



Business Plan 'Macgregor's Farm'

A Project of the Woodend Lifestyle Carers Group

Mission Statement:

To support carers and their loved ones living with Dementia

Vision:

To create a facility which caters to all aspects of caring for someone with Dementia.



Summary:

Established in 2012 the Woodend Lifestyle Carers Group Inc (WLCG) is a not-for-profit, social and volunteer support group of people who care for their loved ones suffering from memory loss caused through Alzheimer's Disease, Parkinson's Disease, or any of the many other forms of dementia.

It became apparent that the lack of respite available within the Macedon Ranges community indicated a need for the establishment of a respite facility to accommodate the memory loss sufferer for a brief respite stay. This in turn would enable their carer to have the opportunity to recuperate sufficiently to be able to continue caring within their home, as the current government is encouraging.

In November 2017 a local benefactor approached the group to say they had purchased a ten-acre block of agricultural land in Old Lancefield Road, Woodend for the sole purpose of developing this much needed facility. After a year of negotiations with a professional aged care organisation specialising in dementia it soon became apparent that the WLCG would need to revert back to its original smaller but nevertheless desperately required project.

In January 2019 the same benefactor offered financial assistance for a new concept, the establishment of a dementia-specific day care centre to be run by volunteers to allow carers respite by bringing their loved one to a farm cottage style facility – thus the foundations for a Five Stage Project “Macgregor’s Farm” were developed.

The Project’s Five proposed stages are –

1. **Stage One:** Transfer of ownership of the land to Woodend Lifestyle Carers Group Inc was confirmed in November 2019 with the eTitle reflecting this on 6th December 2019.
2. **Stage Two:** this farm cottage will enable people living at home with the early stages dementia to visit and enjoy both indoor and outdoor activities including vegetable gardens and small farm animals. Under supervision, they will be able to assist in the preparation of meals, enjoy a film, participate in exercises, music therapy and creative activities or merely sit in a quiet zone enjoying the wonderful panorama that will be Macgregor’s Farm Day Care Cottage.
3. **Stage Three:** will see further development of the land including a training room for both volunteer and professional carers. These participants will have the opportunity to gain a greater understanding of dementia by learning from the experience of assisting in the Cottage.
4. **Stage Four:** will incorporate a temporary residential respite farm cottage for up to twelve people. This cottage will allow carers the opportunity of a longer break from their 24/7 stressful role by accommodating their loved one for up to three weeks in a friendly, non-clinical and homely environment overseen by qualified professional staff, as well as volunteers.
5. **Stage Five:** will ultimately be a small, professionally run, ten bed cottage-style module for permanent residence of those living with the types of dementia that present with behavioural challenges and the symptoms of agitation and aggression.

Comment: While Stage Two is the initial focus of the Macgregor’s Farm project, it is envisaged that the subsequent stages may be adapted according to future needs, particularly in terms of scientific research and development.

People Involved:

The attached Organisational Flow Chart diagrams the structure of the Incorporated Body and the various sub-committees. A Steering Committee will oversee the development of Macgregor’s Farm and reports directly to the Board of WLCG. It is a skills-based, volunteer Steering Committee consisting of six volunteer professionals covering legal, banking, financial planning, health and marketing with the sixth member being an internationally known personality from the Macedon Ranges. The group also includes three working Committee Representatives.

Marketing Opportunities and Unique Points of Difference:

