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INTRODUCTION

Throughout the past 18 months, the healthcare industry's critical role in protecting and supporting Australians has been brought sharply into focus by the extraordinary challenges of the COVID-19 pandemic.

Now, the healthcare industry is also playing another important role – in Australia's economic recovery. The healthcare industry employs 14% of Australia's population, making it the second-largest industry in the nation's workforce.

This report has been created exclusively for workforce, recruitment and people leaders in the healthcare industry. It offers a deeper look at trends shaping the healthcare labour market and forces that could impact recruitment strategies.

The report will cover:

- Labour supply and demand
- The industry's recovery from the impacts of COVID-19
- Renewed candidate priorities
- A special focus on the aged care sector.

The report will consider the healthcare industry as comprising all healthcare and medical services including the Allied Services, Specialist Services,

Nursing and Management sectors, as well as the Aged Care sector. Further detail on these sectors and their relevant roles plus the classifications used for SEEK job ad data can be found in the appendix on page 23.

SEEK has been gathering and analysing industry data for more than 20 years, enabling it to provide in-depth insights to Australian healthcare hirers, says SEEK's National Healthcare Sales Manager, James Duncan.

"The healthcare insights we offer are unique to SEEK, and draw upon our extensive workforce data, bespoke research initiatives surveying candidates and employers, as well as interactions with our customers to provide a comprehensive picture of the talent and hiring landscape," Duncan says.

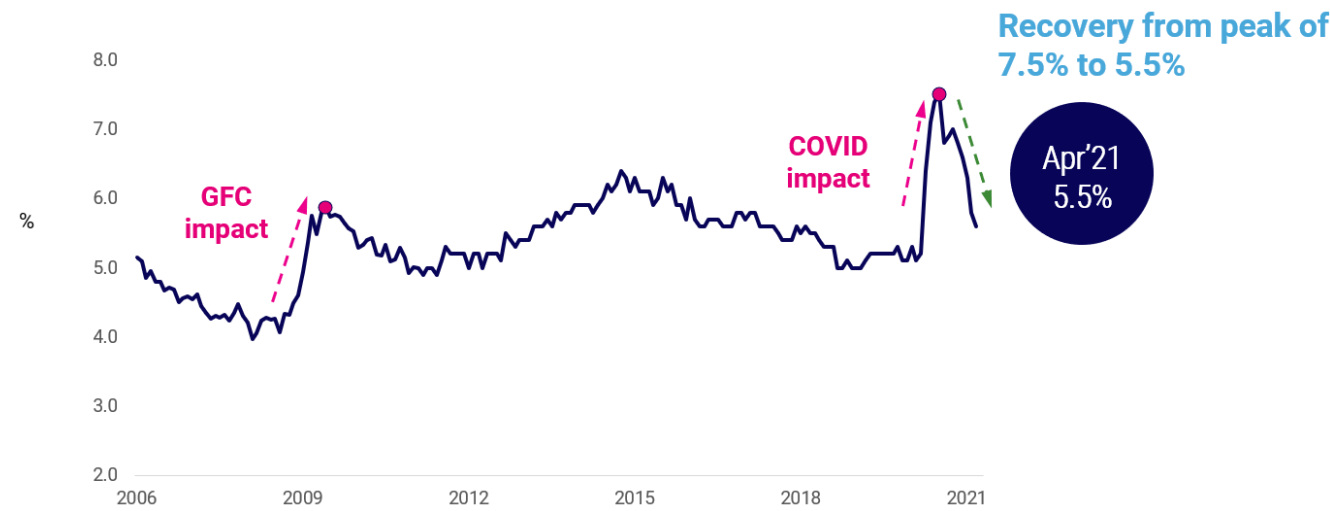
"Since witnessing the challenges faced by healthcare providers in regional areas – where the struggle to find talent is significant – understanding mobility opportunities within the industry has become a particular priority for SEEK. We can apply this data when working with our customers to form solutions around strategic sourcing."

Australia's economic recovery

ABS figures show that the economy grew at a quarterly rate of 1.8% in the March 2021 quarter. The steep recovery follows the dramatic fall that occurred during the June 2020 quarter, when the economy contracted by 7% on a quarterly basis.

"The labour market has improved at a faster rate than widely expected, with the unemployment rate falling from its June 2020 peak of 7.5% to 5.5% in April 2021," says SEEK's Senior Employment Analyst, Leigh Broderick.

FIGURE 1. UNEMPLOYMENT RATE



Source: ABS ; Notes: Unemployment rate data as at Apr-21

"Both the increase in unemployment, and the subsequent recovery have been faster than previous downturns, but further improvement may slow now that employment has recovered to be closer to its pre-pandemic level."

"Unsurprisingly, the strong recovery has been primarily driven by the private sector, which was the worst-affected sector during 2020. Underpinning the strong private sector recovery has been a pickup in household services consumption together with strong business confidence."

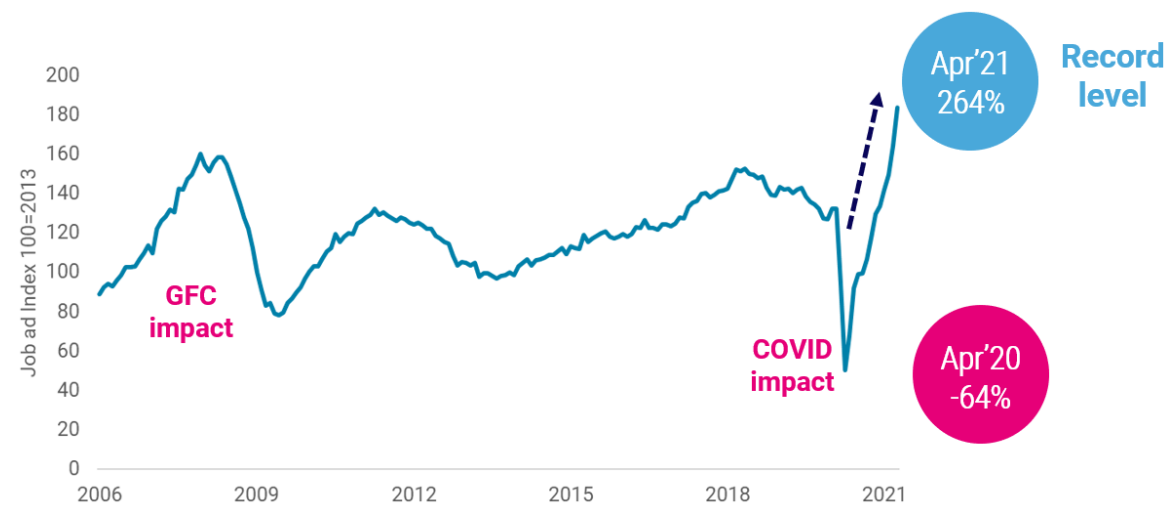
National job ad growth on the rise

This strong economic recovery is fuelling national job ad growth.

"SEEK job ad index data gives a timelier view of the recovery, in which we continue to see strong sustained growth," Broderick says.

"SEEK new job ads rose 11.9% m/m in April to be 38.8% above pre-pandemic February 2020 levels. The increase in the month takes the level of job ads to their highest on record across all states and territories."

FIGURE 2. JOB ADS UP ON PREVIOUS 12 MONTHS



Source: SEEK ; Notes: SEEK job ad index as at Apr-21

HEALTHCARE WORKFORCE DEMAND

There are several factors contributing to increased demand for healthcare talent now as the economy continues its recovery.

