Business Plan

Illawarra International Health Precinct





La Vie Developments Pty Ltd April 2009



Asklēpiós- The god of medicine and healing in ancient Greek mythology

VISION

"To develop a major Private Tertiary Referral Hospital and Health Care Precinct to service the growing regional population as well as providing a high quality medical resource of national and international standard"

MISSION STATEMENT

"The mission of the Illawarra International Health Precinct is to promote excellence and efficiency in health delivery, innovative patient-centred care to prevent, diagnose and treat human illness, support and facilitate medical education and research within an empathetic environment juxtaposed with staff development and education."

Preface

Thirty Four Years of active medical practice has made me realise that the health delivery system in Australia needs to be improved. A long chain of command and a system dependent upon many players for an effective outcome has led to continued deterioration and adverse outcomes for almost 16% of patients undergoing overnight hospital stays, Australia wide.

The Illawarra International Health Precinct, which we are intending to develop, will address this deficiency by enacting a "GP Model" of health control and delivery. The General Practitioner is intimately familiar with the patient and so directing their health outcomes will best serve the patients health needs, considerably reducing the incidence of adverse outcomes, while concurrently reskilling the GP.

The staged development of the site is specific in that it ensures the appropriate people and staff are in place to deliver an effective outcome. It ensures the proper protocols and methodologies are in place to prevent medical mishap and exposure of the precinct to mortgage stress.

Each stage is linked to form an overall highly efficient precinct ensuring the viability of each stage and thereby achieving completion of the total precinct, without rendering the developer or operator vulnerable. Each stage complements the others and when complete will form a highly efficient, modern total health care precinct.

An integral part of the precinct is education and Stage 6 and Stage 7 are dedicated to that founding principle where in a facility offering tertiary education the appropriate and clinically correct criteria are applied and people are looked after with respect, dignity and at all times superior health delivery. This evokes an atmosphere of trust, understanding and support for all.

The final stage, Aged & Disability Centre, has some outstanding features including various wings being dedicated to specific ethnicities. Bi-lingual staff will be provided to properly care for the residents. This is supported by the various ethnic groups in the Illawarra region.

We are particularly proud of the fact that separate and dedicated wings are provided for youth in a nursing home, which will not entail young people being required to be accommodated with the aged, where care is differently focused. People afflicted with diseases such as motor neurone disease, multiple sclerosis or injury from motor vehicle accidents will be cared for in their own specific wing and will fall outside the Commonwealth Bed Rounds funding. This will ensure its independence.



I am dedicated to the above project. I am enthralled by its complexity. I am exhilarated by what I know it can achieve and I implore all who may be involved with its approval process to grasp the above concept and principles and apply intuition because it can be achieved. As with all things it only requires participation, dedication, application, and to start!

Dr Brett R. Gooley J.P.

M.B., B.S., (U.N.S.W.) Dip. (Obs.), D.C.H., F.R.A.C.G.P.

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Proponent Details

The Developer

La Vie Developments Pty Limited Mariners Court 44-50 McElhone Street WOOLLOOMOOLOO NSW 2011

Associated Companies

To Be Advised

Director

Dr Brett R. Gooley JP M.B., B.S., (U.N.S.W.) Dip. (Obs.), D.C.H., F.R.A.C.G.P.

Director Profile

Qualifications

M.B.,B.S., - University of New South Wales NSW Medical Board Number - MPO: 033447 E.C.F.M.G. -Philadelphia. Pennsylvania, USA Licensed General Practitioner - Radiologist Diploma in Obstetrics - Auckland New Zealand Diploma in Child Health - Sydney University F.R.A.C.G.P. Ex Faculty Member of the NSW Board R.A.C.G.P. Approved Trainer for SIGPET and GPET Justice of the Peace in New South Wales



History

Doctor Brett Gooley has been a general practitioner for 33 years and during this period has developed numerous health care businesses, along with several commercial developments. One of his notable achievements was to develop and operate the first 24 hour medical centres in Sydney, at Kirrawee. Dr Gooley developed the existing medical centre which incorporates a pharmacy and other services.

Following the success of the Kirrawee operation Doctor Gooley then developed a comprehensive Health Care Centre at Kingsgrove housing health services including:-

- Medical Centre
- Pharmacy
- Radiology Unit
- Dental Surgery
- Pathology Unit
- Day Hospital
- Specialty retailers

Both of these facilities are owned by companies controlled by Doctor Gooley, and are operated proficiently meeting the health care demands of the local population.

Doctor Gooley has achieved many goals in the past years, including converting a former Sydney's Sailors home, at Woolloomooloo, into a 41 room, 3.5 star accommodation facility.

