



Australian Government

Department of Health,  
Disability and Ageing

# Primary Health Care Workforce Campaign

**STAKEHOLDER PACK**



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# Introduction

**As the cornerstone of Australia's health care system, primary health care professionals play a vital role in keeping our communities healthy.**

They are the trusted team of health professionals that people often turn to first – including general practitioners, nurses, midwives and allied health workers – improving health outcomes and reducing pressure on hospital emergency departments.

However, Australia is facing a critical shortage of primary health care workers, including a projected shortfall of 7,700 GPs by 2033<sup>1</sup> and an estimated shortfall of more than 26,000 primary health care nurses by 2035.<sup>2</sup> Contributing factors include a lack of understanding of what primary health care is, and misconceptions about the career opportunities available.

The *Join The Team* campaign aims to challenge this narrative by showcasing the diverse, dynamic, and rewarding nature of primary health care careers.

[1] [GP supply and demand](#)

[2] [Nursing supply and demand study](#)

Inside this stakeholder pack you'll find real stories and materials which can be used to elevate the profile of primary health care careers. By sharing these resources across your channels and networks you can help us to inspire more people to be part of the future of primary health care, creating a stronger health care system for all.



**Laura Stewart** – Pharmacist



# Benefits and incentives

**This campaign showcases the benefits and incentives that are in place to support a rewarding primary health care career, particularly in regional, rural and remote areas.**

It also highlights and promotes study pathways and training opportunities available to anyone looking to start or continue a career in primary health care.

It's not just a job, it's a career with purpose, where every patient interaction is an opportunity to make a lasting difference.  
Join the team!

Discover the benefits and incentives available for [GPs, nurses and midwives](#), [allied health professionals](#), [aged care workers](#) and [First Nations health workers](#).



**Dr Chloe Jansz**  
Nurse Practitioner



# Key messages

- Primary health care workers are changing lives while supporting patients and communities.
- There's a diverse range of roles in primary health care with plenty of opportunities to grow.
- It's a career that's always evolving and offers variety every day.
- You'll get the chance to build meaningful relationships and provide longer-term care for patients.
- Primary health care is complex and exciting. It plays an important role in preventing disease and keeping people healthy.
- From cities to rural and remote areas, primary health care professionals are needed everywhere including in schools, clinics, aged care facilities and rehab centres.
- To find out more, visit [health.gov.au/primaryhealthcarecareers](https://health.gov.au/primaryhealthcarecareers)



# What's in this pack

**This pack features 12 stories from real primary health care professionals, showcasing what drew them to the industry and what keeps them passionate about their work.**

Each story comes with:

- 1 x video
- 1 x poster
- 1 x social media caption
- 2 x social media graphics

Other resources:

- Digital fact sheet
- Infographic

## Translated resources

We have also translated some of our case study videos, posters and social tiles with suggested post copy, as well as the digital fact sheet to reach Arabic, English, Korean, Nepali, Simplified Chinese (Mandarin), Traditional Chinese (Cantonese) and Vietnamese audiences.

Please share these materials with anyone who may consider a career in primary health care via the channels you know will reach them best.



# How to use the materials

## Videos:

Each one-minute video highlights an individual's journey in primary health care including their role, experiences and impact. These videos are designed to inspire those interested in the industry and we encourage you to share them across social media, email or other digital platforms.

## Posters:

We suggest printing and displaying these posters in public spaces like waiting rooms and noticeboards. Each one includes a QR code linking to more information about careers in primary health care.

## Social media graphics:

For each primary health care story, you'll receive two graphics to share on social media – one for in-feed posting (4x5) and one for Instagram Stories (9x16). We have also provided suggested captions for in-feed posts. Be sure to include a link to [health.gov.au/primaryhealthcarecareers](https://health.gov.au/primaryhealthcarecareers)



