

# ADVANCE



## AGED CARE INVESTMENT ROCKHAMPTON REGION

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**ADVANCE**  
*Rockhampton*

# AGED CARE AND ALLIED HEALTH SERVICES IN AUSTRALIA



Australia has an ageing population (15% in 2016 were 65 years or older) and by 2055 this proportion will increase to 22.9%. This presents both challenges and opportunities. It increases demand for primary health, aged care services and long-term care, requires a larger and better-trained workforce, and intensifies the need for environments and infrastructure to be age-friendly.

In 2015, 32% of people aged 70 years and older were receiving government subsidised aged care services while living at home and 7% were in residential aged care. More

than 80% of people aged between 85 and 89 live in private housing, which includes self-contained flats in retirement villages.

The aged care sector is one of Australia's largest and fastest growing service industries, employing over 350,000 people, with the Australian Government expected to spend \$17.4 billion in 2016-17. The sector is currently in a phase of substantial transformation and growth. The Australian Government estimates that the residential care sector will need to build approximately 76,000 additional places in the next ten years.

## AUSTRALIAN AGED CARE INDUSTRY - GROWTH LIFE CYCLE

REVENUE  
**\$19.8bn**

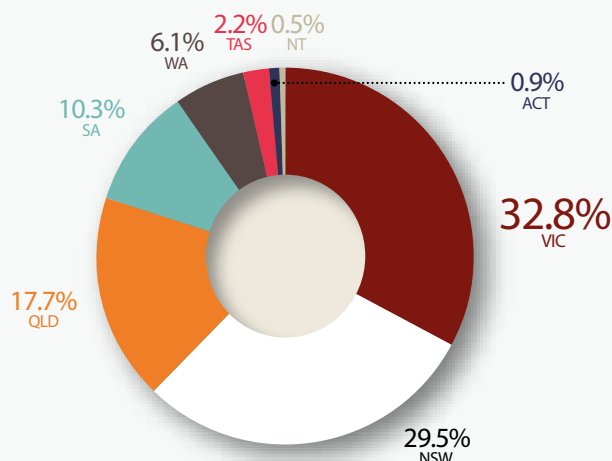
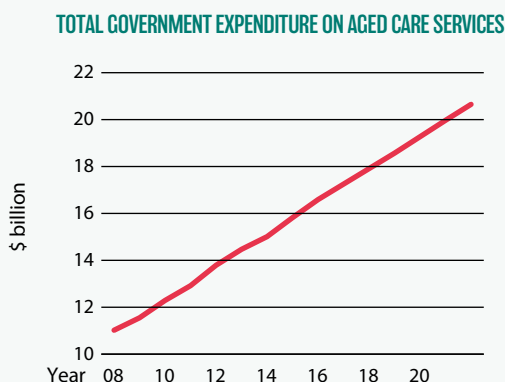
PROFIT  
**\$1.2bn**

ANNUAL GROWTH 12-17  
**5.1%**

WAGES  
**\$10.8bn**

ANNUAL GROWTH 17-22  
**4.4%**

BUSINESSES  
**1,835**



SOURCE: WWW.IBISWORLD.COM.AU



Retirement Villages, a fast growing sector of the aged care industry, are governed by State Government legislation and not connected to the Federal Government reforms. About 42,000 Queenslanders live in 315 retirement villages, 17,000 in 185 residential parks, and 3,000 in aged rental complexes.

The residential aged care target ratio of 78 places per 1,000 people aged 70 years and over by 2021-22 means the Australian Government is aiming to achieve one operational residential care place for every 13 people aged 70 years and over. If the sector is to meet this target, there will need to be significant growth in the supply of places as the baby boomer cohort reaches 70 years old.