Through his "hands on" approach to all of these developments Doctor Gooley has gained a strong grasp of the requirements of development and procedures involved, including planning, approval and construction. Throughout these processes he has been able to expand his ability to envisage in his mind a concept then have his project team develop it. Dr Gooley has demonstrated, over his 34 years of Medical Practise, that he has the ability to plan, develop and operate Health Care facilities such as are proposed.

Having this particular development in mind for some years Doctor Gooley, has worked towards fulfilling his dream and turn his aspirations into reality. Building his business and property portfolio into a solid financial footing has enabled the project to move forward with confidence.

Executive Summary

La Vie Developments Pty Ltd proposes to construct an integrated health care precinct to serve the Illawarra and surrounding regions. A 10.5 hectare parcel of land has been purchased at Huntley, on the corner of Avondale and Huntley Roads, within the West Dapto Urban Release area, to be known as The Illawarra International Health Precinct.

Planning is well advanced and due to the scope of the project it was decided to seek a declaration from the Minister for Planning that the proposal meets the requirements of a Major Project to which Part 3A of the Environmental Planning And Assessment Act (1970) applies.

The proposed development will span some 15 years and will be staged to ensure demand is met as required and to ensure the financial viability of the precinct. The health precinct can progressively develop its infrastructure and services to meet emerging demand and continued population growth.

Upon completion the precinct will incorporate the following facilities

- Specialist and Surgicentre
- Radiology and Pathology Unit
- 24 Hour Medical Centre and Casualty
- Obstetric Unit
- Retail Shopping Plaza
- Illawarra International Hospital
- Commercial Laundry
- Nurse, Medical Officer and Student Accommodation Complex
- Education Facility and Serviced Apartments
- Aged and Disability Centre
- Independent Living Units

The business model devised for the precinct ensures that the General Practitioner acts as the "gatekeeper" and controls and directs health service delivery to the patients. The GP is intimately aware of the patients health needs and this approach will ensure enhanced care and a higher degree of positive outcomes.

The Specialist and Surgicentre will offer a wide range of disciplines and procedures. Operating theatres and equipment will be world class and will attract suitably qualified practitioners wishing to operate in well designed surroundings, utilising first class facilities.

Specialist Doctors will have the opportunity to purchase Consultation Suites, ensuring the practitioner's allegiance and commitment to the centre. Additionally, high end Specialist practitioners would be able to participate in the business of the Day Procedure centre by purchasing units in a Unit Trust.

The 24 Hour Medical Centre will serve the needs of the residents of the Illawarra, including the ever growing local population. Alliances will be established with local General Practitioners to provide after hours care for their patients, with the GP being kept fully informed via patient e-Health Records.

Casualty and Emergency will cater for general trauma victims, accident victims and other emergency conditions. Ambulance facilities will be available facilities will exist for the admission of patients for overnight care. A dedicated Obstetrics unit will offer all the normal range of services for intending parents and their babies, including a dedicated Caesarean Section Theatre and high care nursery. Home birthing style facilities will be available for patients wishing to adopt that particular method, with the security of available assistance nearby, if required.

Stage 5 will see the development of the Illawarra International Hospital, a fully equipped hospital of 303 beds, offering a complete range of health services. The design of the facility will offer the most advanced and innovative features, offering function, efficiency and ambience, leading to quality health care outcomes.

The hospital will be established as a tertiary referral hospital, allied to a university for teaching and training of new health care practitioners, creating new opportunities within the Illawarra region. The GP model of health delivery will be maintained with practitioners being able to seek accreditation as Visiting Medical Officers with the hospital. Specialist Doctors will be involved only at the upper end of their training, leading to greater efficiency and better utilisation of resources.

The size and cost of the project dictate that it should be funded and operated by a public company. Initially, some shares will be reserved for local residents and medical practitioners, so that Illawarra residents may participate in the delivery of their own health outcomes.

A retail shopping plaza will be constructed alongside the hospital and will cater to the needs of the precinct together with the needs of the surrounding residents.

Integral with the needs and status of a teaching hospital Stage 6 will see construction of nurses and medical staff accommodation. This will provide affordable housing within the precinct for trainees and junior doctors and will be a factor in determining where intending staff seek to undergo training. An education facility will cater for the needs of the various educational institutions, including the university, TAFE and training colleges. Serviced accommodation units will be available for attendees and others.

As an essential component of a teaching hospital the Accommodation Unit and Education Facility will be owned by the hospital.

The final stage will see the establishment of a dedicated Aged and Disability Centre and Independent Living units for residents. An innovation within the design will cater for various ethnicities to be housed within dedicated wings, allowing residents to interact within their familiar communities.

The Illawarra International Health Precinct will attract market share as a result of the following factors

- Population growth
- Ageing population
- Availability of services
- Location
- Difficulty of accessing existing services

A detailed Epidemiological Analysis by Hardes & Associates indicates that there was an unmet private demand of 100 beds at January 2006 and that this will rise to 160 within ten years. The study detailed anticipated market share between 30% and 80% for same day admissions and 30% and 85% for overnight admissions, depending upon the local government area.

