The Health and Community Services Industry – Building a stronger economy and a fairer Queensland
About this booklet

This booklet describes the significant contributions of the Health and Community Services Industry (the Industry) to Queensland’s economy.

While it is broadly acknowledged that the Industry makes a valuable social contribution to the state, its economic contribution has often been underestimated.

The information in this booklet will assist a wide range of stakeholders to effectively plan ahead for the growth of all Queensland industries and communities.

Stakeholders include government agencies, industry development agencies, industry employers, sector peaks, education and training providers, businesses and all other industries.

About Queensland’s Health and Community Services Industry

All Queenslanders use and benefit from services provided by the Health and Community Services Industry. The Industry’s services help people participate in employment, education, family and community life, and also benefit the wider community by building and sustaining a stronger, fairer, healthier and more inclusive Queensland.

Diversity

The Health and Community Services Industry includes a diverse range of sectors providing:

• aged care services
• alcohol and other drug services
• allied health services
• child protection and early childhood education and care
• community legal services
• community sport and recreation services
• disability services
• hospitals and emergency services
• housing and homelessness services
• mental health services
• optometry and dentistry
• pathology and diagnostic imaging services
• residential care services
• services for Aboriginal and Torres Strait Islander peoples
• services for people from culturally and linguistically diverse backgrounds
• services for women, families and youth.

Organisations delivering services in the Industry include government agencies at national, state and local levels, peak bodies, non-profit and for-profit organisations, Indigenous and community-managed organisations, and community councils.

A peak organisation represents views or issues on behalf of smaller organisations or a whole sector.

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The Industry provides jobs for more than 272,000 Queenslanders.
The Health and Community Services Industry is a major contributor to Queensland's economy and:

- injects more than $16.2 billion* to the state's economy each year¹
- is the state's largest industry employer providing jobs for more than 272,000 Queenslanders²
- purchases around $2 billion worth of goods and services annually from other Queensland industries and businesses³
- contributes to the economic prosperity of regions by offering employment and business opportunities, and providing essential support for individuals and families.

Volunteers and carers in the Industry also significantly contribute to our state's prosperity, with the value of their work estimated to be worth $10.5 billion annually.⁴,⁵

*Gross Value Added.

In 2010–11, the Industry contributed more than $16.2 billion to Queensland's economy*. This was the sixth largest contribution of all industries, representing a 6.5 per cent share of Queensland's economy.¹

**Contribution to Queensland's economy by Industry, 2010–11**

- Agriculture, Forestry and Fishing: 3.2%
- Retail Trade: 5.5%
- Education and Training: 4.3%
- Financial and Insurance Services: 6.9%
- Mining: 9.7%
- Construction: 9.0%
- Manufacturing: 8.3%
- Transport, Postal and Warehousing: 6.7%
- Health Care and Social Assistance: 6.5%
- All Other Industries: 39.9%
Providing jobs for Queenslanders

The Health and Community Services Industry is Queensland’s largest industry employer, providing jobs for 272,600 people in Queensland or 11.7 per cent of the state’s total labour market.²

**Employment by Industry, Queensland, 2011**

![Bar chart showing employment by industry in Queensland, 2011](chart.png)

The Industry has consistently experienced strong growth over the short, medium and long-term (see graph below).

Nationally, the Industry has delivered more new jobs to the Australian economy than any other industry. In the five years to 2011, the Industry created one in five new Australian jobs, maintaining an average annual growth of 4.4 per cent.²

In Queensland, the Industry has created 71,900 new jobs or 28 per cent of the state’s total employment growth over the five years to 2011. By comparison, mining contributed 25,300 jobs over the same period.²

In 2011 alone, the Industry provided 20,400 new jobs or more than 80 per cent of Queensland’s overall employment growth of 25,400 jobs.²

**Employment by Industry, Queensland, 1985–2011**

![Line chart showing employment by industry in Queensland, 1985–2011](chart.png)

Source: ABS Labour Force (four quarter average).²
Volunteers and carers in the Health and Community Services Industry make a significant contribution to our state’s prosperity. The value of volunteer and carer work in Queensland is estimated to be worth $10.5 billion annually.\(^4\)\(^5\)

In the year ending June 2009, approximately 66,000 Queensland volunteers contributed 6.1 million additional hours of labour to the Community Services Sector.\(^7\)

Reports suggest that volunteers in Queensland’s community, health and welfare organisations contribute an estimated wage equivalent value of more than $2.2 billion each year, based on a replacement cost method.\(^4\)

In addition to formal carers and volunteers, informal carers provide the majority of direct care to older people and people with a disability. Nationally, there are 2.6 million unpaid informal carers; 530,000 of whom are in Queensland (20 per cent). The value of these informal care services is estimated to be more than $40.9 billion nationally and $8.3 billion for Queensland alone, based on a replacement cost method.\(^5\)
The Industry offers flexible employment opportunities, employing a broad cross-section of Queenslanders.