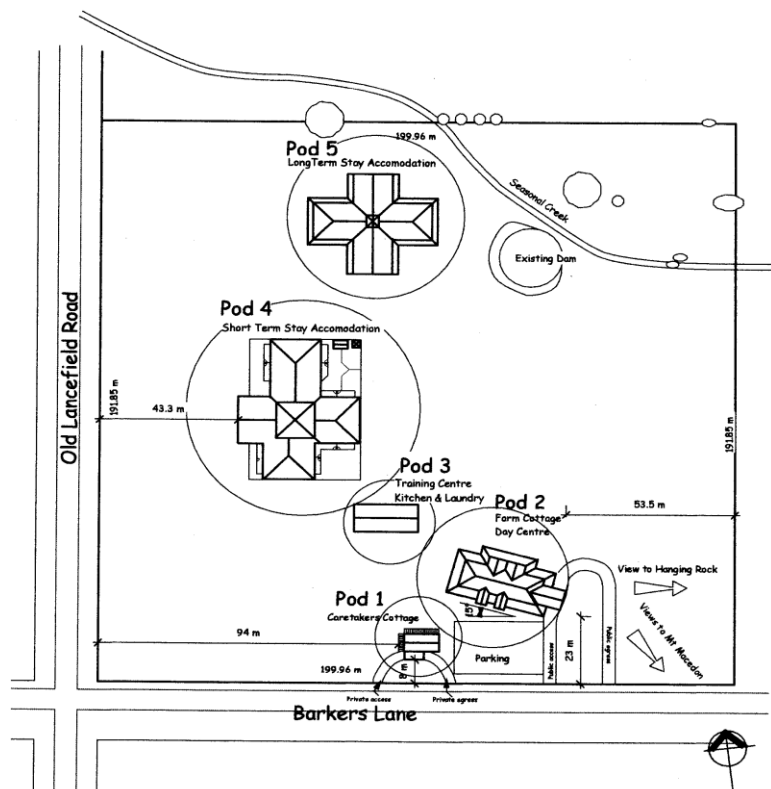
Macgregor's Farm will bring a much-needed special care facility to the Macedon Ranges where the demographic includes a high level of older residents who have chosen to retire to the area. Macgregor's Farm will offer a total package where dementia care and support are offered at a facility for the early stages of dementia, prior to a loved one needing to go into permanent care in an Aged Care facility. It will be a not-for-profit facility accessible to a wide demographic.

The large Meeting Room in Stage Two is designed to be capable of Room Hire for appropriate functions.

The Training Facility of Stage Three offers a rare facility. It will be a Training Room that offers a collaborative approach involving allied health professionals and will enable hands-on implementation of what is taught. Personal Carers, nurses and volunteers will be able to practice their skills and understanding through attending the day care and respite modules.

Stage Five (permanent residence) is a unique concept, dealing with clients who have dementia symptoms of agitation and aggression. Mainstream Aged care facilities are not trained or equipped to manage this type of dementia.

Financial Health:



This is a bold vision by a group of carers who have lived experience of having cared for or are caring for their loved ones suffering from memory loss caused through Alzheimer's Disease, Parkinson's Disease, or any of the many other forms of dementia.

The following construction estimate is based on standard costing rates and is intended to provide an indication of the cost to convert the vision to reality.

| Project Staging | Infrastructure | Estimated Cost |
|---|---|------------------|
| Stage 1: | Transfer of land to WLCG | Completed |
| General site and service infrastructure | TBC | 500,000 |
| | Caretakers Cottage | 180,000 |
| Stage 2: | Macgregor's Farm Day Care Cottage | 1,117,000 |
| Stage 3: | Training room, volunteer and professional carers | 415,000 |
| Stage 4: | Residential respite farm cottage (short term) | 3,075,000 |
| Stage 5: | Residential respite farm cottage (longer term) ?? | 1,950,000 |
| | | <u>7,237,000</u> |

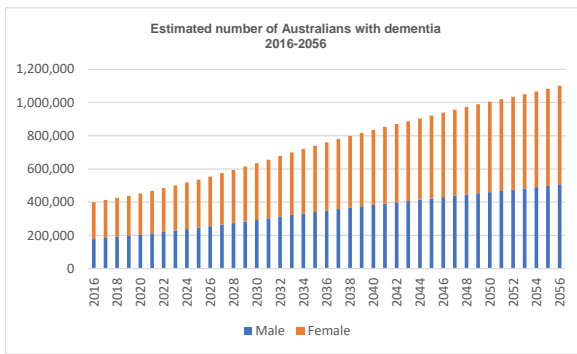
Funding for Stage Two is already in place. Various fundraising activities will be undertaken to fund Stages Three, Four and Five. To this end WLCG is a registered charity and has applied for Deductible Gift Recipient status.

Why build a facility like Macgregor's Farm?

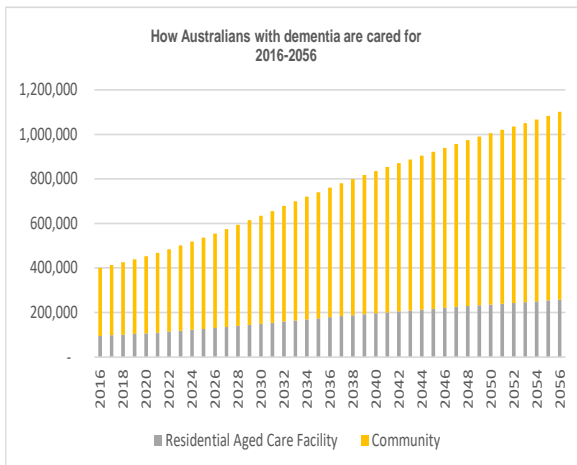
Report prepared for Dementia Australia *Economic Cost of Dementia in Australia 2016-2056* by The National Centre for Social and Economic Modelling NATSEM (2016) concluded that a national strategy for dementia was urgently needed. That strategy needed to include:

- Improved carer support and respite, so that the experience of carers is improved, and carers can continue to participate socially and economically,
- Better access to ongoing support and treatment services, so that the journey for people with dementia and their carers is improved.

