

Townsville
Hospital
and Health
Service

Magnetic Island *Yunbenun*

Health Service Strategy
2023 - 2033

phn
NORTHERN QUEENSLAND
An Australian Government Initiative



A strategy for improving healthcare delivery on Magnetic Island

Magnetic Island Yunbenun Health Service Strategy 2023 - 2033

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Acknowledgment to Traditional Owners

The Townsville Hospital and Health Service respectfully acknowledges the traditional custodians past, present and future of the land and sea which we service and declares the Townsville Hospital and Health Service commitment to reducing inequalities between Indigenous and non-Indigenous health outcomes in line with the Australian Government's *Closing the Gap* initiative.

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Message from the Townsville Hospital and Health Board Chair

I am delighted to provide a foreword to the Magnetic Island *Yunbenun* Health Service Strategy 2023-2033, a 10-year vision for the future of healthcare delivery on Magnetic Island.

This strategy was jointly commissioned by the Townsville Hospital and Health Service and our primary care partner, the Northern Queensland Primary Health Network, to plan, deliver, and sustain healthcare for Magnetic Island's permanent and temporary population.

Like all off-shore communities, Magnetic Island faces a unique set of challenges including travel time, cost of living, and the impacts of tropical weather. Demographically, we know the island population is getting older with aged care among the key areas for immediate focus along with primary care, palliative care, mental health, maternity, and oncology services.

I'm pleased to see the strong community engagement that has contributed to, and helped shape, this plan. Residents, local primary healthcare providers, and island peak bodies have been actively involved in the strategy's development and it clearly reflects their priorities, both long and short-term.

The strategy also reflects their optimism and aspirations for the future of healthcare in the community they have chosen to live, work, raise families, and retire in.

This strategy has my strongest endorsement and I look forward to its realisation and to greater and more accessible healthcare for the people of Magnetic Island.

Tony Mooney AM

Board Chair

Townsville Hospital and Health Board

Message from the NQPHN Chair

The Magnetic Island *Yunbenun* Health Service Strategy 2023-2033 is a significant opportunity to work together, with our partners and the community, on our future vision of sustainable health services for our Magnetic Island community.

Engaging and collaborating with stakeholders in the community will not only help in achieving the outcomes of this transformative plan as it is rolled out, but also empower stakeholders and deepen our relationships with individuals in the community.

We value our partnerships with Townsville Hospital and Health Service (Townsville HHS), and the providers involved to build such a robust health strategy as we work together in collaboration for the same shared purpose - to help northern Queenslanders live happier, healthier, longer lives.

Terry Mehan

Chair

Northern Queensland Primary Health Network

Magnetic Island at a glance

TOWNSVILLE

MAGNETIC
ISLAND

BRISBANE

Magnetic Island is a small island located approx. 8 kilometres offshore from Townsville. The island has approx. 2,486 residents with the median age of 54 years. By 2041 the median age will increase to 64.4 years.

Townsville University Hospital is the closest tertiary referral hospital for Magnetic Island residents. Transportation for patients from Magnetic Island to Townsville University Hospital are by ferry (63%), retrieval services (19%) or self-transfer (9%).

Magnetic Island receives approx. 300,000 visitors per year. During peak periods the island can receive over 5,000 visitors.

54% of residents on Magnetic Island are employed full-time.

Introduction

Magnetic Island is a proud and prominent feature of northern Queensland, attracting visitors from all over the world.

While part of the Townsville area for planning purposes, its residents are physically separated from the mainland, impacting their ability to access services in Townsville.

Local health service planning therefore needs to consider the unique needs of the Magnetic Island population, the challenges residents and visitors face accessing care, and the priority services to be developed.

Purpose

The purpose of the Magnetic Island Health Service Strategy 2023-2033 (the Strategy) is to improve health service delivery on Magnetic Island.

A joint commission of the NQPHN and Townsville HHS, the Strategy has been developed to provide a focussed list of priorities for partner agencies to consider.

What we hope to achieve

Over the next 10 years, we aim to scope, deliver, and evaluate initiatives which:

- Support the sustainability of current services on the island
- Make it easier for residents to access mainland services, whether by improving outreach or virtual care
- Develop new services on the island (when feasible).

