

AUSTRALIAN HEALTHCARE PROFESSIONALS REPORT 2015



LinkedIn Talent Solutions recently analysed its healthcare membership to identify where to find talent, who the top employers are and what healthcare professionals are interested in on LinkedIn.

This infographic presents a summary of the key findings of LinkedIn's Australian Healthcare Professionals Report.

1 Demand for health talent outstrips supply

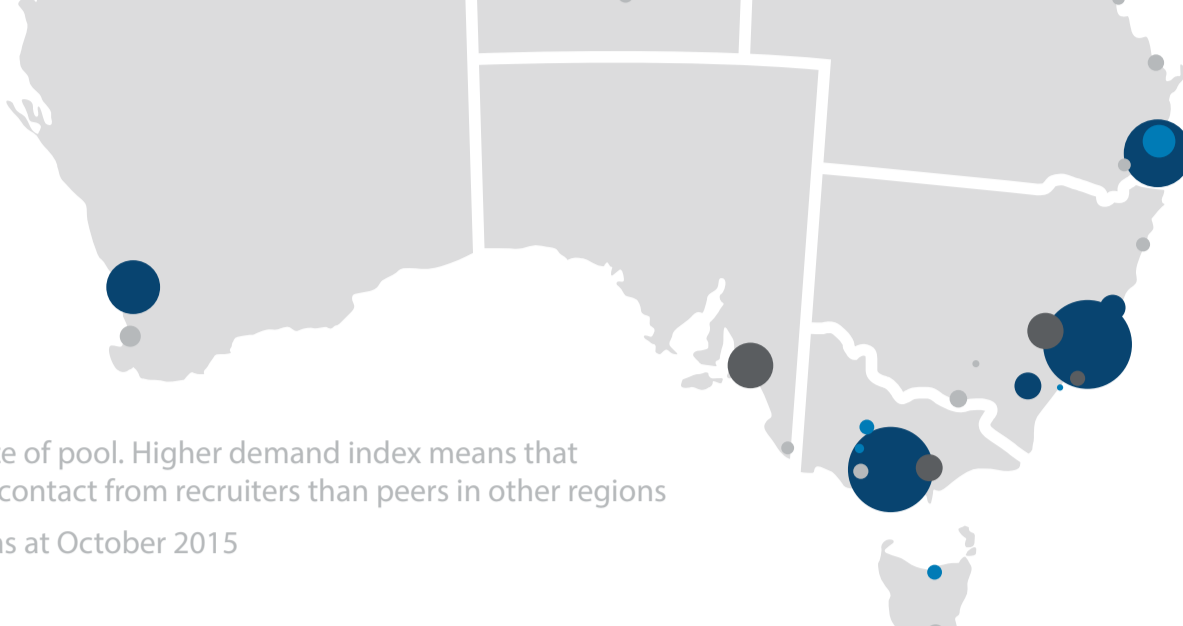
Demand for health talent outstrips supply

The report uncovered that there is high demand and high supply in almost all Australian metropolitan areas. The exception to this is Adelaide. So if you are looking for talent, try Adelaide!

There are **235K+** Health Care Professionals on LinkedIn in Australia

Demand

- High Demand
- Saturated
- Small Markets
- Untapped



Note: Size of bubble indicates size of pool. Higher demand index means that professionals are receiving more contact from recruiters than peers in other regions

Source: LinkedIn member data, as at October 2015

TOP REGIONS

- Sydney ● 51,731
- Melbourne ● 50,083
- Brisbane ● 30,595
- Perth ● 20,115
- Adelaide ● 15,105
- New South Wales ● 9,448
- Queensland ● 7,796
- Newcastle ● 5,593
- Victoria ● 4,856
- Cannberra ● 4,655
- Other ● 23,6445

