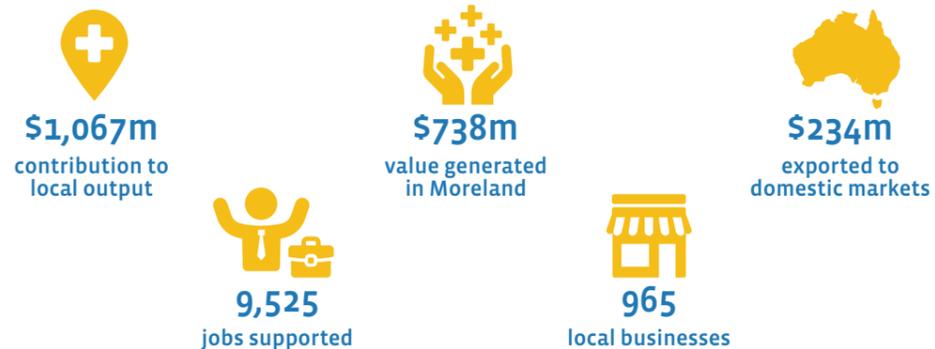


Moreland's Health Care & Social Assistance Sector

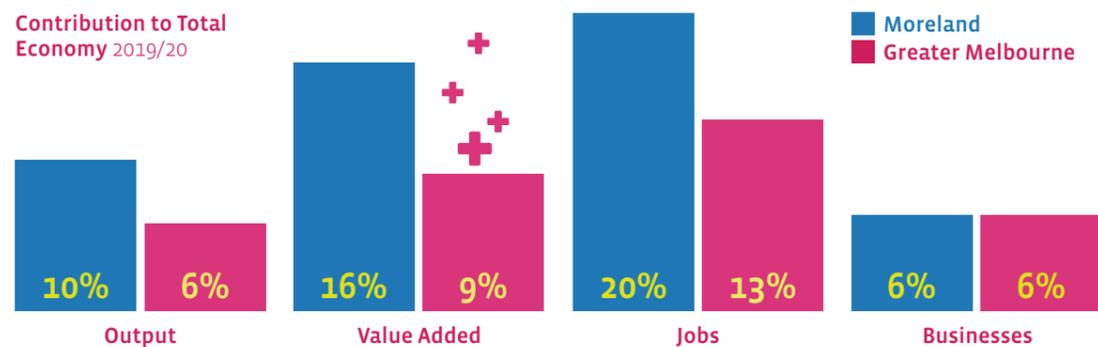
Major contributor to the Moreland economy

Health Care and Social Assistance is Moreland's largest employing sector with the presence of two hospitals providing a regional competitive advantage.



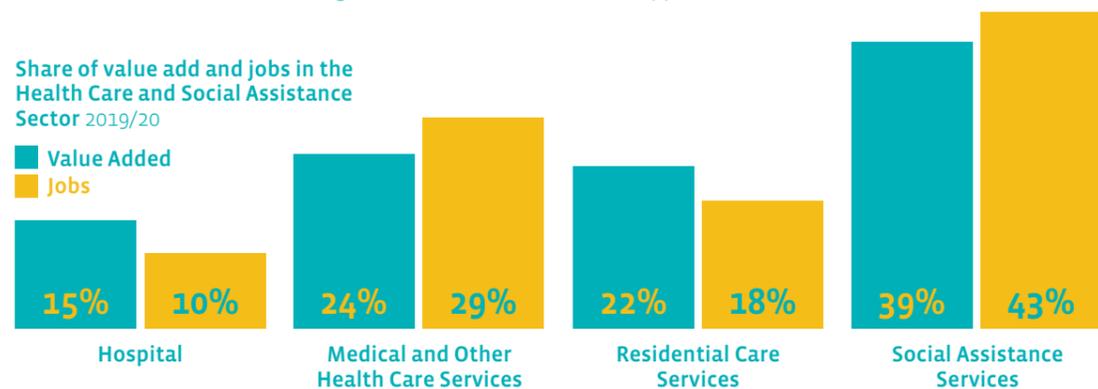
Major health hub in the region

This sector contributed 16% to the value added total of Melbourne's North Health Care and Social Assistance Sector in 2019/20, making it a major health hub in the region. This is further highlighted by its share of output, local jobs and number of businesses. This is further highlighted by its share of output, local jobs and number of businesses, when compared to Greater Melbourne.



A diverse sector

The sector is diverse with jobs in medical services, allied health, aged care, childcare and social support services.



