

PROFESSIONAL DEVELOPMENT FOR AGED CARE TEAMS

Where hospitality *meets aged care.*

A practical professional development suite for frontline aged care workers and the leaders who guide them.

THE GAP WE EXIST TO FILL

"The Certificate III and Certificate IV teach aged care workers how to perform tasks correctly. Not one unit teaches warmth. Not one outcome measures human connection. That gap shows up every day in family complaints and ACQSC investigations. We are here to fill it."

01

Four frontline modules

Mapped to the strengthened standards

02

Leadership program

A full day for facility leaders

03

The Care Culture Audit

Diagnostic for whole facilities

THE FRONTLINE SUITE

Four modules that close the *warmth gap*.

O1 Seeing the person, not the resident

STANDARD 1 · OUTCOMES 1.1, 1.2, 1.3

A resident is a person with a full life before this chapter. They were a teacher, a builder, a mother of four. The way a team sees them shapes everything that follows.

WHAT IT COVERS

The introduction of the Caring with HEART™ framework. The discipline of looking past the diagnosis to the human. Scenario work that exposes the assumptions workers don't realise they bring. The psychology of identity in later life and why being known matters more, not less, as someone ages.

WHAT PARTICIPANTS TAKE AWAY

A new lens for every interaction, a branded HEART lanyard and reference card carried daily as a physical reminder, and the language to describe what they are doing differently. Most participants describe this module as the one that changed how they approach the start of every shift.

O2 The dining experience as care

STANDARD 6 · OUTCOMES 6.1, 6.2, 6.3

A \$500 fine dining meal and a \$2 bowl of street vendor soup can both deliver extraordinary care. Cost is not the variable. Presence is. For residents whose best moment of the day is their meal, this matters more than we realise.

WHAT IT COVERS

The dining journey from preparation to return. How to apply HEART™ at the table. The reality of texture-modified meals (the texture is prescribed, the experience is not). Ambience by meal. How to make the dining hour feel like an occasion every day, not a clinical task.

WHAT PARTICIPANTS TAKE AWAY

Practical skills to transform mealtimes from a process into an experience that residents look forward to. Confidence in handling the small moments that decide whether someone enjoys their meal or just consumes it. New eyes on a part of the day that often quietly disappoints.

THE FRONTLINE SUITE, CONTINUED

Where warmth meets the *hardest moments*.

03 Complaint handling and service recovery

STANDARDS 1 & 3 · OUTCOMES 1.4, 3.1

A complaint is a gift. It means a family member decided your team was worth talking to, rather than walking away or going to the regulator. How that complaint is received in the first 30 seconds decides whether it becomes a stronger relationship or a formal investigation.

WHAT IT COVERS

The four-step service recovery model (acknowledge, apologise, act, follow up). The cultural dimension of receiving complaints across diverse care teams. Hospitality-grade language patterns compared with defensive ones. The grief, guilt and fear that sit underneath what families actually say. Reading what is not said.

WHAT PARTICIPANTS TAKE AWAY

A working phrase library for the moments workers most dread. The confidence to receive complaints without defensiveness and to know exactly what to do in the first thirty seconds. A reframe that turns the worst part of the job into the moment that builds the most trust.

04 Communication, presence and warmth

STANDARD 1 · OUTCOMES 1.1, 1.2, 1.3

There is a difference between being in a room and being with a person. Workers can spend eight hours in a resident's space and never actually be present with them. Warmth is not personality. It is a learnable discipline.

WHAT IT COVERS

Presence as a learnable skill, not a personality trait. The non-verbal dimension of communication. Communicating with residents living with cognitive impairment. What to do when there are no words. The micro-moments that build trust and the micro-moments that quietly erode it. Eye contact, pace, touch and tone.

WHAT PARTICIPANTS TAKE AWAY

A new framework for being present, not just available. Practical tools for the moments where words fail or aren't possible. The realisation that warmth is something they can practise and improve, not something they either have or don't. A shift in how they walk into every room.

FOR LEADERS

The Service Culture *Leadership Program*

A full day for facility leaders across administration, clinical, hospitality and maintenance. Culture flows downward, and if leaders are not aligned, no amount of frontline training will hold. Mapped to Standard 2.

L1 Defining your culture

L2 Happy staff, happy residents

L3 Breaking the silos

L4 Sustaining culture when it's hard

FOR WHOLE FACILITIES

The Care Culture *Audit*

A full day on site, observing how care actually feels rather than how it is documented. A written report delivered within five business days, a leadership debrief, and a recommended training pathway tailored to what was observed. The right starting point for facilities serious about cultural change.

THE FOUNDER

About *Rob McKenna*

Few people have built service cultures in both five-star hospitality and aged care. **Rob McKenna has.** After 29 years across the InterContinental Sydney, the American Express Centurion Concierge and TFE Hotels, he took everything he knew about exceptional service and applied it to aged care. The Care Culture Co. is what came from it.

CAREER

B.Bus, The Hotel School

InterContinental Sydney

Amex Centurion Concierge

GM of the Year, TFE Hotels 2018

GM, The Village by Scalabrini

+85

Staff NPS lift when one aged care facility adopted a hospitality-led service culture

+36

Resident NPS lift when one aged care facility adopted a hospitality-led service culture

Book a discovery call.

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