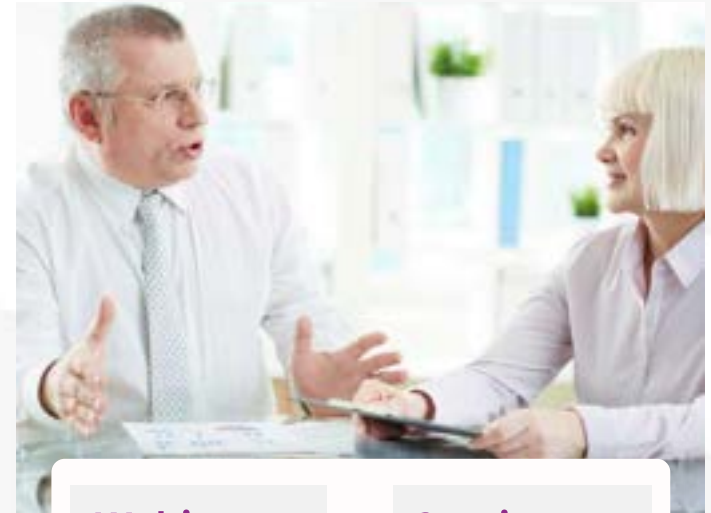
Effective communication is essential for building strong relationships between managers and employees. Two-way conversations ensure that information flows openly, leading to more successful outcomes. Yet, many leaders avoid the 'hard' or 'difficult' conversations that are often necessary, simply because they take courage to initiate.

This program is designed to equip leaders with the skills, strategies, and confidence to hold meaningful conversations in the workplace. By learning a step-by-step approach to navigating sensitive discussions, leaders can address workplace issues promptly, build trust, and create positive outcomes for both staff and the organisation. The program focuses on fostering a culture of openness and accountability, helping leaders transform challenging conversations into opportunities for growth and improved workplace culture.

### The power of conversation: Transforming your workplace for the better

#### Course Outline:

- Definition of a courageous conversation.
- Why we avoid them.
- What are the negative impacts when we don't focus on good communication.
- Personal brand of a leader, do you want to be a revered leader or a weak leader?
- Having the conversation, tips, tricks and the magic formula.
- Why people can have overwhelming reactions, how do we manage this.
- Follow up on conversations, why it's important to continue talking.
- Outcomes to expect.
- Keep doing the work – it doesn't stop here.
- Ensuring your wellbeing before, during and after these conversations.



#### Webinar

**\$249**<sup>+GST p.p.</sup>

#### Seminar

**\$199**<sup>+GST p.p.</sup>

#### Duration

2 hours

#### Suggested Participants

Managers, Supervisors, Team  
Leaders

# CXES101

## Customer Experience in Care

The challenge for many is changing the focus of team members from being task oriented to customer care focussed. The programme has been developed for frontline staff and draws on the customer experience fundamentals that lead to the delivery of a high level of customer care in the aged care, disability and child care sectors.

Our customer care essentials programme is interactive and engaging and participants will re-evaluate the way they interact with their colleagues and residents/clients. This programme is essential for any organisation that is trying to create a cultural shift to a customer service focussed workforce.

## Customer experience in care: Building a service-driven workforce

### Course Outline:

- Preparation and planning required to deliver good customer care.
- A holistic approach to customer care.
- Delivering customer service to people who may not want to be a customer.
- The shift required to embracing a customer service driven delivery model.
- Understanding a customer's (resident/client) profile.
- Hierarchical Care vs Consumer Driven Care (Person centred).
- The importance of feedback mechanisms and honest communication.
- Complaints Resolution.
- Professional Boundaries.
- The link between Continuous Quality Improvement and Customer Care.
- Creating a customer focus environment.
- Internal Process vs Care Choices.



### Webinar

**\$299**<sup>+GST p.p.</sup>

### Seminar

**\$329**<sup>+GST p.p.</sup>

### Duration

6 hours

### Suggested Participants

Care Staff, Team Leaders & Shift Supervisors, Administration Teams, Managers

# LEAD101

## Emerging Leaders

Most people are thrust into a leadership position without any training or instruction about how to lead others. Typically, when someone does well in their role, they are put in charge of other people doing that role. Understanding how to do the role, but not how to lead people, doesn't allow us to get the best out of our people.

The Emerging Leaders programme is the first step in developing strong leaders for your organisation. The seminar focuses on helping leaders identify their leadership style and core values. The programme also explores core aspects of leadership, such as how to inspire, motivate, and encourage their teams.

This seminar has been developed to enhance the skills of managers, team leaders, supervisors and others with leadership potential. The content is suitable for leaders within aged care, disability, community services, and childcare.

## From team player to Team Leader: Stepping into leadership with confidence

### Course Outline:

- Understand the difference between management and leadership.
- Explore leadership qualities and define your leadership values.
- Examine twelve different leadership styles.
- Apply leadership styles to a variety of business situations.
- Understand the core fundamentals of leading people.
- Discuss the challenges related to the shift from being in the team to leading the team.
- Explore professional boundaries and how to apply them fairly and consistently.
- Overview of performance management, focussing on managing under performance.
- Understand core skills and knowledge required for leadership.
- Start creating a professional development plan.



