



SNOWY MONARO
REGIONAL COUNCIL

SUPPLEMENTARY

AGENDA

PUBLIC EXHIBITION COPY

Ordinary Council Meeting
20 August 2020

**ORDINARY COUNCIL MEETING
TO BE HELD IN COUNCIL CHAMBERS, 81 COMMISSIONER STREET, COOMA NSW
2630**

**ON THURSDAY 20 AUGUST 2020
COMMENCING AT 5:00PM**

SUPPLEMENTARY AGENDA

12. MAYORAL MINUTES

- | | | |
|------|---|----|
| 12.1 | Consideration of Sponsorship of 2020 Bush Summit | 2 |
| 12.2 | Support for the Accreditation of the Bombala GP Surgery | 12 |

12.1 CONSIDERATION OF SPONSORSHIP OF 2020 BUSH SUMMIT

Record No:

Attachments: 1. Sponsorship Proposal - 2020 Bush Summit

EXECUTIVE SUMMARY

The Daily Telegraph, in partnership with SKY news has scheduled their annual Bush Summit for 2020 to be held in Cooma on 28 August. They have proposed that Council sponsor the Summit in line with their generic sponsorship package.

RECOMMENDATION

That Council sponsor the 2020 Bush Summit by:

- A. The use of the Cooma Multi-Function Centre and associated costs such as cleaning and staffing support (Communications, Projects, Facilities) as in-kind support valued at \$5000; and
- B. A cash contribution of \$10,000 to be funded from the economic development budget.

REPORT

Attachment 1 is a summary of the sponsorship proposal received by Council.

This will be the second Bush Summit, with the first held in Dubbo last year. That summit is being credited with leading to changes in government policies. Like last year's event, the 2020 Summit will be attended by the Prime Minister and Deputy Prime Minister together with the NSW Premier and Deputy Premier.

The proposal indicates that the 2020 agenda is still being finalised but will address the following themes:

- Bush to Thrive from COVID-19 Recovery
- Bushfire Recovery Infrastructure and jobs to rebuild regional areas
- Managing and Preparing for Drought
- Building Resilience in Bush Communities.

The proposal indicates that sponsorship provides the following opportunities:

- As the host, opportunity to moderate or sit on one four or five panels running on the day.
 - The opportunity to showcase the Snowy Monaro Region.
 - Logo placement on all, invitations, event booklet, and other marketing collateral (logo has been provided).
 - Logo on the event media wall, event backdrop and pull-up banners in the venue - all of which will be featured on the Sky and all national broadcast channels.
 - For branded eDM (electronic newsletter) to be distributed via the Bush Summit database.
-