Australian Outlook for Dementia

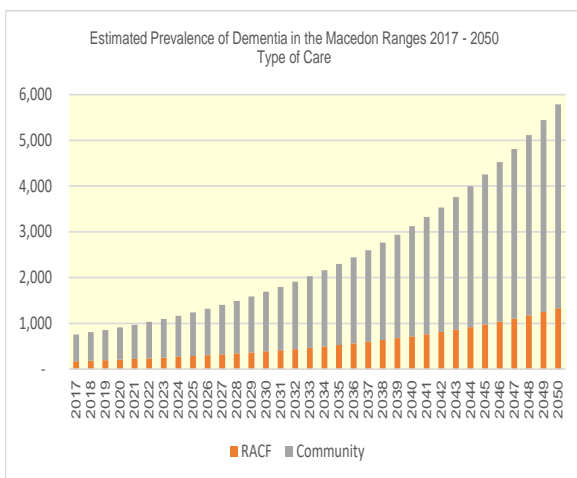


- 2020 – estimated 459,000 living with dementia
- Without a medical breakthrough it is expected to increase to 590,000 by 2028 and 1,076,000 by 2058



- Around 83% of males and 71% of females with dementia live in the community.
- 2020 – estimated 1.6m people involved in the care of someone living with dementia
- Main carers of a person with dementia living in the community.
 - 35% spouse or partner
 - 41% daughter or son
 - 15% other family members

Macedon Ranges Outlook for Dementia



- Macedon Ranges has the 5th largest growth in the prevalence of Dementia across the 80 Local Government Areas
- Increase 2017 to 2050 662.4%
- Annual compound growth rate in the prevalence of Dementia 6.3%
- Number of persons with Dementia
 - 2017: 759
 - 2050: 5,787



- Assuming in a majority of cases the primary carer is the spouse or partner
- Carer support and respite required:
 - 2017: 204
 - 2050: 1,559

There will be no shortage of clients for this facility. It will be available to whomever needs it, within its capacity, within the Macedon Ranges and surrounds. *(see Appendix 1 – Endorsements)*

In Conclusion:

Macgregor's Farm will be a concept model for all of Australia and could become the vanguard for future developments Victoria-wide. The WLCG are pioneering the concept. One that gives their loved ones and the carers of loved ones a respite centre that offers care and dignity to all parties.

The vision for Macgregor's Farm brings together a number of approaches to the management of dementia which have been shown to be beneficial. By so doing, it will make a special, and in some way's unique contribution to many unmet needs in this fast-growing area of health care.

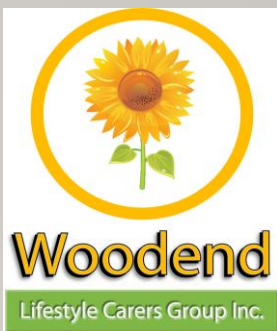
Operating as a small working farm in an attractive rural setting with easy links to transport and other facilities, Stage Two will provide a gentle introduction to a care environment for those who have been recently diagnosed with the condition.

The farm will place particular emphasis on the needs of families and others who become carers and whose own needs for respite from stress and exhaustion, are often overlooked. Through its provision of social and other activities, the Woodend Lifestyle Carers Group has already demonstrated the value of this approach and additional programmes at the farm will build on this through the provision of further instructional and supportive programmes. Carers will also have the opportunity to use the time provided to have a short break from their caring role.

Even in its early stages, those with professional skills in the area of dementia care will be called upon to contribute. Those training to eventually work in the area will be given hands-on experience and volunteers and families will make their own special contribution which will enable the Centre's operation to remain realistic and affordable to all those who may benefit from its services.

No one can predict if one day there will be a breakthrough in the treatment of dementia. It is clear however, that there is a desperate need for this Centre right now and that given that the proposal is for a staged development in an ideal setting, it will move to meet these further needs with expertise and experience.

WOODEND LIFESTYLE CARERS GROUP INC ORGANISATIONAL CHART



President
Neil Pomroy

