



# Staff Recruitment and Retention

## Emerging Trends in Primary Healthcare

# Agenda

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①

Market Update

②

Recruitment

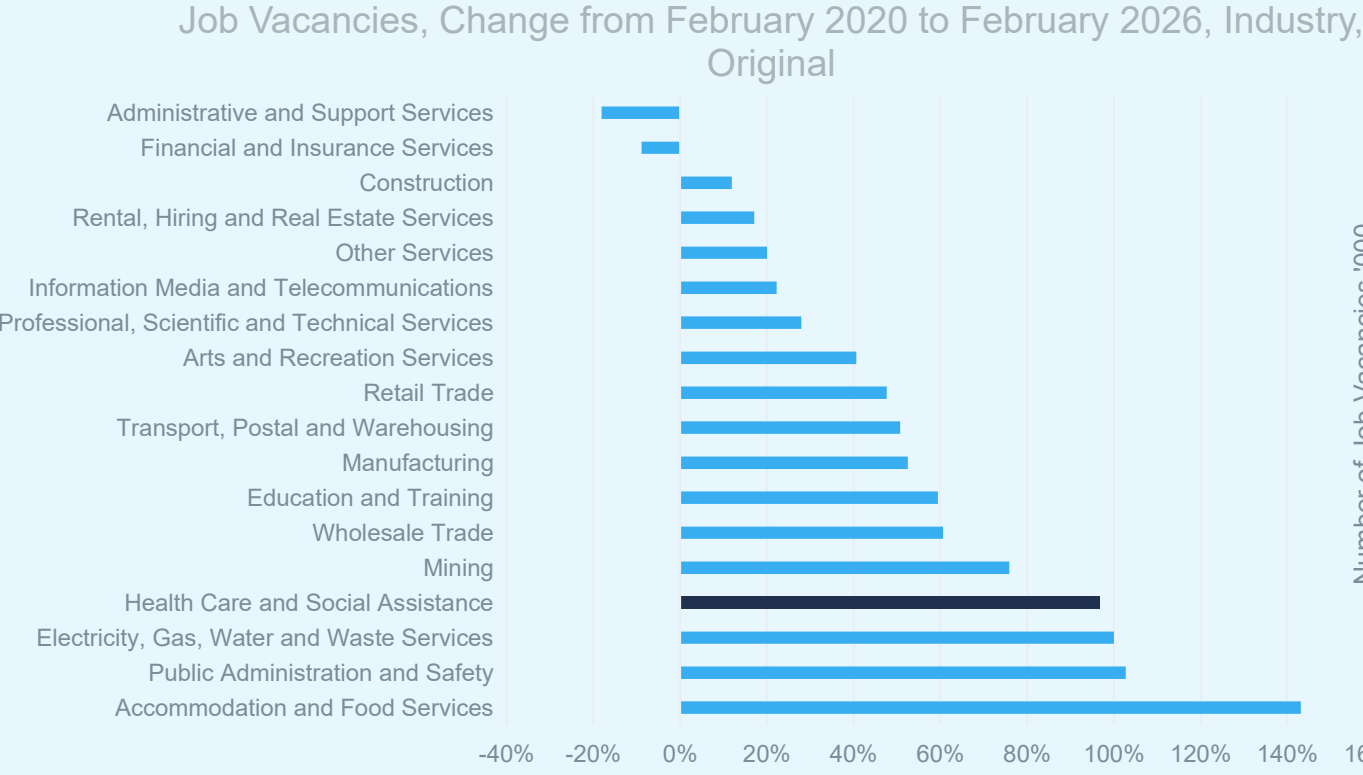
③

Retention

# Market Overview

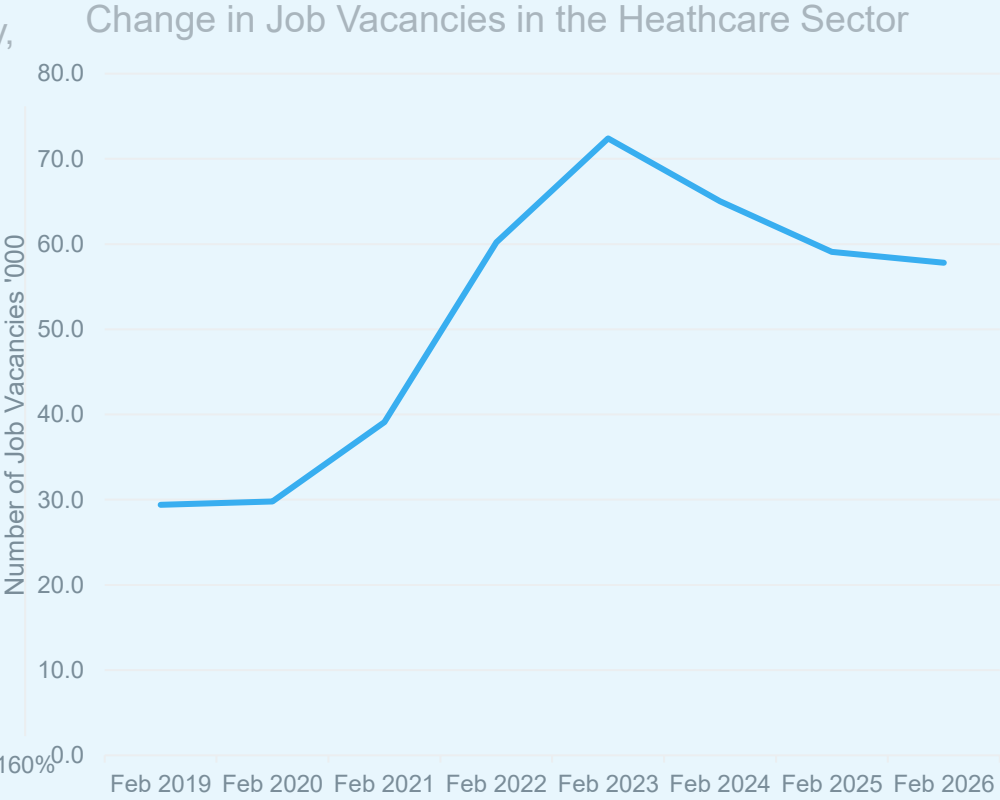
# Market Update – Healthcare Sector

## Change in Job Vacancies between 2019 and 2026



Source: Australian Bureau of Statistics, 2026

## Change in Job Vacancies in Healthcare Sector



Source: Australian Bureau of Statistics, 2026



# Market Update – AHPRA Newly Registered Practitioners

2023-2024

↑ 29%

2024-2025

↓ 8.9%

Source: AHPRA ANNUAL REPORT 2024/25  
Index of tables

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Index of tables



# Market Update – Specific Roles

## Medical Admin



9 Day fortnights



WFH Capability



School Pickup/  
Drop off Flexibility

## Practice Managers



Clear Career  
Pathway

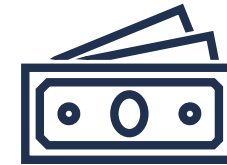


Manager Support



WFH Flexibility

## Nurses



EBA pay



No night shifts



Regular working  
hours

# Recruitment

# Write a Great Job Ad

Job Title

Job Preview & Bullet Points

Company Overview

Benefits & Perks

Salary & Location

Application Instructions & Contact Details



## Job Title

Be **Sophisticatedly Simple** in your Job Title

**Practice Manager/Receptionist**

RN or EN Wynn Vale GP Practice

Registered Nurse | Blacktown NSW |  
Casual

Reception Superstar

General Practice Registered Nurse - Immediate Start  
Permanent FT/PT

Reception staff

**Dental Assistant/Receptionist/Practice Manager**

# Job Preview and Bullet Points

## Prime Real Estate

Candidates skim job ads – make this section count

Highlight key role benefits

Use bullet points for clarity



### Practice Manager

Connect.Ed

Adelaide SA (Hybrid)

\$80,000 – \$90,000 per year

Management (Healthcare & Medical)

- Flexibility – How does a 9 day fortnight sound? + Opportunity to WFH
- Bonuses & additional annual leave available!
- Social events – We love an excuse to have a wine together!