### **Australian consumer preferences include:**

- / **the preference to age at home along with support services, with people only wanting to contemplate residential care when there is no alternative;**
- / **the desire for more personalised services by those who move into aged care facilities;**
- / **'baby boomers' generally demanding a higher level and wider choice of living arrangements (better dining, accessible technology), optional outings and art-health activities, and requiring more complex care when entering aged care facilities;**
- / **a simplified and streamlined way to access information on healthy ageing, aged care services availability and the quality of these services;**
- / **obtain the selected services in an equally seamless way; and**
- / **strong views about the need to have as much control as possible over their own death, as well as access to palliative care at home (if required) rather than having to go to hospital.**



# THE ROCKHAMPTON REGION AND CENTRAL QUEENSLAND

## ROCKHAMPTON REGION AND CENTRAL QUEENSLAND

Rockhampton is ideally positioned to service the whole of Central Queensland. In the region, some significant immediate challenges in the health sector include:

- / **Smoking rate almost 40% higher than the Queensland average**
- / **Obesity rate 20% higher**
- / **High risk alcohol consumption 15% higher.**

## KEY FACTORS



### POPULATION

**227,135**



Projected to grow more than

**20%**  
by 2030

## KEY RISK FACTORS



**17%**

of adults were daily smokers in 2015-2016

**38%**

higher than rate for Queensland



**29%**

of adults were obese in 2015-2016

**20%**

higher than rate for Queensland



**25%**

of adults were risky drinkers in 2015-2016

**15%**

higher than rate for Queensland

## MEDIAN AGE AT DEATH

Female



**82**  
years

1 year less than the Queensland median

Male



**75**  
years

2 years less than the Queensland median

Non-Indigenous

Indigenous

Half of all non-Indigenous deaths occurred in people aged under

**79**  
years

Half of all Indigenous deaths occurred in people aged under

**58**  
years

**68%**

projected growth in our older population (aged over 65) by 2026



**12.1** year

gap in health adjusted life expectancy between Aboriginal and Torres Strait Islander residents of CQ Health region and the total Queensland population



## POPULATION

When population is broken up by age structure, key insights are provided into the level of demand for aged based services and facilities including aged care.

Base Year	Target Age Group	Rockhampton	Central Queensland	Queensland Average
2016	Over 60 years old	20.3% of the total population	22.8%	18.1%

## AGED CARE MARKET

The need for age-appropriate housing is a complex issue associated with the region's ageing population. As people age, they become more susceptible to a range of age-related conditions, which boosts the need for assistance with everyday activities and personal care. Over the past five years, the Aged Care Residential Services industry has expanded to offer different lifestyle accommodation options and aged care services. The industry growth in revenue is expected to continue its strong growth over the next five years.

One of the key industry drivers is population 70 years and older. Through the population information provided above, it is confirmed that Central Queensland has an older population than the Queensland average.

As the capital of Central Queensland, Rockhampton Regional Council has adopted a population growth target to double the 2015 resident population by 2050 and published this target in the 2016 Rockhampton Region Economic Development Strategy. As at March 2017, Council's aged care facilities register included over 825 beds within 12 key facilities. The Rockhampton Region also has 8 retirement village facilities, plus a variety of other aged care and allied health services and facilities.

Given this growth and existing strength, it is not surprising that the Federal Department of Employment projects in the five years to May 2022 employment in the related

Health Care and Social Assistance industry will grow by an additional 4,400 jobs on top of the 15,100 existing jobs in Central Queensland. The Rockhampton Region is positioned to accommodate most of that growth.

In order to further support expansion in the sector, Council is currently actively investigating and receptive to opportunities to attract 'high rise' and other innovative models of developing and expanding aged care and allied health facilities in the Region's key centres.

The potential for such new types of facilities has been identified in the Australian Financial Review and other reputable publications, as an opportunity to provide care that is fully connected to the city's amenities and conveniences. Council has been monitoring examples of new aged care development models such as the 'U City' development by the Uniting Communities community services organisation in Adelaide and methods of re-purposing existing buildings such as the Oryx Communities project to transform a five-star resort into a premium aged-care facility in West Perth.

