



Pier Street Surgery

The Free GP in the CBD

Disclaimer:

The material in this presentation is intended only to provide a summary and general overview on matters of interest.

It is not intended to be comprehensive nor does it constitute investment or legal advice.

You should seek legal, financial, or other professional advice before acting or relying on any of the content.



A portrait of a woman with short brown hair, wearing a white lab coat and a black stethoscope. She is smiling slightly and looking towards the camera. The image is set within a rounded rectangular frame with a light blue border.

Aim:

To provide high quality
sustainable free GP
healthcare in the Perth CBD.



Method:

Setup a Not-For-Profit surgery using grants, sponsorship, and community support to launch.

The centre will be profitable by the end of year two.

Introduce new and innovative systems to help more people, more efficiently.

Practice will run entirely on bulk-billing.



Benefits

- Reduced pressure on city hospitals
- Support for low income city residents
- Central point for free healthcare for all West Australians
 - Support programs for high risk / need individuals

Key Target Clients

- Aboriginal Youth
- Mental Health Patients (ex RPH)
- RPH ER Backlog



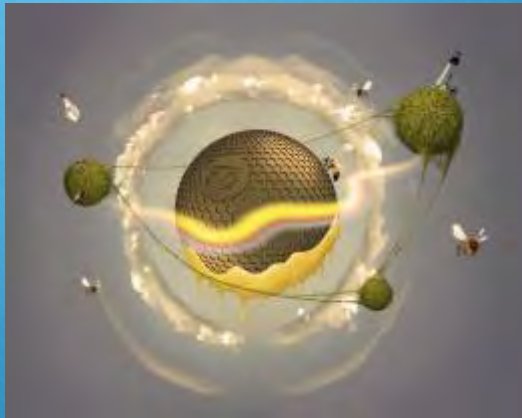
Fresh Custom Fit Out

- Free healthcare – not substandard healthcare
- Subsidised fit out by grants and industry partners

Branding & Imagery



Basil Wellness
Understanding your Health...







Potential Location

553 Hay St

Corner of Pier St and Hay St Perth CBD

Currently managed by Savills for the Public Trustee – Owner is the Public Trustee Common Fund, overseen by the board.