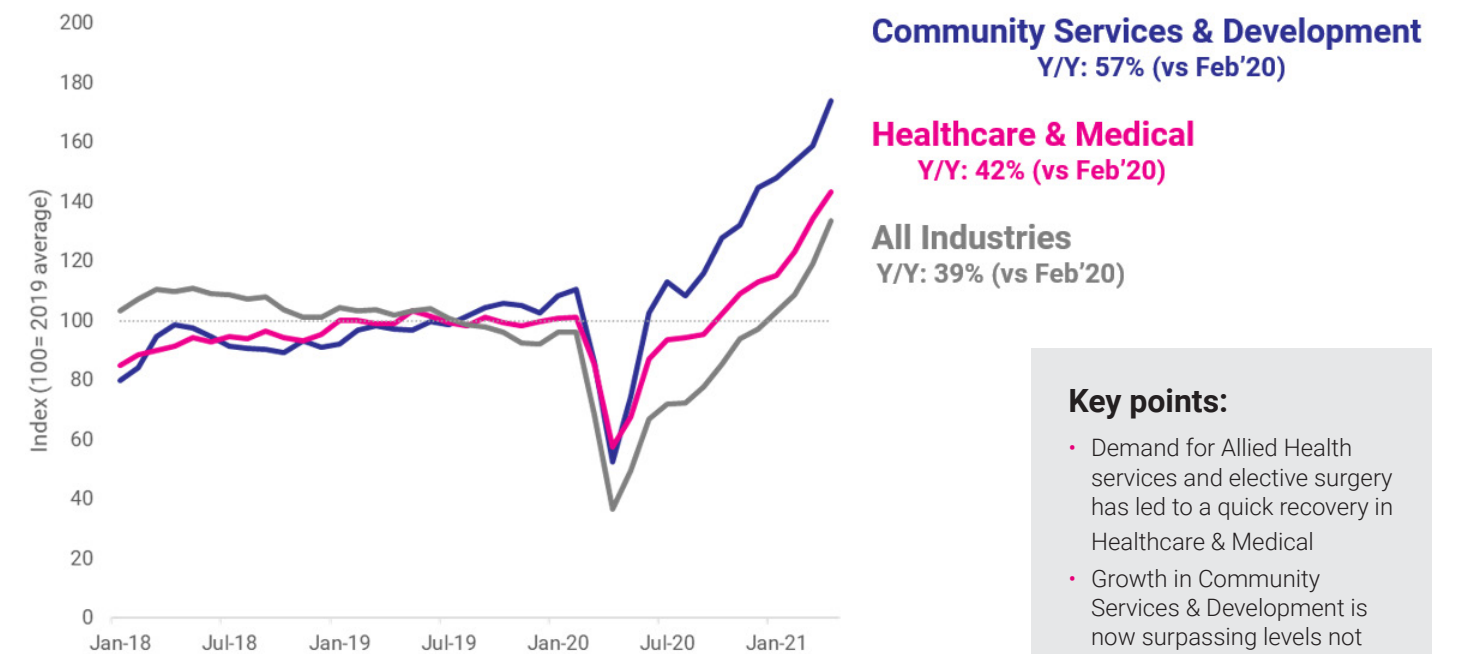
Demand for many healthcare sectors – including Nursing, Specialist Services, Aged and Disability Support, and Mental Health – has recovered quickly, with recent job ad levels higher than pre-pandemic levels. COVID-19 placed an added burden on our healthcare

workforce, and this has presented significant challenges as the industry was already at capacity before the pandemic.

Growth in Community Services & Development – which includes the Aged Care sector – is now surpassing levels not seen in the past 10 years.

Much of the growth in the healthcare industry is being driven by demand for aged care and management roles.

FIGURE 3. PANDEMIC RECOVERY GROWTH SURGING AHEAD



Source: SEEK ; Notes: SEEK job ad index as at Apr'21, y/y Apr'21 vs Feb-20

Key points:

- Demand for Allied Health services and elective surgery has led to a quick recovery in Healthcare & Medical
- Growth in Community Services & Development is now surpassing levels not seen in the past 10 years.

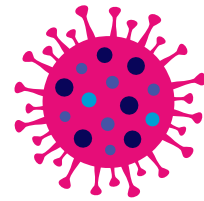
What's driving growth?



Staffing changes that were implemented as a result of the Royal Commission into Aged Care Quality and Safety have contributed to strong growth within the Aged Care sector and related Allied Health services.



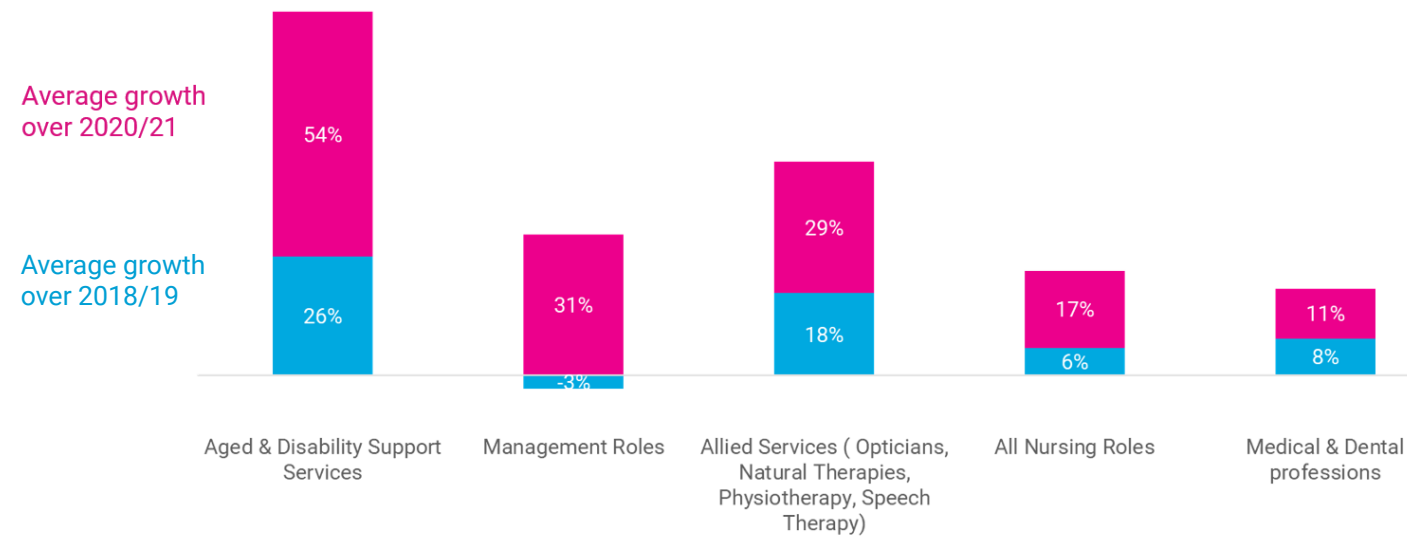
Additional regulations and requirements because of COVID-19 have prompted the need for business support roles.



The pandemic also created significant and urgent **demand for healthcare workers** particularly in frontline care roles.

These drivers represent a shift when considering that for the past two to three years, the National Disability Insurance Scheme (NDIS) was the predominant driver for growth in the healthcare industry.

FIGURE 4. GROWTH FOLLOWING THE PANDEMIC



Source: SEEK; CAGR over 2018/19 vs Average growth rate (AGR) over 2020/21: Feb'20 vs Feb'21

Refer to the appendix to view SEEK's classification of roles.

James Duncan explains that the pandemic created significant demand for at-home practice and service.

“Demand for community care and nurses was surging due to this hesitation to leave the home, along with increased reliance on telehealth services.

“This has also rolled into aged care, where fear of the pandemic meant that home care workers were increasingly required.”

