11.4 Request for Sponsorship - Macquarie Home Stay

REPORT BY THE DIRECTOR COMMUNITY

TO 19 OCTOBER 2022 ORDINARY MEETING GOV400098, COS3000010

RECOMMENDATION

That Council:

- 1. receive the report by the Director Community on the Macquarie Home Stay Sponsorship Request;
- 2. note the positive contribution made by Macquarie Home Stay to residents of the Mid-Western Region; and
- 3. provide financial assistance of \$55,000 (including GST) to Macquarie Home Stay to be funded from unrestricted cash.

Executive summary

This report seeks support from Council to provide financial assistance to Macquarie Home Stay Dubbo, provider of regional patient and family accommodation at Dubbo Hospital.

Disclosure of Interest

Nil

Detailed report

As noted in the request for support letter, Macquarie Home Stay is a provider of regional patient and family accommodation at Dubbo Hospital.

Many of those supported with discounted accommodation are patients and families from the Mid-Western Regional Council area. Overall, 16.1% of patients who stay at Macquarie Home Stay come from our local government area.

The ability to access accommodation close to the hospital is a major consideration and stress for patients and families. Macquarie Home Stay also offers accommodation at a significantly reduced rate and this assists in keeping costs down for patients and families receiving treatment.

At times, accommodation in Dubbo can be difficult to source and it is important for families from our region that services such as this are available to assist in patient care.

Macquarie Home Stay have embarked upon an ambitious program to increase accommodation capacity. The next accommodation area will provide an additional 26 units for individuals and families. This is a vital expansion as the occupancy rate is essentially 100% and, as noted in local media reports, Macquarie Home stay is having to turn away, on average, approximately 3 bookings a day.

There are a range of sponsorship opportunities for Council to consider and these are included with the report. Sponsorship of the Lounge area for all visitors is one possible option and this is valued at \$55,000 (including GST).

This is an important service being provided adjacent to the Dubbo Hospital. Council sponsorship of this expansion of the facility will be of great benefit to many Mid-Western families for many years to come.

It is noted that this item could have been presented to Council via the Community Grants Program Policy. Under this Policy, the cap on funding support from Council would be \$25,000 and this may be the decision that Council determines to make. However, as it is a project of significant scale and community importance, a higher amount is recommended to Council for consideration.

Community Plan implications

Theme	Looking After Our Community
Goal	Meet the diverse needs of the community and create a sense of belonging
Strategy	Provide equitable access to a range of places and spaces for all in the community

Strategic implications

Council Strategies

Community Strategic Plan

Council Policies

Community Grants Program Policy

Legislation

Not Applicable

Financial implications

This report seeks a commitment from unrestricted cash of \$55,000. This would be a one-off payment in the 2022/23 financial year.

Budget Year	Operating Performance Ratio	Own Source Revenue	Building & Infrastructure Renewal			
2022/23	×	-	-			
Future Years	-	-	-			

Associated Risks

Macquarie Home Stay have a proven track record of providing this service and the provision of financial assistance is determined to be relatively low risk as a part of ensuring that this project is successful and that the benefit to those in our community that need our help are assisted through the project.

SIMON JONES DIRECTOR COMMUNITY

29 September 2022

Attachments: 1. 20220927 - Mid Western Regional Council suppport request.

2. 20220111 - Sponsorship of facility and prospectus - stage 2 oncology sponsorship opportunities.

3. Summary expansion plans.

APPROVED FOR SUBMISSION:

BRAD CAM
GENERAL MANAGER



1 Tony McGrane Place DUBBO NSW 2830 Ph 02 6885 4663 hello@macquariehomestay.com.au

The General Manager Mid Western Regional Council 86 Market Street MUDGEE NSW 2850

By email: Brad.Cam@midwestern.nsw.gov.au

Dear Brad,

Re: Support request for Macquarie Home Stay

Further to my recent meeting with you and the Mayor, thankyou for allowing me to share with you the critical role we are playing in supporting the residents of your area when they have to travel to Dubbo for specialist medical care.

Since opening in 2019, we have developed a rich sense in our purpose - helping alleviate the financial and emotional pressures that exist when patients receive medical treatment away from home. The cost of accommodation for many can be a reason why patients choose to delay, shorten or even cancel their treatment, hence why we established our charitable accommodation facility.

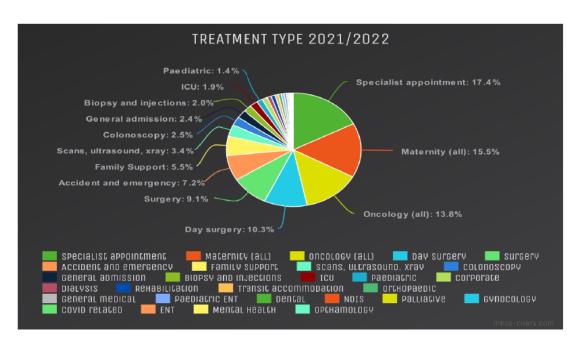
Since the Western Cancer Centre (WCC) opened at Dubbo Hospital this year, the volume of patients from the Mid Western Regional Council area who have benefited from life saving treatment is quite amazing. Of the 55 patients who received radiotherapy treatment and stayed with us in the period of 1/1/22 to 30/6/22, 27 of them resided in your LGA. For the vast majority of these, radiotherapy treatment lasted for over 4 weeks each, meaning we supplied close to 1,000 nights of accommodation that supported the patient with their partner or carer. We are well known for providing a safe, comfortable and affordable place to stay, but when you ask the many who have stayed with us, they talk more about the additional support we provide that makes the treatment journey just that little easier. Assisting with IPTAAS claims that reduce out of pocket costs and accessing travel subsidies, being a place where our guests can come and just have a chat without team in a supportive environment, a place that feels like a home and not a motel, connecting with others receiving similar treatments that creates important social and emotional networks for patients and their partners, twice weekly our guests are provided an evening meal by a collection of Dubbo groups (including Rotarians, Lions and so on all at no cost).