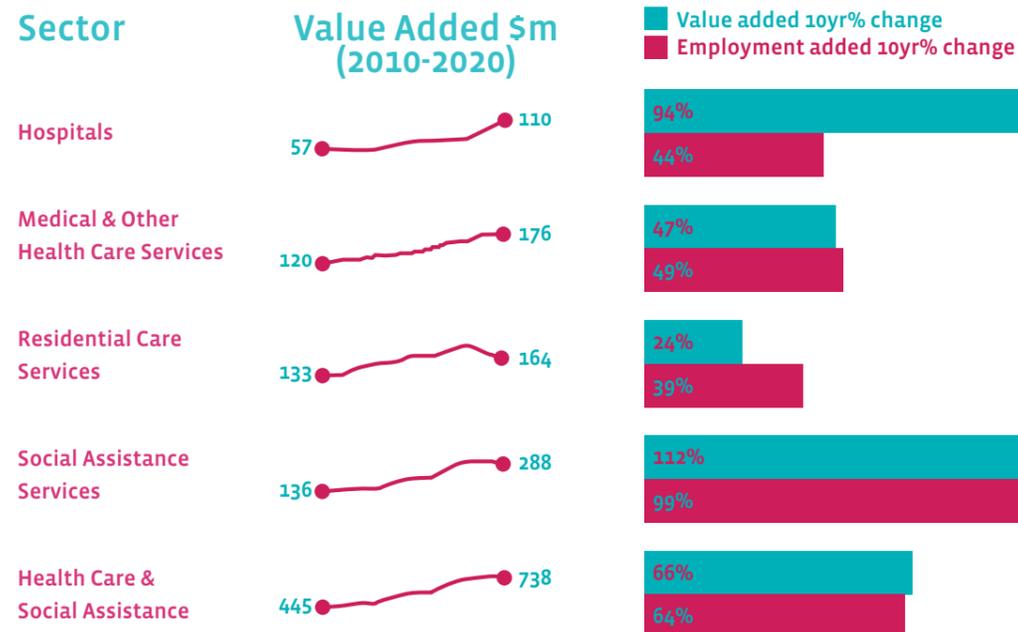
Top 8 Business Numbers



Moreland's Health Care sector growing rapidly

Job growth has been significant over the past decade and there is further opportunity to meet the needs of the growing local and regional population. Value added growth has also been significant in Hospitals and Social Assistance over the past decade.

Health Care & Social Assistance Growth



Major Health Care infrastructure investment \$48m worth of Health and Aged Care building approvals over past 4 years



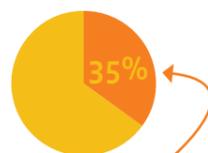
Major redevelopment & expansions John Fawcner Hospital and Brunswick Private Hospital

Future Drivers of Growth

Health Care and Social Assistance is expected to experience significant growth due to population forecasts, ageing, births and rising income. This sector is forecast to **grow by around 5,400 jobs over the next 15 years** with opportunities across all Health Care and Social Assistance sectors.



+25%
Forecast population growth (2020-2035)



+17,000 people
aged 50+ (2020-2035)



3,500 births
on average per year (2020-2035)



\$114,672
Disposable income per household

Health Care & Social Assistance Workforce profile in 2016¹



78.9%
Female



43.4%
Born Overseas



45.5%
Bachelor or Higher degree



12.7%
Owner Manager



46.1%
Full time



\$74,469
Average annual income per worker

Top 3 Occupations



18.2%
Personal Carers & Assistants



13%
Child Carers



11.1%
Midwifery & Nursing Professionals

Top 3 Fields of Qualification



18.3%
Human Welfare Studies & Services



14.7%
Nursing



5.8%
Rehabilitation Therapies

¹ Based on Health Care and Social Assistance jobs located in Moreland

Opportunity analysis

Strengths

- Strong demand for health services due to high population growth in regional catchment, large pool of people aged 50+ and growing number of births
- Large labour force catchment with high share of workers with health related qualifications
- Two existing hospitals
- Large existing health sector workforce



Opportunities

- Attract a major health operator
- Develop a health precinct
- Partnerships with tertiary education providers
- Expand Education and Research functions
- Attraction of new alternative health therapies
- Government policies support demand for preventive health measures
- Workforce skill development (e.g. emotional intelligence, critical thinking, communication, stress tolerance)

Weaknesses

- Large outflow of employed residents and associated spending on health services outside of Moreland
- Competitive pressure from nearby health precincts
- Limited land supply for health and aged care facilities

Threats

- Health precinct investment in surrounding region
- Reduced housing affordability for lower to medium income health workers
- Reduced private health insurance memberships due to COVID-19 impacts on income
- Technology, Automation and Artificial Intelligence impact on job growth



John Fawcner Private Hospital, Coburg



When I first moved to Brunswick West from Adelaide, I chose this location because of its multicultural and diverse array of people, food and culture that gives the area a unique vibe.

It is a great location because everything you need is within either walking distance or a short bike ride. The public transport is also great in Brunswick West with easy access to either a bus, tram or train¹.

John Georgaras
Owner Moreland Podiatry, Brunswick West