Broadly, healthcare has experienced strong growth since the 1990s, and further growth is projected. According to government figures, healthcare and community services has been the primary provider of new jobs in the nation's job market for the past three

decades, and employment is projected to increase by 249,500 (14.2%) between 2020 and 2025.¹

The pandemic has also generated demand for administrative and management roles, an area that represents the most significant opportunity for candidate mobility between industries, Duncan says.

“We have needed this administrative force in the industry to support the clinical and patient-care roles,” he says.

“Government funding is playing a really large role in this growth as well, which is driving the demand. Drawing from a pool of candidates coming from COVID-affected industries, who have transferable skills, would provide an opportunity to fill some of this administrative and management demand.”

¹ Source: National Skills Commission <https://lmip.gov.au/default.aspx?LMIP/GainInsights/EmploymentProjections>



MANAGEMENT TALENT OPPORTUNITIES

The displacement of managers and leaders from industries heavily impacted by the pandemic has led to the opportunity for increased supply of this talent into the healthcare industry.

“We’ve seen a lot of roles which may have been displaced from industries like retail, hospitality and tourism – these roles include operations managers, HR managers, environmental service managers, marketing managers – these transferable business service roles which can align well to the skillsets required in healthcare,” Duncan says.

“The demand for these services increased in healthcare as the royal commission was driving aged care packages into the market, while simultaneously COVID created the need for new protocols and requirements. The healthcare industry seems to have seized this opportunity and filled many previously hard-to-fill vacancies to strengthen operational and people capability. The industry will benefit from the diverse experience and knowledge of these managers who can contribute their strengths from other industries.”



Proactive sourcing tools can help to target candidates who have been displaced, or those in less secure industries – unlocking potential talent for hard-to-fill management roles. [Click here to learn more about SEEK's strategic sourcing tools.](#)

SPOTLIGHT ON REGIONAL AREAS

While there has traditionally been difficulty in attracting healthcare talent to regional areas, there are shifting population and lifestyle factors at play that may help to lessen this difficulty.

Regional growth is one promising factor. There is increasing investment into major regional healthcare hubs, leading to the creation of new facilities that are more appealing to candidates, and which allow for more diverse service offerings. And as more people are attracted to these areas, these facilities may continue to improve.

FIGURE 5. JOB ADS – METRO VS REGIONAL HEALTHCARE ROLES

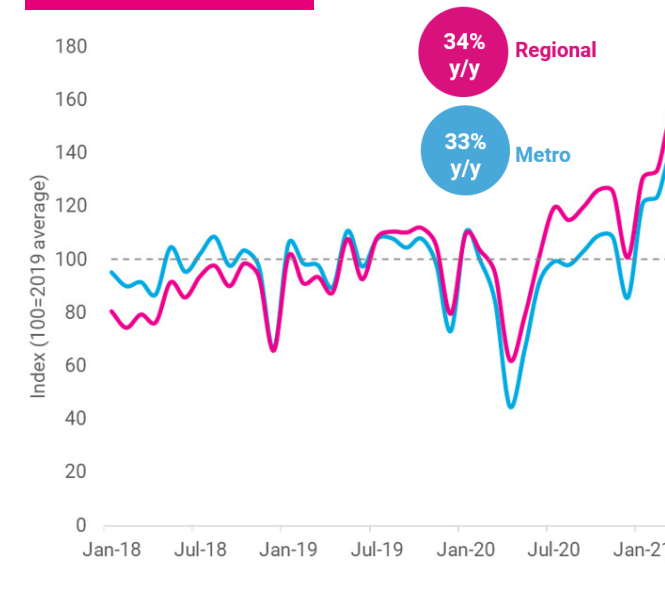
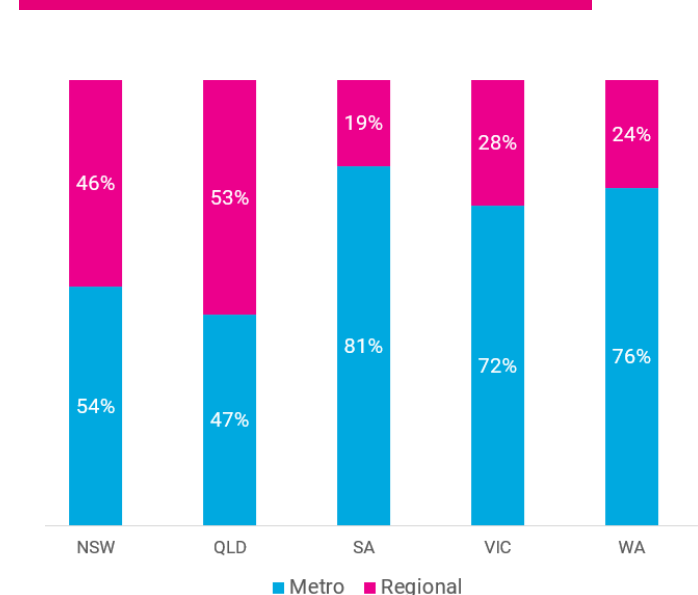


FIGURE 6. % OF HEALTHCARE ADS – METRO/REGIONAL BY STATE (ADVERTISED IN 2020)



Source: SEEK ; Notes: SEEK job ad index as at yoy: Apr'21 vs Feb'20.; Healthcare roles: All roles in Healthcare & Medical Classification + Aged & Disability roles in Community Services & Development

Migration to regional areas in response to the pandemic is another positive factor when considering candidate supply in regional Australia.

ABS figures show that 2020 saw Australia’s largest net population inflow to regional areas since measurement of internal migration began in 2001, with 43,000 people moving to regional areas from capital cities last year – more than double the 2019 number.²

The ‘tree change’ trend appears to have continuing appeal to candidates, particularly within a younger cohort: 1 in 5 millennials (21%) are considering moving to a regional area in the next two years, with ‘wanting a bigger place’, ‘the impact of COVID’ and ‘better work-life balance’ the top three drivers. (Nov 2020).³

“Talent attraction has always been a challenge in regional areas as supply was consistently running lower than demand,” Duncan says.

“However, in some ways, COVID has actually opened up opportunity for the regions. Firstly, the migration of people out of out of metro areas has supplied more nurses, allied health professionals and leaders. Secondly, the impact to the local retail and hospitality industries broadened the available talent pool for healthcare and aged care sectors.”

2 Source: Australian Bureau of Statistics <https://www.abs.gov.au/media-centre/media-releases/net-migration-regions-highest-record>

