

ILLAWARRA INTERNATIONAL HEALTH PRECINCT

DRAFT STRATEGIC COMMUNICATIONS PLAN

Communications Objectives

Updated 25/6/2007

Create awareness of the proposal; communicate its value and potential through the suite of documents, supporting statements and impressions

- Inform Local and State Government representatives, the community, medical professionals, local business and stakeholders of the opportunity this project offers the region
- Provide open forums to discuss the proposal, exhibit the documentation, allow people to understand the proposal, utilise the media to express the proposals potential input into the region
- maintain a constant dialogue with council and its officers providing constant feedback,
- generate interest and enthusiasm within the community
- provide the paraphernalia necessary to exhibit the confidence and certainty of the success of this unique opportunity

Key Communication Themes

1. General

- Proceeding with this plan for this proposal integrates Health services, Employment, infrastructure, transport, community services and facilities, cultural and environmental conservation, accommodation, aged and indigenous care.
- Strategically approaching all factors in preparation of the plan inclusive of Hospital bed requirement, aged care requirement, employment, ethnic and indigenous content transport and infrastructure
- The largest private hospital in NSW of international status
- Compliments and supports Albion Park Airport (the John Hopkins of the Southern hemisphere)

2. Social

- Socio Economic outcomes through salary expenditure, reduced family travel expenditure
- Training and vocational opportunities for our children, retraining for the unemployed
- A magnet for quality skilled/semi skilled-professional/non professional people into the area
- Future planning for the additional growth of 50,000 people in the immediate growth area
- Stopping the exodus of patients out of the Illawarra
- Patients gain increased quality time with their family's
- Expanded range of Medical Services
- A none denominational Chapel
- Culturally diverse and supportive through all nationalities and religions

3. Economic

- Creating a catalyst for local Investment
- Reduced cost of travel for visitors/patients no needing to leave the Illawarra
- A staged development allowing for the timely and efficient provision of infrastructure and growth of the surrounding community
- Major capital expenditure, high annual turnover
- local employment including; service providers, food, clothing, trades, teachers, cleaners, doctors, nurses, drivers, carers,
- Illawarra International Health Precinct will grow to be not only a well known regional health care centre though also respected internationally

4. Medical

- Reduced pressure on the bulging Public Hospital system
- The Health Hub of the Greater Illawarra and Southern Sydney
- Improved Emergency Services
- DR Brett Gooley - needed to address shortage of medicos/clinicians
- Dr Brett Gooley - needed to address the bed shortage in the Illawarra
- Drawing GPs and specialists to the Illawarra
- Facilitating health delivery-through state of the art Equipment and Apparatus
- A unique opportunity for the Illawarra's growing populous and need for such amenity
- A teaching model based on the John Hopkins Hospital's principles

The stakeholders

- The community, the principles and special interest groups,
- The Lord Mayor/Councillors'
- Wollongong City Council & Statutory Authorities
- Council staff
- Local members of Parliament
- none government bodies and associations
- Employers and the business sector in general
- Specialists, Doctors and Nurses

Spokespeople

- Ivorson
- Laing
- Saliba
- Gooley
- Wilkinson

Communication Tools

- Letters and briefings to the Lord Mayor, Councillors', council staff, local and state members of parliament and all statutory authorities, inclusive of all employment groups and none profit organisations
- Notices in the local papers
- Media releases
- Lord Mayor radio and news paper updates
- Open public forum
- Copies of project overview made available at the council library
- Television and radio coverage

Documentation available

- Harde Report Epidemiology
- Boulous Report Financial Feasibility
- Ivan Watts Business Case Study
- Sydwest Design Development Presentation to Southern Group of Councils
- Letters to the Premier from the Southern Group of Councils
- Letters of support from various Associations and Community Groups
- Letter from Don Iverson Wollongong University
- Letter for Wollongong College of TAFE

Events and timing of communication

[illegible]