### Webinar

**\$299**<sup>+GST p.p.</sup>

### Seminar

**\$329**<sup>+GST p.p.</sup>

### Duration

3 hours

### Suggested Participants

Team Leaders, Supervisors, new Managers, staff with leadership potential



Aged Care



Home Care



Disability Care



Child Care



# LEAD201

## Leadership Fundamentals

The Leadership Fundamentals program equips managers with the knowledge and tools to strengthen their leadership style and avoid common management pitfalls. Participants will explore a range of leadership styles, evaluate their own approach, and learn strategies to overcome the 12 most frequent challenges managers face when leading teams. Through practical techniques, they will gain the skills to manage change, inspire staff, and set new performance standards.

This program is designed to improve operational performance, efficiency, team culture, and profitability by building strong, consistent leadership across the organisation.

## Essentials of Leadership: Developing strong, consistent and effective leaders

### Course Outline:

- The difference between management and Leadership.
- Explore and understand different personality types.
- Techniques to manage change and maintain new standards.
- Increase operational performance, efficiency, team culture and profitability through strong leadership.
- Developing a healthy team culture.
- The importance of a consistent approach to leadership from all leaders.
- Setting realistic and attainable standards.
- Unleashing the potential of each staff member.
- Identifying strong management qualities, including focussed thinking and motivating your team.
- The importance of training, developing and coaching your team.
- Developing self-directed teams.
- Overcoming obstacles and embracing new opportunities.



### Webinar

**\$299**<sup>+GST p.p.</sup>

### Seminar

**\$329**<sup>+GST p.p.</sup>

### Duration

3 hours

### Suggested Participants

Managers, Team Leaders,  
Supervisors

# LEAD301

## Leading with Confidence

Leaders who demonstrate credibility and integrity consistently stay ahead of their peers. Leading with Confidence provides a practical overview of leadership activities and encourages self-reflection with key questions such as: Am I where I want to be? Is my team set up for success? Do I dedicate enough time to developing myself and my people?

Through this program, leaders gain tools to build confidence, foster collaboration, and drive innovation through critical thinking. Participants will review their current leadership approach, identify opportunities for growth, and develop a clear plan to become confident, high-performing leaders.

## Confident Leaders: Inspiring purpose, integrity and team excellence

### Course Outline:

- Defining your organisation's strategy and your own purpose – is their alignment?
- Values, Code of Conduct – are you displaying integrity each and every day?
- Balancing leadership activities with your day to day.
- Accountability of yourself and your team members.
- Managing the performance of your direct employees.
- Reviewing your communication techniques to improve outcomes.
- Individual employee meetings – setting boundaries whilst maintaining the relationship. Coaching versus directing.
- Building confidence, capability and skills within your team.
- Introduction to critical thinking to enhance innovation and collaboration.
- Building your own action plan for success.



### Webinar

**\$299**<sup>+GST p.p.</sup>

### Seminar

**\$329**<sup>+GST p.p.</sup>

### Duration

4 hours

### Suggested Participants

Mid-Level Managers, Supervisors,  
Team Leaders

# LEAD401

## Executive Leadership

The Executive Leadership program focuses on developing both the personal and professional competence of senior leaders. Participants are guided to explore their own inventory of skills, behaviours, capabilities, and capacity, gaining deeper self-awareness of strengths, areas for improvement, and opportunities for differentiation.

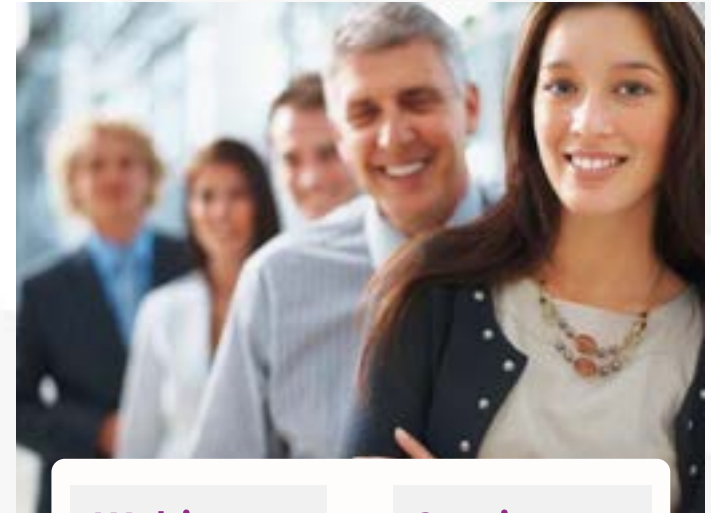
The program emphasises the importance of knowing who you are as a leader, understanding the impact of your actions on others, and building stronger workplace relationships. Through critical thinking, influencing strategies, and coaching techniques, leaders will learn to reduce business risks, foster innovation, and embrace diversity across their teams and organisations.