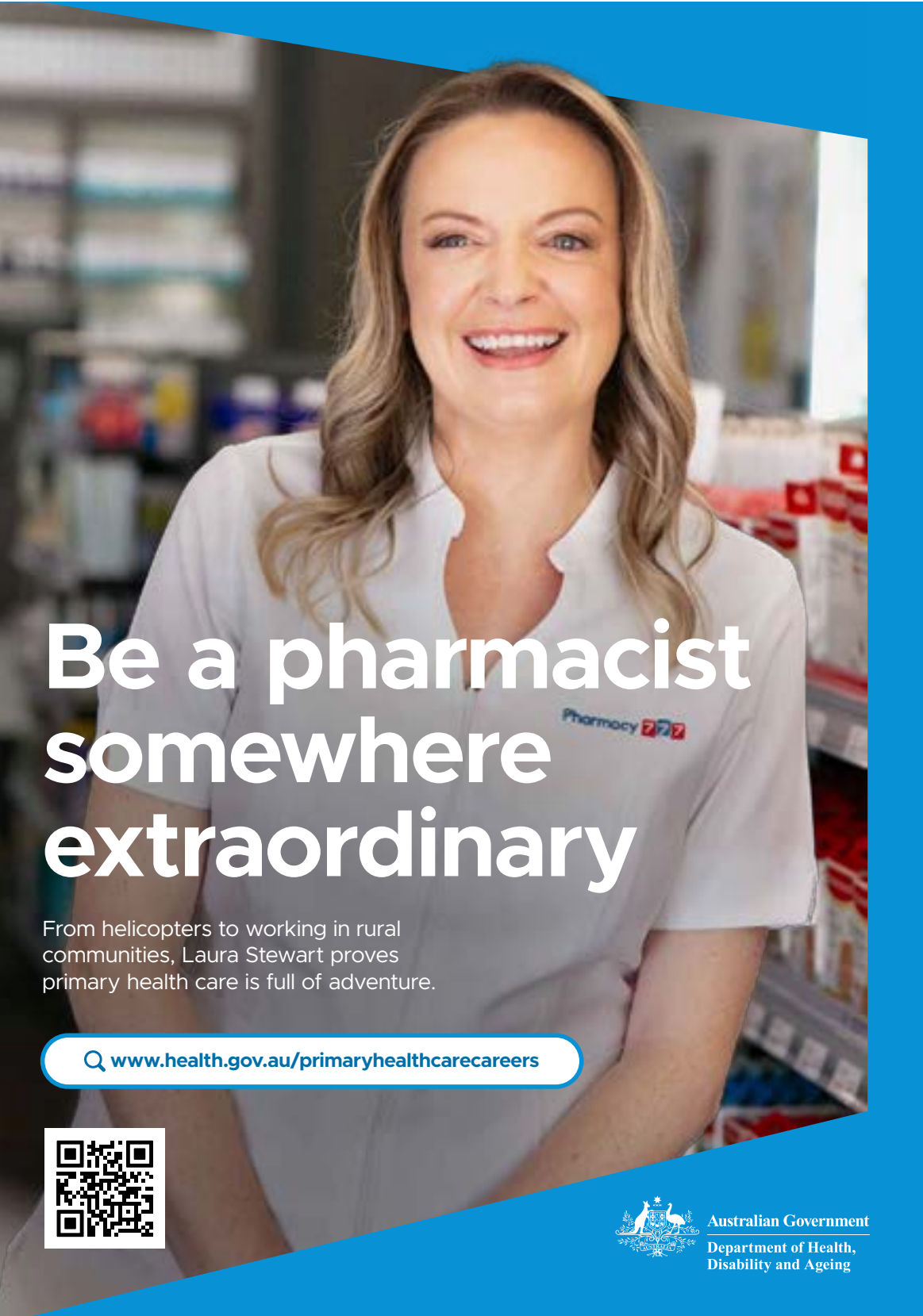
**Dr Erin Dolan**  
Clinical Psychologist