This will help ensure health services meet the growing needs of the population, which will in turn, support residents to live happier, healthier, and longer lives.

“We want better health services on Maggie Island”



About Magnetic Island

Magnetic Island, or Yunbenun, is an island 8 kilometres offshore from the city of Townsville, Queensland. As a popular Great Barrier Reef tourism destination, Magnetic Island receives almost 300,000 visitors per year.

This 52km² mountainous Island in Cleveland Bay has 2,335 permanent residents with 5 primary populated suburbs: Arcadia, Horseshoe Bay, Nelly Bay, Picnic Bay, and West Point. In calm weather, Magnetic Island is accessible from the Townsville Breakwater Ferry Terminal to Nelly Bay Harbour by passenger ferry (25 minutes) and vehicle barge (40 minutes) and by helicopter in rough weather.

Population

In 2021 there were 2,486 people living on Magnetic Island. Of these 51.4% were male and 48.6% were female. Aboriginal and Torres Strait Islander people made up 2.7% of the population, which is in line with the national percentage but lower compared to 4.6% across Queensland. 54.9% of Aboriginal and Torres Strait Islander people were male and 45.1% were female, with a median age of 36 years. In 2021, Magnetic Island recorded 13 births and 21 deaths.

Magnetic Island has an aging population, with a median age of 58 years, significantly above the state (38.4 years) and national (38.4 years) median ages. An aging population, such as that on Magnetic Island, requires specific intervention to support the health and independence of the community.

Health services on Magnetic Island

Clements Medical

Magnetic Island's current health care services include one General Practice (Clements Medical) inclusive of a pathology service; the Magnetic Island Health Service (MIHS) operated by the Townsville Hospital and Health Service (Townsville HHS) and Magnetic Island Pharmacy (MIP). Magnetic Island also receives a range of medical specialists, allied health, and chronic disease outreach services.

Clements Medical is open normal business hours Monday to Friday. The practice provides the following services:

- Comprehensive family medical care
- Chronic disease management
- Nurse-based home visits and care
- Family planning, antenatal and postnatal care
- Health checks
- Skin checks
- Travel health
- Vaccinations
- Sports medicine
- Aviation medicals
- Commercial and taxi driver medicals
- Workcover medicals.

Magnetic Island Health Service

The MIHS is classified as a level 1 Community Clinic and open during normal business hours Monday to Friday and offers a 24-hour on-call service for emergency care. The MIHS provides the following services:

- Antenatal and postnatal care
- Child health (eg immunisations and baby weights)
- Immunisations
- Blood pressure monitoring
- Pathology collection
- Health promotion
- Sexual health screening
- Telehealth consultations for some specialist services
- Wound assessment and dressings.



Visiting services include:

- Breast screening
- Social worker
- Chronic kidney disease team
- Women's health nurse.

Magnetic Island Pharmacy

The Magnetic Island Pharmacy is a community pharmacy providing a broad range of services including general pharmaceutical services, dose administration aids, home medicine reviews, opioid dependency treatment services, weight management support, Chronic Obstructive Pulmonary Disease screening and the National Diabetes Services Scheme.

Magnetic Island Community Care

The Magnetic Island Community Care (MICC) is a community charity organisation providing in-home aged care and disability services. MICC provides a range of individualised home care support services including:

- Group based activities and outings
- Individual social support (eg, help with shopping)
- Minor home maintenance

- Home modifications
- Flexible respite for carers
- Domestic assistance
- Yard maintenance
- Meals on Wheels and in-home meal preparation
- Personal care.

Queensland Ambulance

Queensland Ambulance provides a single officer service on Magnetic Island and works collaboratively with MIHS medical and nursing staff and Retrieval Services Queensland to triage and transport emergency patients to Townsville University Hospital for care. Emergency patients that can safely be treated on the Island are cared for by the medical and nursing staff at the MIHS.



Strategy development

The Strategy was developed between providers and consumers.

The NQPHN and Townsville HHS commissioned expert rural health planners to lead the process, which was overseen by a steering committee of key stakeholders:

- NQPHN
- Townsville HHS
- Magnetic Island Medical Practice (MIMP)
- Magnetic Island Pharmacy (MIP)
- Townsville City Council (TCC)
- Retrieval Services Queensland (RSQ).