This program is designed to help senior leaders elevate their leadership style, strengthen their impact, and create inclusive, high-performing workplaces.

**Executive Leadership: Inspire, influence and succeed with confidence**

### Course Outline:

- Defining your personal and professional competence, create your own personal brand.
- Emotional intelligence, self-management and social awareness in the workplace.
- Influencing groups and individuals, preparing your position and supporting arguments.
- Information flow ensuring you communicate the right information at the right time
- Embed critical thinking into your teams
- Effective workplace relationships, ongoing support for your team and facing difficult conversations with ease.
- Manage business risk in a range of contexts across an organisation.
- Understanding the HR responsibilities within your role
- Diversity and Inclusion, all the benefits and becoming a champion to increase engagement and productivity.
- Setting continual goals and challenges as a senior leader. What's next?



### Webinar

**\$299**<sup>+GST p.p.</sup>

### Seminar

**\$329**<sup>+GST p.p.</sup>

### Duration

4 hours

### Suggested Participants

Senior Managers & Executives



# MPER101

## The Fundamentals of Performance Management

Most people dread annual performance appraisals and performance management conversations. For many, this is a box that needs to be checked off; an annoyance, and possibly a difficult and uncomfortable conversation.

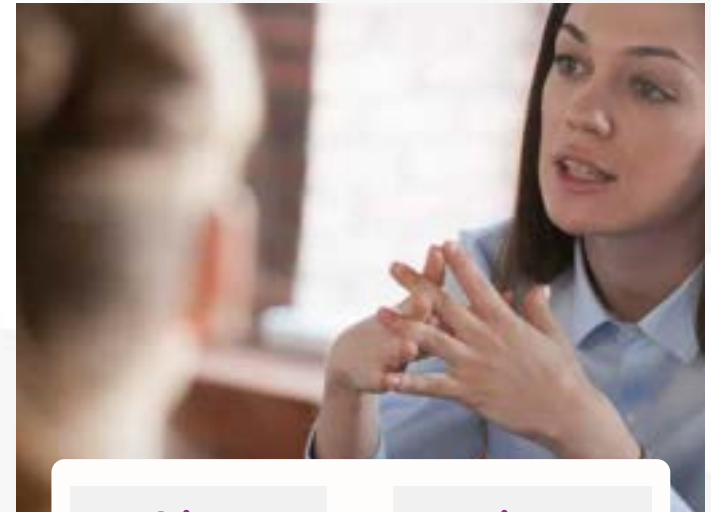
We want to change the view of managing performance and turn it into a positive, stress-free process that provides meaningful outcomes for everyone involved. Our seminar will give a new perspective to managing performance with practical outcomes that can be implemented quickly.

This programme has been developed to enhance the skills of anyone responsible for people and teams, including Managers, Team Leaders, Supervisors and Human Resources staff members.

## Mastering Performance Management: Leading conversations with confidence

### Course Outline:

- Gain a new perspective on managing performance with practical outcomes that can be implemented quickly.
- Understand the importance of planning for performance management meetings and strategies to have all bases covered.
- Enhance your communication skills and learn how to manage defensive behaviour.
- Learn how to establish boundaries and get buy-in from the start.
- Identify and respond to drivers of conflict.
- Understand the role of a mediator and how to navigate sensitive topics.
- Explore common derailers and develop skills to overcome them and keep the conversation on track and on topic.
- Engage people in planning for outcomes.
- Develop coaching and mentoring skills.
- Learn how to be reflecting and deescalate performance issues before they go too far.
- Understand the role of leadership in relation to performance management.



### Webinar

**\$299**<sup>+GST p.p.</sup>

### Seminar

**\$329**<sup>+GST p.p.</sup>

### Duration

3 hours

### Suggested Participants

Team Leaders, Supervisors,  
Managers

# PEOP101

## Managing Mental Health in a Care Leadership Environment

Each year, one in five Australians will experience a mental illness, making mental health a critical consideration in every workplace. As employers and leaders, ensuring a safe and supportive environment is essential to help employees manage stress, anxiety, and depression, while maintaining focus and productivity.

This program equips leaders with practical strategies to recognise mental health risks, foster psychological safety, and address challenges such as absenteeism, interpersonal conflicts, and disengagement. Participants will learn how to balance empathy with professionalism, build supportive workplace relationships, and implement initiatives that promote wellbeing. By the end of the course, leaders will be prepared to manage mental health issues confidently while maintaining a safe, respectful, and productive work environment.

### Lead with care: Promoting mental health and resilience at work

#### Course Outline:

- What are the responsibilities for managers from a safety perspective?
- Mental health issues that may present in the workplace.
- Psychological Safety – what is it and how can we provide it?
- How does culture fit in with mental health?
- Leaders take the lead, managing your own mental health.
- Performance management and dealing with employee personal issues. What you can and can't do.
- Empathy, understanding and clear communication.
- Available support services.
- The importance of documentation.
- Organisational initiatives, what can you do?