# Real primary health care careers contents

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# Laura Stewart



## Pharmacist

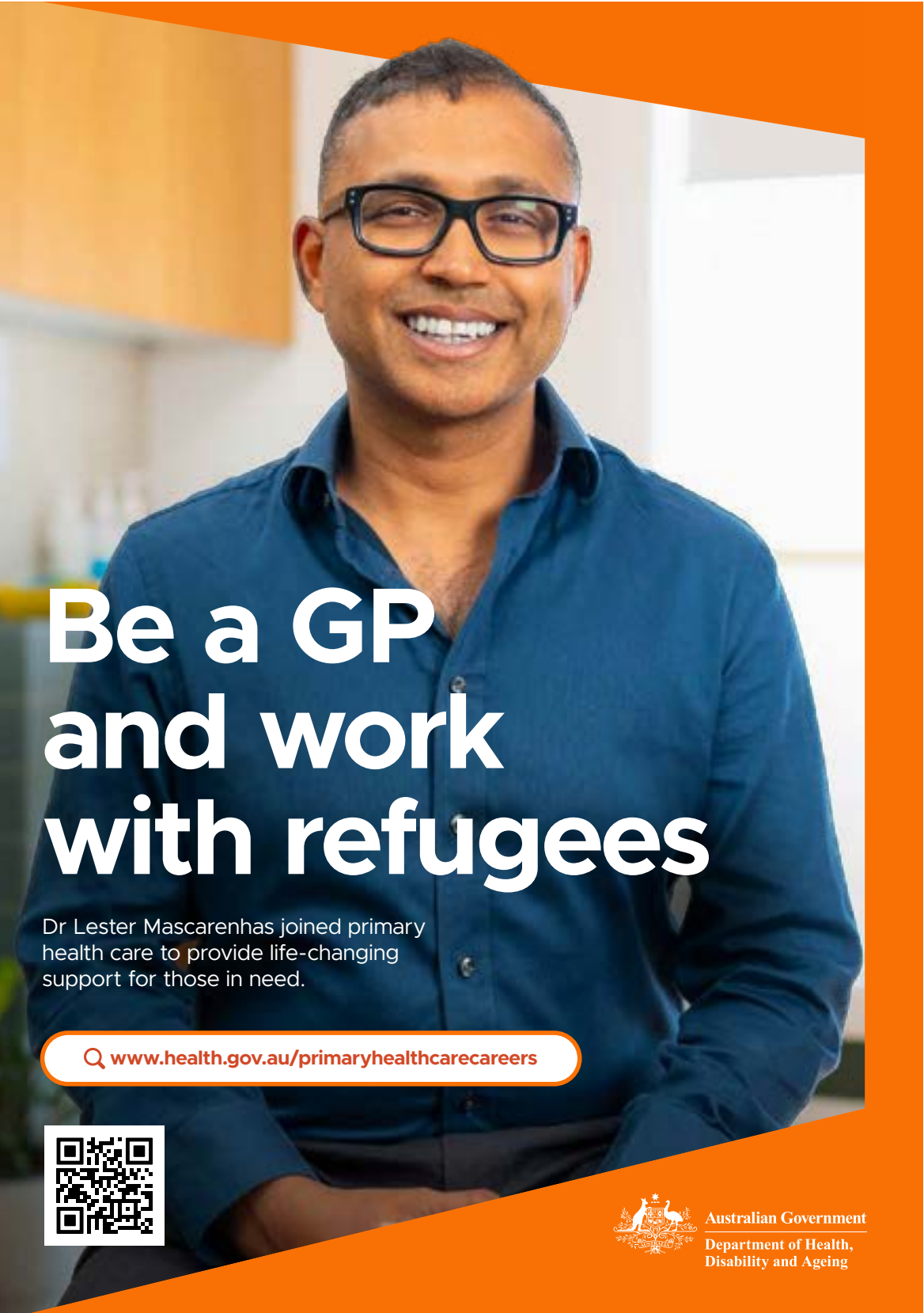
Looking for a career that takes you places? Pharmacist Laura Stewart found hers in primary health care.

From working with First Nations services to flying in helicopters for medical inspections, her life in Karratha has been anything but ordinary.

**“It’s a really great feeling to know you’re helping people who need it,”** says Laura Stewart.

- [▶ Watch video](#)
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# Dr Lester Mascarenhas








## General Practitioner (GP)

For Dr Lester Mascarenhas, primary health care is about trust, compassion and connection.

At Utopia Clinic, he’s helping refugees and asylum seekers access culturally safe care.

**“For me personally, it’s building trust with the patients and seeing them improve and get better with time,”** says Dr Lester Mascarenhas.