The precinct and hospital will adopt the most rigid standards of management and seek to deliver the most efficient and effective health care services. Patients will be encouraged to participate in the delivery of positive outcomes for their own well being. Practitioner accreditation will be overseen by a committee controlled by the professors from the various schools of medicine from the university and ongoing training will be a feature of the precinct.

llawarra nternational health precinct In order to ensure the financial viability of the whole development, each stage will be constructed in a planned progression as demand is achieved. Feasibility studies prepared by Mr John Boulous, Chartered Accountant, for Stages 1 to 5 indicate the sound commercial viability of the precinct. Mr Boulous has prepared figures based upon three possible levels of utilisation providing evidence of commercial viability at even the lowest level.

Funding for the development will be from a mixture of sources, including

- Developer equity
- Debt finance
- Equity participation
- Public float

Debt reduction will be achieved by the sale of consulting suites within the units and ongoing debt servicing will be funded by rentals and commercial leasing, together with medical revenue.

Those units owned by the Public Company will be funded by an Initial Public Offering and ongoing operations by revenues generated.

The precinct will involve building expenditure of approximately \$315.7 million.



Project History

Dr Brett Gooley, director of La Vie Developments Pty Ltd, owns and operates the following facilities:-

- Medical Centre Kirrawee
- Medical centre and Day Surgery -Kingsgrove
- Medical Centre & Accommodation Facility Wooloomooloo

and has long harboured the desire to establish a world class health facility, serving the needs of the people of the Illawarra Region. Dr Gooley has pursued his plans for the establishment of a comprehensive Health Precinct, in the region, and in 2005 purchased land at Tullimbar, on which to develop a fully integrated, regional healthcare facility.

Plans were formulated and, in consultation with the Department of Planning, a rezoning application was lodged with Shellharbour City Council. Regrettably, Council declined to rezone the subject land and an alternative site was sought.

Subsequent investigations led La Vie Developments to acquire a site at Huntley, in the West Dapto Urban Release Area, approximately 2.5 kilometres from the Dapto railway station and adjacent to the existing suburb of Penrose. Part of the site has been identified within the draft West Dapto Masterplan as the neighbourhood centre for the Huntley Village, with a proposed new railway station to be constructed nearby, in the future. The West Dapto Urban Release Area is expected to generate an additional 20,000 residential dwellings over the next 35 years.

La Vie Developments has expended an enormous amount of time and resources in establishing the needs of the community and developing the appropriate plans for delivery of appropriate services to meet those needs. Accordingly, this fully integrated Health Care Precinct proposal was formulated and, in keeping with the size and scope of the proposal, it was decided to seek a declaration from the Minister for Planning that the project meets the requirements of a Major Project to which Part 3A of the Environmental Planning and Assessment Act (1979) applies.

In June 2008, Director General, as a delegate of the Minister, confirmed that the proposal was a Major Project and that Part 3A of the Act applies. Consequently, La Vie could then apply to the Minister for approval to carry out the project.

La Vie Developments has appointed the following consultants to advance the project:-

- Illawarra Regional Development Group Project Management
- Imagescape Pty Ltd Architectural Design
- Cardno Forbes Rigby Engineering, Planning and Environmental Services
- O'Hearne Consulting Structural and Civil Engineering
- Hardes & Associates Epidemiological Analysis
- John Boulous Accountancy, Feasibility
- Martens Geotech and Stormwater
- Biosis Archaeological
- Wilkinson Murray Acoustic Analysis
- Ecological Australia Flora and Fauna

Consultation with government, industry and community interests, health professionals and educational facilities has been an ongoing feature of the planning process. Input from interested parties has been considered in arriving at the final proposals.

llawarra nternational health precinct



Section Plan



Site Plan (aerial view)



Existing Site Conditions



Project Status

The Site

La Vie Developments has acquired a site for the construction and development of the Illawarra International Health Precinct. The site is approximately 10.5ha in area and is known as Lot 22 DP607750 and Lot 4 DP258024, corner of Avondale and Huntley Roads, Huntley.

The site is cleared grassland with a power transmission and natural gas easement traversing in a north-south direction. There are no other improvements on the site.

A study by Cardno Forbes Rigby, titled "Development Constraints and Opportunities Study, Lot 22 DP607750 and Lot 4 DP258024, Huntley Road" found no significant constraints to the development.

Zoning

The site is currently zoned 1 Non Urban under the Wollongong Local Environmental Plan. The draft West Dapto LEP also applies to the site, under which it would be zoned:-

- B1 Neighbourhood Centre
- R2 Low Density Residential
- R3 Medium Density Residential
- SP2 Infrastructure

Cardno Forbes Rigby has lodged a submission in respect to the draft plan to rezone the site to SP1 Hospitals and Medical research and Development.

