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Chairman Cr Phyllis Miller, Mayor Forbes Shire Council

7 June 2011

Oberon Council  
Ms Leanne Mash  
PO BOX 84  
OBERON NSW 2787

OBERON

16 JUN 2011

RECEIVED

*Leanne*  
Dear Ms Mash,

**Re Seeking Council support for Beyond the Range**

As you would be aware, Centroc has undertaken strategic work to identify the best way forward to attract and retain health workforce for the region. This has culminated in the "Beyond the Range" project.

Please find attached a proforma report for all Centroc members to put to their respective Councils. The report is regarding Council engagement including funding of the Centroc Beyond the Range Project. Electronic copies have been sent to you Wednesday 8 June 2011 and can be resent at your request.

This is in accordance with the resolution of the Board 26 May interalia:

8d Health

Resolved	Cr J Farr/Cr J Davis
That the Centroc Board commends to members they adopt the report regarding contribution to the Beyond the Range Project	

The good news is that the meeting between myself as Chair and representatives of NSW Government 31 May was very positive regarding 50% funding. Follow-up is being undertaken and advice will be provided to the next Centroc meeting. In any event, the project can still proceed with funding from members of \$11,000 spread over three years.

I commend the project to you having worked closely on it development where Forbes is the sponsoring Council for Health for Centroc. I also commit to you that I will continue to lobby both for funding for this project and for better health outcomes for the region.

Please contact our Executive Officer on 0428 690 935 for any more advice or clarification.

Yours sincerely

Cr Phyllis Miller OAM  
Chair  
Central NSW Councils (Centroc)  
enc proforma report regarding council engagement including funding of the Centroc Beyond the Range Project

## Background

### About Centroc

Council is a member of Centroc. The 34 delegate Centroc Board is made up of Mayors, elected representatives and General Managers of its 16 member Councils and one water authority in the Central NSW.

Centroc has two objectives, to advocate on behalf of the region and deliver cost savings and other efficiencies for member by working collaboratively. Council may recall annual presentations by Centroc on the success of various programs. Of note is the over \$1.2m of savings reported since the inception of the Centroc Compliance and Cost Savings program in December 2009.

Also of note is the work being undertaken by the Centroc Water Utilities' Alliance in which Council actively participates. The Productivity Commission has recognised this Alliance as being a good model for regional water utilities. Under this model efficiencies can be gained while water utilities are owned and managed by Councils.



Centroc runs a number of programs in both the advocacy and operational sector. Copies of the Centroc Annual Report are available on request and on the Centroc website at <http://centroc.com.au/>

### About the Beyond the Range Project

Health Workforce has appeared as a priority for Centroc members where health outcomes for the region are worse than our city cousins. Many Centroc members are spending significant sums of monies building medical centres and other health related infrastructure and or offering incentives to health workforce including doctors.

Under the auspices of Centroc Health Workforce Group, Centroc adopted a strategic approach and called together the key peak health workforce organisations and educators of the region to develop a Health Workforce Matrix identifying the priority programming for the region to attract and retain health workforce. The



Matrix provided advice that a one stop shop web based portal with associated marketing and promotion was the best first step for the region.

The development of the marketing and website advice for this project was the next step. This project was funded 50% by Centroc and 50% by the NSW Department of Industry and Investment. This stage of the project was signed off by the State August 2010.

The advice, in the attached report pulled together the Beyond the Range project. This was reported to the Centroc Board in May 2010 who subsequently unanimously commended to members for their engagement. All members of Centroc were visited and presentations provided regarding the project.

Further refinement of the budget, sponsorship and advertising potential was undertaken as well as meetings with key funding agencies.

### Budget

Please find below the budget estimates for this project. An analysis of costings has been undertaken with industry and the full advice on all components is in the attached report.

Please note that a surplus is anticipated for the project should the funding levels from other organisations as noted below be achieved. The surplus is deliberately designed to ensure adequate funding of the project should no funds from external sources be available.

Any surplus funds will be reinvested in the project.