Website Make All reports, discussion letters, articles of interest, applications and documentation available	Greg Hardes Epidemiology Sydwest Design Development Cardno Forbes Rigby Report Boulous Report Financial feasibility Prof. Don Iverson Concept Plans Staging of Project Health Department application	✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓
Media releases Mercury Lake Times Radio Television	Attached press clippings	

TABLE OF CONTACTS EXTRACTS FROM OUR DIARY

Contacts Name	Organisation of Contact	Status
Mr Vic Watts	Watts Consultancy	
Mr John Gilbert	Wollongong City Council	✓
Mr Peter Coyte	Wollongong City Council	✓
Mr David Farmer	Wollongong City Council	✓
Mr David Green	Wollongong City Council	✓
Mr Matt Brown	Minister for Housing and Tourism	✓
Mr Daniel Norris	Rotary Club of Albion Park	✓
Mr David Hamilton	Lord Mayor, Shellharbour City Council	✓
Mr Gino Mandarino	Economic Advisory Committee	✓
Mr Tony Wallace	The Healthcall Group	✓
Mr Rob Linnehan	Ray White Real Estate	✓
Mr Reg Kemister	Resident	✓
Mr Arthur Rorris	South Coast Labour Council	✓
Ms Mairi Manly	Lake Times	✓
Mr Richard Payne	Lake Times	✓
Mr Les Hills	Oak Flats Lions Club	✓
Mr Geoff Egan	Oak Flats Chamber of Commerce	✓
Mr Mark Edwards	Albion Park Baptist Church	✓
Mr Robert Lopich	Shellharbour Chamber of Commerce	✓
Mr Laurie Pincott	NSW Division AMA	✓

		✓
Dr Andrew McDalley	Illawarra Division of General Practice	✓
Page 5Mr David Campbell	Minister for Police	✓
Ms Lylea McMahon	Member for Shellharbour	✓
Mr Greg Pearce	Shadow Minister for the Illawarra	✓
Mr Brian Weir	Shellharbour City Council	✓
Mr David Laing	Cardno Forbes Rigby	✓
Ms Concetta Fieranvanti Wells	Senator for NSW	✓
Mr Peter O'Rourke	Shellharbour City Council	✓
Mr Don Briggs	Shellharbour City Council	✓
Ms Christine Jefferies	Shellharbour City Council	✓
Mr Neil McGaffin	Dept of Planning Illawarra	✓
Mr Greg Watson	Shoalhaven City Council	✓
Mr Tony Wetherall	Illawarra Business Chamber	✓
Ms Jenny George	Minister for the Illawarra	✓
Ms Sue Brady	Illawarra Area Consultative Committee	✓
Mr Peter Peterson	Illawarra Regional Development Board	✓
Mr Alex Darling	Lord Mayor, Wollongong City Council	✓
Ms Pauline Dawes	Albion Park Chamber of Commerce	✓
Ms Noreen Hay	Member for Wollongong	✓
Mr Nick Hartgerink	Hartgerink Media Services	✓
Mr Jim McCallum	Albion Park Chamber of Commerce	✓
Ms Sandra McCarthy	Lord Mayor, Kiama City Council	✓
Ms Elizabeth Koff	SESIAHS	✓
Ms Christine Thompson	SESIAHS	✓
Ms Sonya McKay		✓
Mr David Laing	Property Council of Australia	✓
Mr Neville Fredericks	Miltonbrook	✓
Mayors	Southern Group of Councils	✓
Mr Frank Gigliotti	Wollongong Councillor	✓
Mr Geoff Hoynes	Shellharbour Council	✓
Mr Crispin Butteriss	Local Business - DUO	✓
Mr Terry Oakes-Ash	Southern Highlands	✓
Mr Don Iverson	University of Wollongong	✓
Ms Dianne Murray	Wollongong Colege of TAFE	✓
Mr and Mrs Darcy Dunster	Residents	✓
Ms Moira Hamilton	Local Business	✓
Ms Courtney Trenwith	Illawarra Mercury	✓
Ms Reba Meagher	Minister for Health	✓
Mr John O'Dea	AMA (Federal)	✓