#### Webinar

**\$249**<sup>+GST p.p.</sup>

#### Seminar

**\$279**<sup>+GST p.p.</sup>

#### Duration

2 hours

#### Suggested Participants

Team Leaders, Supervisors,  
Managers



Aged Care



Home Care



Disability Care



Child Care

# RESP101

## Respect in the Workplace

Workplace bullying and harassment can have serious and lasting consequences for individuals and organisations. Many managers, supervisors, and team leaders lack the confidence and skills to respond effectively when such situations arise.

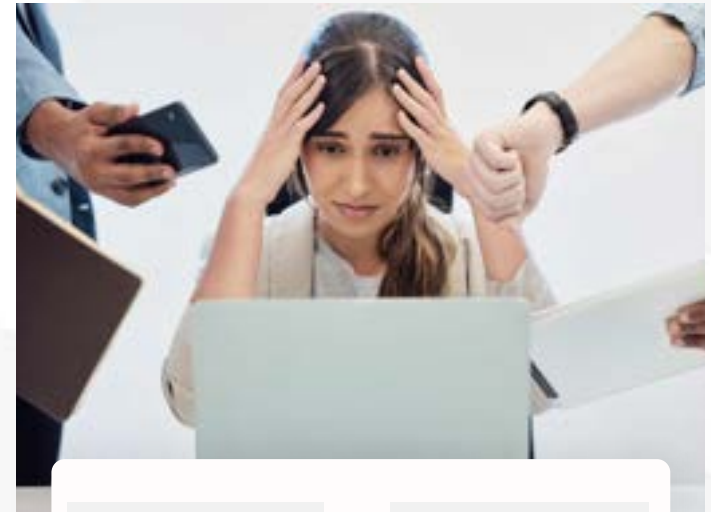
Dimarcorp Academy's Workplace Bullying and Harassment seminar provides practical guidance and essential information to help leaders understand their responsibilities and manage these delicate issues with confidence. Participants will learn how to identify inappropriate behaviour, respond to complaints, and foster a safe, respectful workplace culture.

With a focus on real-world application, the course equips participants with the tools and strategies needed to lead teams effectively while promoting safe, inclusive, and supportive working environments.

## Creating Safe and Respectful Workplaces: Skills for Managers and Team Leaders

### Course Outline:

- Discrimination, harassment, and bullying – what's the difference?
- Legislation requirements and guidelines.
- Your obligations and responsibilities.
- Workplace culture and bullying.
- The importance of managing complaints and investigations.
- Coaching tools and techniques for addressing inappropriate behaviour.
- How to prepare for a challenging discussion on inappropriate behaviour.
- Your role as a manager in developing prevention strategies and role modelling the right behaviours.



### Webinar

**\$299**<sup>+GST p.p.</sup>

### Seminar

**\$329**<sup>+GST p.p.</sup>

### Duration

3 hours

### Suggested Participants

Team Leaders, Supervisors,  
Managers



# SCHA101

## Mastering the SCHADS Award

The Social, Community, Home Care and Disability Services Industry (SCHADS) Award is one of the most complex and frequently updated Modern Awards, with significant changes introduced by the Fair Work Commission in recent years. Covering a wide range of employees and roles, the SCHADS Award sets minimum employment conditions in addition to the National Employment Standards.

Our comprehensive training program is designed to give you clarity and confidence in navigating the SCHADS Award. You'll gain the knowledge and practical skills needed to interpret key provisions, apply them in the workplace, and stay compliant with current requirements.

Through an interactive and engaging format, this course serves as your essential guide to understanding the SCHADS Award and keeping up to date with recent changes impacting the sector.

## SCHADS Made Simple: Understanding Coverage, Conditions and Compliance

### Course Outline:

- Key terms, coverage, and flexibility of the SCHADS Award
- Employment types, classifications, and casual conversion
- Hours of work, rostering, termination, and redundancy
- Allowances, entitlements, and recent changes explained with examples
- Fair Work determinations, employment agreements, and the NES
- Practical case studies, real-life scenarios, and Q&A discussions



### Webinar

**\$259**<sup>+GST p.p.</sup>

### Seminar

**\$289**<sup>+GST p.p.</sup>

### Duration

2.5 hours

### Suggested Participants

Managers, Payroll Officers, Team Leaders, Human Resources staff



Aged Care



Home Care



Disability Care

# WORC101

## Workplace Culture

People are an organisation's most valuable resource, and a positive workplace culture is essential to achieving organisational goals. This programme provides participants with a strong foundation in understanding, planning, and improving workplace culture, equipping them with the tools to foster environments where individuals and teams can thrive.

WORC101 combines real-life scenarios with participant experiences to build practical skills in change management and cultural transformation. Through hands-on activities, participants will learn to prepare, design, and implement effective workplace culture strategies that drive sustainable outcomes.

