



FACT SHEET

Attracting more people to work in Indigenous health

What the Australian Government is doing

The Australian Government aims to build a larger workforce to support the Indigenous Health National Partnership Agreements by encouraging uptake of skilled and semi-skilled roles within the Indigenous health sector, and by increasing the number of Indigenous people working in health.

How this will work

- Market research will provide an understanding of awareness, knowledge and interest of Indigenous secondary school students about working in health, as well as the barriers and motivators to pursuing a health career.
- It will also identify existing government programs, and those of the health and other sectors, through which Indigenous Australian secondary school students will be targeted.
- This research will guide a national marketing and communication program of culturally responsive information regarding the options available for health-related careers for Indigenous young people.
- As well, public relations, media and editorial placement will target current and potential health professionals (both Indigenous and non-Indigenous) to raise the profile of the opportunities, roles and rewards involved in working in the community controlled health sector.

How this will help Indigenous Australians

- More skilled and semi-skilled people working in Indigenous health will mean improved access to quality health care.
- More Indigenous people working in health will mean a health care system that is more responsive to the health needs of Indigenous people.

Who will implement the new approach

- Market research conducted in 2009-10 will form the basis of a national marketing and communication program, to be developed by the Department of Health and Ageing, to attract more people to work in Indigenous health, and to attract more Indigenous people to work in health.
- This program will start in 2010.