Development of the Strategy was underpinned by quantitative analysis of current health service activity, verified by qualitative first-hand community experience to determine current and future health service requirements, while accounting for contributing variables including available workforce, economic factors and emerging technology.

Development of the Strategy was also guided by key planning artifacts including the Rural and Remote Health Service Planning Process (2013); Queensland Rural and Remote Health Service Framework (2014); Rural Maternity Recommendations Implementation Plan (2021) and relevant Health Service Plans.

The Strategy identifies the below priority areas for focus:



Access to primary care



Emergency services and retrievals



Aged care services



Palliative care services



Mental health services



Maternity services



Oncology services



Awareness of available services

While the Strategy also considers other areas of healthcare delivery such as infrastructure, maternity services, early childhood and oncology services, recommended actions will focus on the most immediate and top priority areas as listed above.

Stakeholder engagement and feedback

Consultation with community was extensive throughout the development of the Strategy, including with local health professionals, individual community members and members of the Magnetic Island Community Advisory Network. In order to gain the perspectives of the Magnetic Island community and health professionals, a range of consultation activities were undertaken, including:

- In-person community consultations in Nelly Bay, Picnic Bay and Horseshoe Bay, promoted in the community through posters, flyers delivered via letterbox drop, and social media
- A Yarning Circle
- Individual targeted consultations with health professionals and community organisations
- A clinician forum for health professionals
- Individual consultations as requested from community members and organisations
- Targeted consultations with organisations involved with plan implementation
- Community survey (297 surveys were completed, representing 14% of the population)
- Health professional survey (46 surveys were completed).

COMMUNITY PRIORITIES



All members of the community understand how to access emergency services



Patient transfers are provided in a safe and timely way



Access to sustainable health services



Better access to aged care services for residents



Residents can remain in the community for longer in their own home or a home suitable to their needs

Health service priorities

Priority	Short term	Medium term	Longer term
Service accessibility and promotion What we heard: <i>The availability of local health services is not well known among community members, which can lead to delays in accessing appropriate care.</i>	<ul style="list-style-type: none"> Map, promote and monitor the services provided on Magnetic Island through My Community Directory. 	<ul style="list-style-type: none"> Promote the use of My Community Directory. 	<ul style="list-style-type: none"> Community Advisory Network (CAN) to progress future grant opportunities.
Primary care What we heard: <i>Access to primary care on Magnetic Island, particularly urgent same day appointments, has at times been insufficient.</i>	<ul style="list-style-type: none"> MIHS provides overflow primary care. 	<ul style="list-style-type: none"> Assess feasibility of HITH (Hospital in the Home). 	<ul style="list-style-type: none"> Explore innovative primary care workforce models.
Aged care and palliative care What we heard: <i>There is limited access to home care programs, no residential aged care, and no options community palliation.</i>	<ul style="list-style-type: none"> Promote through My Community Directory the provision on Allied Health Services on the Island. Continue to provide palliative care to MI residents when appropriate. 	<ul style="list-style-type: none"> Explore feasibility of allied health telehealth service on Magnetic Island. Identify opportunities to increase access to ACAT on Magnetic Island 	<ul style="list-style-type: none"> Look at options for advanced home nursing through MIHS.
Child Health What we heard: <i>Child health services are not easily accessible.</i>	<ul style="list-style-type: none"> Explore opportunities to improve access to child health services including assessments. 	<ul style="list-style-type: none"> Explore feasibility of enhanced child health services on the island possibly through virtual care. 	<ul style="list-style-type: none"> Expand virtual care specialist service offerings for child health.
Specialist services What we heard: <i>Mental health services are limited and there is no local maternity or oncology services.</i>	<ul style="list-style-type: none"> Review and promote specialist services that are funded for Magnetic Island, including chronic disease and suicide prevention services. 	<ul style="list-style-type: none"> Create a sustainable model for local ante- and post-natal maternity care. 	<ul style="list-style-type: none"> Look at providing tele-oncology on Magnetic Island. Identify further specialist services to be provided by virtual care.
Future planning and integration What we heard: <i>There is limited monitoring of health issues on Magnetic Island due to its small population.</i>	<ul style="list-style-type: none"> Work collaboratively with stakeholders to share data (where possible) and develop an integrated dashboard to better inform future planning. 	<ul style="list-style-type: none"> Consumer Action Network (CAN) to work with NQPHN and Townsville HHS on health care priorities. 	<ul style="list-style-type: none"> Relocate the MIHS to an alternative space, potentially alongside the MIMP or QAS to enhance the accessibility and integration of services.