Trading Hours

Monday to Saturday 7am – 7pm

Sunday – Feasibility Based



**Initial Funds
donated**
(tax deductible)
~\$400,000 -
\$1,000,000



**The Free GP
Pty Ltd**

Donates X% (70%) of profits
back to parent entity



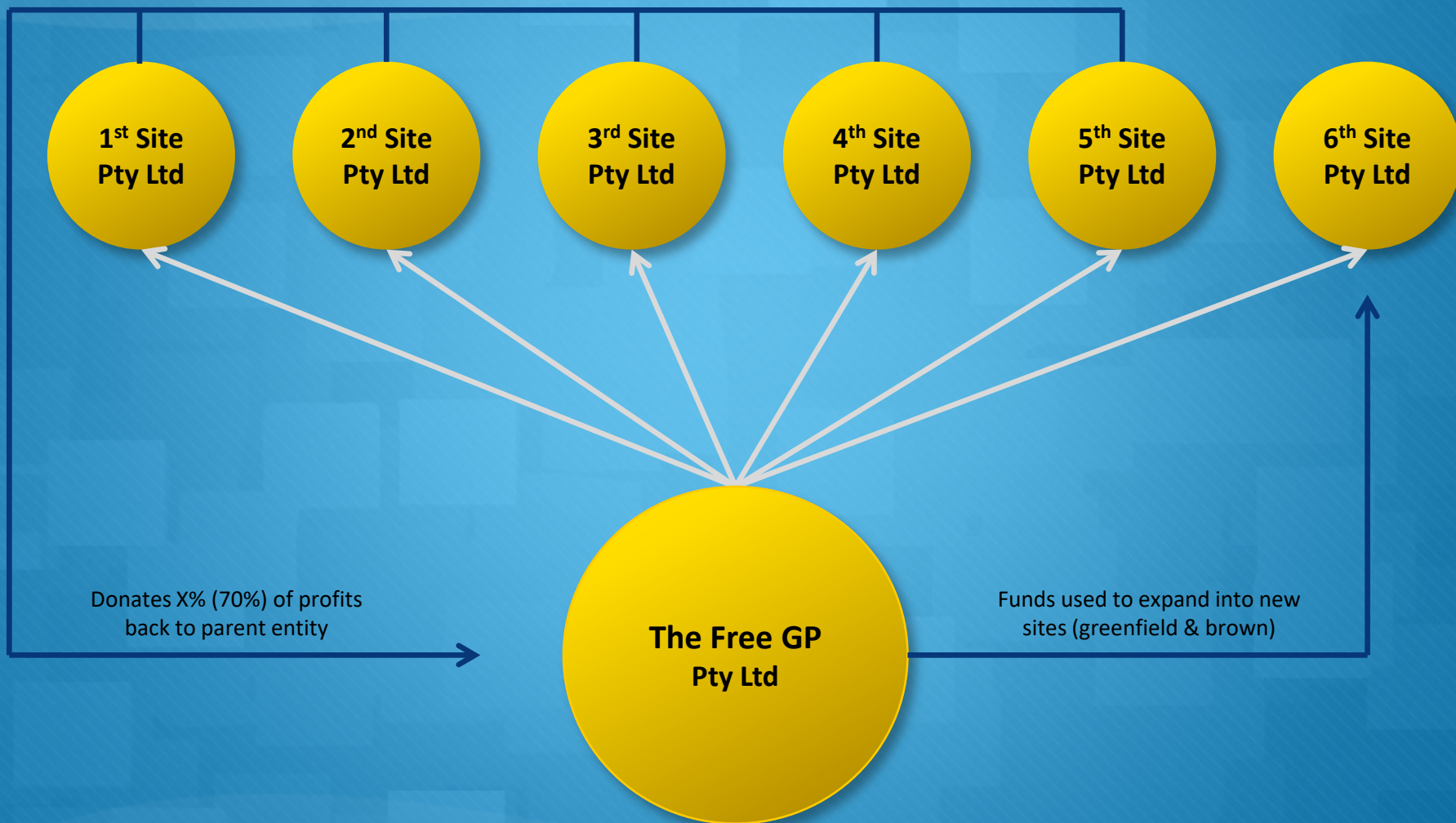
**Pier St Surgery
Pty Ltd**

Obtains Grants From:

- Medicare Locals Funding
- Lotteries West Grant
- Economic Development Unit Matched Funding Grant
- State Government Contribution

**Secondary
Funds Granted**
~\$400,000





Support & Non- Financial Backing

○ Perth Royal Hospital

- Directors, Board, Frontline Staff

○ Government

- Federal - The Hon Tanya Plibersek MP – Minister for Health
- Federal – Shadow - The Hon Peter Dutton – Shadow Minister for Health & Ageing
- State – The Hon Kim Desmond Hames MLA – Deputy Premier & Minister for Health
- State – Shadow – Mr Roger Hugh Cook MLA – Deputy Leader of the Opposition, Shadow Minister for Health
- State – Member for Perth – Ms Helen (Eleni) Evangel MLA
- State – The Right Honourable Lord Mayor – Lisa-M. Scaffidi