This would be consistent with the zoning of the Wollongong Hospital.

Proposed Development

Upon completion, Illawarra International Health Precinct will consist of the following facilities:-

- Specialist and Surgicentre, including 10 overnight beds, 4 intensive care beds and 5 high dependency beds
- Fully equipped pathology & radiology units
- 24 hour Medical Centre, Casualty Centre with 10 overnight beds and pharmacy
- Dedicated trauma theatre
- Stand alone Obstetric Unit with 20 overnight single bed suites and a dedicated caesarean section theatre
- International standard Hospital with 303 beds
- Retail shopping plaza
- Commercial laundry and dry cleaner
- Nurse, resident medical officer and medical student accommodation
- Educational facilities with associated accommodation
- Outpatient accommodation while undergoing therapies
- Aged and disability centre with 280 beds, mainly high care plus seniors independent living units



La Vie Developments intends to develop the site in planned stages, in order to ensure the viability of the Precinct, both financially and in service delivery. The company believes that the long term future and affordability of health care in Australia relies upon more efficient business models being developed for delivery of such care.

The staged development of the site ensures that appropriate Medical Practitioners and staff can be sourced in order to deliver effective outcomes. It ensures that appropriate services, protocols and methodologies are in place to provide high quality health care, without the Precinct suffering from onerous debt burden. This approach will ensure the financial viability of the development and, ultimately, the delivery of the health care requirements of the community.

It is essential for the long term viability of the health precinct that the developer and operators of each stage of the project are financially viable. It is only in this way that the community can achieve the maximum benefit from a world class health care complex, delivering appropriate services with successful outcomes, in a well managed environment.

Staging is also essential as a method of ensuring that service delivery matches emerging demand as population growth continues throughout the region. The Health Precinct can progressively develop its infrastructure and range of procedures to meet increasing demand.











Specialist Medical Centre and Day Surgical Procedure Centre

The Surgicentre will aim to attract approximately 92 specialists and associated health care practitioners, catering for some 23,500 same day admissions per annum (see Hardes & Associates Epidemiological Analysis, August 2008) through the day procedure unit. The inclusion of 10 overnight beds will allow a greater range of more complex procedures to be performed, where same day discharge of patients is possible but not assured.

Further, the inclusion of 4 intensive care beds in this stage of the development will allow Interventional Cardiology procedures to be performed.

Additionally, the centre will cater for approximately 4000 Renal Dialysis admissions per annum (see Hardes & Associates Epidemiological Analysis, August 2008). The centre will consist of 16,200 sq.m of floor area and will provide the following:-

- 92 Specialist suites
- 6 Day procedure theatres
- 44 "Stage 2" chairs
- 10 Overnight beds
- 2 Intensive care beds
- 5 High dependency beds
- 4 Retail shops Including Cafe, Florist, Chemist
- 241 car parks, and 5 disabled spaces



Surgicentre Elevations



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Surgicentre Spacial Analysis



Surgicentre Landscape Detail





Radiology and Pathology Centre

This stage will see the commissioning of fully equipped Radiology and Pathology facilities. These are to be operated by Sonic Healthcare Limited, trading as Douglass Hanly Moir, the third largest provider in the world. Agreements have already been executed, securing the interest of Sonic Healthcare in the facility and ensuring the financial security of the stage.

This agreement will see an early completion of this stage, with consequent benefit to the overall project and more immediate service to the needs of the Specialist Centre and Surgicentre. This stage will provide 4,000 sq.m of floor area and contain the following facilities:-

- Level 1, Radiology
- Level 2, Pathology
- Courier pick-up area
- Truck Loading Bay
- 90 car parks, 2 disabled spaces



24 Hour Medical Centre and Casualty Facility

A 24 hour General Practice Medical Centre will be established, together with a fully equipped Casualty Centre and Pharmacy. The centre will provide General Practitioners and Emergency Physicians 24hours a day.

The Medical Centre will have the capacity to treat up to 3,000 patients per week during its 24 hour operation. Up to 1,000 casualty cases per week will be catered for in the E.R.

The Casualty Centre will provide 10 overnight beds for patients requiring overnight or inpatient treatment and monitoring, along with dedicated trauma theatres.

Patient records will be maintained and controlled from the medical centre using the latest electronic technology. E-Health records (EHRs) will allow clinicians across the site, and indeed anywhere in the world, access to their patients' records via a mainframe computer, at any time.

A fully stocked Pharmacy will be able to dispense all the medications required for patients attending the centre, utilising the latest in automated dispensing equipment and technology, including electronic prescriptions.