Where to from here?

Implementation of the above priorities requires continued cooperation between the community and multiple health providers.

The Magnetic Island Consumer Advisory Network has been established as an avenue for community members to interface directly with Townsville HHS and NQPHN on issues and priorities for the community.

Magnetic Island Health Services Strategy: Implementation Plan

Priority Area	Issue	Aim	Short Term Actions	Medium Term Actions	Long term Actions	Lead Organisation	Outcome
Primary Care	Episodes of no doctor on the Island.	Ensure viable primary care and emergency medical workforce model in place on Magnetic Island.	Multiple doctors sharing available FTE to staff the MIHS.	Rapidly adapt the medical workforce model in case of market failure. Assess feasibility of HITH (Hospital in the Home).	Rapidly adapt the medical workforce model in case of market failure.	Townsville HHS (Rural Services Group)	GP appointments available via Clements Medical Overflow GP/primary care appointments available via MIHS.
24/7 access to Emergency care	Perceived lack of access to emergency medical care on the Island.	Maintain current 24-hour emergency service provided by QAS and MIHS.	Maintain 24-hour medical services through 2 FTE funding available. Maintain high proportion of Rural and Isolated Practice Endorsed nurses on Magnetic Island.	Establish an additional nurse on call to better support patients staying overnight awaiting daylight transfer.	-	Townsville HHS (Rural Services Group)	Community members understand how to access emergency services. Review of MIHS shows effective triage and management of emergency services.
Aged Care Services	Perceived lack of awareness of aged care services available.	Promote available services and expand aged care services to support Islanders aging at home.	Magnetic Island Community Care aged care, NDIS and customised services promoted through My Community Directory.	Allied Health Services available on the Island expanded and promoted.	Specialist service offerings to support aging at home provided through virtual care and/or telehealth.	NQPHN Townsville HHS (Rural and Medical Services Groups)	Residents can remain on the community longer with supports to assist them in doing so.
Palliative Care	Perceived lack of access to home visits and home care.	Palliative care in the home is provided where appropriate.	Continue to provide home visits for palliative care supported by the specialist Palliative Care team.	Develop a sustainable model for increased palliative care at home where appropriate.	Implement a model to support community members to die at home where it is appropriate to do so. Promote awareness of the option to die at home.	Townsville HHS (Medical Services Group)	Community members who wish to die at home (and for whom this is appropriate) are provided the supports to die at home as per their wishes.

Magnetic Island Health Services Strategy: *Implementation Plan*

Priority Area	Issue	Aim	Short Term Actions	Medium Term Actions	Long term Actions	Lead Organisation	Outcome
Local awareness of services available	Local services not well promoted to community members and clinicians.	Promote services available on Magnetic Island through My Community Directory.	Work with My Community Directory to ensure it is up to date with current health services available ongoing.	Promote use of My Community Directory to Magnetic Island community members and Community Advisory Network.	Annual Health Promotion event held.	NQPHN	Community members and health providers are aware of the My Community Directory and services available.
Mental Health and ATODS (Alcohol, Tobacco and Other Drug Services)	Limited access to mental health services on Magnetic Island.	Promote and enhance mental health services available locally.	Promote mental health services available via primary care (Clements Medical) via My Community Directory.	Enhance commissioning for mental health stepped care and promote access.	Specialist Mental Health/ Addiction service offerings provided through virtual care and/or telehealth.	NQPHN	Residents have ready access to mental health services on Magnetic Island.
			Promote existing virtual care/telehealth options to better reflect current service situation.	Identify opportunities to enhance Mental Health and Addiction services on Magnetic Island.	Enhance virtual care/ telehealth options.	Townsville HHS (Rural and Medical Services Groups)	
Oncology	Oncology services not provided locally.	Oncology services available locally where appropriate.	Identify options for secondary oncology care provision locally.	Develop capacity to support tele-oncology consultations and reviews where appropriate.	-	Townsville HHS (Medical Services Group)	Some secondary care oncology services available locally.
Maternity	Midwifery and secondary care maternity services are not provided locally.	Midwifery and secondary care can be accessed locally.	Ensure MIHS staff currency in imminent birth training both online modules and face to face.	Identify feasibility of midwifery service provision following scoping exercise.	Implement sustainable model of midwifery and secondary care provision locally where appropriate for individual birthing women.	Townsville HHS Women's, Newborn, Children's, and Specialist Service Group	Safe and appropriate midwifery and secondary are available locally.
			Scope the current need based on community demographics and previous clinical demand.	Consider opportunities to provide face to face and telehealth midwifery services.			
			Identify options for providing some midwifery and secondary care (in partnership with Clements Medical).	Implement trial of providing some midwifery and secondary care locally.			
Child Health	Child health services are not easily accessible locally.	Community members are aware of and can access child health services locally.	Promote child health services available via primary care (Clements Medical) via My Community Directory.	Commission for enhanced child health access in line with the First 1,000 Days initiative.	Commission for enhanced child health access in line with the First 1,000 Days initiative.	NQPHN	Child health services are available locally.
				Identify opportunities to enhance Child Health specialist services on Magnetic Island (including by virtual care / telehealth).	Implement sustainable model of child health specialist services locally.	Townsville HHS Women's, Newborn, Children's, and Specialist Service Group	