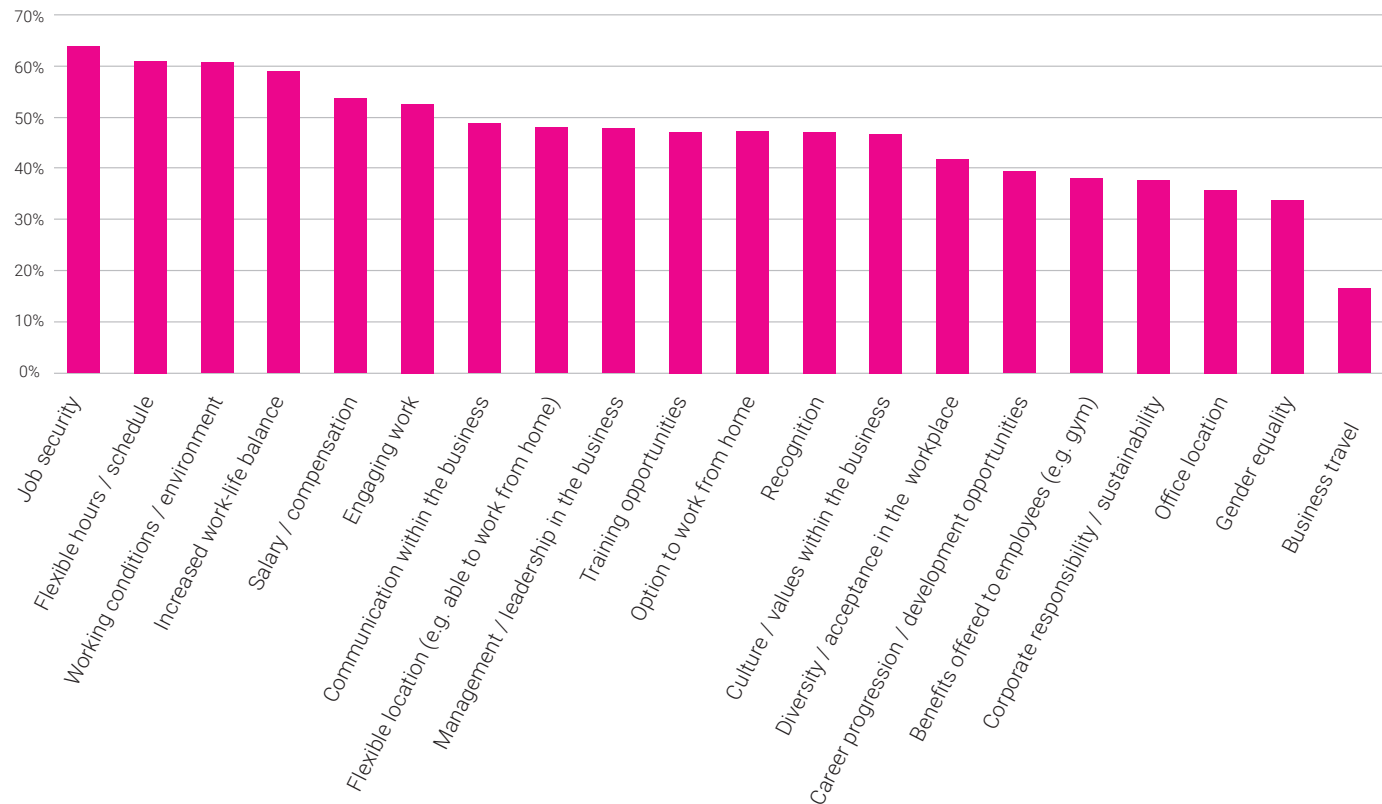
3 Source: Independent research conducted by Nature of behalf of SEEK, interviewing 4800 Australians annually. Published June 2021.

CANDIDATE SENTIMENT

It is not surprising to find that candidate priorities have changed in the wake of COVID-19.

For the first time in 20 years, salary or compensation is no longer in the top four priorities candidates have when applying for roles – and job security now ranks highest.

FIGURE 7. COVID RECOVERY CANDIDATE PRIORITIES



Source: Independent research conducted by Nature on behalf of SEEK. Interviewing 4,800 Australians annually (January 2021).

“Job security has become very important for candidates; it’s now ranked by far the top attribute candidates look for in a role,” Duncan says.

“Two years ago, this was sitting at around three or four in terms of priority. Across the board, this is one of the reasons we’re seeing a decline in applications for ads.

“Notably, salary or compensation has dropped out of the top four considerations for candidates when applying.

This presents an opportunity in aged care, considering a key concern in workforce strategies has been lower salary.”

The prioritisation of job security could contribute to contract roles – which have traditionally been common – becoming less appealing to candidates, Duncan says.

To appeal to current candidate priorities, where appropriate, talent attraction strategies should focus on these top four factors:



1 JOB SECURITY



2 FLEXIBLE HOURS OR SCHEDULING



3 WORKING CONDITIONS AND ENVIRONMENT



4 ENGAGING WORK



SUPPLY DEEP DIVE

A fall in candidate application rates is being witnessed across all industries, with various contributing factors at play.

In healthcare and aged care, the fall is in fact due to the significant increase in demand rather than a lack of candidate attention or hesitation to change roles.

“Across the board, we are seeing a material fall in application rates. This application per ad metric has fallen significantly (24% Y/Y) across healthcare roles,” Broderick explains.

“The largest drop was in Specialist Services roles (32% Y/Y) closely followed by Aged & Disability Support roles (30% Y/Y).

“Applications per ad is relative as a measurement; as job ad numbers go up, it makes sense that applications reduce as the demand is high.”

FIGURE 8. WIDENING GAP BETWEEN VIEWS AND APPLICATIONS - ALL INDUSTRIES

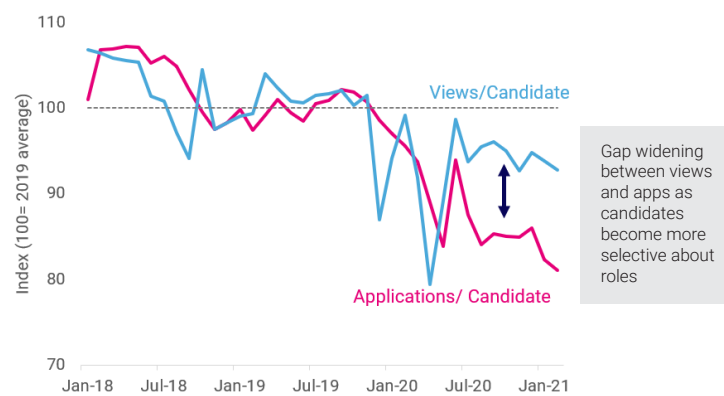
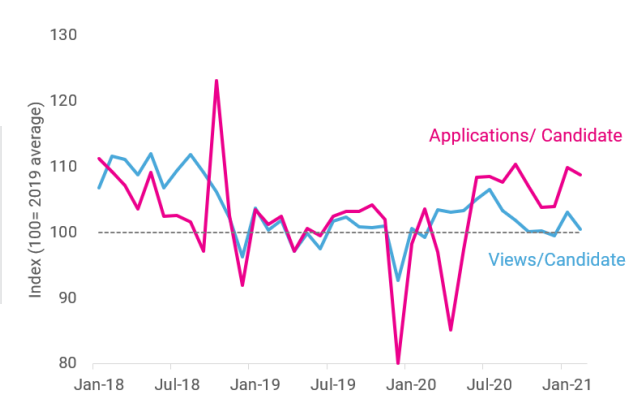


FIGURE 9. HIGHER APPLICATION RATE VS VIEWS IN HEALTHCARE & MEDICAL



Source: SEEK; Views: Detailed view of a job ad; Applications: Application start for a job ad. YoY Mar-21 vs Feb-20; Healthcare roles: All roles in Healthcare & Medical Classification + Aged & Disability support roles in Community Services & Development.

The drop in candidate availability in healthcare is not related to attention on site or conversion to applications.

SEEK traffic has remained stable Y/Y. User behaviour in general – not specific to industries – suggests that candidates are coming to the site, looking at jobs, though becoming increasingly selective.

“In healthcare, generally the relationship between views of your ad and quantity of applications hasn’t changed significantly, which hasn’t been the case in all other industries,” says Broderick.

“This doesn’t necessarily mean that there are more candidates; it’s a reflection of increased workforce demand in healthcare, rather than candidate confidence.

“While the driver in other industries is different, the result for any organisation hiring is the same – we’re seeing fewer applications per ad.

“These graphs are a great demonstration of the COVID impact on the marketplace and why job security is so important. In all other industries, candidates currently in roles are looking at job opportunities but are hesitant to apply as they are not certain on job security.”

James Duncan speaks to how this has affected candidate behaviour in the healthcare industry:

“In the healthcare workforce, where job security is strong, candidates from other industries are more inclined to apply knowing that their employment is secure. These graphs really illustrate industry mobility through search and application behaviour.