12.1 CONSIDERATION OF SPONSORSHIP OF 2020 BUSH SUMMIT

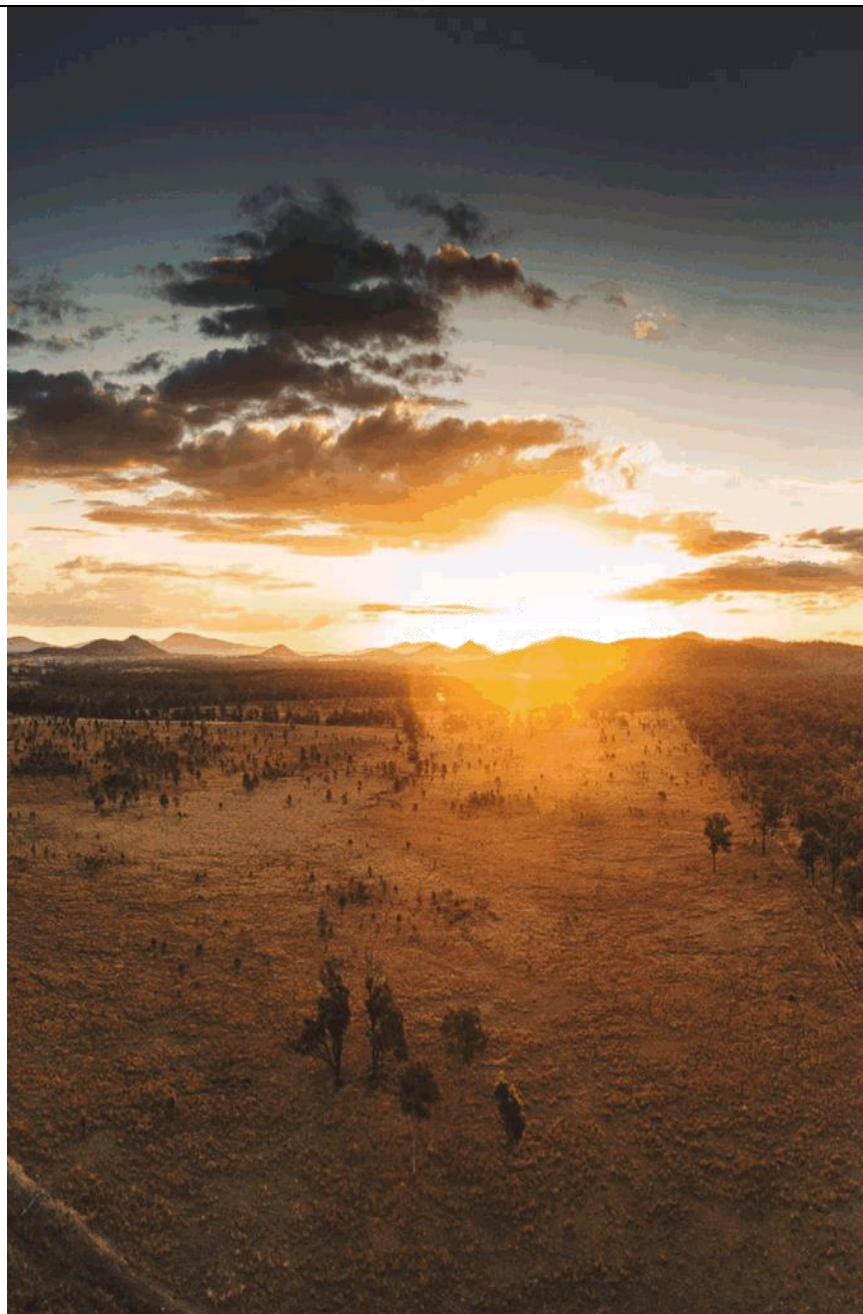
- To pitch and help shape stories to run in the Daily Telegraph and SKY in the lead up to, during and after the event.
- To engage with other sponsors and speakers at the Bush Summit. This year, numbers will be strictly limited to ensure proper social distancing can occur. There will be a large online element to this event with ZOOM options to invite and engage a larger community.
- Sponsorship also includes the chance to attend the Bush Telegraph Awards – to be held at the Snowy Monaro Discovery Centre on Thursday 27 August 2020. The organisers have indicated that further opportunities to participate in the awards can be discussed however confirmation of this will be needed by Friday 21 August 2020 (ie. one week prior).

Discussions with representatives of the organising company suggests that the speaking opportunity would be to participate in a panel on a defined topic, but it would not be possible to actively promote a specific SMRC agenda at the Summit itself, as this is a national event with focus on drought and bushfire recovery.

Nevertheless there is the opportunity to “pitch” stories to the Daily Telegraph and SKY and the SMRC CCO has commenced discussion with these media outlets.

Last year’s summit gained large additional media value with coverage from outlets including, but not limited to, Financial Review, ABC, SBS, The Land, the Prime Minister’s website, Farm Online, Canberra Times, and a very large number of regional news publications and networks. A media summary report will be prepared post event.

This presents an opportunity for a focus on our region that SMRC is unable to buy in terms of publicity value. This is occurring at a key time where projects (current and upcoming) and issues affecting our economy, including the key drivers of tourism and agriculture, need to be highlighted in the public forum and supported on a state and national scale.



The Daily Telegraph
**BUSH
SUMMIT**

A stylized white icon of a water tower with a spiral top, positioned to the right of the 'BUSH SUMMIT' text.

August 28TH 2020, Cooma NSW

Sponsorship Opportunity



SNOWY MONARO
REGIONAL COUNCIL
Stronger together Better together

The Event

The Daily Telegraph Bush Summit is an annual event that brings together a diverse group

of people and industry leaders from across the country to talk about the issues affecting our regional and rural communities and what life is like for people living in the bush today.

The idea of a summit was first conceived as way to bring interested parties together to talk frankly about the challenges facing regional Australia.

Last year's Bush Summit led to some significant policy changes and we look forward to continuing that conversation again at **The Daily Telegraph Bush Summit in Cooma on August 28th, 2020.**

Already, this year has brought about unexpected and unprecedented changes. These have been felt as keenly in the bush as they have in the city. The Bush Summit will focus on how the bush can come back from the COVID-19 pandemic bigger and better than ever.