This stage will provide 12,300 sq.m of floor area and contain the following facilities:-

- 30 Treatment Bays
- 1 Major Theatre
- 3 Minor Theatres
- 24 Hour Pharmacy
- Retail shops, Newsagent, Hairdresser, Cafe
- Ambulance Bay
- 182 car parks, and 4 disabled spaces





Obstetric Unit

Specialist Obstetricians, Paediatricians and Intensivist will provide services from suites which will be established, together with a full equipped modern Birthing Centre. The needs of women and their babies will be paramount in the design and function of the centre and in the range of services offered.

The unit will accommodate 20 overnight single bed suites, 6 Delivery Suites, a Birthing Centre and associated facilities.

Mothers choosing to give birth in a "home" type environment, water birthing and the like, will have the peace of mind of knowing that fully equipped medical and delivery facilities are available within the same complex, should unforseen circumstances dictate otherwise. The centre will have an approximate gross floor area of 3,100 sq.m and contain the following:-

- 20 single bed suites
- 6 Delivery Suites
- Dedicated Caesarean Section Theatre
- Birthing Centre and associated facilities
- 10 Consulting Suites
- Two storey plus basement car park
- 34 car spaces and 2 disabled spaces





5a - Private Hospital

Illawarra International Private Hospital will be constructed with 303 overnight beds, an intensive care unit, 10 operating theatres and all associated facilities. The hospital will complement the surgical, medical and obstetric facilities which will already have been established and will be serviced by the Pathology and Radiology Centre on site.

This would be a Tertiary Referral hospital accommodating approximately 11,500 overnight admissions. Both elective and emergency admissions would be catered for with sufficient capacity to accommodate the emergency patients without disruption to the normal elective operations. The hospital would work in conjunction with other facilities located at the precinct and any excess bed requirements could be met in the other units which are complementary in function.

It is intended that a strategic alliance would be formed with a university to provide teaching facilities and establish Illawarra International Hospital as a full teaching hospital. Discussions have already commenced with several interested universities in this regard.



The hospital would have a gross floor area of approximately 67,000sq.m and include the following:-

- 303 overnight beds
- Psychiatric Ward
- Intensive Care Unit
- 10 operating theatres
- 30 Health Consulting Rooms
- 8 Training rooms
- 3 storey podium plus 5 storey tower, being 8 storey total
- Helipad
- 900 car parks, and 10 disabled spaces

5b - Retail Plaza

A three level shopping plaza will be developed to service the demands of the precinct and the surrounding population. The plaza will consist of some 7,700 sq.m of floor area with 5,390 sq.m of lettable space.

Ground Level will be retail shops, supermarket and a loading dock. Level 1 will contain office space and community facilities and Level 2, a restaurant and roof garden, providing a central meeting place for the precinct. A system of linked pathways lead from hospital bed areas to this roof top garden and meeting place.

These complementary retail businesses will be established simultaneously with the hospital and are likely to include:-

- Roof Top Restaurant 550sq.m
- Florist 100sq.m
- Hair Dresser 150sq.m
- Newsagent 250sq.m
- Hospital Creche 400sq.m
- Bank 150sq.m
- 142 car parks and 4 disabled spaces

5c - Laundry

A commercial Laundry and Dry Cleaner, with drive through facility, is to be established by an independent contractor. The gross floor area will be approximately 2,400 sq.m and will include:-

- Level 1, Laundry
- Level 2, Dry Cleaner
- 37 car spaces and 1 disabled space

The operator will be contracted to the precinct.



Private Hospital - Typical Ward Floor Plan



Retail Courtyard




Nurse, Medical Officer and Student Accommodation

A residential complex to provide onsite accommodation for Nurses, Medical Students, Resident Medical Officers and Registrars will be constructed. This will consist of one and two bedroom, self contained residential apartments and will have an emphasis on affordable accommodation.

The stage would commence as the hospital becomes fully operational and staff accommodation needs arise. This stage will provide 4,000 sq.m of floor area and contain the following facilities:-

- 30 one bedroom apartments
- 20 two bedroom apartments
- 4 Meeting Rooms
- 1 Training Room
- Visitor parking
- 55 car parks, and 1 disabled space





Education Facility and Serviced Apartments

In keeping with the teaching hospital needs and the strategic alliance with the university, an education facility will be developed. This will cater for the additional teaching needs of the university, conferences and meetings.

Serviced apartments will cater for visiting speakers, lecturers and delegates and will also be available to out of town patients, relatives and carers where extended outpatient therapies are required; this would include such treatments as Radiotherapy and Chemotherapy. This stage will provide 15,850 sq.m of floor area and contain the following facilities:-

- 2 Conference Rooms
- 4 Meeting Rooms
- 80 Serviced Apartments
- 2 and 5 storey
- Visitor Parking
- 255 car parks, and 5 disabled spaces









8a - Illawarra International Aged and Disability Centre

This stage comprises a facility of some 280 beds, mainly high care, together with dedicated accommodation for elderly parents with disabled children. The development is designed to be completed in stages as demand requires, together with Commonwealth Government provisions, under their annual bed rounds.