<b>BUDGET</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
<b>Income</b>			
Gold Partnership Contribution (ie Mines...)	20,000	20,000	10,000
Funding Agencies (ie DITRIC, WAHN)	40,000	40,000	40,000
Advertising Revenue	20,000	40,000	40,000
Centroc contribution (includes \$20K cash the rest is in kind)	100,000	50,000	50,000
LGA Contribution (\$6K Per LGA yr1 then \$3K yr 2 and \$2k yr 3 )	96,000	48,000	32,000
<b>Total Income</b>	<b>\$276,000</b>	<b>\$198,000</b>	<b>\$172,000</b>
<b>Expenditure</b>			
SUB TOTAL 1 - Website Development	35,650	5,650	5,650
SUB TOTAL 2 - Content Populating	40,000	15,000	15,000
SUB TOTAL 3 - SEO Marketing	31,000	16,000	16,000
SUB TOTAL 4 - Design/Planning/Supervision	14,500	5,000	5,000
SUB TOTAL 5 - Relationship Management/PR	52,000	44,000	44,000
SUB TOTAL 6 - Promotion at tradeshows/conferences	36,000	36,000	36,000
SUB TOTAL 7 - Printing/Production/Media	65,000	27,000	27,000
<b>Total Expenditure</b>	<b>\$274,150</b>	<b>\$148,650</b>	<b>\$148,650</b>
<b>Net Profit/Loss</b>	<b>\$1,850</b>	<b>\$49,350</b>	<b>\$23,350</b>

## What are the benefits of joining this project to Council

1. Inclusion in the project entitles Council to
  - a. a dedicated web page to promote to health workforce, including doctors, the benefits of working and living in this lga
  - b. inclusion in the significant marketing, public relations and promotional campaign including an average of three promotional events per year
  - c. opportunity to value add to their contribution by for example by providing specific promotional material and staff as appropriate
2. The project has support of the Central West RDA which strengthens its likelihood of being funded.
3. Being seen by health workforce as an lga part of a region that is health workforce friendly.
4. Centroc is providing a significant component (\$100,000) to this project over the three years including direct funding.
5. Inclusion in a project that has targeted health workforce in four areas:
  - a. school students at the "growing our own" stage to facilitate young people living in the region taking up a career in health workforce
  - b. university students considering career pathways
  - c. young families
  - d. the sleeper workforce already trained in the region to encourage them to return to work in their health profession
6. Being seen as a co-operative lga with a regional outlook, capitalising on the current ascendancy of regionalism



## What is being asked of Council

1. Contributions of \$6000 for 2011/2012, \$3000 for 2012/2013 and \$2000 for \$2013/2014

2. A contact person responsible for providing information to the website. This person would preferably be the staff member responsible for economic development. This will assist with the reporting and progression of the project.

#### What can Council expect and by when?

Activity	Responsibility	Timing
Councils confirm engagement	Councils	By August 30 2011
Project tender awarded	Centroc	By October 31 2011
Advice and images for Council web page and marketing materials	Councils	By November 30 2011
Web launched	Centroc	February Board meeting 2012 – all welcome
Marketing materials and dissemination plan complete for year 1	Centroc	February Board meeting 2012 – copies will be sent to member Councils
Councils provide advice on wish to attend promotional events	Council - if interested	By 30 April 2012
Promotional events	Centroc And Council - if interested	Schedule to be provided through EDO forum first quarter 2012

#### Reporting

It is anticipated that reports against the project will be provided through the Centroc Economic Development Officers (EDO) forum. The EDO forum will also be able to provide feedback to the project from Council including taking up further opportunities offered by the program.

Council will receive an annual update on the project as part of the annual presentations by Centroc. Centroc Board reports and other reporting will be available on request or please download them from the Centroc website at <http://centroc.com.au>

#### Options

All projects recommended to Centroc members by the Centroc Board are optional for members to engage in. Council can either choose to engage in the project or not as it sees fit.

#### Conclusion

This project has the unanimous support of the Centroc Board and of RDA Central NSW. All costs to date have been met by the Centroc Board. The project is likely to gain funding where commitments from Council will be used to leverage these.

The project itself is based on a sound strategic approach engaging with stakeholders from peak health groups in the region.

The benefits to Council are inclusion in the website, marketing and promotional materials as advised above. The contribution is a maximum \$10K over a three year period.

The project is now in the implementation phase and seeking support from Councils for progression.

The project is commended to Council.

Attachment: Report on recruiting health workforce marketing advice.