The Industry boosts Queensland’s overall workforce participation rates, significantly contributing to the state’s long-term economic growth.

The Health and Community Services Industry employs a broad cross-section of Queenslanders, including groups with lower than average workforce participation rates. This includes people with a disability, older people, Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse backgrounds and women.

As an example, Aboriginal and Torres Strait Islander workers comprise 10 per cent of child protection and juvenile justice employees, compared to the Queensland all-industries average of 3.1 per cent. The business and employment opportunities provided by the Industry, including in local Indigenous communities, increase economic participation, help close the gap on disadvantage and ensure the delivery of culturally-appropriate services.

As shown in the diagram below, the Industry provides women, employees with family commitments and those who wish to work part-time with opportunities to participate in the workforce.

In the year to February 2011, women represented 78.6 per cent of employees in the Industry compared with 46 per cent for all other industries. More than two-fifths (or 40.8 per cent) of the Industry’s workforce are employed on a part-time basis compared with 28.5 per cent for all other industries.

Employment services provided by the Industry help vulnerable Queenslanders gain and maintain meaningful employment across all industries. An example of this is the Disability Employment Services (DES) which employs 2660 Queenslanders with a disability in the open labour market in 2315 full-time equivalent positions.

Potential exists to work with the Health and Community Services Industry to further boost workforce participation rates.

Health Care and Social Assistance: Employment by Gender, Queensland, 2011

Growth and productivity of other industries

The Health and Community Services Industry directly supports the economic activity and sustainability of other Queensland industries.

The expansion or contraction of the Industry also indirectly impacts on the rest of Queensland’s economy. On an annual basis, the Industry purchases around $2 billion worth of goods and services from other Queensland industries and businesses.³

All other industries in Queensland rely on the Health and Community Services Industry to help maintain productive workforces and viable enterprises. The Industry helps individuals to enter and remain in the workforce and supports workers to rehabilitate and return to work when needed. Without adequate services provided by the Industry, including child care and aged care, workers may have to work fewer hours, or may not be available for work at all.

Win-win solutions: Investment in community services supports other workforces

Business and industry groups are increasingly recognising the importance of investing in the Health and Community Services Industry to ensure their own growth and productivity, and the sustainability of local communities.

For example, mining companies are recognising that availability of early childhood education and care helps attract and retain workers in Queensland’s rural and remote areas.

In an interview on ABC radio, Steve de Kruijf from Xstrata said “We don't have that many fly-in and fly-out people at Mt Isa. Some of the other areas do, but in Mt Isa it’s so important to have both partners to be able to work while their children are looked after in childcare centres – that’s a really burning issue I know with mothers and fathers around town.”¹⁰

To respond to this issue, Xstrata has partnered with North West Queensland Indigenous Catholic Social Services to provide traineeships to boost the number of qualified childcare service staff in Mt Isa. In addition, a new Queensland Government-funded kindergarten service, operated by the Creche and Kindergarten Association of Queensland, was opened at Sunset State School in 2011. A Child and Family Centre, including a 75-place long day care service, will also open in early 2012, operated by the Roman Catholic Trust Corporation for the Diocese of Townsville and jointly funded through an Australian and Queensland Government partnership.

In Blackwater, Central Queensland, the Queensland Government and BHP Billiton Mitsubishi Alliance (BMA) have invested more than $860,000 and $930,000 respectively to secure additional childcare places.¹¹,¹²

Stakeholders from across industries and sectors are invited to collaborate with the Health and Community Services Industry, Queensland Government and local communities to create more win-win solutions.

The Industry purchases around $2 billion worth of goods and services from other Queensland industries and businesses each year.
Health and community services play a vital role in increasing the liveability of Queensland’s regions, in diversifying regional economies and encouraging labour mobility across the state.

Personal and family needs can be the most influential factors when considering whether to move to or stay in a regional, rural or remote community. For employees with families, medical care, childcare and social services are of great importance. Jobs for spouses are also an important consideration, particularly for those with professional partners wishing to continue their own careers.13

As the Industry provides services across the state and is active in rural and remote communities as well as major cities, it helps to spread the economic benefits of employment across Queensland.

Employees in the Industry generally live in the communities where they work, ensuring economic benefits remain in their local communities.

The Industry also plays a vital role in community recovery and disaster relief, helping regional communities regain their economic productivity and their social and emotional wellbeing.

