

JOONDALUP HEALTH AND MEDICAL HUB – THE VISION

The City of Joondalup (the City) seeks to promote collaborative partnerships and provide direction to broaden and deepen its health and medical facilities, capabilities and credentials.

In response to this objective, this report has been prepared by Paxon Group (Paxon) in collaboration with the Joondalup Medical Precinct Taskforce (MPT) to:

- Identify the existing assets and services available to attract partnerships and investment, and
- Identify the existing and/or emerging fields that offer Joondalup a comparative or competitive advantage.

The City intends to utilise the outcomes of this review to inform its economic development strategies, including investment attraction, advocacy activities and stakeholder engagement.

Appetite for Success

Located in the heart of Perth's northern suburbs, Joondalup is uniquely placed for development and expansion.

Joondalup has the foundations for an ecosystem that provides comprehensive health care and advances health education and research. The area is supported by anchor institutions including the Joondalup Health Campus (JHC), Edith Cowan University (ECU), North Metropolitan TAFE (NMTafe), Linear Early Phase Centre, Australian Medical Association (AMA) College, WA Police Academy, and three simulation centres. Pre-existing relationships and partnership exist between the health service providers, education and research institutions, as well as government departments. This culture is a strong drawcard for attracting organisations to facilitate future innovation as well as knowledge sharing and learning opportunities.

Given that some 25% (or some 20,000 workers) of jobs in Joondalup are in the health care, social assistance and education sectors, there is great potential for Joondalup to become a leading destination for health, research and innovation. This will support a focus to develop a workforce engaged within these sectors, as demand is expected to increase over the next decade.

Geographically, Joondalup is located 25 kilometres north of the Perth CBD, 30 minutes to the Perth International Airport, is connected to essential transport networks, giving potential precinct partners access to key transport arteries.

Joondalup has accessible and attractive commercial real estate, which gives the city potential comparative advantage to attract new medical service providers, research organisations or health sector manufacturers.

Joondalup is strategically placed to take advantage of the increasing health needs of a large and growing population within the local government area (LGA), as well as the surrounding LGAs of Wanneroo and Stirling.

Approximately 471,801 people live within a 20-minute drive to the Joondalup city centre, and this is expected to increase to increase by 11% to 524,143 by 2031.

Existing Strengths

Health Service Provision

Joondalup is home to one of the largest hospitals in WA, with health services delivered by a cluster of public, private and not-for profit healthcare providers.

The healthcare sector is one of Joondalup's high value sectors, based on capabilities in a wide range of areas including nursing and midwifery, aged care, cancer care, exercise science, mental health, as well as health and wellness.

Joondalup is home to the JHC, a world class public and private hospital, offering a range of medical and surgical services including maternity, neonatal and paediatric services and aged care and rehabilitation. The vision for the future health and medical hub will build upon the ongoing \$256.7 million expansion to the JHC. This development positions JHC with a competitive advantage as a modern facility to attract medical research and innovation partners. Tertiary status for the JHC could attract additional research institutions Joondalup, with potential to establish Joondalup as an epicentre of medical research and innovation.



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Education and Training

Joondalup offers a range of educational opportunities, from vocational to undergraduate and postgraduate training, with a strong focus on healthcare education.

ECU's School of Nursing and Midwifery offers WA's largest undergraduate nursing program, providing nursing graduates pathways into hospitals, health services, and private clinics.

NMTafe and AMA College are leading providers of vocational education and training including diploma level qualifications in nursing, health administration and aged care.

The educational institutions are equipped with state-of-the-art facilities and resources, including modern classrooms, laboratories, simulation centres and study spaces.

Digital Technology

ECU is a national academic leader in cyber security producing 20% of Australia's cyber security graduates. ECU's digital capabilities are supported with state-of-art facilities.

Joondalup is a recognised leader in innovation and digital technologies, providing a place where digital health technology companies can start, scale and grow.

- In November 2017 ECU was announced as the location of the WA Government's first Innovation Hub, leveraging ECU's reputation as a world leader in cyber security research.
- Global technology giant IBM and ECU have collaborated to deliver an industry and education internship model that places student talent at the heart of the industry and creates real job opportunities for local ECU students.
- ECU's Simulation & Immersive Digital Technology Group is a research and development group focusing on the novel production of immersive digital technology applications.

Biotechnology Research

Joondalup is home to Linear, ECU's Strategic Research Institutes and Centres, and JHC Clinical Trials.

ECU is a recognised leader in research across various domains including health, securing digital futures, natural and built environments, and society and culture. ECU's health related strategic research institutes and centres provide a strong research environment, allowing world-class research to create lasting impact for communities.

The ORIGINS project, a longitudinal study is being run in conjunction with the JHC and Telethon Kids Institute (TKI). The outcomes of this long-term study could influence future healthcare needs and interventions. ORIGINS supported OpenSpecimen, a biomedical banking system for WA delivering sample collection, storage, curation and management system which will allow ethically acceptable standardisation across cohorts and registries.

Joondalup is also home to a state-of-the-art facility operated by Linear Clinical Research (Linear) for early phase clinical trials. This facility is one of the seven (7) facilities across Australia running early phase clinical trials.

The Australian Automation and Robotics Precinct (AARP) at the Neerabup Industrial Area offers a unique pathway for building advanced engineering manufacturing capability. ECU and the NMTafe feature robotics labs with potential to translate applications to the health sector.

Towards a Health and Medical Hub – Leverage Existing Strengths

There are examples of health, medical, education and innovation precincts within Australia, and internationally, that have made significant contributions to healthcare, research and economic growth.

The clustering of organisations and industries through precinct facility collaboration and knowledge sharing (between industry, researchers and entrepreneurs) play a critical role in increased levels of innovation, particularly for new ventures.

A successful Health and Medical Hub within Joondalup will deliver benefits to local, State and national economies – from job creation, economic growth and investment to better health outcomes for its residents.

Planning for a Health and Medical Hub in Joondalup represents an opportunity to leverage the existing strengths and maximise the potential of the existing anchor institutions.

Joondalup, with its innovative and collaborative business culture, is well placed to support a number of WA State Government priorities in health, education, economic development and employment.

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International and national case studies identified that precincts often develop in the areas that trends in health, student-centred learning and innovation incubation.

The vision for Joondalup, as set out below, aims to enhance the city's health and education sectors as well as position it as a centre for innovation to attract world class research and investment.

Vision: A health and medical hub that positions Joondalup as an attractive destination for industry investment, talent and the broader community.



Delivering on the Vision

The creation of a successful future health and medical hub requires buy-in from both public and private sector partners and stakeholders. While the City has supported developing a vision for the Joondalup Health and Medical Hub and acted as a catalyst for change, it cannot build the eco system on its own.

Key success factors to build the vision will include:

- Setting the right level of governance and investment including:
 - A collaborative governance and leadership model that engages influential representatives from government, business and community development sectors.
 - Resources and financing to support the ongoing operation of the hub including facilitators, services and networking.
- **Securing Government Support** – State Government involvement and leadership is vital to facilitate and support private sector development and to deliver the public infrastructure necessary to attract investment.
- **Public-Private Partnerships** – Collaboration between the public and private sector is important to facilitate resource mobilisation, knowledge exchange and commercialisation. This could involve joint public-private funding of new research and health promotion programs.
- **Policy and Regulatory Support** – Future planning frameworks established for Joondalup need to emphasise the high priority of the Joondalup Health and Medical Hub and encourage uses consistent with the vision.