“For the first time, we’re seeing candidates with transferable skills gained in industries such as hospitality and retail considering aged care as an option rather than staying within their current industry,” says Duncan.

COVID-19 also posed a supply challenge within nursing, around the popular nursing agency model, Duncan explains.

“There was a hesitation to use nursing agencies where personal care workers were working with multiple organisations which led to risk of COVID exposure. This meant that providers had to use their own staff, which led to an opportunity to engage with their staff, learn about how they want to work and offer them more hours to existing staff to meet this gap. This was a positive result in general, as employers were able to make more efficient use of their staff and provide their team members with more security in their jobs. In many ways, it strengthened the bond between staff and employer.”



It’s important for healthcare providers to call out job security in their attraction strategies, especially in roles with inter-industry mobility opportunities.



AGED CARE IN FOCUS

Of the healthcare and community services sectors, aged care is worth particular attention due to the major shifts and growth occurring within the sector.

The converging factors of the COVID-19 pandemic and the Royal Commission into Aged Care Quality and Safety and its recommendations are driving rapidly increasing demand for aged care and disability support, and a growing need for talent in the sector.

These two major events are also having a wide range of impacts to the sector – upon workforces, the way that organisations operate and the availability of talent.

These impacts have created opportunities for organisations within the sector to review and optimise the way they manage and engage staff, as well as best position themselves to attract talent.

“Now is a pivotal moment for the aged care sector,” Duncan says. “The current combination of the royal commission and COVID-19 has presented a unique situation that may never arise again.

“The aged care royal commission looks like it will provide the industry with much needed funding, reform, and regulation, and COVID looks like it could provide the industry with the workforce it needs. The other opportunity arising in the background is the evolution of today’s purpose-driven youth, this could also help supply a younger demographic to a sector that has a fantastic purpose the youth can align to.”

COVID-19's impact

Exploring the consequences of COVID-19 within the sector in more detail, Duncan explains that increased demand has been particularly evident.

“With our ageing population, growth in aged care has been accelerating steadily. But COVID-19 has been a particularly testing time for aged care and disability services providers, with demand skyrocketing for support roles,” he says. Further growth can be attributed to increased requirements and protocol due to the pandemic.

“On the supply side, there has been massive disruption to other sectors, potentially increasing the amount of available talent,” Duncan says. “COVID has displaced many employees within the tourism, hospitality and retail industries, who may now be looking at the aged care sector as a reliable employment option.”

When it comes to existing workforces, Duncan says for many organisations, the pandemic has created change around employee engagement and management – in positive ways.

“Due to changes required in the industry, in many cases communication levels actually increased between employers and staff, which contributed to strengthening culture,” he says. “As a result, organisations learned more about their staff and how to deploy them more effectively – for example, because of the reduced ability to use agencies, they were able to offer more hours to employees who wanted them.

“Considering the opportunities in the marketplace, these changes to communication and management could have a positive impact on retention moving forward.”

“What COVID has done for the aged care sector has been to speed up changes that were in the pipeline, and force organisations to adapt – and while it’s been challenging in many ways it’s been for the better,” Duncan says.

Effects of the royal commission

Adding to the changes brought on by the pandemic, the Royal Commission into Aged Care Quality and Safety is also having major impacts on the sector, with more change expected in line with implementation of the royal commission’s recommendations over time.

“The royal commission has prompted the government to release more home care packages onto the markets which is resulting in providers needing more personal care workers,” Duncan says.

“There are around 90,000 Australians on the waiting list for home care facing about a 12-month wait. Demand is really being pushed by the commission’s recommendation to remove the waiting list on aged care packages. One of the royal commission

recommendations is to get these people into aged care by December 31st, 2021. The government appears to be preparing to pass this recommendation.

“Speaking with providers recently, they’re saying that the government is releasing large amounts of aged care packages onto the market, which means these providers are winning the funding, which results in them needing the people to implement these packages.”

Growth by role group

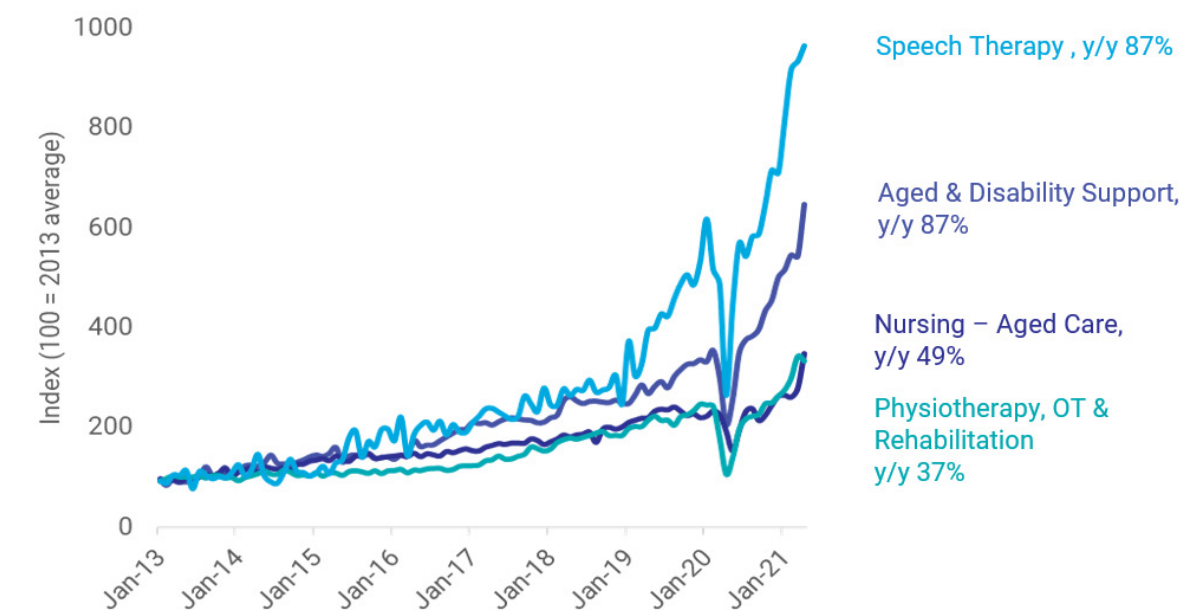
Within the aged care sector, growth in Aged & Disability Support roles is particularly noteworthy considering it has occurred from a base of already considerable demand.

TABLE 1. AGED CARE ROLES

Roles	Classification
Aged & Disability	Community Services & Development
Nursing - Aged Care	Healthcare & Medical
Physiotherapy, OT & Rehabilitation	Healthcare & Medical
Speech Therapy	Healthcare & Medical