○ Not For Profits

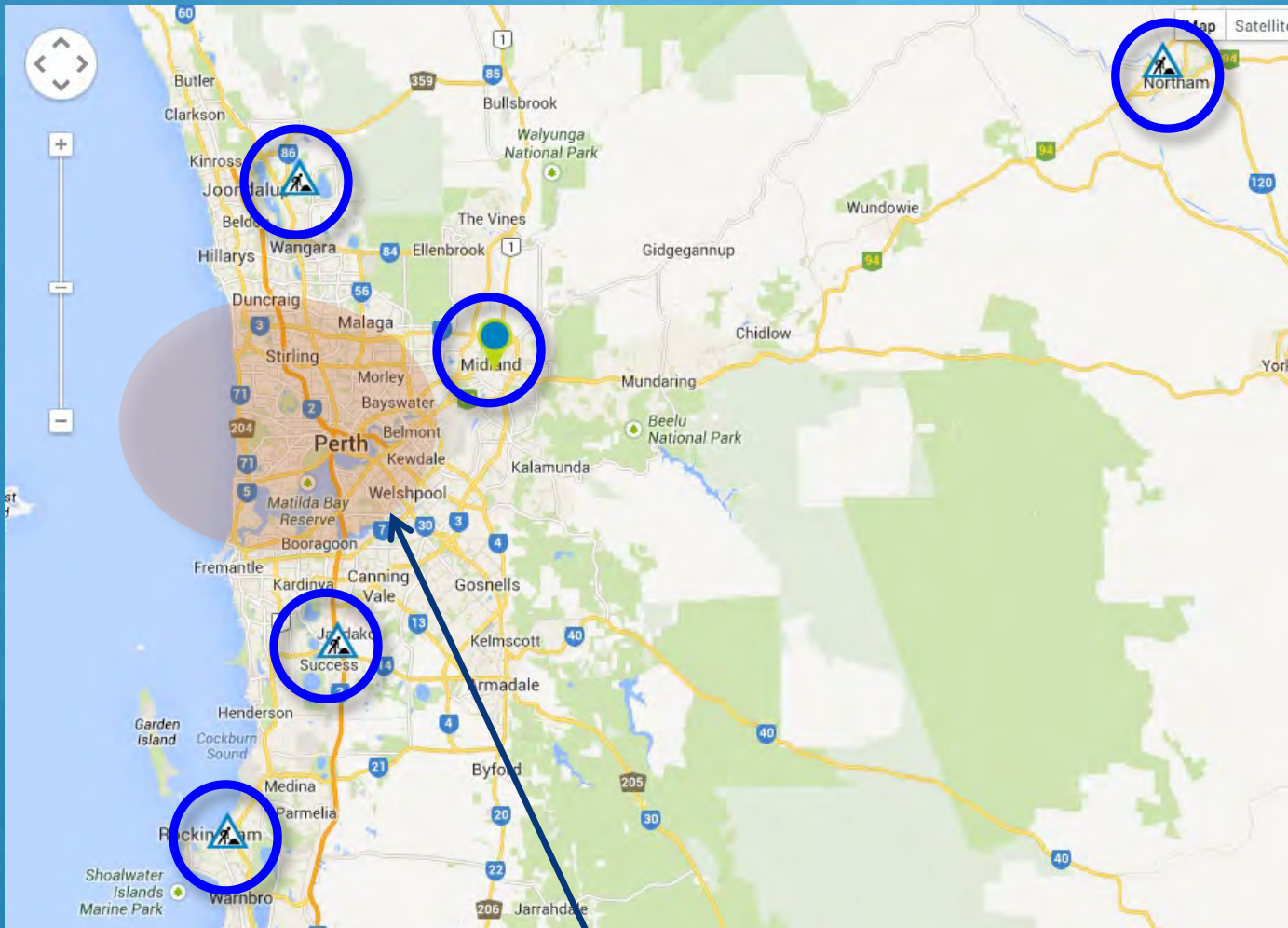
- Salvation Army, St Bartholomew's House, Mission Australia, Cancer Council, Melanoma WA (ex Curtin Student), Family Planning WA, Quitline, Lifeline, Beyond Blue

○ Local Churches

- St Georges Cathedral

○ Media – Public Pitch for support (strategically utilised)

