

In-Demand Career: **Personal Support Worker**

(NOC 44101)



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Role Overview

Personal Support Workers (PSWs) provide essential care and assistance to clients living at home, in long-term care facilities, or in assisted living environments. They help with daily activities such as bathing, dressing, mobility, meal preparation, and emotional support, contributing to the well-being and independence of those in their care.

Why This Role Matters

PSWs are a critical part of the health care and aging-in-place ecosystem. As Innisfil's population ages and demand for in-home care grows, the need for compassionate and trained support workers is rising significantly.

SECTOR: Life Sciences

PSWs support health care delivery both in institutions and the community. Their work aligns with wellness, preventative care, and health system resilience by reducing strain on hospitals and supporting long-term care.

Key Skills & Capabilities

- Compassionate client care
- Communication and active listening
- Infection control and hygiene procedures
- Mobility and transfer techniques
- Nutrition and meal support
- Observation and reporting of changes in condition
- CPR and first aid certification

Wage Range

\$20 to \$27 per hour depending on setting, certifications, and experience.

Education & Training Pathways

Completion of an accredited Personal Support Worker program is required. Many positions also require a valid driver's license and up-to-date vaccinations.

Local Program Spotlight:

Georgian College – Personal Support Worker Certificate Offers a 1-year program with theory, lab work, and clinical placements.

Developing the Talent Pipeline

- **Co-op and clinical placement opportunities**
- **Micro-credentials in dementia care or palliative support**
- **Bridge programs to Registered Practical Nurse (RPN)**

Career Progression Opportunities

- Shift Supervisor or Care Coordinator
- Specialized PSW (e.g., palliative or dementia care)
- Transition to RPN or RN via further education
- Community health advocate or program assistant

Examples of Local Employers



CarePartners

ParaMed

Emerging Trends

Increased demand for home-based care due to an aging population and preference to age in place.

Digital reporting tools and mobile scheduling apps are becoming standard in field-based care.

Government support programs and wage incentives are improving job attractiveness.

Specialized training in mental health, Alzheimer's, and dementia care is gaining traction.



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