

Health Care and Social Assistance

Industry profile

*Partner
to prosper*



**City of
Whittlesea**

In the City of Whittlesea, Health Care and Social Assistance is the largest employer, generating 13,003 local jobs in 2021/22.

Artist impression of the future of Epping Central

In the City of Whittlesea, Health Care and Social Assistance is one of the most productive industries, generating \$1.09 billion in 2021/22

Strong growth and economic performance

- As one of the largest and fastest growing regions in Melbourne, in 2022 our estimated resident population was 238,004 and is projected to grow by 52% by 2041 to 360,692.
- In 2021/22, our local Gross Regional Product was \$10.39 Billion, a 7.2% increase from 20/21 and 2.57% of Victoria's Gross State Product.
- The 3 top sectors employing local workers were Health Care and Social Assistance; Construction and Retail Trade.
- Health Care and Social Assistance is the largest employer, generating 13,003 local jobs in 2021/22.
- In the past 5 years the number of GST registered Health Care and Social Assistance businesses in the City of Whittlesea increased by on average 11% per annum, with 1199 businesses registered in June 2022 quarter.

City of Whittlesea snapshot:



Population
238,004
Forecast.id 2023



Local jobs
77,893
NIEIR 2022



Local businesses
21,617
ABS 2022



Employed residents
115,274
NIEIR 2021

Health Care and Social Assistance in 2022

Local Sales
\$1.44 billion

Value Added
\$1.09 billion

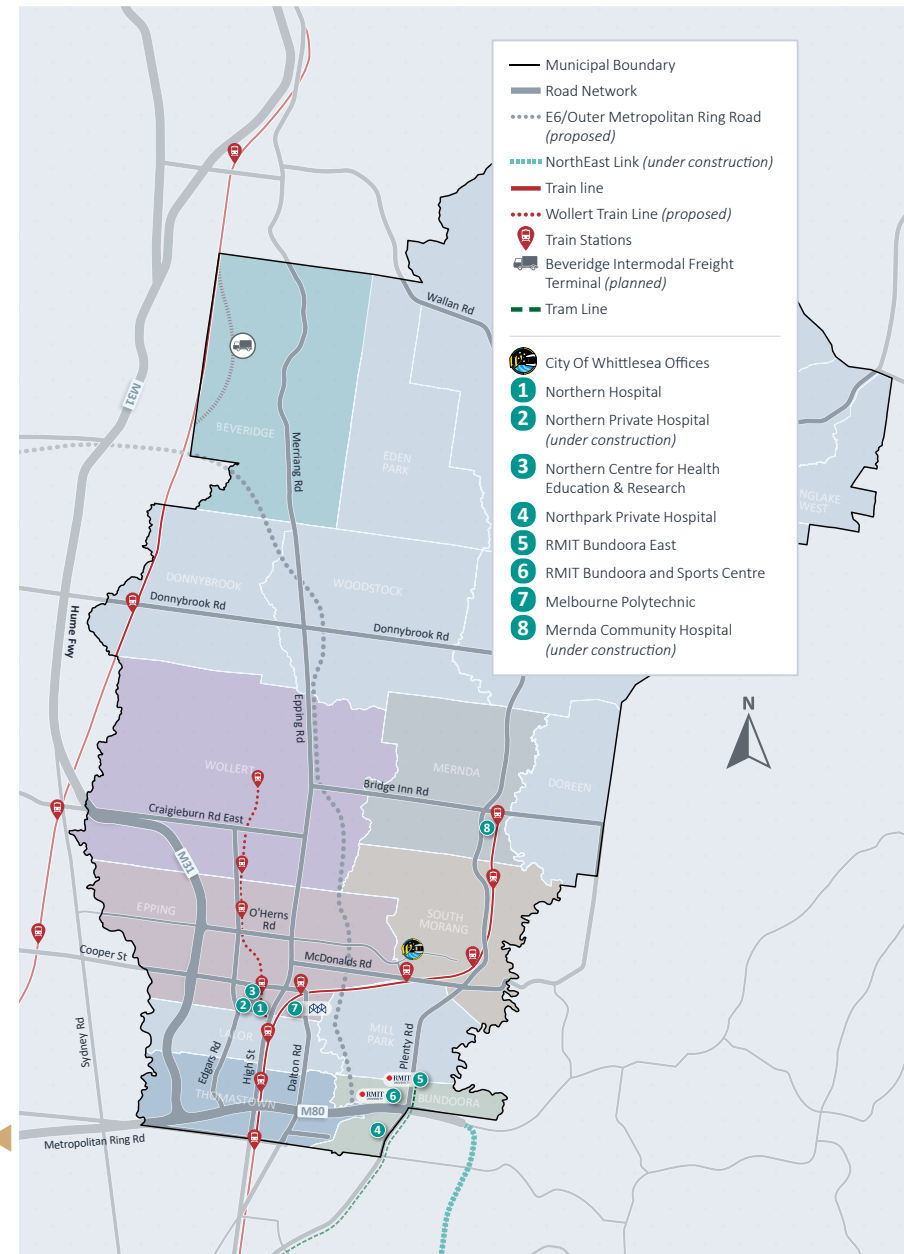
Output
\$1.52 billion

Total Exports
\$77 billion

23km
(from Epping)
Melbourne
Airport

20km
(from Epping)
Melbourne CBD

To Sydney & Brisbane



20km
(from Epping)
Melbourne CBD

To La Trobe University & Austin Biomedical Precinct

Tram to CBD

The Health Care and Social Assistance workforce in the City of Whittlesea



Skilled and available workforce:

- 55% of workers are 25 to 44 years.
- 56% are Bachelor or higher degree qualified.
- 46.5% of residents are in full time employment.
- 47% of residents were born overseas.
- 81% of local workers are female.
- **Total residents working in Health Care and Social Assistance: 18,136.**

Employer key data:

Health Care and Social Assistance (total local jobs)	13,003
Hospitals	4,363
Medical and Other Health Care Services	3,459
Residential Care Services	1,754
Social Assistance Services	3,428

Top occupations in 2021

- Community and Personal Service workers (6,264 people | 38.1%)
- Professionals (5,562 people | 33.8%)
- Clerical and Administrative Workers (2,200 people | 13.4%)

Employment (total) 2021/22



Opportunities

The City of Whittlesea offers businesses in the Health Care and Social Assistance industry a strategic location, strong population growth and demonstrated economic performance now and into the future.

The thriving Epping Health Precinct is anchored by the Northern Hospital, the Northern Private Hospital (currently under construction), the Northern Centre for Health Education & Research, the Victorian Virtual Emergency Department, and the New Epping Health, Wellness & Knowledge Centre.

The Whittlesea Community Hospital (under construction and due for completion in 2024) is situated in the rapid-growth suburb of Mernda. It will provide a range of community health and specialist services free of charge, including after-hours care for non-emergency medical issues.

The latest data has uncovered higher than average levels of several serious health conditions requiring treatment within the City of Whittlesea.

The City of Whittlesea is committed to building a robust and economically valuable investment environment where our local businesses, partnering organisations and residents will thrive.

21% of residents have a permanent or long-term disability
37.9% require assistance with the disability.²

Data and information sources:

All data in this document was sourced from: the National Institute of Economic and Industry Research (NIEIR) and compiled by economy.id, except for:

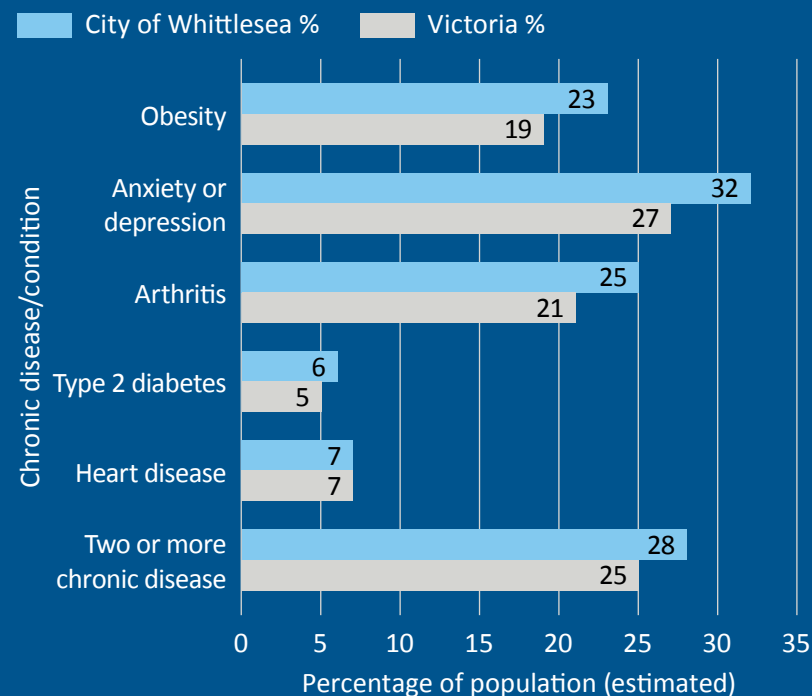
¹ Department of Health, 2017, Victorian Population Health Survey

² City of Whittlesea, 2021, Household Survey Report

There are more resident workers qualified in Health Care and Social Assistance in the City of Whittlesea than in any other field but **67.4%** of them leave the municipality to work. This offers an opportunity to local operators to capture more local workers.



Chronic disease/condition¹



Contact

To have a confidential discussion about the potential of your organisation locating within the City Of Whittlesea, contact our Investment Attraction and Business Growth Team by sending an email to invest@whittlesea.vic.gov.au or call 03 9217 2278

whittlesea.vic.gov.au/invest