The design flexibility will ensure that the facility is financially viable, soundly managed and able to ensure high quality care and services for the residents. Construction allows for all four multilevel wings to be built individually or in unison; dependent upon demand and finance. It is further noted that these wings have dedicated specificity as to ethnicity and age, eg youth in a nursing home. It is also paramount that all residents have in place an end of life plan, so as not to create unnecessary casualty admissions and bed block.



This stage will provide 4,750 sq.m of floor area and contain the following facilities:-

- Level 1, Therapy facilities
- Level 2, Residential 94 beds, Retail Cafe, Hairdresser
- Level 3, Residential 93 beds
- Level 4, Residential 93 Beds
- 94 car parks, and 4 disabled spaces
- Dedicated Minibus parking for day-trippers from other facilities requiring rehabilitation or social interaction





Illawarra International Health Precinct - Business Plan

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8b - Independent Living

Located adjacent to the existing residential area will be 46 self contained independent living units for the aged and disabled.

Residents will be secure in the knowledge that their medical needs can be served by the adjacent facilities within the precinct.

This stage will provide 2,940 sq.m of floor area and contain the following facilities:-

- 46 x 2 Bedroom Units
- Visitor parking
- 52 car parks, and 1 disabled spaces





Aged & Disability Centre - Elevations



Business Model

Many years of medical practice has convinced Dr Brett Gooley that a more efficient model of health service delivery needs to be implemented to satisfy the ever increasing demands of a growing population. It is with that thought in mind that Dr Gooley has committed to the establishment of a "GP Model" of health care control for the Illawarra International Health Precinct.

As the General Practitioner is intimately aware of the individual patient's health needs it makes considerable sense to allow and ensure that the health services provided are directed and controlled by the gatekeeper, the General Practitioner. This will best serve the individual needs of the patient, ensuring a higher degree of positive outcomes. Consequently, this will lead to greater patient satisfaction, enhanced care and less cost to the community.

The General Practitioner will be responsible for the ongoing care of the patient while in hospital, subject to accreditation by the Medical Advisory and Ethics Committee of the hospital, with Specialist intervention only as required. This will provide financial advantages to the General Practitioner and ensure more productive outcomes per Specialist Practitioner.

Association with the Health Precinct will have other distinct advantages for General practitioners throughout the Illawarra Region. After hours cover can be provided for their general practices, ensuring better outcomes for their patients and additional income derived from Practice Incentive Payments from the Commonwealth Government. Also, General Practitioners will be able to be online with the health precinct and have immediate electronic access to their patients' health records and be automatically informed when any of their patients are admitted to hospital.

Staged development of the health precinct will ensure that appropriate personnel, systems and methodologies can be developed, ensuring effective outcomes without detracting from the economic viability of the development.

The architecture of the buildings will ensure that all will enjoy a common ambience, enjoying the available vistas of surrounding rural lands and the escarpment. Buildings will have skylights and internal open courtyards, where possible, and rooftop gardens to some, creating a well planned and welcoming environment for patients, staff and visitors alike.

The buildings will be interlinked, across the site, by ramped walkways for pedestrians, and internal roadways for service vehicles. Shareways will be provided for cyclists and pedestrians with bus stops and taxi ranks for commuters. The design goal is that there will be no steps across the precinct making accessibility a feature.



Development of the Specialist and Surgicentre as the first stage of the project is fundamental to the future viability of the entire precinct. Securing the services of 92 procedural specialist practitioners for the centre will ensure the future of the rest of the precinct.

The Illawarra International Specialist and Surgicentre will be developed to include some 70 Consultation Suites, which will be heavily marketed to Specialist Doctors, with substantial incentives for purchasing "off the plan". These incentives will only be available prior to construction and consultation with interested parties has indicated a willingness to commit to this approach.

The provision of first class operating facilities, with "state of the art" equipment, together with well designed surroundings, will attract existing practitioners within the Illawarra, plus younger, less well established Specialists from Sydney and afar.

Capacity to perform around 19,200 cases per annum will further attract practitioners due to available operating time. Even at 75% capacity the centre would be able to handle 17,200 procedures per annum.

Procedures which can be performed will include:-

- General and Endoscopic Surgery
- Opthalmic Surgery
- ENT Surgery
- Plastic and Reconstructive Surgery
- Orthopaedic Surgery
- Neurosurgery
- Paediatric Surgery
- Microsurgery
- Dialysis

Anaesthesia will include:-

- General
- Spinal/Epidural
- IV Sedation/Nerve Block

Ownership of the Consultation Suites by the Specialist Doctors will ensure the practitioner's commitment and allegiance to the precinct, its ethos and ideals.