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# Dr Chloe Jansz







## Nurse Practitioner

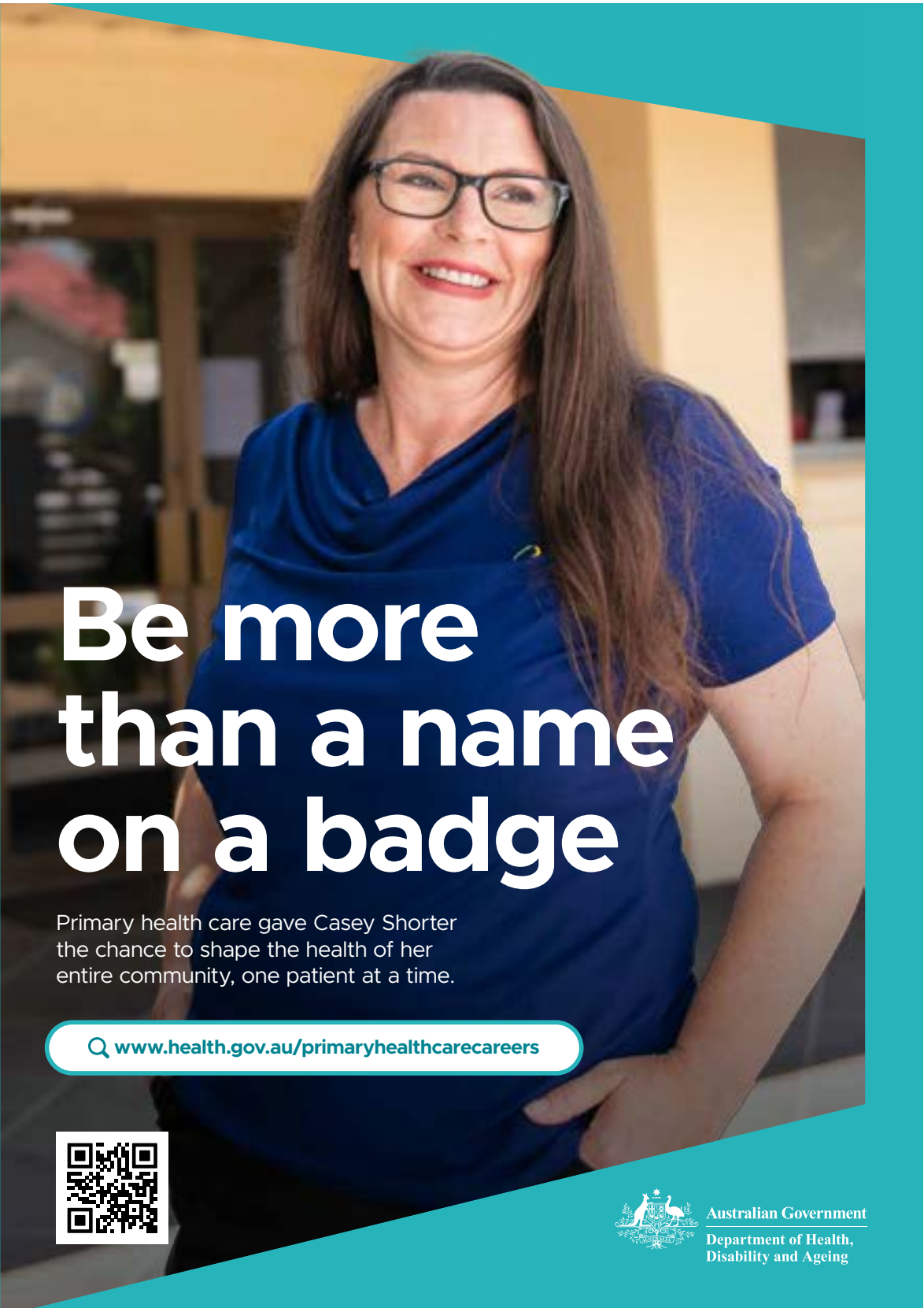
For Dr Chloe Jansz, there’s never a boring day in primary health care.

Whether she’s dressing a wound, managing diabetes or mentoring a new cohort of students, the nurse practitioner loves the variety.

**“You get to take a person through their entire health care journey and that’s what makes it so meaningful,”** says Dr Chloe Jansz.

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# Casey Shorter



## Practice Manager

**“It’s more than just health care, it’s a long term investment into the future of your community,”** says Casey Shorter, a practice manager in regional NSW.

Casey found her calling in primary care, where she can create lasting change and build meaningful relationships with patients.