Source: SEEK role classifications

FIGURE 10. JOB AD GROWTH BY ROLE GROUP



Source: SEEK ; YoY :Apr-21 vs Feb'20

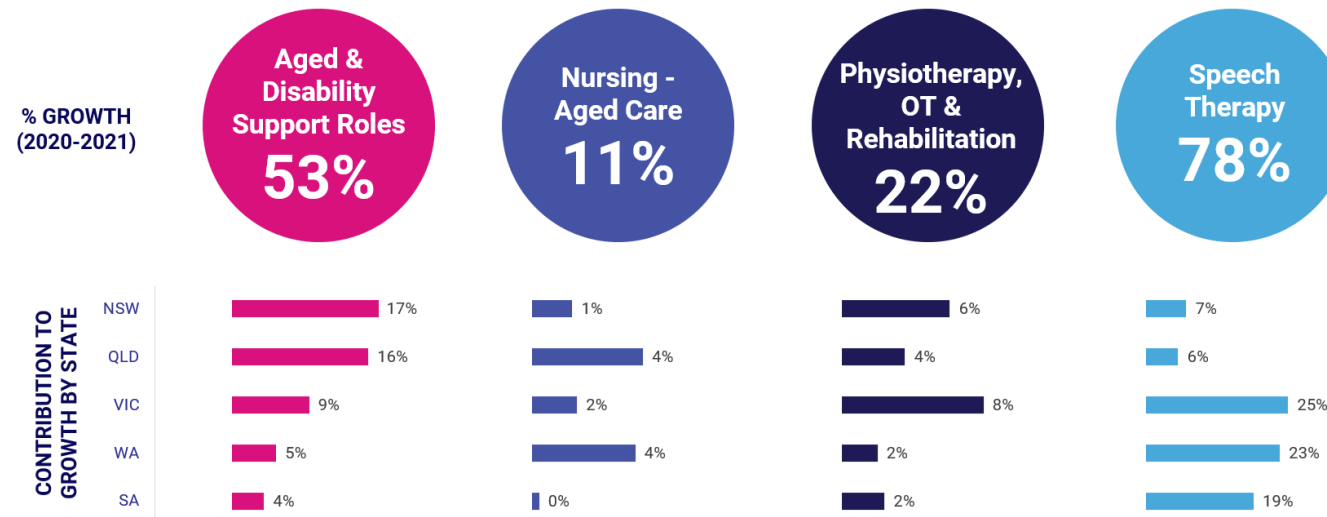
Growth by state

“We’re seeing growth across all aged care sectors across the states,” Duncan says.

“It’s crucial to be thinking about attraction strategies where we’re seeing growth in some states more than others.

“This could be an opportunity for aged care providers to evaluate their sourcing strategies, look at where the opportunities for talent are across the country and how they can be leveraged, and then establish campaigns for the relevant regions or states.”

FIGURE 11. JOB AD VOLUMES BY STATE



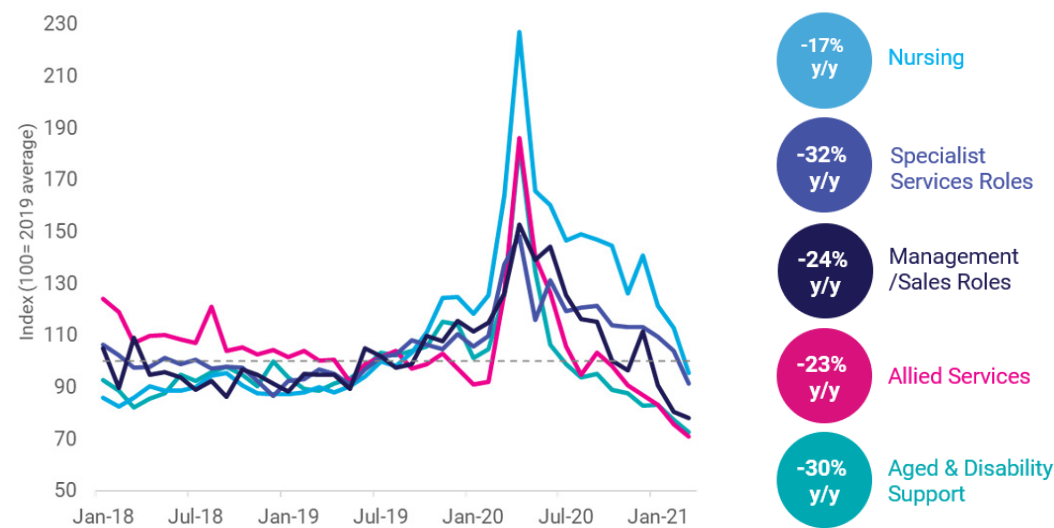
Source: SEEK, distribution of job ads by state based on ad volumes, Feb'20-Feb'21

Aged care talent pool

“Similar to other industries and healthcare segments, we’re observing a fall in application rates across aged care roles,” Duncan says. “This is more to do with the

increase in demand, rather than decline in candidate supply, as a lot of this need is new.”

FIGURE 12. APPLICATION RATES IN AGED CARE ROLES



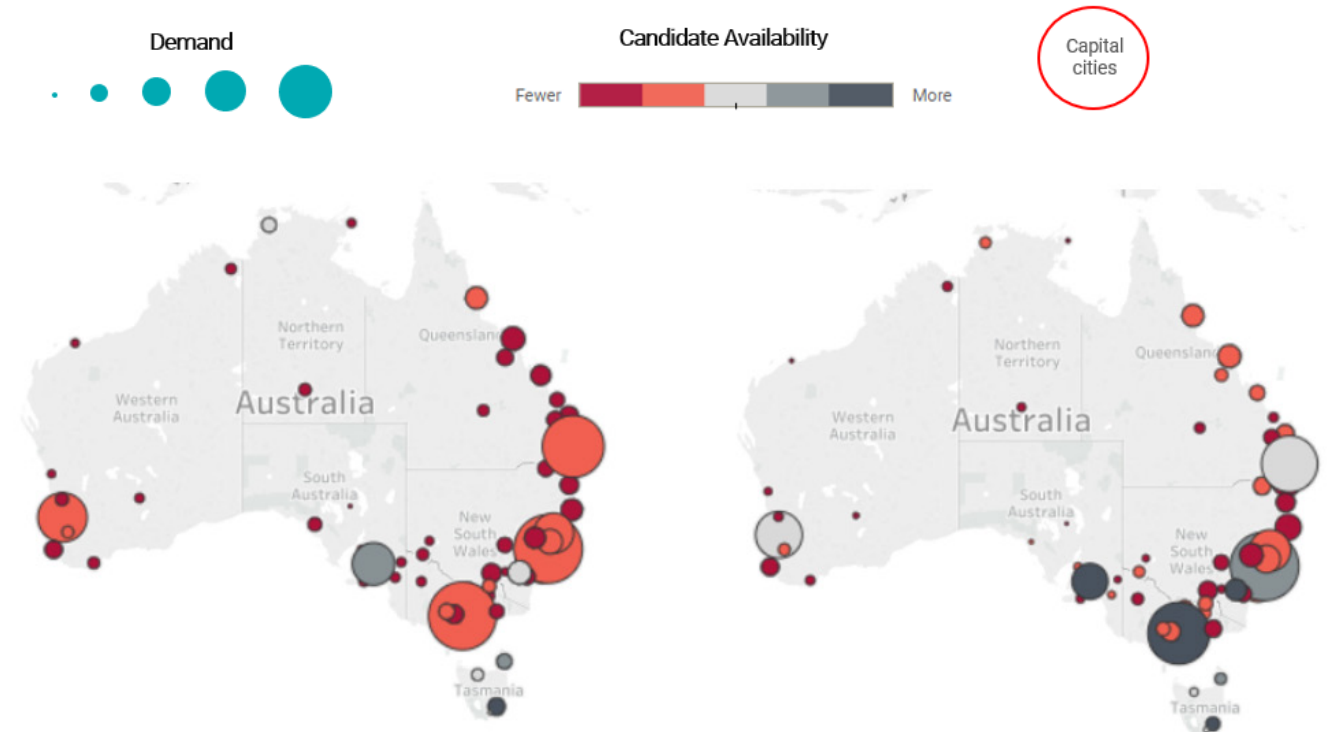
Source: SEEK ; YoY :Mar-21 vs Feb'20: Healthcare roles: All roles in Healthcare & Medical classification + Aged & Disability roles in Community Services & Development

Supply shortages

As demonstrated in the graphs below, the capital cities show comparatively higher levels of candidate availability to the regions. However, for allied service roles such as Nursing, Physiotherapy, Occupational Therapy and Rehabilitation, it’s important to keep in mind that even in the capital cities the levels of supply are fairly limited. These are specialised roles with a certain level of qualification required.