'Aged Care and Retirement Facility' category development applications made between 1 August 2017 and 31 December 2019 are given special designation as eligible for consideration for tangible financial and non-financial support via Rockhampton Regional Council's Development Incentives Policy.

## CURRENT AGED CARE FACILITIES IN ROCKHAMPTON

Name	Services	Government Subsidies	Approved Provider	Number of Beds
1. Eventide Home Rockhampton	<ul style="list-style-type: none"> <li>Residential Permanent</li> </ul>	Commonwealth Government subsidised	Department of Health QLD	80 beds
2. North Rockhampton Nursing Centre	<ul style="list-style-type: none"> <li>Residential Permanent</li> <li>Residential Respite High Care</li> </ul>	Commonwealth Government subsidised	Department of Health QLD	100 beds
3. McAuley Place Hostel	<ul style="list-style-type: none"> <li>Residential Permanent</li> <li>Residential Respite High Care</li> </ul>	Commonwealth Government subsidised	Mercy Health and Aged Care Central Queensland Limited	30 beds
4. Bethany	<ul style="list-style-type: none"> <li>Residential Permanent</li> <li>Residential Respite Low Care</li> <li>Residential Respite High Care</li> </ul>	Commonwealth Government subsidised	Mercy Health and Aged Care Central Queensland Limited	115 beds 13 units: 1,2 and 3 bedrooms
5. Leinster Place	<ul style="list-style-type: none"> <li>Residential Permanent</li> </ul>	Commonwealth Government subsidised	Mercy Health and Aged Care Central Queensland Limited	79 beds
6. Carinity Aged Care - Shalom Care Services	<ul style="list-style-type: none"> <li>Residential Permanent</li> <li>Residential Respite Low Care</li> <li>Residential Respite High Care</li> </ul>	Commonwealth Government subsidised	The Baptist Union of Queensland – Community Services Group	65 beds 45*1, 2 and 3 bedroom units
7. Carinity Aged Care - John Cani Estate Aged Hostel	<ul style="list-style-type: none"> <li>Residential Permanent</li> <li>Residential Respite Low Care</li> <li>Residential Respite High Care</li> </ul>	Commonwealth Government subsidised	The Baptist Union of Queensland – Community Services Group	25 beds
8. Benevolent Aged Care	<ul style="list-style-type: none"> <li>Residential Permanent</li> <li>Residential Respite Low Care</li> <li>Residential Respite High Care</li> </ul>	Commonwealth Government subsidised		116 beds includes dementia and respite beds
9. Bethesda Aged Care Plus Centre	<ul style="list-style-type: none"> <li>Residential Permanent</li> </ul>	Commonwealth Government subsidised		50 beds
10. PresCare – Alexandra Gardens	<ul style="list-style-type: none"> <li>Residential Permanent</li> </ul>	Commonwealth Government subsidised	Presbyterian Church of Queensland	94 beds Single and double rooms are available
11. Blue Care Grace-mere Aged Care Facility	<ul style="list-style-type: none"> <li>Residential Permanent</li> <li>Residential Respite Low Care</li> <li>Residential Respite High Care</li> </ul>	Commonwealth Government subsidised	The Uniting Church in Australia Property Trust through Blue Care	71 beds including 1 respite bed 21 dwellings
12. Mount Morgan Multipurpose Health Service		Commonwealth Government subsidised		12 beds
13. Eureka Care Communities – Retirement village				104* 1 bedroom units
14. Gate Lifestyle, Norman Gardens – Retirement village				146* 2 & 3 bedroom units
15. Oak Tree Retirement Village – Park Avenue				43 * 1 & 2 bedroom units
16. Oak Tree Retirement Village – Norman Gardens				8 * 2 & 3 bedroom units A further 42 are approved to be built in stages as demand requires
17. Regis Farris Villas				12 units
18. Settlers Rockhampton				74 * 1 & 2 bedroom units
19. The Range Village				34 * 1, 2 and 3 bedroom units





## FINANCIAL AFFORDABILITY

According to the Australian Bureau of Statistics, in 2016 Queensland median household income per week was \$1,562 per week while Central Queensland's median household income was \$1,421 per week. However, Central Queensland's median monthly mortgage repayments was \$1,733 with median rent of \$250 while, for example, Brisbane's was \$1,961 and \$375. As a result the lower cost of living in Central Queensland, it is estimated that residents in Rockhampton and Central Queensland have a similar level of affordability.