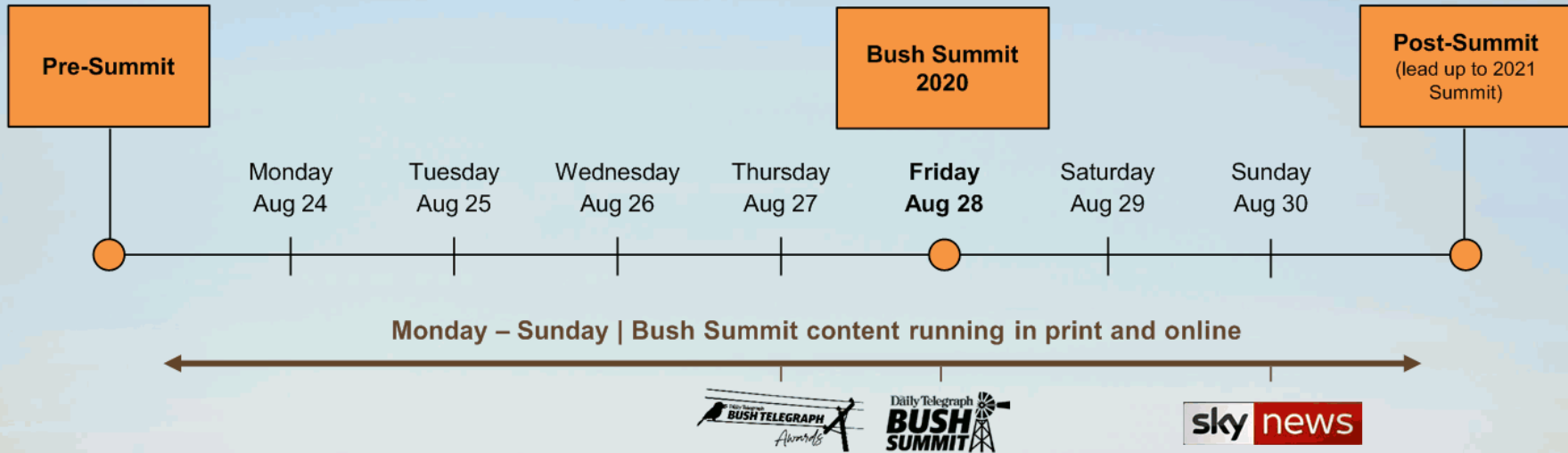


The 2020 agenda is still being finalised – but will address the following themes:

- Bush to Thrive from COVID-19 Recovery
- Bushfire Recovery – Infrastructure and jobs to rebuild regional areas
- Managing and Preparing for Drought
- Building Resilience in Bush Communities

Timeline of Bush Summit 2020

Week Aug 24 to Aug 30



The Opportunity

As an official sponsor of the Bush Summit
Snowy Monaro Regional Council will benefit from the following:



Speaking Opportunity

- As the host Opportunity to moderate or sit on one four or five panels running on the day.



Brand Exposure

- As the host of the 2020 Daily Tele Bush Summit, this will provide an opportunity to showcase the Snowy Monaro Region.
- Including logo placement on all, invitations, event booklet, and other marketing collateral.
- Media wall, event backdrop and pull-up banners in the venue - all of which will be featured on the Sky and all national broadcast channels.
- Opportunity for branded eDM to be distributed via the Bush Summit database.