FIGURE 13. AGED & DISABILITY SUPPORT

FIGURE 14. NURSING – AGED CARE



Source: SEEK ; 12 months to March 2021; candidate Availability – levels comparative to long-term average (5 years)

These graphs showcase a key challenge: a general lack of supply across the market, with a significant lack of supply in regional areas.

“We are seeing all this growth in demand, but we are not seeing candidate supply growing at the same rate,” Duncan says. “It is certainly not going backwards, but it is not keeping pace with demand. The shortages are most acute in Aged & Disability Support and regional centers.

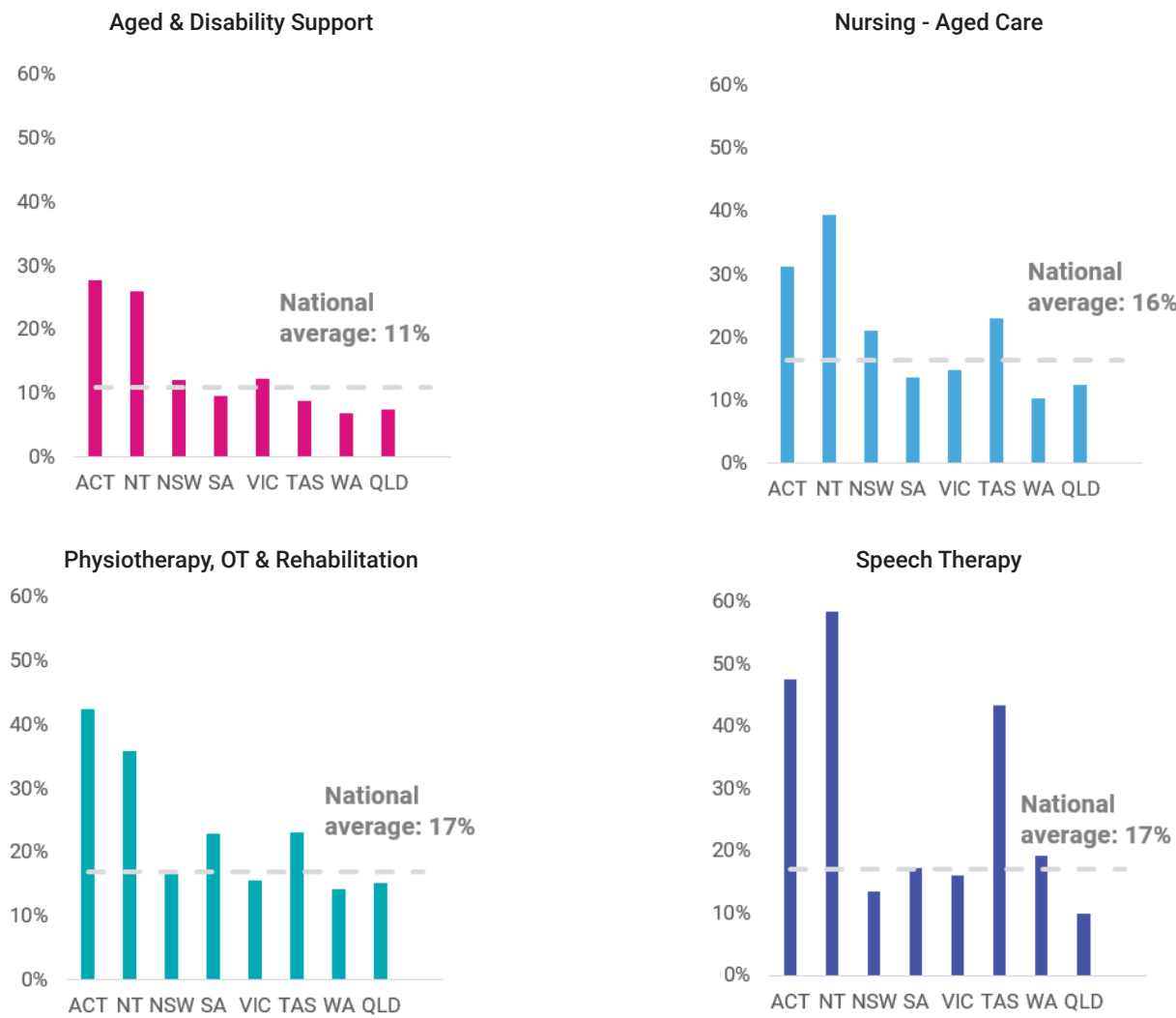
“This challenge in candidate supply leaves two options for attracting additional candidates: interstate mobility, and movement across from other industries,” Duncan says.

Geographic mobility

As demand increases and as resourcing strategies become more targeted, we may begin to see more candidate movement across states.

The below graphs illustrate interstate mobility, based on candidates applying for roles in 2019 for a more realistic comparison than the disrupted 2020.

FIGURE 15. PROPORTION OF CANDIDATES APPLYING FOR AGED CARE JOBS OUTSIDE THEIR HOME STATE



Source: SEEK; Applying interstate: based on application data of candidates applying for roles in 2019; Location data is based on location details listed on SEEK Profile at time of application;

It is important for healthcare recruitment teams to consider sourcing in other states for specialised roles, or to invest in strategic sourcing in large growth phases, Duncan says.

“Geographic mobility is an important part of a good sourcing strategy for high-skill roles like nursing and allied health, especially for providers in regional areas,” he says. “While the percentages in this graph may look low the actual volumes would be reasonable, especially in nursing.

“Providers in regional areas could look at states where mobility is high and promote their opportunity in the metro area, highlighting the strengths of their local area. Looking at Nursing - Aged Care, New South Wales has 1 in 5 nurses applying for roles outside their state – therefore that may be candidate pool that providers want to target. It’s a similar case for physios in South Australia.”

Industry mobility

SEEK data illustrates the industries from which interest in aged care roles is currently emerging.

Unsurprisingly, it is clear that two particular roles – Aged & Disability Support and Nursing - Aged Care – are subject to a larger degree of interest than more specialised roles.

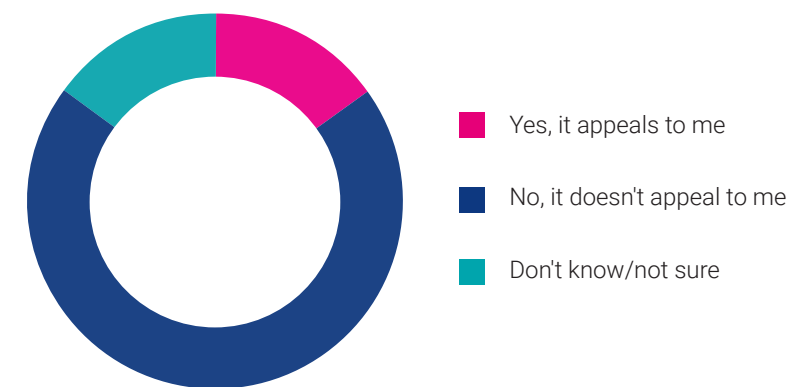
“For aged and disability support, 80% of applicants applied from 28 different role groups – showing huge opportunity to source from a broader talent pool and take advantage of currently displaced and unfulfilled candidates in other industries,” Duncan says.

“This compares to allied services roles, for example, a physio role where 80% of candidates apply from within the Physiotherapy, OT & Rehabilitation role group.”

Industry perception

SEEK interviewed employees and candidates across Australia to understand current industry perception and candidate sentiment. This study focused on candidates that do not currently work in aged care.