It is estimated that the sales of the suites will realise sufficient funds to meet the construction costs of the facility. At the commencement of construction, La Vie Developments will have no debt associated with the land acquisition, approvals and statutory fees, ensuring health delivery, free from the stress of debt and associated connotations.

In order to further cement the viability of the centre the Day Procedure Centre business will be established as a Unit Trust, with 20 units, 18 of which will be available for sale to high end Specialist Practitioners who would be estimated to perform more than 20 procedures each per week. Further units could be issued in subsequent years, but never more than 20.

The Unit Holders would each derive a dividend from the activities of the Day Surgery Centre, further assuring their allegiance to the centre. Unit Holders wishing to retire would be required to sell their interest only to another surgical practitioner.

Funds generated from the sale of the units in the Trust would be invested in instrumentation and equipment for the Day Procedure Centre. This will ensure the debt free status of the centre, allowing Practitioners to concentrate on their patients' needs, free from these considerations.



The financial viability of the Stage 2 development, the Radiology & Pathology Centre is already assured with the entire centre having been pre-leased by Sonic Health, trading as Douglass Hanly Moir. The company is legally committed to the lease, upon completion of the building and will operate full Radiology and Pathology services from the site.

Sonic Healthcare Limited is the parent company of the many operating companies around the world comprising the Sonic Healthcare group. It is a public company, listed on the Australian Stock Exchange, where it is classified as one of Australia's "Top 100" companies. Sonic Healthcare has its head office at Macquarie Park in Sydney, Australia, in the same building as the main Douglass Hanly Moir Pathology laboratory.

Sonic Healthcare is one the third largest medical diagnostics company in the world; it provides laboratory and radiology services to medical practitioners, hospitals, community health services, and their collective patients. Sonic Healthcare was listed on the Australian Stock Exchange (ASX) in 1987 and, following reconstitution of the Board in 1992, has experienced exceptional growth. Since 1993, annual revenues have risen from A\$25 million to over A\$3 billion. Sonic Healthcare has progressed to become one of the top 100 companies listed on the ASX.

The core business is supplying diagnostic medical services (pathology and radiology) to medical practitioners and employs over 500 specialist pathologists and radiologists and many hundreds of medical scientists and technicians. (see www.sonichealthcare.com) Services to be provided will include:-

- Radiology
 - X-Ray
 - CT Scan
 - o MRI
 - Ultrasound
- Pathology
 - NATA accredited category 1 Laboratory





The Casualty and Medical Centre will be owned by La Vie Developments Pty Ltd and operated by Baydoor Pty Ltd, of which Dr Brett Gooley is the Director. Currently, Baydoor Pty Ltd operates the Australian Health Care Centres at Kirrawee and Kingsgrove Day Hospital, while Oreanda Pty Ltd operates the Blue Cross Medical Centre.

Dr Brett Gooley M.B., B.S., (U.N.S.W.) Dip. (Obs.), D.C.H., F.R.A.C.G.P., J.P. is currently the controller of three medical centres in Woolloomooloo, Kingsgrove and Kirrawee and the Day Hospital at Kingsgrove. Having 34 years General Practice experience in Australia, England and the USA and successfully operating the aforementioned Medical Centres and Day Hospital, Dr Gooley is well qualified to manage and operate this stage of the development.

Dr Gooley's experience is reflected in the current performance of his Medical Centres and Day Hospital wherein approximately 140,000 patients are treated each year plus approximately 2,000 surgical operations performed.

An important part of the operation of the Medical Centre and Casualty Centre will be relationships with General Practitioners throughout the area. Alliances with other GP's and Medical Centres will see the 24 Hour Medical Centre on site providing after hours care for their patients with information flowing to the GP through the patient e-Health Record System. Patients will, in effect, remain the

patient of the local GP who will continue to provide normal hours care.

The agreement between the GP and the Medical Centre, for the provision of after hours care for their patients, will entitle the practitioner to Commonwealth Government Practice Incentive payments, thereby providing additional income. Many GP's may already offer this provision through a Radio Doctor Service, but the key difference will be cost to the GP of the service.

To utilise the Radio Doctor Service costs the GP or Medical Centre a fee while the agreement with the Illawarra International Health Precinct will see the GP performing one 8 hour shift per month, for 11 months of the year, for which they will receive payment. This arrangement will represent a cost saving to the practice together with additional income for the practitioner, further cementing the relationship between the GP and the precinct.

Services which will be performed include:-

- Medical Centre
 - Family Medicine
 - Skin Cancer Treatment
 - Health Screening
 - Vaccinations
 - Aged Care
 - Workcover Injuries
 - Third Party Injuries
 - Chronic Disease Management
- Casualty
 - Accident victims, including MVA
 - Emergency treatment including resuscitation, myocardial infarction, strokes and seizures



The stand alone Obstetric Unit will be modelled along the lines of the Surgicentre in Stage 1. That is the construction costs of the building will be funded from the sales of Specialist Consultation Suites, with significant incentives available for pre-purchase.