### Shaping positive workplace culture: From strategy to practice

#### Course Outline:

- Analyse the current culture of your organisation.
- Explore the impacts of culture – what happens when culture is good and what are the risks of poor culture?
- Understand the key drivers of culture.
- Identify who is responsible for culture and how to engage them in the process.
- Planning for change – where are we going and how do we get there?
- Strategies for implementing an organisational culture shift.
- Actioning change management and how to keep momentum over the long term.
- Understand how learning and development impacts organisation culture and its part in the change management process.
- Keys to producing highly engaged employees.
- Developing systems to recognise and reward valuable contributions.
- Explore how your mission, vision, and values play an important role in your organisation's culture.



#### Webinar

**\$299** +GST p.p.

#### Seminar

**\$329** +GST p.p.

#### Duration

3 hours

#### Suggested Participants

Team Leaders, Supervisors,  
Managers, Human Resources Staff



Aged Care



Home Care



Disability Care



Child Care

# WORP101

## Workforce Planning

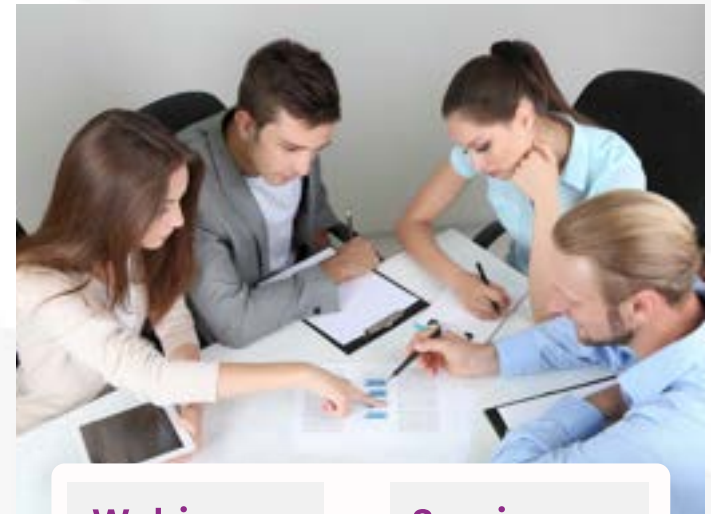
Workforce planning and development play a critical role in organisational success, yet defining and implementing an effective plan can be challenging. At its core, workforce planning ensures the right people, with the right skills, are in the right roles at the right time and cost to support strategic business objectives.

This programme introduces participants to the principles of workforce planning and provides practical guidance on how to develop, implement, and monitor a workforce plan as part of a continuous improvement cycle. Through applied learning, participants will gain the confidence to align workforce strategies with organisational needs.

## Workforce Planning Essentials: Aligning people and strategy for success

### Course Outline:

- Review and analyse workforce characteristics and demographics.
- Establish workforce requirements.
- Assess and understand workforce supply.
- Succession planning.
- Workforce attraction and retention strategies.
- Undertake workforce skills analysis.
- Linking organisational strategy to workforce plan.
- Developing objectives and milestones.
- Communicating plan objectives to relevant stakeholders.
- Implementing a workforce plan and change management strategies.
- Monitor and evaluate workforce plan post implementation.



### Webinar

**\$299** +GST p.p.

### Seminar

**\$329** +GST p.p.

### Duration

3 hours

### Suggested Participants

CEO's, Executives, Team Leaders,  
Supervisors, Managers, Human  
Resources Staff



# Software

Our software courses are interactive, practical, and designed to build your confidence in using Microsoft Office tools, including Excel, Word, Outlook, and PowerPoint. With tailored content for all skill levels, from beginners to advanced users, these courses will help you develop stronger digital skills, boost productivity, and work more effectively day-to-day.

# EXCE101

## Microsoft Excel Beginners

Microsoft Excel is an essential tool in modern business, but its complexity can make it overwhelming for new users. The EXCE101 programme is designed to demystify Excel and provide practical, hands-on training in its core functions.

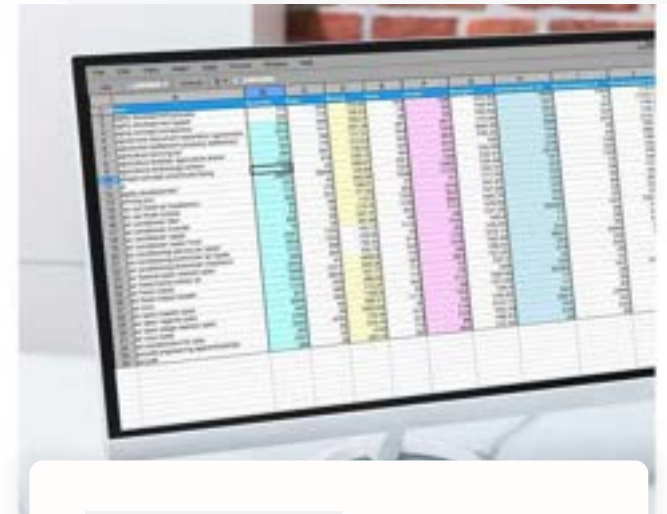
Participants will learn to confidently create and manage workbooks, use simple formulas, and apply data tables to develop graphs. The programme focuses on building a strong foundation in Excel's basic functionality, giving learners the skills they need to use the software effectively in day-to-day tasks.

