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**Welfare and professional identity in Australian Social Work: Mapping the Human Services**

The Australian community services sector is constantly in a state of flux and has undergone massive change with the introduction of welfare reform in the late 1990s. It is one of the most complex and difficult areas to understand, spanning a broad array of services with a diverse workforce from paid professionals with university degrees to untrained volunteers. Most recently the NSW Premier announced the amalgamation of 160 state agencies into 30 super departments, though the details have not yet been made public. Within this volatile environment, social workers are constantly faced with issues of professional identity exacerbated by a lack of recognition by government of standards of professionalism internal to the profession. Paper 2 reports on the findings of a broad content analysis of *Australian Social Work* between 2000 and 2008 in order to see what it says about the nature of social work in Australia and the contexts in which it is practised. This paper – Paper1 – examines the broader context in which social work is practised, based on a study which attempted to map the human services sector and its workforce.