As in Stage 1, a Unit Trust will be established, with 20 units available of which 18 will be sold to high end use practitioners. The Unit Trust will operate the business of the centre and unit holders will derive a dividend from their ownership of the units. Funds generated from the sale of the units will be utilised to equip the centre so that, as in Stage 1, the unit will not be burdened by debt, either on the building or the equipment. Services available at the Unit will include:-

- Confinement and Delivery
- Prenatal Diagnosis
- Antenatal and Post Natal Care
- Caesarean Section
- High Risk Perinatal Services
- Reproductive Medicine
- Critical care Nursery
- Antenatal Classes and Programmes





Implementation of this stage will see the construction and development of the Illawarra International Hospital. The design of the proposed facility will incorporate the most innovative, functional and efficient features in order to provide the consumer with quality health care and the nurses and practitioners with a workplace where they will be safe, comfortable and productive. The design allows for easy pedestrian and cycle access separate from vehicle circulation and incorporates state of the art thermal and environmental features. It continues the theme of "no step on site" ensuring that even fire escapes are ramped as distinct from stair cases.

Quality and function will be the paramount throughout the hospital with the extensive use of materials designed to reduce maintenance costs. Attention to detail will allow for significant reductions in energy consumption than would be expected from a facility of this type and size.

Design and ambience will work to ensure that the hospital is a welcoming environment, for both patients and staff, ensuring a healing environment.

The size and high capital value of the hospital deem it prudent to develop the project by means of a Public Float (IPO). It is envisaged that La Vie Developments will develop the project on behalf of the Public Company

In order to pursue this funding option, La Vie developments is working toward the systems and protocols which will ensure a successful public float. As the development is staged and the hospital proper will be some time away, it is not appropriate to conclude planning for such a float at this time. Changing circumstances, possible alteration to government regulations and the like make it prudent to only plan for the float in a general sense, at this time. The proposal will include:-

- Development of a carefully considered and lucid business proposal – including how, when and why the capital is to be raised
- The involvement of a high quality, senior management team and appropriate advisors
- Robust and reliable financial and management forecasts and ongoing reporting systems
- Superior business performance compared to the other players in the private health sector
- An embedded and active corporate governance culture
- Assessment and addressing of the needs for all stakeholders including positioning the business for growth, providing a viable and credible exit strategy for shareholders

It is the goal of the proponent that consumers take an active interest in their own health and the provision of services to them, and that healthcare is a partnership between patient and practitioner.

With this in mind it is intended that the public float will see a number of shares reserved exclusively for Medical Practitioners (offered for a limited time) and likewise for residents of the Illawarra. By availing themselves of these shares, consumers and practitioners can take an active interest in the provision of care and the conduct of the business.

The balance of shares will be offered to the public and institutions.



Services to be provided by the hospital will include:-

- General Care and Internal Medicine
- Intensive care
- Oncology
- Radiotherapy
- Nuclear Medicine
- Dialysis
- General Surgery
- Endoscopic Surgery
- Ophthalmic Surgery
- Orthopaedic Surgery
- Paediatric Surgery
- Cardiac Catheter Lab
- ENT Surgery
- Neurosurgery
- Plastic and reconstructive Surgery

The hospital will seek to be a Tertiary Referral Facility and Teaching Hospital, in collaboration with an Australian University. The Illawarra region is served by only one tertiary Referral Hospital, being Wollongong and demand already exceeds Wollongong Hospital's capacity.

Increasing population in the region will ensure an even greater need for the development of such a facility.

The proposed model, of Healthcare being General Practitioner driven and controlled, and an alliance with a university is supported by Professor Donald Iverson, Dean of Faculty of Health & Behavioural Sciences at the University of Wollongong, where he writes "The addition of the hospital will allow residents of the Southern Illawarra to access private healthcare services in a timely fashion, will reduce the burden on already stressed public hospitals and will increase the likelihood of being able to attract new physicians and surgeons to the area."

And,

"... With the expansion of medical schools and medical places in Australia the Australian Medical Council has rightly expressed concern about the lack of clinical training places for medical students. The Council has encouraged medical schools to explore other opportunities for clinical training sites, most notable private hospitals."

Professor lverson further writes,

"...In fact, my plan is to work with the administration of the proposed hospital with the intent of having it designated a University of Wollongong Graduate School of Medicine Affiliated Teaching Hospital.

The hospital is an especially appropriate clinical training site for our students as your approach encourages general practitioners to function as Visiting Medical Officers. This is precisely the approach embraced by the GSM."

Alliances with local General Practitioners and the "GP Model" of health care delivery and control will ensure that GP's are automatically informed if any of their patients are admitted to the hospital, so that they are able to direct their patient's care.