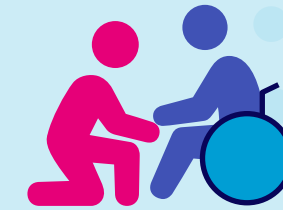
FIGURE 16. DOES A CAREER IN THE AGED CARE INDUSTRY APPEAL TO YOU?



Source: Independent research conducted by Nature on behalf of SEEK. Interviewing 4800 Australians annually, February 2021.

Interestingly, of those who answered that a career in the aged care sector does appeal to them, there was an even split between males and females at 14% and 15% respectively, which is disproportionate to the current workforce representation.

Roles with applicants from multiple industries:



Aged & Disability Support

- Child Welfare, Youth & Family Services
- Receptionists
- Community Development



Nursing - Aged Care

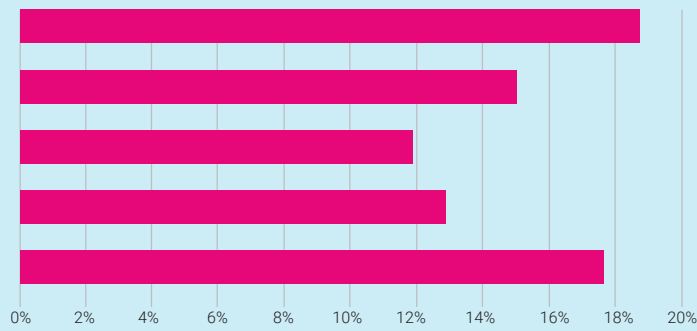
- Nursing - A&E, Critical Care & ICU
- Cleaning Services
- Waiting Staff

Source: SEEK data

It is worth considering that some of the Nursing - Aged Care applicants who come from non-healthcare industries may include graduate nurses working throughout their qualification.

The age split also showed interesting results, with 18- to 24-year-olds and 55- to 64-year-olds most attracted to the aged care sector.

FIGURE 17. WORKING IN AGED CARE APPEALS TO ME

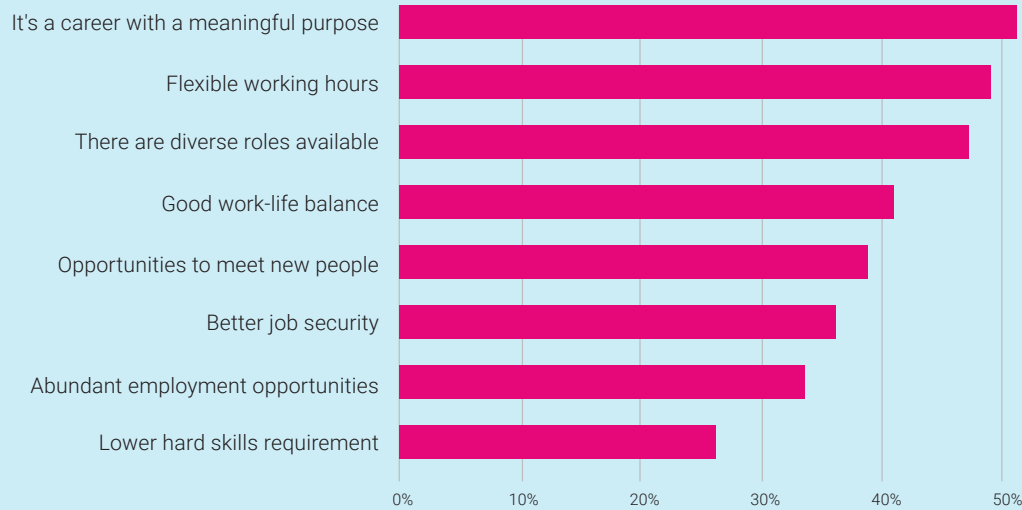


Source: Independent research conducted by Nature on behalf of SEEK. Interviewing 4800 Australians annually, March 2021.

“This could be due to the fact that these age groups are most likely to have elderly grandparents or parents – which would increase their empathy and understanding of the importance of the industry,” Duncan says.

SEEK also explored the key drivers behind this industry appeal, by asking candidates why they would like to work in aged care. The findings show that meaningful purpose, diverse roles and flexible working hours are the key drivers, closely followed by good work-life balance.

FIGURE 18. AGED CARE CANDIDATE AND EMPLOYEE APPEAL



Source: Independent research conducted by Nature on behalf of SEEK. Interviewing 4800 Australians annually, March 2021.

Duncan says there is a particular opportunity for aged care providers to appeal to youth. “Young people now are very purpose driven, which really aligns to the aged care industry,” he says. “Providers need to promote their purpose to the employment marketplace to ensure they attract the right candidates.

“Providers should also keep in mind that the younger generation also need plenty of career development and learning options to ensure they stay with the organisation.”

THE IMPORTANCE OF EMPLOYER VALUE PROPOSITION

“The converging factors of the Royal Commission and COVID-19 have really presented a unique opportunity for the healthcare industry in relation to talent attraction,” Duncan says.

“The increased workforce demand means that for providers, their employer value proposition and employer brand needs to be compelling, and to target candidates with transferable skills from other industries.

“Aged care providers can really leverage job security, work-life balance and their purpose to attract talent

from different industries and locations. Once they secure their preferred candidate, it’s extremely important to deliver on that value proposition. If they don’t, it will slowly erode their retention and future supply as word spreads.

“If providers are delivering on their value proposition, then the next thing to deliver on is career development, especially for younger personal care workers. Investing in upskilling and cross-skilling opportunities will help to increase retention and consequently improve culture and your employer brand in market.”



CONCLUSION

This current healthcare landscape highlights four key considerations for healthcare recruitment and workforce management teams:

1 There is an opportunity to attract talent from COVID-impacted industries and appeal to renewed candidate priorities.

Candidate priorities have shifted towards job security and flexibility. The second half of 2021 will be an opportunity for healthcare providers – particularly those within aged care – to leverage relevant industry attributes to attract displaced and dissatisfied candidates.

2 Now is the time to focus on Employer Value Proposition.

Considering these renewed candidate priorities (job security, flexibility, culture/workplace environment and work-life balance), this is an opportune time to update your EVP to best position your organisation to candidates.

3 Delivering on culture and workplace experience matters.

Increased industry demand means increased opportunities for those in the industry – so holding onto employees is just as important as attracting them. Delivering on a positive culture and working environment should be central to an effective retention strategy.

4 A tighter candidate market emphasises the importance of proactive sourcing.

Understanding where and how to most effectively find candidates in this tight market will put your organisation above competitors. Using proactive sourcing tools such as Premium Talent Search can significantly expand your candidate pool and connect you with the right talent.



Where to next?

Get in touch

Speak to your account manager about tailored insights and solutions to shape your workforce strategy and proactive sourcing approach.



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APPENDIX

SEEK HEALTHCARE PULSE REPORT BREAKDOWN OF THE HEALTHCARE WORKFORCE

SEEK classification	Role groups	SEEK subclassification	Size of sector*
Community Services & Development	Aged & Disability Support	Aged & Disability Support services	14%
	Allied Services	All healthcare services excluding nurses/doctors/dental professions. (Opticians, Natural Therapies, Physiotherapy, Speech Therapy)	22%
Healthcare & Medical	Specialist Services	Medical and dental professions (Dental, GPs, Medical Specialists, Pharmacy, Ambulance/Paramedic)	22%
	Nursing – all roles	Nursing (A&E, Aged Care, General Medical, Paediatric, Midwifery, High Acuity, Educators)	29%
	Management/Other	Management and Other Roles (Sales, Medical Administration)	13%

*Based on SEEK Job Ads

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