



Wavelength International Healthcare Employers Survey

# Quarter 1, FY 2009-2010

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### **Disclaimer**

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## FOREWORD

Welcome to the second edition of Wavelength International's Healthcare Employers Survey for the first quarter of the financial year 2009-2010.

Overall economic conditions remained positive across the healthcare industry in the Australian and New Zealand regions, meaning that expectations on improving healthcare facilities continue alongside the requirements for a stable workforce and the continued need for a broad spectrum of healthcare staff.

This is the time, with strong demand for both locum and permanent doctors, for healthcare organisations ranging from all levels of both public and private hospitals to seriously differentiate themselves through effective and thoughtful investments in workforce management and retention strategies to drive their organisation's hiring advantage further. Attracting superior talent, as well as retaining and developing their organisation's current workforce, have become the top priorities in today's competitive environment for talent.

We have once again drawn upon the national industry expertise of our consultants, contractors and industry contacts to bring you a comprehensive review of healthcare trends currently impacting your state and organisation. We hope you find this report useful and once again we welcome any feedback or questions you may have.

**Claire Ponsford**  
**Director, Wavelength International**  
cponsford@wave.com.au

## 1. Executive Summary

Wavelength International is a boutique healthcare recruitment company offering international and domestic candidate sourcing, medical registration and immigration services for medical and allied health professionals, healthcare executives and healthcare employers throughout Australia, New Zealand & beyond.

In May 2009 and August 2009, Wavelength International conducted two separate research studies by surveying 217 targeted healthcare employers across all Australian states and territories and both the North and South Islands of New Zealand. The key objective for this research was to ascertain their confidence in the economy and their hiring intentions within the healthcare market. The findings from the first research study showed that despite the economic crisis, the healthcare industry appeared to be one of the industries least affected in Australia and New Zealand. It was also anticipated that there would be an increase in hiring due to increased undertakings to improve healthcare facilities and the reliance on overseas trained candidates remained high.

The survey respondents came from organizations including but not limited to healthcare facilities, small to large hospitals, private practices, mental health services, agencies and area health services. The survey format and questions were developed by Wavelength International and the key findings were:

- As anticipated, there has been little change since the previous survey with respondents conveying similar confidence levels when it comes to their sentiments on whether the economic crisis has affected hiring intentions for Q1 FY 2009/10.
- 75 % felt that the economic crisis hasn't affected their ability to hire staff with the strongest response being derived from major hospitals. In Australia, the state that has been most affected was New South Wales followed by Victoria. Queensland has been least affected.
- Dependency on Locums remains strong with over three quarters of respondents confirming that they will either increase or maintain their current locum requirements. The feedback conveyed is that New South Wales is most reliant with Queensland and Victoria following close behind with the strongest need being derived from base hospitals.
- Over half of respondents stated that their permanent requirements for healthcare and medical staff will remain the same and it is worth noting that a third of respondents expect their hiring intentions to increase. The Australian east coast states of New South Wales and Queensland showed the highest requirements for permanent staff increases.
- The reliance on overseas candidates still remains very steady with almost a quarter of respondents indicating that their organisation will continue to hire overseas trained candidates. There is also still heavy reliance on agencies to source and attract staff across the board with hospital recruitment budgets remaining stable.

## 2. How the survey was conducted

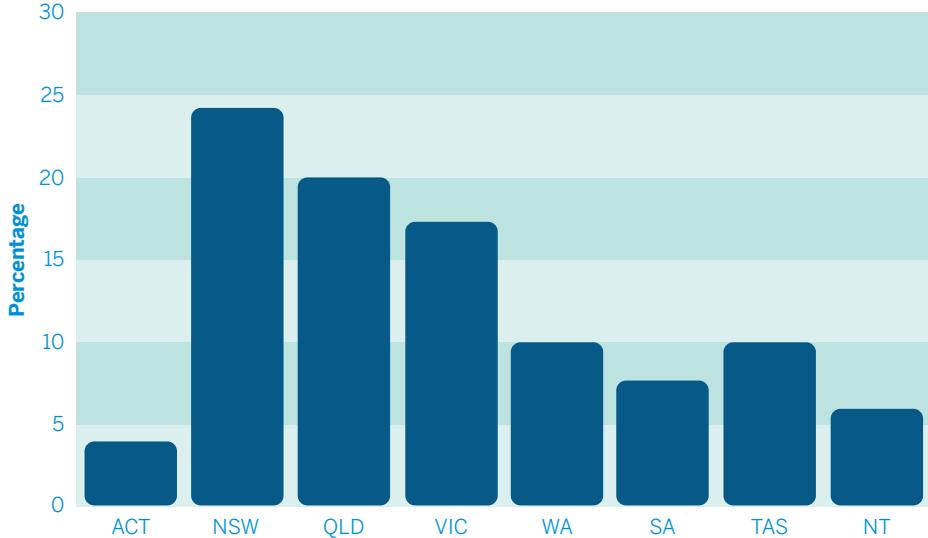
As above, the main objective of this survey was to compare the results from the previous research study that was conducted in May 2009 against the results of the research findings from August 2009. The overall theme of the research was to find out whether confidence in the healthcare industry differed compared to the national economic views, whether the economy was causing a tightening of recruitment budgets and what areas businesses were intending to focus their hiring dollars on over the next year. This was achieved through:

- 1.** Gaining feedback directly from Australian and New Zealand employers and hiring managers about their human capital expansion plans and forecasted growth.
- 2.** Gaining a better understanding of the profile of current Australian and New Zealand healthcare employers and hiring managers.
- 3.** Gaining feedback on what healthcare organisations want to achieve from their recruitment spend over the next three months (Q1 FY 09/10).