We are seeking a friendly Practice Manager to join our multidisciplinary team of allied health practitioners. Join our amazing team!

# Company Overview

## Who are you?

Briefly describe your team, culture, and values

Highlight what makes your company unique

Show why candidates should want to work with you



# Benefits & Perks

Salary isn't everything – highlight other benefits



Salary packaging



Professional Development



Additional leave days



Flexibility



Gym Memberships



Increased Superannuation

# Salary & Location

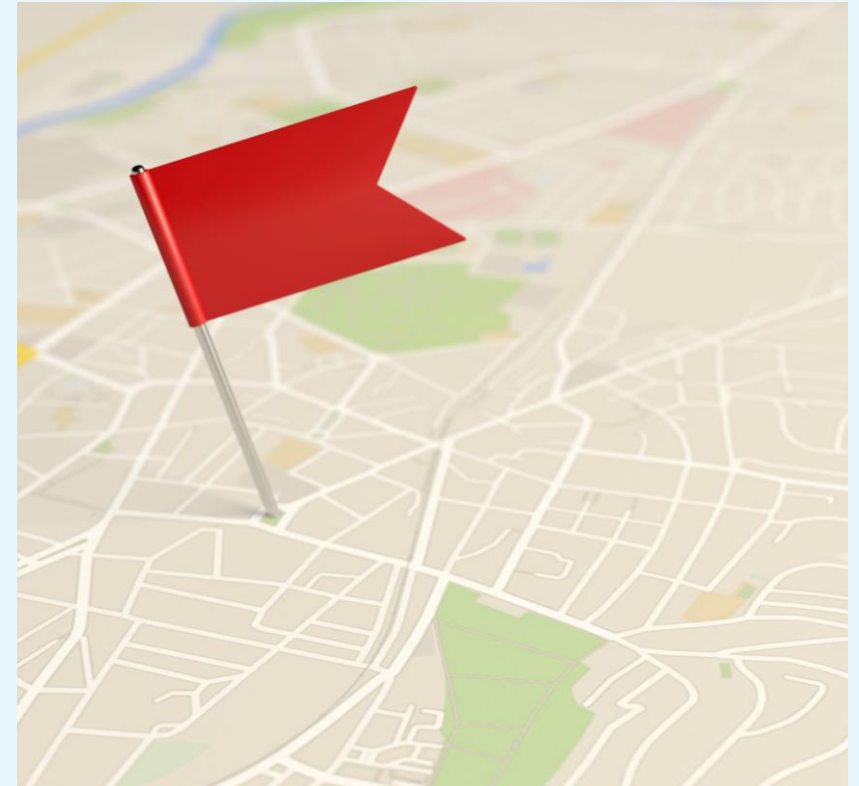
## Transparency Matters

State the location and include any remote/hybrid options

Include a salary range

Include a salary range

Include a salary range



# Application Instructions & Contact details

## Make it easy for the candidate

Outline the application steps

State required documents (CV, cover letter, etc.)

Provide a contact name for question



# Rejecting Candidates

*'Only successful candidates will be contacted'*



*'We endeavour to contact every applicant'*



# List Your Job Ad – Embrace Technology

## Embrace Technology

Social Media and Job Boards

Microsites

Artificial Intelligence - Friend, not foe!

## Build your own Candidate Database

*'right candidate, wrong time...'*!

The system that suits your business... and budget

Data fields

Online connections

- LinkedIn

How and when to engage

# Retention

# Building a Strong Employer Brand

## The Essentials

LinkedIn

Website

Google Reviews

Seek - Company Reviews

Glass Door

<https://www.glassdoor.com.au/Reviews/index.htm>



# Invest in Employee Wellbeing

## Total Value Proposition

Competitive compensation and benefits

Mental health support

Professional development



Q&A