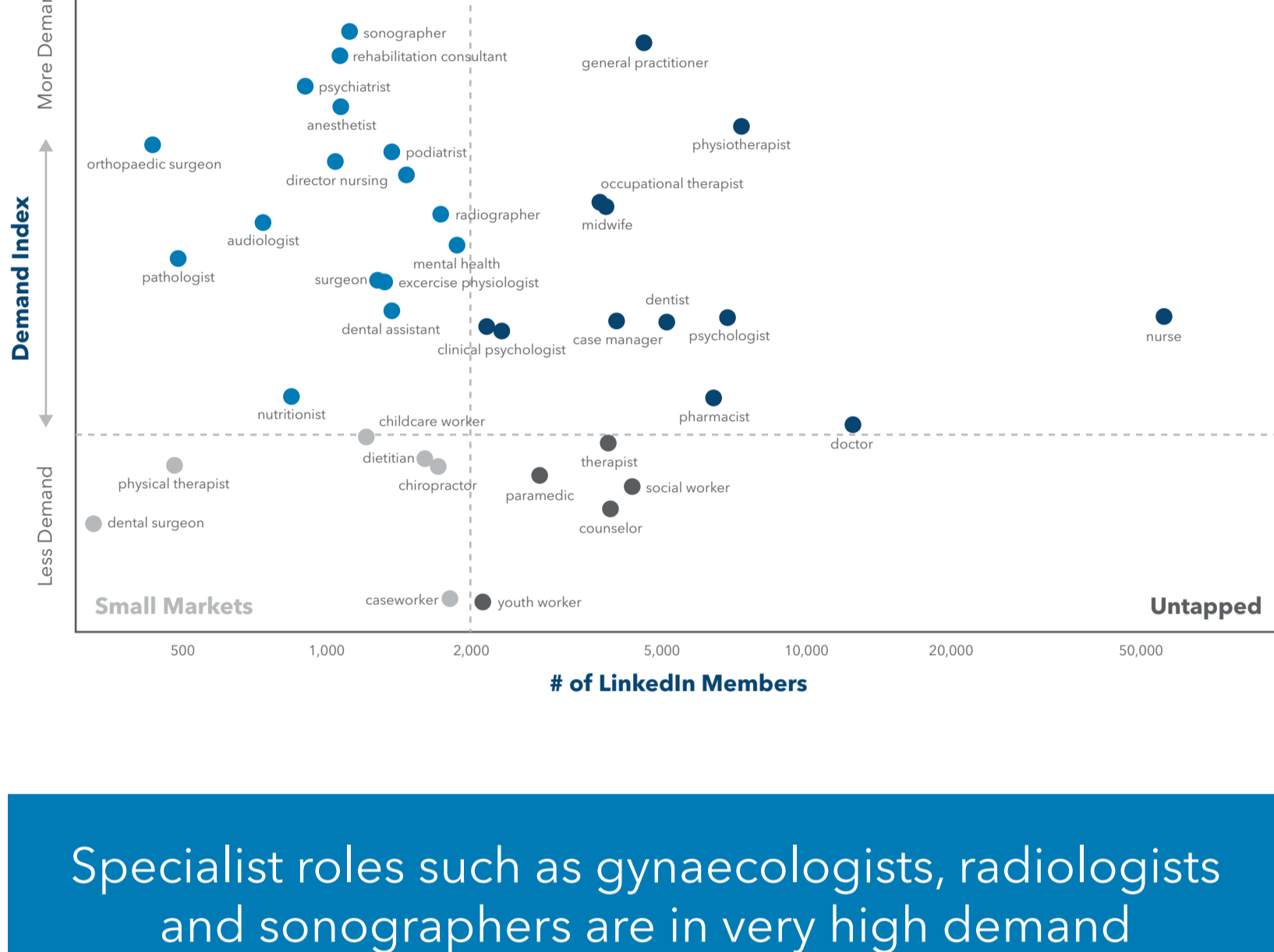
TOTAL TALENT POOL **236,445**

2 Some specialists are even more in demand than others

Some specialists are even more in demand than others

Supply vs. demand of members by title

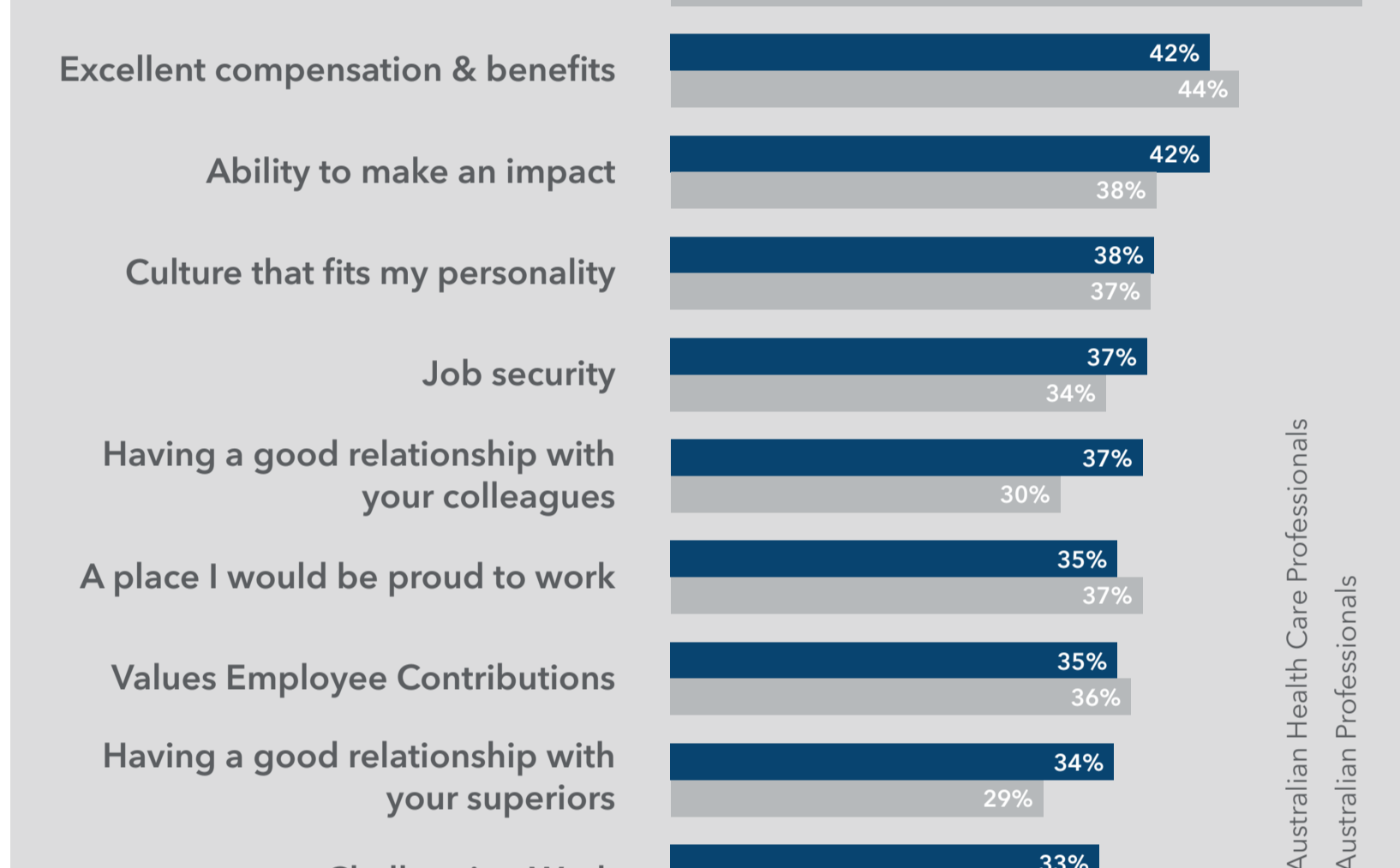
Source: LinkedIn member data, as at October 2015



Specialist roles such as gynaecologists, radiologists and sonographers are in very high demand

3 Ability to make an impact is more important to Australian healthcare professionals than the wider Australian professional community

Ability to make an impact is more important to Australian healthcare professionals than the wider Australian professional community



Note: Question asked: Please select the 5 most important factors when considering a job opportunity. Sample: 213 Australian Health Care Professionals respondents and 15,299 Australian Professionals respondents. Source: LinkedIn Q1 2015 Talent Drivers Survey

