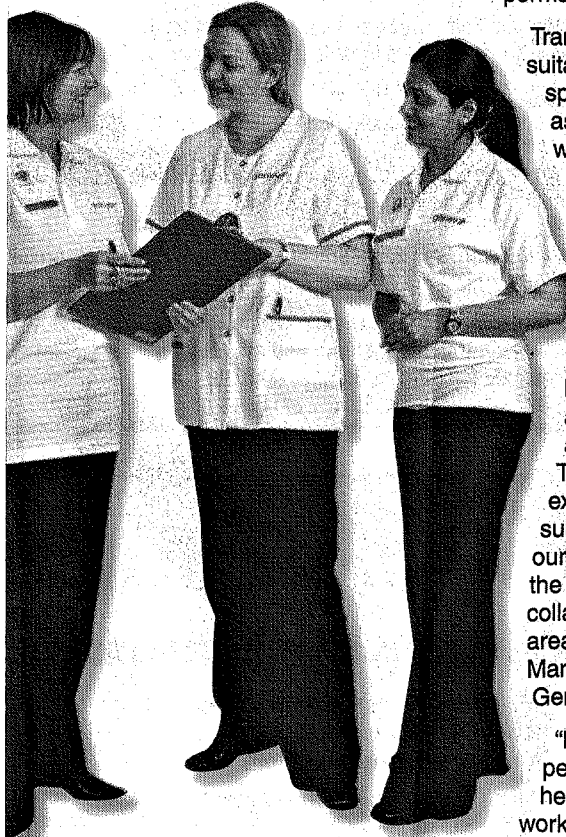


JobMarket | D9

There is no denying that New Zealand has a serious shortfall of health professionals including registered nurses. An ageing workforce is contributing to this shortage as well as signs that the number of health professionals retiring and leaving this industry is not being offset by people entering it. Statistics show that the number of registered nurses has increased by 9% over the last five years, but this is below



the national average increase of 15% for all occupations.

So, what does all this mean for you? Whilst nursing is known to be a rewarding and noble career, it is also very lucrative due to the high demand. Also where other industries have seen jobs drying up in the last few months of the economic meltdown, registered nurses still have a plethora of options open to them - contract, permanent, temporary and international.

Translating these opportunities into suitable and beneficial careers are specialist recruitment agencies such as Geneva Health International Ltd, who've recently secured a contract to be the preferred provider for external agency or temporary staff for the three Auckland District Health Boards (Auckland, Waitemata and Counties Manukau).

"With a high calibre of candidates we attract, some of whom have been with us for 10 years, we are confident to deliver only the best and motivated staff to the DHBs. The contract reflects our extensive experience as well as the ability to suitably satisfy the requirements of our candidates and clients. It is also the first time the DHBs have worked collaboratively in the agency recruitment area," says Jane Clements, General Manager of Geneva Health.

"Besides an increased number of people coming into nursing and other health training courses, "return to work" nurses - especially mothers whose partners' job may not be as secure and

retired nurses - are making a comeback to agency work," says Clements on the latest trends in the industry.

Flexibility of hours as well as an opportunity to extend personal knowledge and experience through the variety of roles available has always made "temping" a very appealing prospect for nurses. In fact many nurses choose it as an ongoing career option.

"Our registered nurses particularly enjoy the opportunity to try on different hats such as Clinical Tutoring and Corporate Wellness Checks. This is a great way to extend their skill mix and we enjoy the enthusiastic feedback we get from our candidates," says Clements.

Nurses also need an employer with a commitment to providing education and training. Meeting Nursing Council requirements sometimes can seem daunting, particularly to those returning to the workforce and/or wanting to avoid roster woes. Specialist companies such as Geneva Health offer ongoing professional development opportunities, including free training and financial assistance with other education options, to all their agency staff. "This is all part of our support focused service, ensuring that retention is a cornerstone of our organisation policy", says Clements.

While temporary nursing jobs can be an exciting and flexible career path, perma-

nent options are equally luring. Often "temping" is a great way to "have a look around" while considering what various employers have to offer. And recruitment agencies with their broad overview and a firm finger on the market pulse can help with long term placements.

"Geneva Health enjoys national contractual arrangements with many healthcare providers to supply permanent staff. In particular the eldercare market, which has opportunities ranging from junior positions, through to Senior Management Roles," says Julia Johnson, Recruitment Consultant, Permanent Services of Geneva Health.

"Flexibility of hours as well as an opportunity to extend personal knowledge and experience through the variety of roles available has always made "temping" a very appealing prospect for nurses," says Geneva Health's Jane Clements.

An aging New Zealand population means that the demand for care will only be on the rise, offering fantastic permanent and temporary options for nurses.

"Nurses like the opportunity to discuss and consider their career options with someone who has been able to keep up with current and future trends and then have their application managed professionally. Specialist agencies and especially one with expansive experience like Geneva Health are a great way to get a progressive career in the healthcare industry," says Clements.

more info: www.genevahealth.co.nz