Regional communities in the Surat Basin area will now receive a wide range of counselling services thanks to a long-term partnership between Lifeline Darling Downs South West Queensland Ltd (Lifeline) and Queensland Gas Company Pty Limited (QGC).

This important partnership has initiated a two-year project to increase counselling services in an area of population growth and increasing demands for these services. Funding in excess of $1 million from QGC has helped Lifeline provide three mobile counselling services offering residents flood recovery, youth, family, men's and financial counselling.

These vital new services are a direct response to the priority needs identified by local community service providers.

“The investment is part of our broader social impact management plan which is being rolled out from the Western Downs to Gladstone to ensure we enhance the lives of many Queenslanders,” said Tony Nunan, QGC’s General Manager of Land and Community Management.14

The development of a strong and honest partnership between Lifeline and QGC has been critical to the success of this project, with both partners united by a common goal to build the capacity and resilience of communities in the area.

Across the state, a diverse range of businesses and industries work with health and community service organisations to benefit local communities. Why not contact your local organisation or a statewide peak to see how you could get involved?
Strengthening our communities

All Queenslanders depend upon and benefit from services provided by the Health and Community Services Industry. The Industry delivers significant social benefits to Queensland, which have positive flow on effects to our economy.

Healthier communities
The Industry improves Queenslanders’ quality of life through the delivery of essential services targeting physical and psychological wellbeing, from preventative measures like sport and recreation, to acute care provided by hospitals and emergency services.15

Stronger, more resilient communities
Industry services and volunteering opportunities develop more connected communities and build social capital, which leads to positive social, economic and health-related outcomes for residents and communities.16
The Industry also helps communities respond to and recover from adverse events such as changes in economic conditions and natural disasters.17

Fairer, more inclusive communities
Industry services, such as employment assistance, strengthen people’s ability to actively participate in the workforce and achieve economic security and financial independence. These services address issues of social inequality and inequity, combat socioeconomic disadvantage and reduce social exclusion.

Safer communities
The Industry plays a key role in building safe and liveable communities for all Queenslanders by providing community-based activities and services, such as youth groups. These services build trust, improve social cohesion and reduce the social and economic impacts of violence and crime.18

Smarter, better skilled communities
Industry organisations offer accredited and non-accredited courses for people to upgrade their skills and qualifications in supportive learning environments. These courses provide pathways to employment for people who have been out of the workforce for long periods of time, support migrants to build language, cultural and settlement skills, and help people acquire essential life skills such as healthy eating and parenting.

Each year, 4.5 million Queenslanders rely on support provided by the Industry.
Over the next five years, the Industry will deliver one in four new jobs to the economy.
Evidence suggests that the Health and Community Services Industry is facing a number of critical workforce challenges. It is imperative we address these challenges to ensure the Industry’s economic and social contributions continue to benefit all Queenslanders. Without adequate services provided by the Industry, the growth and productivity of all Queensland businesses, industries and regions will be at risk.

### Key challenges

#### Skill shortages

A large number of Industry occupations are recognised skill shortages in Queensland, including but not limited to childcare, disability and aged care workers, physicians, nurses and allied health professionals. Workforce ageing is likely to exacerbate these shortages. Strategic workforce planning is necessary to ensure there are sufficient workers with the right mix of skills and knowledge to meet the expected service demand in all locations across the state.

#### Responding to client needs and expectations

The Industry must respond to the increasing demand and complexity of client need and changing community expectations which requires new models and modes of service delivery. Our challenge is to support workers to acquire new knowledge and skills and to work with employer groups and professional associations to consider how roles and services could be redesigned to better meet client needs and demand.

#### An ageing, shrinking workforce

The Industry employs a large proportion of older workers, with nearly half its workforce aged 45 years or older. Australia’s aging population will doubly impact the Industry as older workers retire and demand for age-related services increase. Our challenge is to create flexible employment opportunities to retain skilled and experienced mature aged workers and to attract younger employees.

#### Developing strategic leadership capabilities

The Industry is facing unprecedented pace and scope of reforms targeted at improving efficiency and effectiveness of service delivery. To successfully steer the Industry through these reforms, it is important to grow strategic leadership, governance and management capabilities. Our challenge is to support Industry leaders to innovate, build strategic partnerships across industries and organisations and plan and deliver the services and the workforce required for our growing state.

#### Attracting and retaining workers

Competition with other industries, perceptions of limited career pathways, wages and conditions are some of the factors impeding workforce growth. Our challenge is to help potential employees recognise the diverse roles available in the Industry and the benefits they offer, including long-term career stability, progression and flexible working hours.