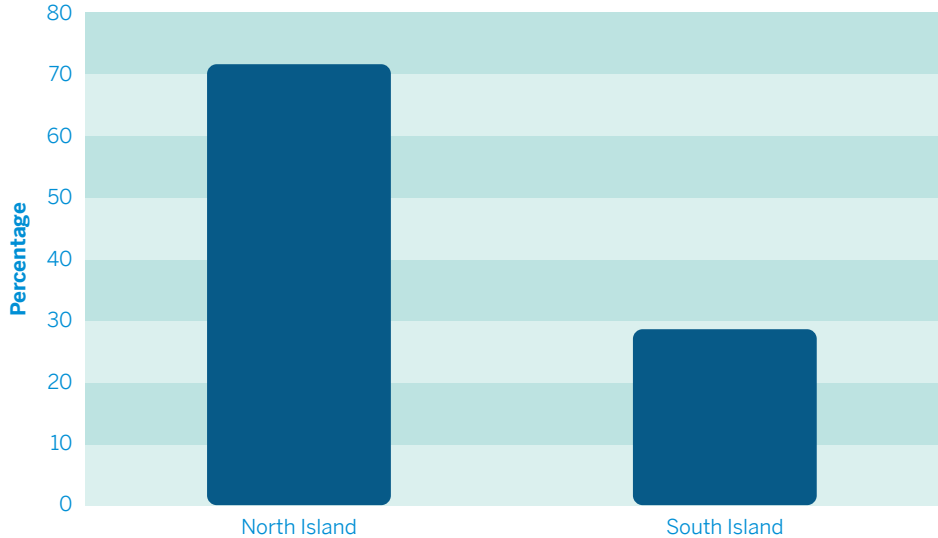
To meet these objectives, it was agreed to target a broad range of Australian and New Zealand employers and hiring managers, with a total of 300 successfully contacted by telephone, which resulted in 217 completed interviews in the research conducted in May 2009 and 215 completed interviews in August 2009, therefore allowing the data from both studies to be accurately compared.

### 3. The profile of respondents

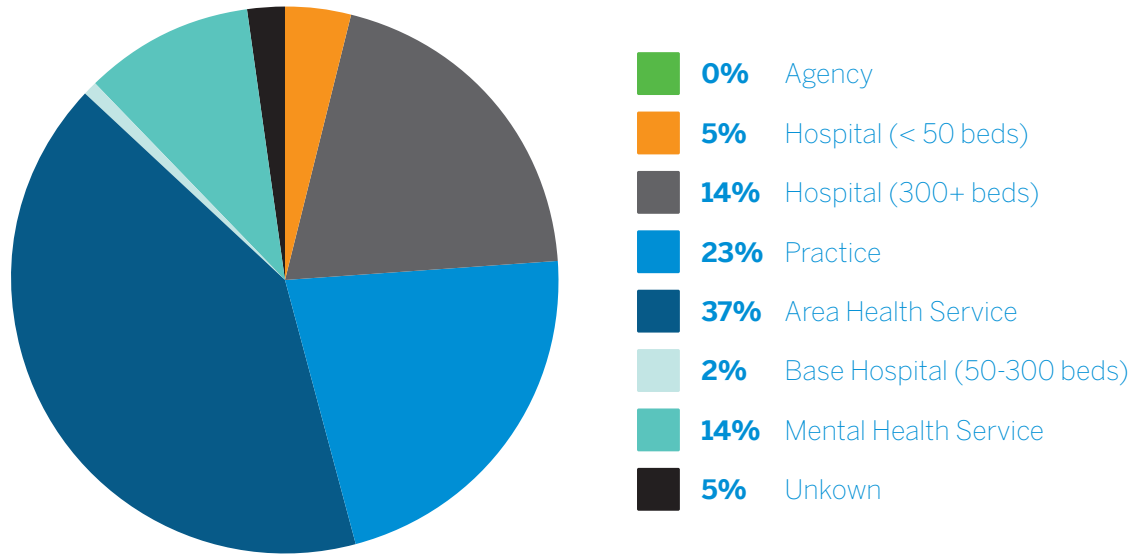
Australian breakdown by state



New Zealand breakdown



## Organisation profiles



We recruit doctors across a broad range of specialties and seniorities throughout Australia and New Zealand. If you would like us to assist you with your staffing requirements please contact one of our friendly recruitment consultants on **02 83539000** or visit **[www.wave.com.au](http://www.wave.com.au)**



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