Editorial Print & Digital

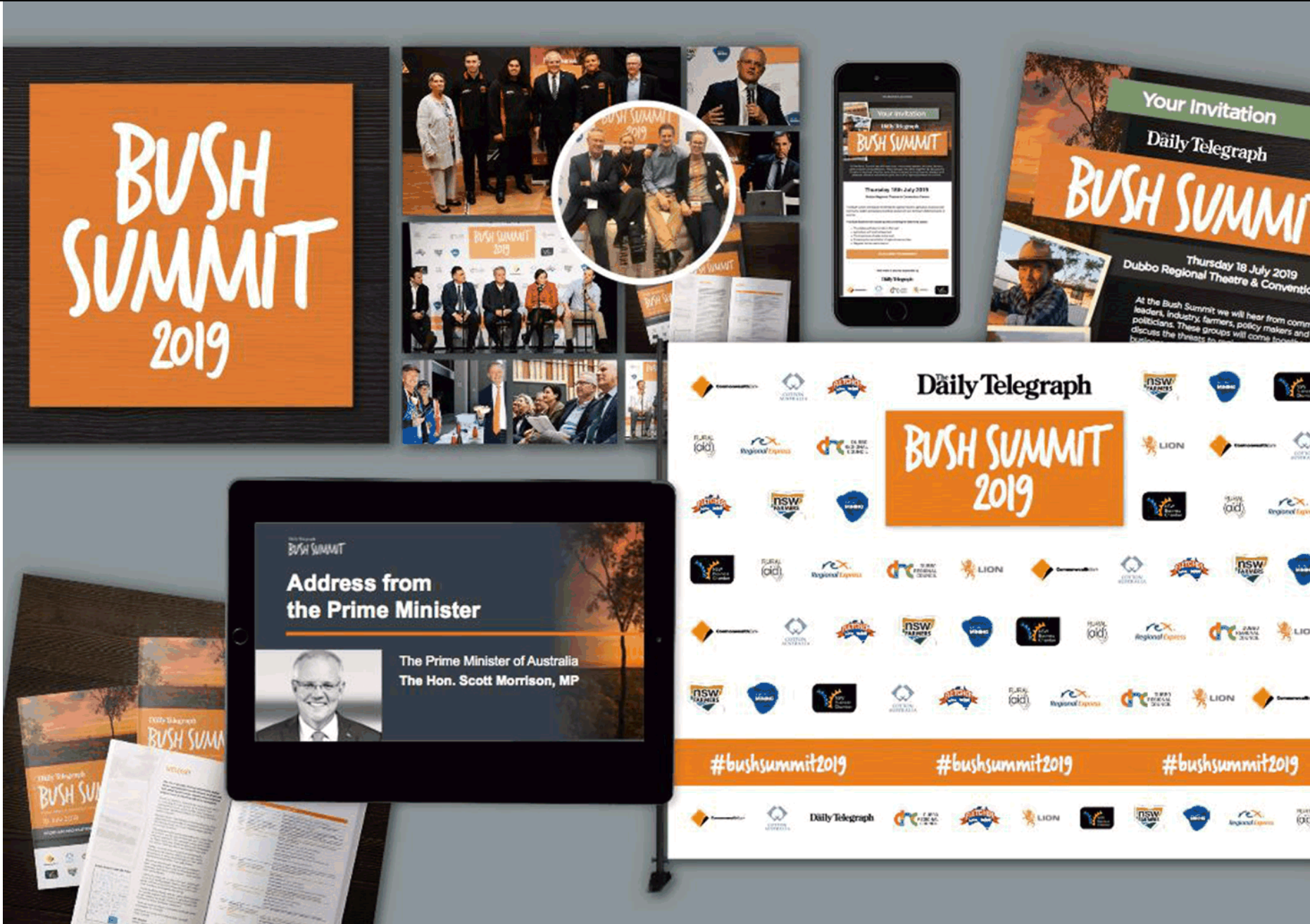
- Opportunity to pitch and help shape **stories** to run in the Daily Telegraph and Sky in the lead up to, during and after the event.



Networking

- The opportunity to engage with other sponsors and speakers at the Bush Summit. (This year, numbers will be strictly limited to ensure proper social distancing can occur).
- Sponsorship also includes the chance to attend the Bush Telegraph Awards – to be held at the Snowy Monaro Discovery Centre on Thursday 27th August 2020. Further opportunities to participate in the awards can be discussed, if this would be of interest.







A win-win strategic relationship

We will work with you to determine the best way to meet your objectives. If the specific opportunities listed aren't quite what you're looking for, we can customise a sponsorship package to meet your needs.

Contact

Thank you for your time. For further information, please contact:

BRIAN TYSON

T: +61 (02) 9232 9500

E: brian.tyson@newgatecomms.com.au



The Daily Telegraph



12.2 SUPPORT FOR THE ACCREDITATION OF THE BOMBALA GP SURGERY

Record No:

- Attachments:
1. Coordinare Bombala Medical Services Briefing Paper
 2. Letter from retiring Dr Pate (*Under Separate Cover*) - **Confidential**
 3. Letter from potential new owner Dr Steiner (*Under Separate Cover*) - **Confidential**

EXECUTIVE SUMMARY

The difficulty of attracting and retaining GPs in rural communities is well known. One of the difficulties faced by rural GPs is the cost of ensuring that their surgeries meet accreditation requirements.

Council has received a request to support the transition of ownership of the Bombala surgery by ensuring that the surgery meets accreditation requirements.

RECOMMENDATION

That Council

- A. Agree to support the accreditation of the Bombala Medical Centre by a one-off donation of \$19,000;
- B. Place the donation on public exhibition for a period of twenty-eight days in accordance with s.356(2) of the *Local Government Act (1993)*; and
- C. Authorise the Mayor and Chief Executive Officer to finalise the donation if there are three or less objections to the donation.

REPORT

Attachment 1 provides the background to this request, while Attachments 2 and 3 provide more detail of the particular circumstances of the issues following the decision of Dr Pate to retire after many years of service to the Bombala and district community.

The Bombala Street Surgery in Cooma has expressed a willingness to take over operation of the practice if the service can be appropriately accredited.

