

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH AND AGEING PORTFOLIO

Budget Estimates 2012-2013, 30 & 31 May and 1 June 2012

Question: E12-063

OUTCOME 0: Whole of Portfolio

Topic: Aboriginal and Torres Strait Islander Health Workers

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Senator: Senator Siewert

Question:

Are you also focussing on general community Aboriginal health workers and trying to encourage more people into that specific area?

Answer:

The *Attracting More People to Work in Indigenous Health* campaign is a measure within the *Indigenous Chronic Disease Package* (ICDP), which forms a significant component of the Government's wider response to closing the gap in life expectancy between Aboriginal and Torres Strait Islander people and other Australians.

The goal of this campaign is to increase the number of people working in Indigenous health. This includes all areas of the health sector servicing Aboriginal and Torres Strait Islander people(s).

The campaign has two key components:

- *Health Heroes* campaign, which targets Aboriginal and Torres Strait Islander secondary students—encouraging them to consider working in health with a secondary audience of influencers (such as parents and other family members), school staff (including teachers, career advisors and Indigenous Education Officers), and vocational and tertiary education institutions offering health courses; and
- *Do Something Real* campaign, which targets existing health professionals and tertiary students in health courses—to consider working in Aboriginal and Torres Strait Islander health.

Both components promote the full range of health jobs available, without specifically focusing on any one particular profession. The campaign features profiles of real health professionals to communicate the key messages of the campaign. The health professionals featured in the campaign occupy roles for which there was a demonstrated skills shortage in the workforce.