## STRONG LABOUR MARKET

Council is encouraging job seekers within the region to seek to join the Aged Care and Allied Health Services sector, and encouraging new residents to move to the Rockhampton Region to become part of the sector. Events are being conducted to help current and prospective residents become aware of the existing and emerging career opportunities in the region, and to connect employers and prospective employees.

## FOSTERING INNOVATION

Rockhampton's Smart Hub business incubator has a growing membership of businesses and entrepreneurs associated with the Aged Care and Allied Health Services sector, and has fostered multiple commercial innovations via a focus on the sector in its 'Start Up Stars' and GovHack programs. Aged Care and Allied Health Service businesses looking to relocate to Queensland from other states or nations are eligible for up to \$100,000 in HotDesQ grant funding to assist with their costs if they move to the Rockhampton Region's Smart Hub.





# ADVANCE

## Rockhampton

Located in Central Queensland, the Rockhampton Region Council lies on the Tropic of Capricorn, bounded by the Pacific Ocean in the east. The Council governs local area issues in the three main urban centres of Rockhampton, Gracemere and Mount Morgan and the nine smaller townships and communities. Rockhampton Region's population forecast for 2019 is 85,978 mostly located in the urban areas and is forecast to grow to 112,701 by 2036. Major features of the Region include the Rockhampton Airport, CQUniversity, Stanwell Power Station, Gracemere Saleyards, Dreamtime Cultural Centre, Stockland shopping centre, Rockhampton Heritage Village, Rockhampton Botanic Gardens, Fitzroy River, national parks, Gracemere Industrial Area and Mount Morgan.

The reliable water supply provided by the Fitzroy River (Australia's second largest catchment) supports current and future economic opportunities and lifestyle. The Fitzroy River is a dominant natural feature for the Region, as it moves from expansive areas of productive pastoral and agricultural land in the west through to the Fitzroy River delta in the east. The diversity of landscapes, lifestyles, economic opportunities and communities contribute to this Region being one of the most diverse in all of Queensland.

### Tony Cullen

**General Manager  
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### ADVANCE ROCKHAMPTON

Rockhampton Regional Council

Tony has 25 years experience specialising in hotel management, operations, communications, marketing, brand positioning and new business development strategies in Australia and overseas. He has held senior management positions in Local Government and General Manager roles for Regional Tourism and Economic Destinations. Tony excels in communication and relationship management, leadership and stakeholder direction, and the facilitation of partnerships.

Tony leads Advance Rockhampton at Rockhampton Regional Council – Council's high performing Economic Development team that is tasked with further growing the Rockhampton Region.

### Young Beamish

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### ADVANCE ROCKHAMPTON

Rockhampton Regional Council

Young Beamish is the Senior Executive of Trade and Investment at Rockhampton Regional Council. Her position was created in 2016 to capitalise on opportunities emerging from established relationships with key stakeholders throughout Asia.

With a clear mandate to strengthen trade pathways between Rockhampton and Asian markets, Young provides assistance to facilitate trade investment across a number of high demand sectors. Young has worked at all levels of Australian Government within the international business development world for the last 19 years.

Young has gained valuable experience in a range of positions including a four year stint with the Brisbane City Council as an International Strategy and Business Development Manager. She also used to work for the overseas investment attraction team at Trade and Investment Queensland for four years.

She completed a Masters of Business (International Business) at Queensland University of Technology.