4 Passive recruitment

Passive recruitment

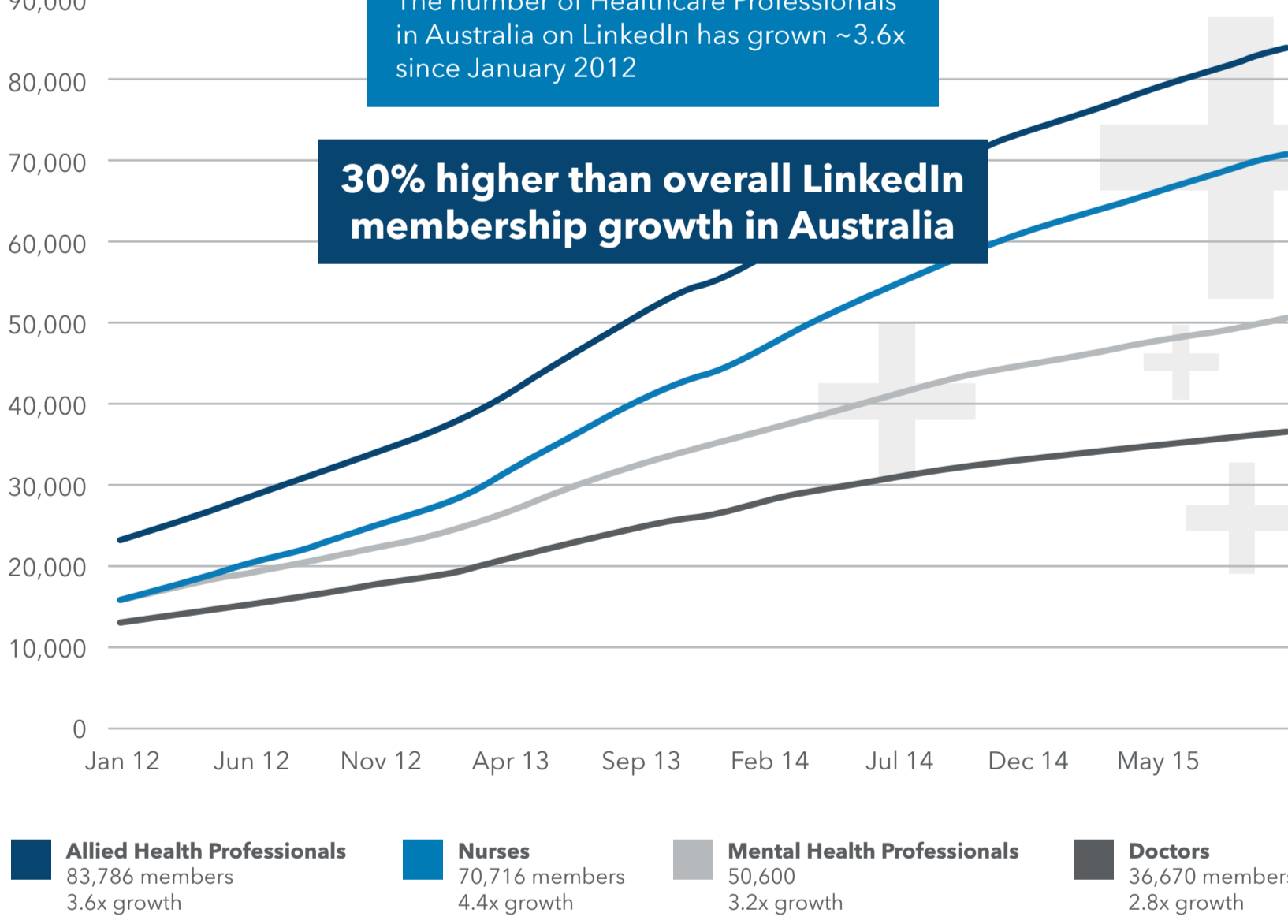
In your efforts to find the best candidate for your hard to fill role, you may need to consider passive recruitment.

70% of LinkedIn users are passive candidates. These professionals are not actively looking for a new role, but are open to discussions with a recruiter about a job opportunity.

Think about incorporating a passive recruiting strategy to make use of this talent pool when looking for new hires.

5 Health professionals on LinkedIn are growing

Health professionals on LinkedIn are growing



6 Attract top talent

Attract top talent

LinkedIn is an excellent way to research and attract passive talent. Build your brand on LinkedIn to ensure that you are top of mind when talent starts looking for a new opportunity.

3 ways to ensure that your organisation is attractive to top talent

- 1 Setup your LinkedIn company page
- 2 Grow your follower base
- 3 Engage followers with regular, relevant status updates

Source: LinkedIn's 2015 ANZ Talent Trends report

About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organisations of all sizes find, engage, and attract the best talent.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful.

With over 380 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.

Australian Healthcare Professionals Report 2015

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