- [▶ Watch video](#)
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# Ken Nguyen



## Physiotherapist

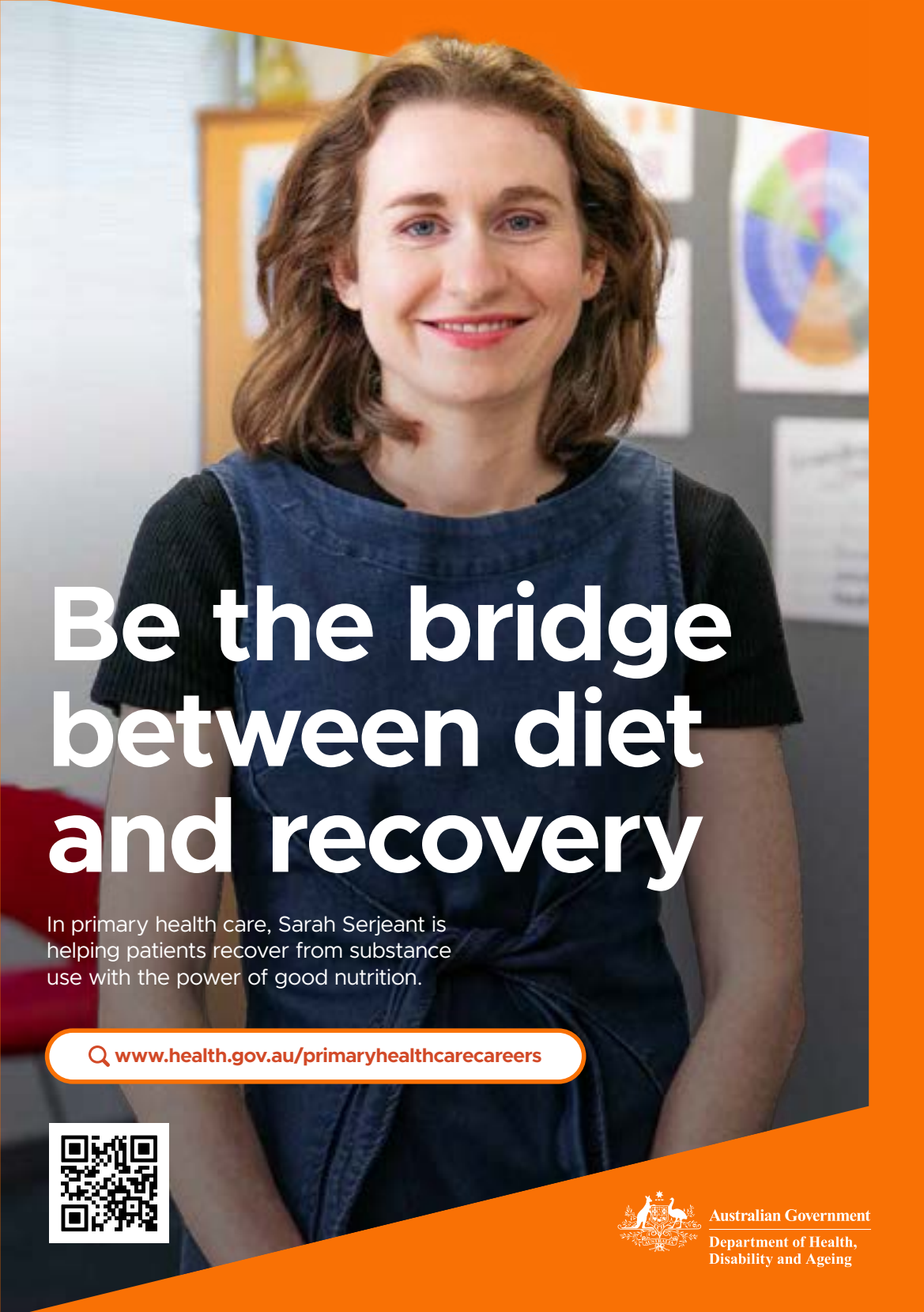
After graduating physiotherapy and co-founding a group of clinics, Ken Nguyen found primary health care offered both impact and opportunity.

**“I still see clients regularly and I also get to bring my business skills into the day-to-day work,”** says Ken Nguyen.

For Ken, the best part of his job is seeing people make a full recovery.

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# Sarah Serjeant







## Dietitian

Sarah Serjeant uses her expertise as a dietitian to heal people from the inside out.