#### Building business skills

In the current economic environment and with the health, social and welfare needs of Queenslanders increasing, Industry organisations must find new and innovative ways to make themselves sustainable. Regardless of the profit making status of an enterprise, skills in business planning, financial and human resource management, attracting additional funding sources and implementing new Information and Communication Technologies for efficiency in service delivery are essential to ensure financial and operational viability.

#### Rural and remote recruitment

In rural and remote communities professional development and career progression can be difficult and organisations often experience high staff turnover rates. Our challenge is to grow local workforces and improve professional mobility across the state to ensure access to services for all clients and communities.

#### Implementing strategic workforce planning

Currently ad hoc or siloed approaches to workforce planning are common across the Industry. To improve the capacity and sustainability of the human services workforce, there is a need for coordinated and future-focused workforce planning efforts, which support local and regional action and cooperation across sectors and industries.

Industry peaks and organisations and Queensland Government agencies have been active in responding to the issues outlined above and in implementing strategies which strengthen the Industry and its workforce.

The Compact Workforce Development Database includes information on a range of training and workforce development opportunities for workers and volunteers across the Health and Community Services Industry, and workforce planning initiatives for the Industry. To access the database visit www.communitydoor.org.au/workforce-development.

Whilst a significant amount of effort is already underway, the trends described above point to the need for continued and combined efforts from a range of stakeholders focused on the sustainability of the Industry.
The Surat Basin, in south-west Queensland, is one region undergoing rapid growth due to the development of the state’s energy resources.

In March 2010 the Department of Employment, Economic Development and Innovation facilitated the Surat Basin Regional Development Forum. Attendees highlighted the importance of health and community services in attracting and retaining residents, and ensuring the growth and sustainability of the region.

Factors considered important by forum participants included:

- social and cultural amenities and services
- education, including the addition of childcare facilities, primary schools and local skills delivery services
- support services for local communities
- settlement support for newcomers to the region, such as specific support for new non-English speaking residents.

Over the next decade, growth in the region will see 4000 additional health and community services workers needed to deliver services for the community.

In recognition of the vital role of the Health and Community Services Industry in this regional growth, Skills Queensland has funded the Surat Basin Health and Community Services Workforce Initiative, which will involve collaboration across a number of industries.

Information on this initiative is available on the Skills Queensland website www.skills.qld.gov.au.

Surat Basin benefits from cooperation across industries

A strong Health and Community Services Industry is critical to the continued growth and productivity of all Queensland industries and communities.

Sustaining the Industry will require effort from a range of stakeholders – including local, state and federal government agencies, not-for-profit sector peaks and employers, industry bodies, regional economic development groups, community groups, education and training providers, professional associations and businesses across all industries.

What can you or your organisation do to get involved? You could consider:

- planning your business’s or industry’s workforce strategies in consultation with representatives from the Industry to develop win-win solutions
- promoting employment and volunteering opportunities in the Industry for partners and families of your employees
- investing in a partnership with a health and community services organisation to ensure quality support services are available in local communities across Queensland
- sponsoring or supporting training or mentoring programs so that more Queenslanders can obtain relevant qualifications and secure jobs in the Industry
- meeting with a peak body in the Industry to discuss specific opportunities for your organisation to contribute to the sustainability of the Industry.

These actions are essential to ensure the economic and social contributions of the Health and Community Services Industry continue to benefit all Queenslanders.
How to get involved

You are invited to work with the Health and Community Services Industry to achieve our shared goals in local communities and across the state.

If you would like to be involved in statewide and system level activities, you are encouraged to contact the Compact Workforce Sub-Committee, a joint government-sector group which supports the human services workforce at a strategic level.

To contact the Queensland Compact Governance Committee Secretariat
- Phone: 07 3247 4024
- Email: compact_secretariat@communities.qld.gov.au.


To get involved or learn more about local, regional or statewide Health and Community Services Industry workforce initiatives, please contact the Health and Community Services Workforce Council:
- Email: info@workforce.org.au
- Phone: 07 3234 0190
- Website: www.workforce.org.au.

Feedback and enquiries

Your feedback is important. We are keen to know how stakeholders use this information and how it can be developed to better support Industry planning.

Please contact the Queensland Compact Secretariat on 07 3247 4024 or email compact_secretariat@communities.qld.gov.au.

Booklet availability

This booklet is also available online via the Queensland Compact Knowledge Hub at www.communities.qld.gov.au/compact-workforce.


14. Mr. Tony Nunan, General Manager, Land and Community Management, Queensland Gas Company Pty Limited, personal communication.


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Note: Where ABS data is cited, this report uses data from the ‘Health Care and Social Assistance’ category. This is the major group within the Australian and New Zealand Standard Industrial Classification of Occupations that most closely aligns with the Health and Community Services Industry.
Acknowledgements

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