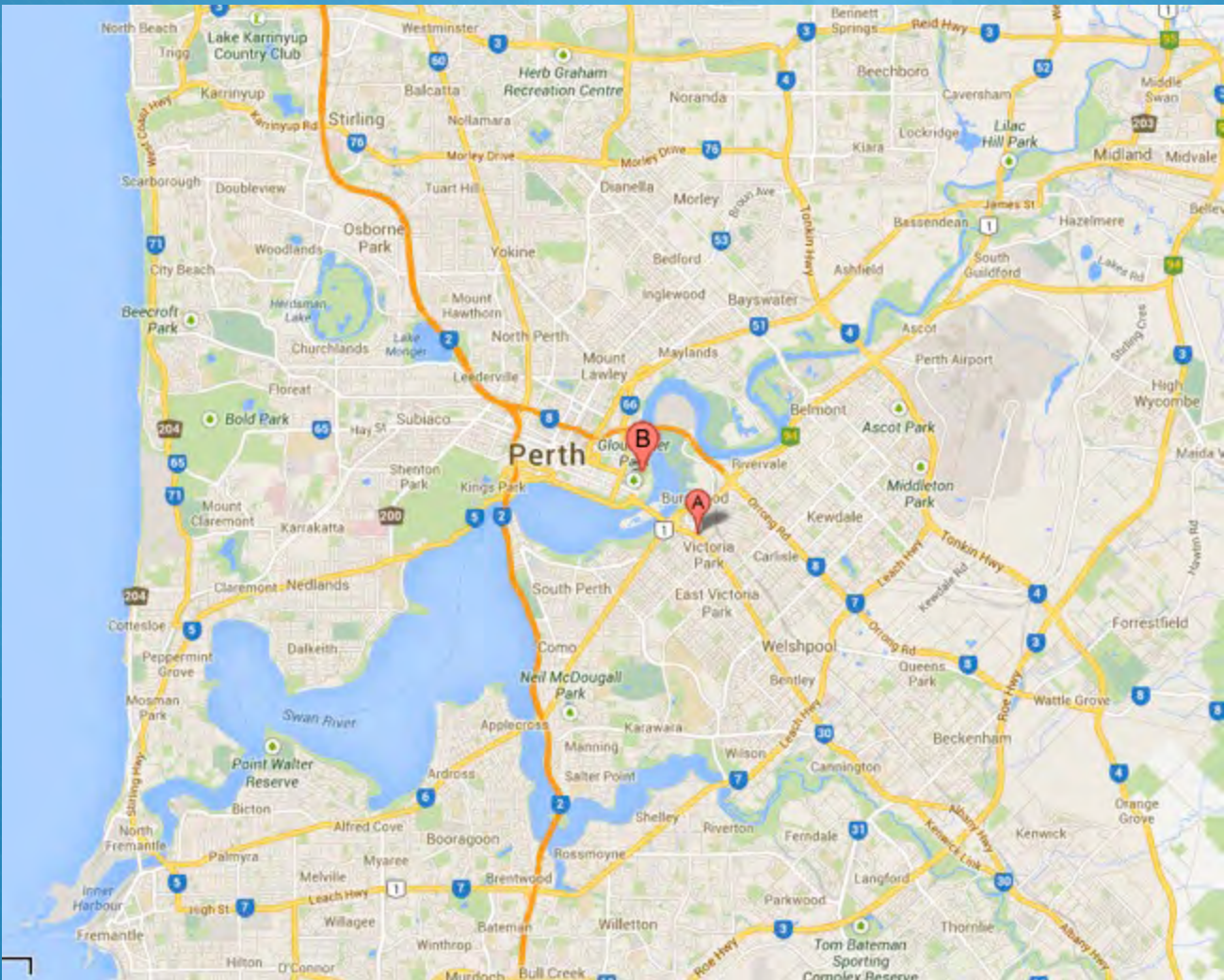
SuperClinic Cover



Perth CBD Underserved

Bulk Bill

(Competitor / Co-opetitor Locations)



SonSeeker GP



Royal Perth



CBD Providers

(Non-Competitor / Mixed Billing Locations)

GP

A CBD West Medical Centre & Corporate Health
 1st/847 Hay St, Perth WA 6000
 (08) 9486 4566 - cbdwest.com.au
 2 reviews
 "Lisa has been my GP for over 5 years and is now the GP for my wife as well."

B Central City Medical Centre
 Shop 14, City Station Concourse/378 Wellington St, Perth WA 6000
 (08) 9225 1188 - ccmc.net.au
 2 reviews
 workers' compensation · health checks · minor surgery · sexual health · travel advice
 "Friendly staff & doctors, easy access with the train."

C GP on Beaufort
 691 Beaufort St, Mt Lawley WA 6050
 (08) 9262 8600 - gponbeaufort.com.au
 1 review
 "My wife was feeling very sick and I rang up GP in Beaufort. Although she..."

D Kinetic Health Perth CBD
 15-17 William St, Perth WA 6000
 (08) 9321 9332 - kinetichealth.com.au
 1 review
 "Didn't help me at all. They had no idea what to do. Seemed to be more..."

E East Perth Medical Centre
 168 Adelaide Terrace, East Perth WA 6004
 (08) 9221 4242 - eastperthmedicalcentre.com.au
 4 reviews
 pathology · vaccinations
 "Being a patient of East Perth Medical I have found the staff to be extremely..."