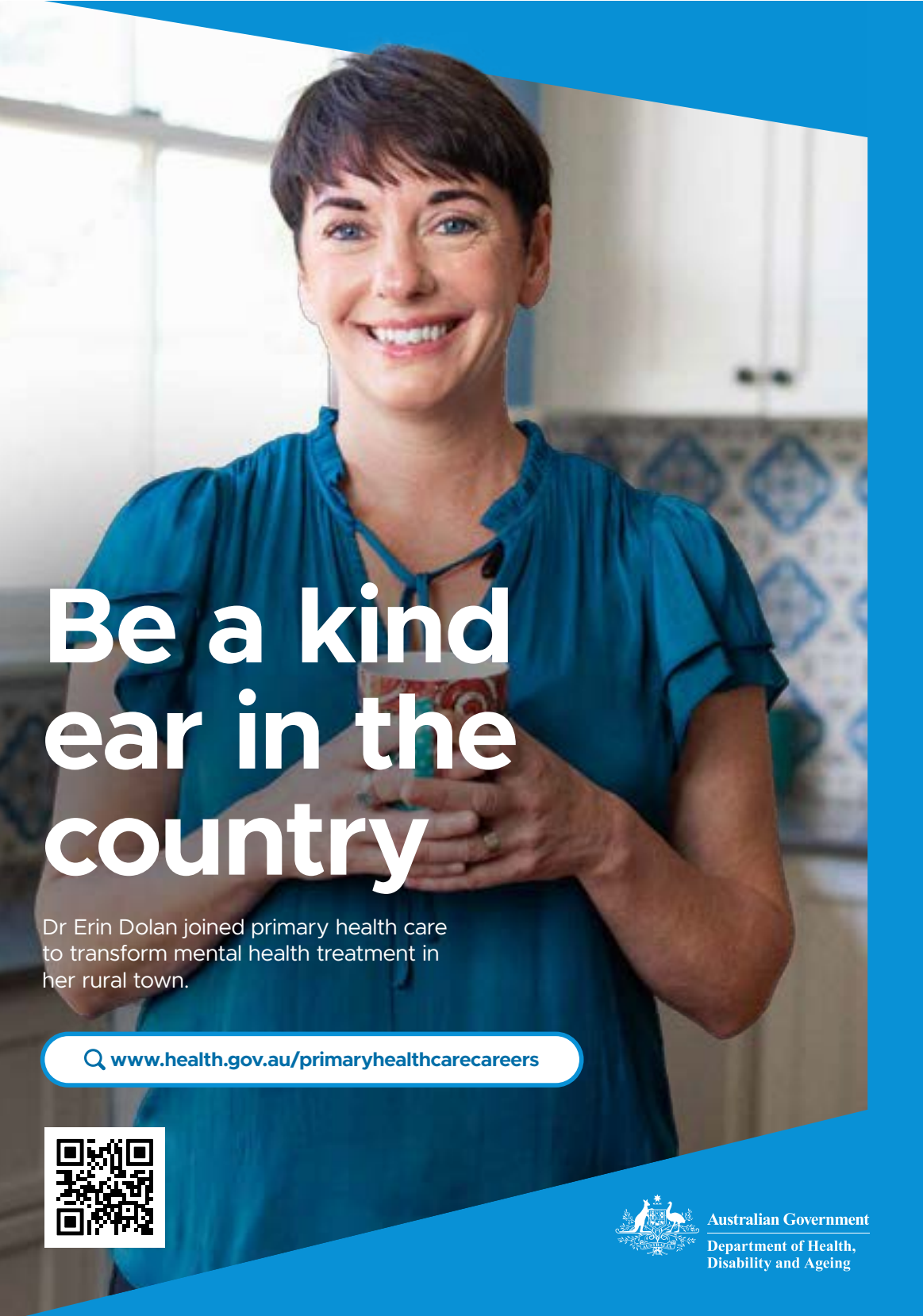
In primary health care, she’s helping patients recover from substance use by fuelling their body and mind.