With guidance from experienced trainers, participants will gain the confidence to navigate Excel and apply their new skills to real-world situations, ensuring they can work more efficiently and productively.

## Excel Made Simple: Build Confidence with the Basics

### Course Outline:

- Navigate your way around Microsoft Excel.
- Create and work with a new workbook.
- Open and navigate within workbooks and worksheets.
- Understand and work with ranges in a worksheet
- Make changes to data in a workbook.
- Understand, create and work with formulas and functions used to perform calculations.
- Be aware of points to consider to avoid problems in your worksheets.
- Format rows and columns in a worksheet.
- Understand and use font formatting techniques to enhance the look of a worksheet.
- Understand and use the number formatting features.
- Filter and sort data on a table.
- Copy and Paste data in Excel.
- Move contents of cells and ranges within and between workbooks.
- Understand and use formula cell referencing.
- Arrange data in a list in a worksheet.
- Create effective charts.



### Webinar

**\$199**<sup>+GST</sup> p.p.

### Duration

3 hours

### Reference Material Provided

What to Bring: Laptop or PC  
with Microsoft Excel Installed

# EXCE201

## Microsoft Excel Intermediate

The EXCE201 programme is designed for learners ready to build on their foundational Excel knowledge and progress to more advanced functionality. This workshop delves into intermediate tools and techniques, helping participants enhance their efficiency and problem-solving skills in Excel.

Key learning outcomes include working with PivotTables, applying quick analysis, using complex formulas, and leveraging advanced functions to manage and analyse data. These skills enable participants to organise information more effectively, present insights clearly, and support better decision-making in their workplace.

This programme is ideal for participants who have completed EXCE101 – Microsoft Excel Beginners or possess equivalent basic Excel skills. With hands-on guidance, learners will gain the confidence to apply intermediate Excel features in real-world scenarios.

### From Basics to Brilliance: Mastering Excel's Intermediate features

#### Course Outline:

- Use common worksheet functions.
- Use filling techniques.
- Apply a variety of page setup techniques.
- Use a range of techniques to work with worksheets.
- Apply borders to cells and ranges in a worksheet.
- Create and use defined names in a workbook.
- Apply conditional formatting in ranges in a worksheet.
- Create and work with tables.
- Use a variety of financial functions.
- Select and change the format of objects in a chart.
- Use a range of elements and features to enhance charts.
- Create more complex formulas and functions.
- Apply a range of number formatting techniques to sheet cells.
- Understand and use Excel's Quick Analysis tools.
- Understand and create basic Pivot tables.



#### Webinar

**\$199** +GST p.p.

#### Duration

3 hours

#### Reference Material Provided

What to Bring: Laptop or PC with Microsoft Excel Installed



Aged Care



Home Care



Disability Care



Child Care



# OUTL101

## Microsoft Outlook Essentials

Microsoft Outlook is one of the most widely used tools for communication and organisation, yet many users find it confusing or underutilise its features. When configured and used effectively, Outlook becomes a powerful platform to manage emails, calendars, and tasks with ease.

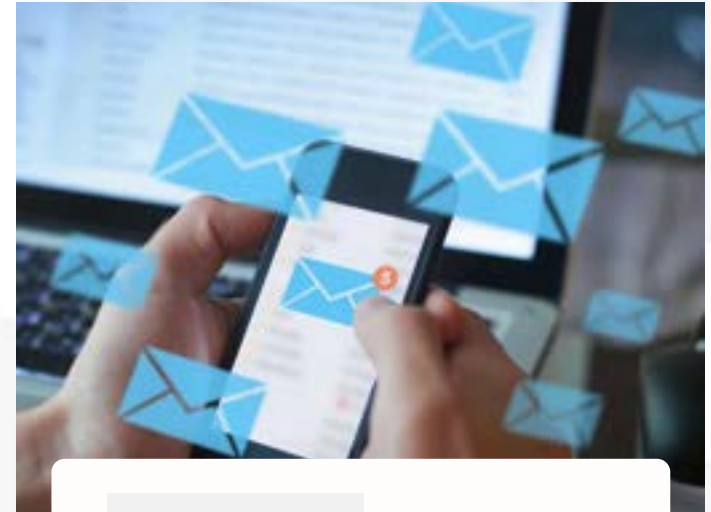
The OUTL101 programme is designed to help participants build confidence and competence in navigating Outlook. Through practical, hands-on learning, participants will gain skills in setting up email accounts, creating signatures, managing mailboxes, using calendars, applying rules, and streamlining workflows.

This course is ideal for anyone looking to get the most out of Outlook, whether new to the platform or seeking to improve productivity and efficiency in day-to-day communication.