While technically health is not a local government issue, over the past decades it has come increasingly common for rural and regional local governments to support community services through a provision of significant funding via accommodation, provision of surgeries and support of GP income. Compared to the level of on-going support provided by some local governments the one-off contribution to ensure the continuity of GP services is relatively minor.

Council currently supports Bombala health services through the provision of accommodation for the GP/VMO.

The currently unmet accreditation requirements, as outlined in Attachment 2, are:

Computer system server	\$8,000
Accreditation and patient survey fees	\$6,000
Medical and office equipment	\$5,000
Total	\$19,000

Given the nature of the donation, s.356(2) of *Local Government Act (1993)* requires the donation to be advertised, as below.

356 Can a council financially assist others?

- (1) A council may, in accordance with a resolution of the council, contribute money or otherwise grant financial assistance to persons for the purpose of exercising its functions.
- (2) A proposed recipient who acts for private gain is not ineligible to be granted financial assistance but must not receive any benefit under this section until at least 28 days' public notice of the council's proposal to pass the necessary resolution has been given.
- (3) However, public notice is not required if—
 - (a) the financial assistance is part of a specific program, and
 - (b) the program's details have been included in the council's draft operational plan for the year in which the financial assistance is proposed to be given, and
 - (c) the program's proposed budget for that year does not exceed 5 per cent of the council's proposed income from the ordinary rates levied for that year, and
 - (d) the program applies uniformly to all persons within the council's area or to a significant group of persons within the area.



BRIEFING PAPER

Topic: Bombala Medical Services

From: COORDINARE South Eastern NSW Primary Health Network

Date: 25 September 2017

BACKGROUND

The South Eastern NSW Primary Health Network (PHN) is working with the Southern NSW Local Health District (SNSWLHD) the Rural Doctors Network (RDN) and the Bombala Medical Practice's practice principal to address an impending medical shortage in Bombala. The solo long term general practitioner has been operating his own practice and providing service to Bombala and surrounds for 37 years and is nearing retirement. Supported by three part time GP/VMOs based out of area and locums engaged through the SNSWLHD this model has relied on the long term GP remaining in practice but has adequately met the needs of the community.

The PHN and SNSWLHD are concerned about the effects on Bombala's medical service of anticipated mid to short term workforce changes. Of immediate concern is the loss of a long standing part-time GP/VMO in January 2018 and the significant pressure this will place on the existing system.

The Bombala Multi-Purpose Service is an eighteen bed facility comprising 10 residential, 8 acute and 2 emergency department beds. The acute beds in this facility can only be utilised when there is a Visiting Medical Officer (VMO) on duty. The Delegate Multi-Purpose Service has ten residential beds and is also serviced by the Bombala GP/VMO. Patients with more complex conditions are transferred to the nearest hospital services in Cooma, Bega and Canberra the closest of which is at least an hour from Bombala.

HEALTH POPULATION OF BOMBALA

The area of Bombala located within the Snowy Monaro Regional local government areas (LGA) is identified to have some very high health and social service needs. 2010-14 based mortality figures reveal Bombala to have the highest age standardized death rates amongst all LGAs (2011 boundaries) within the South Eastern NSW PHN catchment. Mortality rates in Bombala were also higher than NSW state and Australian national averages. Bombala is also estimated to have the highest within SENSWPHN catchment (or significantly high) prevalence of several key health risk factors amongst the adult population including inadequate exercise, obesity and overweight. Higher than NSW state and Australian national average estimates are also reported for Bombala residents with respect to the prevalence of long-term chronic conditions such as circulatory system disorders; respiratory diseases including both asthma and Chronic Obstructive Pulmonary Disorder and for musculoskeletal conditions, especially arthritis. The health and social needs of the residents of Bombala are further impacted by the fact that almost 24% of the resident population of the statistical area of Bombala is estimated to be aged 65 years or above. 2015 primary care workforce estimates identify a very low number of general practitioners to be working within the Bombala area.

The Bombala Shire Council has historically had a strong interest in supporting ongoing access to health services for the people of the region. Bombala Shire Council has provided housing to accommodate the GP/VMO. Given the rural and regional location of this position, housing support is critical to successful recruitment and the retention of a new doctor for the town and surrounds.

PROPOSAL

The PHN and SNSWLHD are working in partnership and invite the Snowy Monaro Regional Council to participate in this initiative and would welcome the opportunity to discuss:

1. Importance of Council's ongoing commitment to health service particularly the provision of housing for a GP/VMO and family
2. Potential for Council to contribute towards the recruitment of a GP/VMO both through existing networks and financially.