

Proud work, but feeling undervalued

The primary health workforce remains deeply committed to purpose-driven care. In 2024, most professionals report strong role satisfaction and industry enjoyment. But there is a gap between the pride they feel in their work and the recognition they receive for it. Many still cite pay, under-resourcing and stress as sources of role dissatisfaction.

Here's a summary of the 2024 findings.



* Score of 8-10 on a 0-10 point scale in response to "How enjoyable do you find working in the industry you currently or typically work in?"
 † Score of 8-10 on a 0-10 point scale in response to "How much do you agree or disagree with the statement: I am proud to work in my industry."
 ^ Employer's service Net Promoter Score: Likelihood to recommend the services provided by their employer to a family member or friend.

Address the disconnect between effort and appreciation. Investing in recognition, workplace inclusion and wellbeing, and clear career pathways can help re-energise this proud, values-driven workforce.

With more than a million members beside us, we know what matters to them.

Access workforce reports, support tools and educational resources for you and your employees today or email yourindustryfund@hesta.com.au

Source: HESTA workforce research 2024; Primary health sample size n=419. The statistics presented are based on responses from participants in the 2024 study and are not representative of the entire population.

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2024 workforce snapshot

What employees enjoy most about their role

53% Mention feeling a sense of personal reward in their role.

39% Mention relationships with colleagues.

34% Mention meaningful connections with patients.

Concerns

Workplace experience

In the primary health sector, key workplace experience metrics have all declined since 2022.

51% Feel their main employer appreciates their work.

42% Agree their main employer supports everyone succeeding to their full potential.

36% Feel energised in their work (-4% since 2022).

Salary dissatisfaction

29%

Cite pay as the main downside of their role, feeling it is not commensurate with their qualifications, specialised skills and professional contributions.

 Access support and resources

