



Council Strategy

Medical Services and Infrastructure Strategy

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Executive Summary

Unlike many smaller rural towns in Western Australia, the Shire of Jerramungup is fortunate to provide a full suite of medical services to the Jerramungup community. The community enjoys a Doctor, nurses, pharmaceutical outlet and service delivery infrastructure located in Jerramungup and Bremer Bay.

Central to the provision of these services is the Shire's capacity to employ and retain the services of a general practitioner. The Doctor that services the Shire has a long standing relationship with the community and has been the community Doctor for over 20 years. The provision of medical services within the Shire allows residents to gain medical treatment locally, rather than travelling to neighbouring towns such as Gnowangerup (95km), Ravensthorpe (114km) or Albany (178km).

In order to facilitate economic and population growth, the provision of medical services within the Shire of Jerramungup is critically important. Although the Health Department has primary jurisdiction for health services, the Shire of Jerramungup facilitates a number of initiatives to support the provision of these services locally.

This strategy recognises the enviable position of the Shire of Jerramungup and through a thorough analysis identifies initiatives that the Shire can implement to retain and expand on the level of service currently enjoyed by the community.

Strategic Context

Within the corporate hierarchy of strategy development and implementation, this strategic document is positioned at the strategic business unit or SBU level. This document is aligned to the Shire's Strategic Plan – 2009 to 2014 and relates to the following elements from the Strategic Plan:

Key Focus Area Two: Service Delivery & the Environment

The Shire of Jerramungup will deliver a range of excellent community services whilst minimising our impact on the environment by;

2.4 Supporting a range of community services that enhances the community fabric.

Strategic Focus Areas

Provision of Employment – Community Doctor

The Shire of Jerramungup employs the local Doctor. Unlike many smaller rural towns that experience a high turnover in relation to their general practitioners, the Shire has been very fortunate in having the same doctor for the past 20 years.

Although the relationship between the Doctor and community has been very successful, the Shire must commence planning for a new Doctor to replace the existing Doctor upon retirement or resignation.

Based upon the difficulty that neighbouring Shires have experienced in relation to replacing departing Doctors, the Shire will be required to establish a series of sustainable competitive advantages in order to attract and retain a replacement Doctor.

The community must appreciate that the services of the current Doctor from a longevity perspective is very unusual in regional Western Australia. It is highly likely that a replacement Doctor will be from overseas and see their placement in Jerramungup as temporary, and therefore will only reside within the Shire for 2-4 years. It is very important that the Shire structures its accommodation and transport services to facilitate transient professionals.

Operation of the Medical Centres

The current operation of the medical centre is ideal given that the Doctor runs the business with no day to day involvement from the Shire. A number of municipalities within Western Australia have been required to accept the local medical centre as a business unit and employ the doctor on a salary.

In addition to increasing the administrative workload significantly, feedback indicates that a salary position reduces accessibility and service levels generally.

Strategically, it is preferable that a new doctor accepts the entire business including employing support staff and the operation of the pharmaceutical aspect of the business.

Medical Infrastructure

Although owned by the Department of Health, the Shire of Jerramungup has financed various upgrades to the health premises and infrastructure in Jerramungup and Bremer Bay. It is critically important that the facilities in which health professionals operate are modern, functional and reflect the professionalism in which health services are delivered within the Shire.

Continual upgrades, strategic land use planning and the application of whole of life asset management principles are essential in ensuring that infrastructure is maintained to a high standard.

Medical Services Support Staff

In addition to the Doctor, other support staff such as nurses, paramedics and community volunteers provide the Shire of Jerramungup with a full suite of medical services. Although the Shire is not directly involved with the recruitment, employment, training and retention of these staff, the ongoing recognition of these individuals is vital in achieving a sustainable, healthy and vibrant community.

Key Action Plan

Provision of Employment – Community Doctor

1. To provide a modern, fully furnished residential dwelling for the community doctor.	
Timeframe	Completion January 2010
Resources	\$474,273
Officer	Chief Executive Officer
References	Construction of Key Personnel Residential Dwellings Business Plan

2. To provide a modern motor vehicle for the community doctor.	
Timeframe	Ongoing
Resources	\$16,000 per annum
Officer	Deputy Chief Executive Officer
References	Nil

3. To provide a business premises rental subsidy and information technology allowance for the community doctor.	
Timeframe	Ongoing
Resources	\$10,000 per annum
Officer	Deputy Chief Executive Officer
References	Nil

Operation of the Medical Centre

4. Establish a business plan for the medical centre that can be used to attract new medical professionals.	
Timeframe	June 2011
Resources	\$5,000
Officer	Chief Executive Officer
References	Nil

Medical Infrastructure

5. Investigate the upgrade, expansion and/or relocation of the Bremer Bay Medical Centre into the proposed Town Centre.	
Timeframe	December 2010
Resources	\$10,000 feasibility study
Officer	Chief Executive Officer
References	Consideration 2010/11 Budget

Medical Services Support Staff

6. To annually recognise all medical support staff including nurses, paramedics and community volunteers.	
Timeframe	Ongoing
Resources	\$500
Officer	Chief Executive Officer
References	Nil

7. To investigate the recruitment of a community paramedic.	
Timeframe	December 2009
Resources	Nil
Officer	Chief Executive Officer
References	Nil

8. To encourage and support the placement of trainee medical professionals within the Shire.	
Timeframe	Ongoing
Resources	Nil
Officer	Chief Executive Officer
References	Nil

Performance Measurement

Provision of Employment – Community Doctor

- The completion of the new residential dwelling for the community doctor
- Expenditure of budget allocations on transport and subsidies

Operation of the Medical Centre

- Levels of interest from prospective applicants when vacancies arise
- Successful take up of Medical Centre as an entire business
- Length of time taken to fill vacancies.

Medical Infrastructure

- Completion of feasibility study into Bremer Bay Health Centre relocation
- Incorporation of Bremer Bay Health Centre into Town Centre Structure Plan

Medical Services Support Staff

- Vacancies and length of time taken to fill vacancies
- Volunteerism rates
- Introduction of satisfaction surveys for health professionals

Review

- Chief Executive Officer to review on or before 30/6/2011

Associated Documents

- Construction of Key Personnel Residential Dwellings Business Plan