Appendix 1

Stakeholders involved in the Strategy

Steering committee members	Stakeholders directly consulted
<p>Magnetic Island Medical Practice</p> <p>Magnetic Island Pharmacy</p> <p>Townsville City Council</p> <p>Retrieval Services Queensland</p> <p>Magnetic Island Primary Health Care Clinic</p> <p>Townsville Hospital and Health Service</p> <p>North Queensland Primary Health Network</p> <p>Central Queensland Rural Health</p>	<p>Magnetic Island Health Professionals</p> <p>Yunbenun Traditional Owners</p> <p>Magnetic Island Community Members</p> <p>Magnetic Island Community Advisory Network</p> <p>Magnetic Island Community Care</p> <p>Queensland Ambulance Service</p> <p>Alliance Rehabilitation</p> <p>Performance Physio Group</p> <p>Coast to Coast Hearing Solutions</p> <p>Connect to Wellbeing</p> <p>Bundock Street Clinic</p>

Magnetic Island demography

Small population	<p>In 2021, it was reported there were 2,486 residents living on MI.</p> <p>MI's predicted annual growth rate is 0.9% (2,989 residents by 2041) which is lower than Queensland's 1.6%.</p> <p><i>Source: ABS 2021 Census; Queensland data pack, 2021 edition</i></p>
Older population profile	<p>In 2021, the median age of MI residents was 58 years, well above the state (38.4 years) and national (38.4 years) median age.</p> <p>By 2041 the median age of MI residents is projected to increase to 64.4 years.</p> <p>In 2021, 32.3% of MI residents were aged 65 years or over, well above the state (16.6%) and Australia (19%) proportions.</p> <p><i>Source: ABS 2021 Census; Queensland data pack, 2021 edition</i></p>
Small Aboriginal And Torres Strait Islander Peoples population	<p>In 2021 the proportion of MI's population who identified as Aboriginal And Torres Strait Islander Peoples was 2.3% (n=56) less than Queensland (4.6%).</p> <p><i>Source: ABS 2021 Census; Queensland data pack, 2021 edition</i></p>
Small child population	<p>In 2021, the proportion of MI's population aged under 5 years was 3.4% (n=80), which is less than the state and Australia (both 6.3%).</p> <p>In 2021, the proportion of MI's population aged under 15 years was 11.2% (n=262), which is less than the state (19.4%) and Australia (18.7%).</p> <p>In 2021, 14.9% (n=94) of total families on MI were couple families with children which is about half that of Queensland (29.1%)</p> <p><i>Source: ABS 2021 Census; Queensland data pack, 2021 edition</i></p>