**“It’s so rewarding to watch them improve and be part of that journey,”** says Sarah Serjeant.

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# Dr Erin Dolan



## Clinical Psychologist

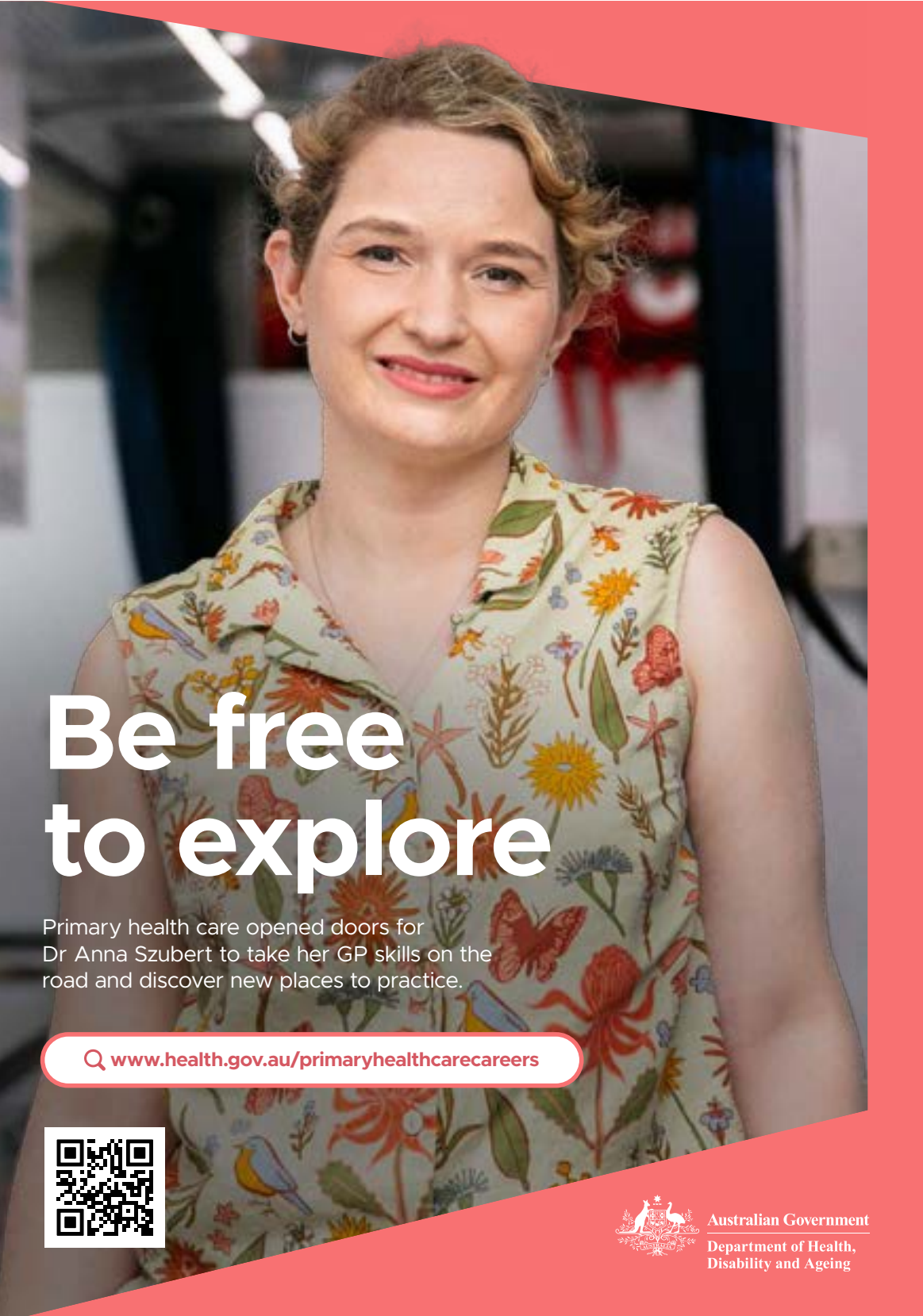
In Dr Erin Dolan’s psychology practice, every conversation matters.

Whether it’s through therapy, group wellness programs, or a cuppa, she’s built a space for a whole community to feel heard.

**“Primary health care allows you to be flexible with your work and create something of your own,”** says Dr Erin Dolan.

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# Dr Anna Szubert







## General Practitioner (GP)

Dr Anna Szubert loves how primary care lets her choose her own path – like volunteering from a medical van in Australia or in remote places like Papua New Guinea.

But it’s the connections she makes with patients that keeps her inspired.

**“You have the ability to actually see people get better and that’s very fulfilling,”** says Dr Anna Szubert.

-  **Watch video**
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-  **Download social media assets**



# Dr Firdevs Tat and Ceril Gocuk








## Clinical Psychologist/ Neuropsychologist, Dr Firdevs Tat and Paediatric Psychologist/ Clinical Psychology Registrar, Ceril Gocuk

In primary health care, Dr Firdevs Tat is breaking down barriers with her bilingual skills.

As a Turkish-speaking psychologist, she delivers therapy in-language and creates a safe space for patients to access mental health care.