We have an occupancy rate of 100% for over half of every month. In May 2022, an occupancy of 98% was experienced and on average we turn away more than 3 bookings a day. The combination of increased medical facilities in Dubbo & our current occupancy rates demonstrate the importance of a critical expansion of our facilities. We are proof of a strong public/private partnership.

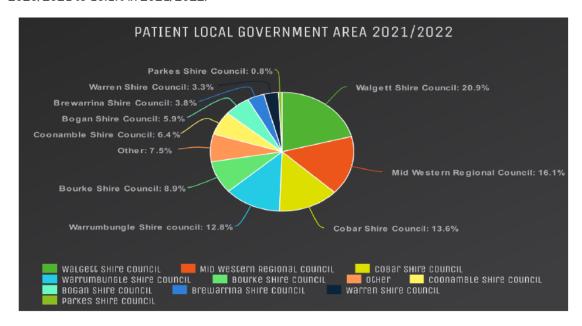
It is not only the WCC that is bringing patients from your LGA to Dubbo, it includes the myriad of other specialist medical services that are provided in Dubbo as demonstrated in the following pie chart.



1 Tony McGrane Place DUBBO NSW 2830 Ph 02 6885 4663 hello@macquariehomestay.com.au



We have seen an increase in the percentage of patients from your LGA increase from 12.9% in 2020/2021 to 16.1% in 2021/2022.





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This increase is indicative of the value we provide to the residents of your community. As such, I write to ask if the Mid Western Regional Council can support us with our expansion. We have an expansion master plan that will allow us to support the many people from across regional NSW who travel for these important specialist medical services and require affordable and appropriate accommodation for the duration of their stay. Some stay for just a night, while others are for many weeks and months on end.

The next accommodation precinct is to include 26 units to specifically support those patients receiving treatment at the WCC. We are able to offer sponsorship opportunities and recognise the support in appropriate ways and have included our prospectus for your consideration. A 1 bedroom unit is \$30,000, 2 bedroom \$38,000, family room \$54,540 plus other areas across the accommodation building (subject to availability). This is a wonderful opportunity for the Mid Western Regional Council to support their residents in a very real and tangible way. As a result, patients for decades to come will benefit and it will create a wonderful connection when patients from the LGA see a plaque on a doorway recognising the council brand and sponsorship.

If speaking to this request at a council meeting is appropriate, I am happy to share with the councilors the important role we play and answer any questions they may have.

Thankyou for considering our request, and look forward to speaking with you again soon.

Yours faithfully
MACQUARIE HOME STAY

Rod Crowfoot MANAGING DIRECTOR







Area of support	Value	Description	Recognition provided										
	(GST incl)		The heartfelt thanks of our guests for your generosity	Certificate of appreciation	Receive our newsletter. What's news and who we are helping	Donations \$2 and above can be Tax deductible and a receipt provided (if appropriate)	Newsletter mentions of your support	major events	Register of sponsorship maintained on our website, including Logo and name		Social media promotion	Naming rights of the room/area	Recognition on an appropriate plaque/sign
Oncology Accommodation Stage - 26 units													
Naming rights to this stage	\$300,000	The stage to be named as per the benefactor. Sponsors name to be at the building entrance. A lasting recognition for all guests to see of your support in the facility.											
"Sponsors name" Unit 1 person unit (4Units)	\$30,000	Single personguest room. Will furnish the full interior (including all furnishing, fitout and soft furnishings ready to occupy)											
"Sponsors name" Unit 2 Person unit (18 Units)	\$38,000	Twin person guest room. Will furnish the full interior (including all furnishing, fitout and soft furnishings ready to occupy)											
"Sponsors name" Unit Family unit (4 Units)	\$54,450	Family room. Will furnish the full interior (including all furnishing, fit out and soft furnishings ready to occupy)											
"Sponsor name" Lounge	\$55,000	The common lounge and communal room. It will furnish the full interior (including all furnishing, fitout and soft furnishings ready to occupy)											
Sittingroom	\$15,000	Quiet room, meeting and reading room. Provides the fitout, furniture and soft furnishings											
Artcollection	\$10,000	Allows for the acquisition of art for the facility, in the common room and hallways.											
Security surveillance system	\$49,397	Supply and installation of CCTV network incl camera's at strategic locations, pole cameras, server and materials that connects into the existing system											
Solar panels	\$39,600	30 KW system installed across the roof areas											
Unit verandah furniture - Seats/table on unit verandahs (x26)	\$9,000	Each guest room has a small outdoor space to sit											
Defib machine and first aid kit	\$2,950	Defib machine and first aid kit to be located in the common room area											
Laundry	\$10,000	Three washing machines and dryers incl joinery											
Pergola area	\$55,000	Provides the concrete slab, roof structure, power and lights, gas bbq's and outdoor furniture, pots and plants to relax and spend time with other guests and family											
Unit verandah dividers	\$16,800	24 x cut metal sheets with designed artwork											
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*All figures in cl gst

