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Overview of NSW Health Reforms

On November 1, Director General of NSW Health Robyn Kruk announced the Chief Executives for the state's eight new Area Health Services. The positions will take effect from 1 January 2005.

The appointments are part of the reforms to the NSW health system announced in July 2004. The reforms are aimed at reducing administrative duplication and directing more funds to frontline services.

The first phase of the reforms has involved consolidating the existing 17 Area Health Services into 8 regional entities. The reforms have also created new Area Health Advisory Councils, composed of clinicians and members of local communities, which will provide direct advice to the new Chief Executives and assist in developing 5 and 10 year clinical service plans for each region. Membership of the Councils will be announced shortly after the new Area Health Services are constituted on 1 January 2005.

New Health Advisory Bodies

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Other new bodies under the reforms include a Health Care Advisory Council, which will become the peak community and clinical advisory group in NSW. Providing support to the new Council will be 13 Health Priority Taskforces, involving clinical, academic, community and consumer experts.

The Taskforces cover the following disciplines: Acute Care; Aboriginal Health; Children's Health; Chronic, aged and community health care; Critical Care (Intensive Care Units, Trauma and Retrieval); Models of Care and Sustainable Access; Information Management and Technology; Maternal and Perinatal Health; Mental Health; Metropolitan Clinical Taskforce; Public Health; Rural Health; and Workforce Development.

Reform of Business Processes

The reforms to NSW Health will also affect its dealings with the private sector. A new body called HealthSupport will manage corporate and business support services, including procurement of non-core services such as linen, food, warehousing and distribution. It is hoped this integrated approach to procurement will provide innovative corporate services and significant savings to the health system.

New Area Health Service Chief Executives

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| Area Health Service | Name |
|----------------------------------|----------------------------------|
| Greater Southern | Assoc Professor Stuart Schneider |
| Greater Western | Dr Claire Blizard |
| Hunter & New England | Terry Clout |
| North Coast | Christopher Crawford |
| Northern Sydney & Central Coast | Dr Stephen Christley |
| South Eastern Sydney & Illawarra | Assoc Professor Debora Picone |
| Sydney South West | Dr Diana Horvath |
| Sydney West | Assoc Professor Steven Boyages |

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About Hawker Britton

Hawker Britton was founded in 1997 by Bruce Hawker and David Britton, former chief of staff and senior media adviser respectively to Premier Bob Carr. From Sydney, Hawker Britton has grown to eight offices in Australia, the United Kingdom, the United States and New Zealand.

Hawker Britton is Australia's only national and international public affairs firm, working with Top 100 companies, peak bodies, and not-for-profit organisations. Hawker Britton specialises in providing services tailored to the unique needs of each business, in the areas of government relations, strategic communications, and campaigns.

Government Relations

Key services in Government Relations include:

- High-level strategic advice on all areas of government
- Expertise in infrastructure developments
- Unrivalled experience in public-private partnerships

Strategic Communications

Hawker Britton's Strategic Communications include:

- Media and issues management
- Crisis management
- Media training
- Stakeholder communications
- Financial communications
- Reputation management

<u>Campaigns</u>

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Key Campaigning services include:

- Community campaigns and consultation
- Corporate and association elections
- Public affairs campaigns
- Corporate campaigns

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Hawker Britton brings to the corporate boardroom a unique approach to strategy and campaigns, borne out of corporate and political experience. Our specialist consultants are drawn from the ranks of former ministers, members of parliament, chiefs of staff, and senior policy and media advisers. Corporate clients appreciate our political and strategic communications heritage and the value that it brings to corporate planning.

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For more information, contact our head office (02) 9279 0200 or email info@hawkerbritton.com.au