**“Your work can affect entire generations and impact the whole community,”** says Dr Firdevs Tat.

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# Shrijana Gautam



## General Manager and Aged Care Nurse

From nursing in Nepal to aged care in Australia, Shrijana Gautam turned a passion for helping others into a thriving leadership role.

**“I always think about my grandparents at home and how I’d look after them,”** says Shrijana Gautam.

After 10 years in the industry, Shrijana still loves seeing the impact she can make in primary health care.

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# Dr Dong Hua








## General Practitioner (GP)

Why settle for one specialty when you can explore them all?

From treating complex cases to offering acupuncture, primary health care let Dr Dong Hua build an exciting career in the heart of his home town.

**“Being trusted to care for an entire community is as rewarding as it gets,”** says Dr Dong Hua.

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# Dr Mohammed Alebrahimi








## Optometrist

Optometrist Dr Mohammed Alebrahimi is proving primary health care is about people, not just patients.

He founded People First Healthcare to meet the unique needs of his local community.

**“Giving back to the community, that’s what inspired me. It’s an amazing job, I recommend it to anyone who wants to help people,”** says Dr Mohammed Alebrahimi.

-  **Watch video**
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-  **Download translated assets**




# Digital fact sheet

This fact sheet contains more detailed information about what primary health care is and the benefits of choosing a career as a primary health care professional. You can share this fact sheet online through email and digital networks or print it to distribute in person.


The flyer is available in:

- Arabic
- English
- Korean
- Nepali
- Simplified Chinese (Mandarin)
- Traditional Chinese (Cantonese)
- Vietnamese

 **Download fact sheet**



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## Discover a rewarding career in primary health care

### What is primary health care?

Primary health care is the first point of contact for health care outside of hospitals or specialist medical doctors. Professionals in this field diagnose and treat health conditions and offer long-term care to their patients.

Common careers include general practitioners (GPs), nurses, midwives and allied health professionals such as psychologists and physiotherapists.

Primary health care offers diverse opportunities for both local and overseas-qualified health care professionals. Its holistic nature allows you to make a meaningful and lasting impact on peoples' lives and the broader community.

### Who are primary health care workers?

Primary health care workers are trusted professionals who provide essential health care and advice. They have a vital role in supporting the community's health and wellbeing, helping to reduce pressure on our hospitals.

### 1. Personal fulfillment

There are plenty of career opportunities in diverse fields such as allied health, general practice (GP), nursing, and so many more. You'll have the freedom to provide treatment and deliver services and education tailored to each individual. And, in primary health care, no two days are the same.

### 2. Hard to match flexibility

Work in diverse settings, from metropolitan to regional and remote areas across Australia. You can expect to enjoy a better work-life balance, with the option to stay closer to home. You can also explore a variety of roles, making it an exciting and rewarding career path.

### 3. Impactful contributions

Every interaction is an opportunity to make a meaningful impact, all along the health journey from diagnosis to recovery. Primary health care workers are essential to community health care. They are trusted and highly valued professionals who are respected for their unique skills.

# Infographic

This is an informative and easy-to-understand infographic about the benefits of choosing a career in primary health care. You can share this infographic online through email and digital networks or print it to distribute in person.

 **Download infographic**





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## Why choose a career in primary health care?



**Work-life balance**  
Flexible hours and opportunities to work close to home mean you can find a role that fits your lifestyle.



**Career opportunities**  
Manage your own business or work in cities, regional towns or remote communities across diverse settings such as GP clinics, health centres, mental health services, aged care facilities, private clinics and more.



**Personal development**  
Build a versatile skill set by working in multidisciplinary teams to deliver holistic, person-centred care.



**Feel valued**  
As a trusted source of advice and impactful treatments, you'll have a vital role in keeping your community healthy.



**Purposeful work**  
Every interaction is a chance to change lives, from prevention to recovery.



**High demand**  
With a growing national shortage of GPs, nurses and allied health workers, now is the time to step into a career in primary health care.



**Variety in your day**  
No two days are the same. Provide treatments and education tailored to the individual, not just the illness.



**‘Want to join the team?’**  
Scan the QR code to learn more about primary health care careers.





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**To learn more about the benefits of working  
in primary health care and the careers available,  
visit [health.gov.au/primaryhealthcarecareers](http://health.gov.au/primaryhealthcarecareers)**

**Thank you for your support**

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