Magnetic Island demography continued

Small CALD population	<p>In 2021, the proportion of MI's population aged under 5 years was 1.7% (n=44), which is less than the state (5.6%).</p> <p>In 2021, the proportion of MI's population aged under 15 years was 9.4% (n=232), which is less than the state (18.7%).</p> <p>In 2021, 14.9% (n=94) of total families on MI were couple families with children which is about half that of Queensland (29.1%)</p> <p><i>Source: ABS 2021 Census; Queensland data pack, 2021 edition</i></p>
Fewer births	<p>In 2020, MI had a crude birth rate of 5.2 per 1,000 persons (n=13) which is less than that of Queensland (12.3 per 1,000 persons).</p> <p>MI's crude birth rate over the last decade has seen a decline from 2011 to 2021.</p> <p><i>Source: ABS 2021 Census; Queensland data pack, 2021 edition</i></p>

Chronic disease burden

	Diabetes	Cardiac	Renal	Mental Health	Respiratory	Cancer
MI Medical Practice	5.6% (n=137)	26.4% (n=649)	3.2% (n=78)	17.6% (n=435)	10.1% (n=249)	5% (n=122)
Queensland	4.5%	4.7%	1%	22.7%	3.4%	1.6%
Australia	5.3%	4.0%	1.1%	20.1%	1.5%	1.6%

Source: MI General Practice 2021; Queensland Health 2020; ABS 2021

Presentations to MI Primary Health Care Services and transfers to Townsville

Triage Category	Presentations 2019	Transfers 2019	Presentations 2020 ¹	Transfers 2020 ¹
1	6	6	2	2
2	137	104	57	53
3	504	174	417	151
4	634	31	543	18
5	503	4	392	1
Other	1098	0	845	1
Total	2882	319	2256	226

Source: Magnetic Island Primary Health Care Service (2020 = 9 months data (January-September) only)

Clinic nurse call outs

	Jan - Mar	Mar - Jun	Jul - Sept	Oct - Dec	Total
2019					
Resident	92	89	99	86	366
Non-resident	33	54	64	49	200
Total	125	143	103	135	566
2020					
Resident	93	93	80	-	296
Non-resident	36	16	48	-	100
Total	129	109	158	-	396

Sources: AEC Group Pty Ltd 2019; Magnetic Island Primary Health Care Service (2020 = 9 months data (January-September) only)

Time of Nurse Occasions of Service, 2020

Time	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
8am - 5.30pm	9	2	2	4	2	44	101	164
5.30pm - 11pm	45	33	29	29	34	58	39	267
11pm - 8am	19	18	23	22	10	29	14	135
Total	73	53	54	55	46	131	154	566

Source: Magnetic Island Primary Health Care Service

Wait Times for Transfer to Townsville, 2019

	<1 hour	1-2 hours	2-3 hours	3-4 hours	4-5 hours	>5 hours	2019 Total
Triage Cat 1	1	1	1	3	-	-	6
Triage Cat 2	7	43	40	10	3	1	104
Triage Cat 3	21	58	61	20	8	6	174
Triage Cat 4	14	6	4	4	2	1	31
Triage Cat 5	3	-	-	1	-	-	4
Total	46	108	106	38	13	8	319

Source: Magnetic Island Primary Health Care Service

Transport Mode of Patients Transferred, 2019

	Helicopter	Ferry	Break-water pickup	Self-transfer	Nurse escort	Other ¹	To Mater	Total
Triage Cat 1	4	2	-	-	-	-	-	6
Triage Cat 2	31	58	-	3	2	9	1	104
Triage Cat 3	9	126	10	16	1	2	10	174
Triage Cat 4	-	14	4	8	1	-	3	30
Triage Cat 5	-	-	1	2	-	-	2	5
Total	44	200	15	29	4	11	16	319

Source: Magnetic Island Primary Health Care Service

¹Other = Coast Guard, Police, ferry with police escort, QAS ferry with police escort

Online survey responses

	Community members		Healthcare providers	
	#	%	#	%
General practice	274	93.5	38	84
Emergency care	266	91	36	82
Emergency transport	174	71	28	67
Pharmacy	253	88	32	70
Aged care support	208	68	13	31
Community nursing	206	72	21	48
Child health service	155	57	9	20

As part of an online survey, community members (297 responses) and health care providers (46 responses) were asked to choose what they considered to be essential local health services from a list of 24 health services.

Source: Magnetic Island Health Service Plan 2021-2031 Consultation Report (including community member and health provider online surveys and community and stakeholder consultations)