## Mastering Microsoft Outlook: Essential skills for everyday use

### Course Outline:

- Navigate your way around Microsoft Outlook
- Customising your toolbar
- Using the navigation pane
- Creating your email accounts
- Working with emails
- Applying rules to emails
- Using the Outlook calendar
- Creating your address book
- Using mail templates
- Using shortcuts
- Using Quick Parts
- Filtering and Sorting
- Automating your Outlook mailbox and tasks
- Organising emails into folders
- Scheduling emails
- Blocking emails from senders
- Disposing of junk
- Customising notifications



### Webinar

**\$149**<sup>+GST</sup> p.p.

### Duration

1.5 hours

### Reference Material Provided

What to Bring: Laptop or PC with Microsoft Outlook Installed (minimum 2016)

# POWP101

## Microsoft Powerpoint Essentials

Microsoft PowerPoint is a versatile and powerful tool for creating engaging presentations, but its wide range of functions and menus can feel overwhelming for new users.

The POWP101 programme is designed to simplify PowerPoint and build participant confidence in using its features effectively. Through practical, hands-on learning, participants will gain experience in developing presentations, adding visual elements such as charts, tables, and graphics, and customising templates and design themes.

By the end of the course, learners will have the skills to create clear, visually engaging, and impactful presentations with ease.

## PowerPoint Made Simple: Practical Skills for Effective Presentations

### Course Outline:

- Navigate your way around Microsoft PowerPoint.
- Developing a PowerPoint presentation.
- Performing advanced text editing operations.
- Adding graphical elements to your presentation.
- Modifying objects in your presentation.
- Adding tables to your presentation.
- Adding charts to your presentation.
- Preparation for the delivery of your presentation.
- Modifying the PowerPoint environment.
- Customising design templates.
- Adding SmartArt and math equations to a presentation.
- Working with media and animations.
- Collaborating on a presentation.
- Customising a slideshow.
- Securing and distributing a presentation.
- Applying, changing, creating, amend customising themes.
- Utilising slide master.
- Using templates.
- Exporting into different file types.
- Inserting action buttons.
- Animations and transitions.
- Animating smart art.
- Setting up a self-running presentation.
- Inserting and modifying different media.



### Webinar

**\$149** +GST p.p.

### Duration

2 hours

### Reference Material Provided

What to Bring: Laptop or PC with Microsoft PowerPoint Installed (minimum 2016)

# WORD101

## Microsoft Word Essentials

Microsoft Word is one of the most widely used business tools in the world, yet many users only scratch the surface of its full potential. With so many menus and options, navigating Word can often feel challenging, even for basic tasks.

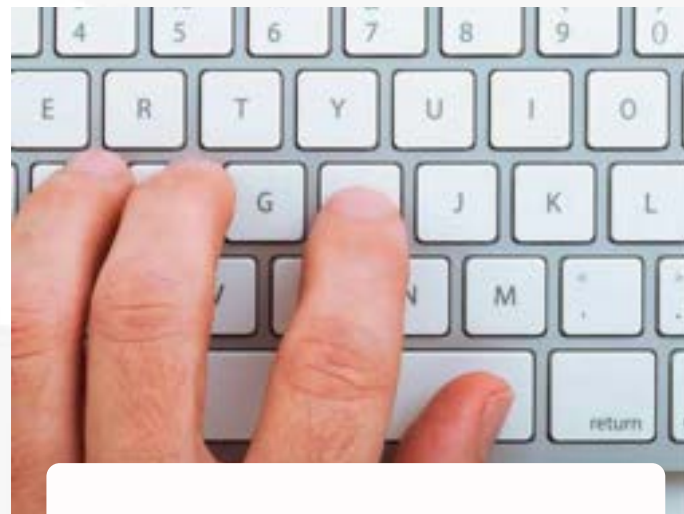
The WORD101 programme is designed to simplify Word and give participants the confidence to use it effectively. Through practical, hands-on learning, participants will explore the fundamentals of Word, including formatting, inserting elements, and managing layouts.

By the end of the course, learners will have the skills to create professional, dynamic, and visually appealing documents tailored to business needs.

## From Basics to Brilliance: Mastering the fundamentals of Microsoft Word

### Course Outline:

- Navigate your way around Microsoft Word.
- Formatting text and paragraphs.
- Working more efficiently.
- Managing lists.
- Adding tables.
- Understanding and using shortcuts.
- Inserting objects, graphics, and references.
- Controlling page appearance.
- Preparing to publish a document.
- Manipulating images.
- Using custom graphic elements.
- Collaborating on documents.
- Reviewing documents.
- Adding document references and links..
- Using forms to manage content.
- Managing documents.
- Managing mailings.
- Managing, modifying, and securing documents.
- Automating repetitive tasks with macros.



### Webinar

**\$149** +GST p.p.

### Duration

2 hours

### Reference Material Provided

What to Bring: Laptop or PC with Microsoft Word Installed (minimum 2016)



Aged Care



Home Care



Disability Care



Child Care



# Marketing

Explore our tailored Marketing and Sales courses, designed specifically for professionals in the Aged Care, Disability, and Child Care sectors. These courses focus on industry specific strategies, equipping you with the knowledge and practical skills to navigate challenges, seize opportunities, and succeed in this dynamic field.



# BDEV101

Business Development for Home Care and NDIS Providers.

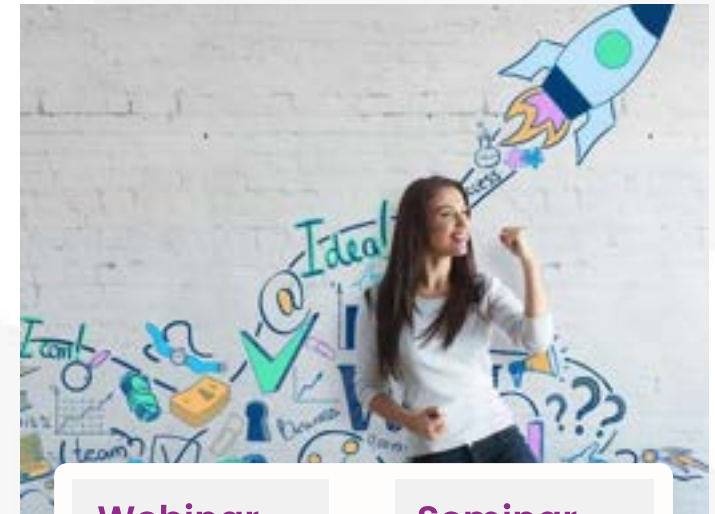
The Home Care and NDIS sectors are now highly competitive, making strong business development strategies essential for growth. BDEV101 provides practical tools and market insights to help providers attract and retain clients while standing out in a crowded marketplace.

Facilitated by industry experts, this programme equips participants with proven strategies, customer-focused approaches, and best-practice techniques to develop a tailored business development plan for long term success.

## Business Development Essentials: Driving Growth in Home Care and NDIS

### Course Outline:

- Define business development.
- Overview of the NDIS market.
- Setting short, medium, and long-term Business Development Goals.
- Linking goals to mission and strategic objectives.
- Undertake customer analysis and customer journey mapping.
- Key metrics to support long term business development.
- Understand market position and undertake competitor analysis.
- Marketing for Business Development.
- Developing your messaging and key marketing techniques.
- Engaging stakeholders to ensure long term success.
- Analysing internal processes to improve customer experience.



### Webinar

**\$299**<sup>+GST p.p.</sup>

### Duration

3 hours

### Seminar

**\$329**<sup>+GST p.p.</sup>

### Suggested Participants

Executives, managers, business owners, allied health professionals and/or anyone responsible for business development in the care sector.



Home Care



Disability Care



Child Care

# MARK101

## Marketing Masterclass

This comprehensive program is designed for organisations in the care sector seeking to strengthen their market presence and remain competitive. Covering marketing and branding, analytics and insights, and social media engagement, this program gives you the strategies and tools to strengthen your brand, make confident data-driven decisions, and create lasting connections with your audience. Practical and results-focused, it's tailored to help care providers grow their presence, reputation, and customer loyalty.

### Beyond the Basics: Branding, Analytics, and Social Media for Care Providers

#### Course Outline:

- Review and strengthen marketing and branding strategies in the care sector
- Identify ways to position your organisation to stand out in a competitive market
- Use data and analytics to measure marketing effectiveness
- Apply insights to refine strategies and support informed decision-making
- Explore practical techniques for social media engagement
- Set measurable goals to boost online presence and build brand loyalty
- Develop long-term customer relationships through social media platforms



#### Webinar

**\$299**<sup>+GST p.p.</sup>

#### Seminar

**\$329**<sup>+GST p.p.</sup>

#### Duration

3 hours

#### Suggested Participants

Marketing professionals, business owners and leaders within the care sector.



Aged Care



Home Care



Disability Care



Child Care



# SOC101

## Social Media Engagement Strategies for Not-For-Profits

Social media is a powerful tool for connecting with audiences, but many not-for-profit organisations struggle to use it effectively. Without a clear strategy, opportunities for engagement, awareness, and impact can be missed.

SOC101 is designed to give participants the knowledge and confidence to manage and grow their organisation's social media presence. The course covers how to assess and compare different platforms, develop consistent engagement strategies, and apply practical techniques to strengthen communication and outreach.

This programme is tailored for Marketing and Administration teams, Managers, and Regional Managers, equipping them with the skills to maximise social media as part of their broader marketing approach.

### Maximising Social Media: Strategies to engage, connect and grow

#### Course Outline:

- Understand your audience and access insights.
- Analyse your social media brand presence.
- Set short and long term targets.
- Develop engagement strategies.
- Developing appropriate and meaningful content.
- Linking your strategies to vision, mission, and values..
- Linking your social media strategy to your broader marketing strategy.



#### Webinar

**\$299**<sup>+GST p.p.</sup>

#### Seminar

**\$329**<sup>+GST p.p.</sup>

#### Duration

3 hours

#### Suggested Participants

Managers, Administration Staff,  
Team Leaders, Supervisors



Aged Care



Home Care



Disability Care



Child Care

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