F Perth Clinic
 29 Havelock St, West Perth WA 6005
 (08) 9481 4888 - perthclinic.com.au
 psychiatric · anxiety disorders

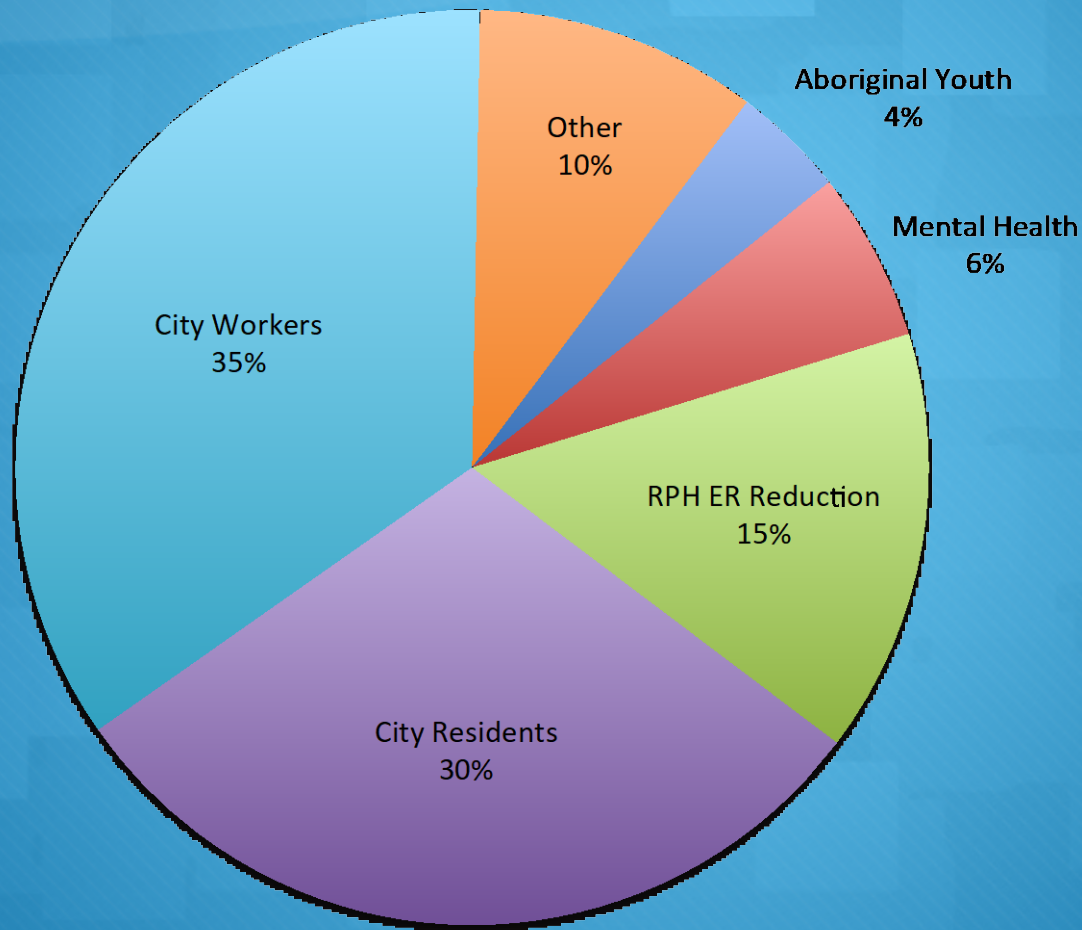
G After Hours GP - Royal Perth Hospital
 Corner Lord and Goderich Streets, Perth WA 6000
 (08) 9202 1660 - doctorsinperth.com.au

H West Perth Medical Centre
 51 Colin St, West Perth WA 6005
 (08) 9226 1377 - westperthmedicalcentre.com.au

I Dr Mark Kent
 1st/847 Hay St, Perth WA 6000
 (08) 9486 4566 - cbdwest.com.au

J Dr Philip Downing
 713 Hay St, Perth CBD WA 6000
 (08) 9481 4342 - perthmedicalcentre.com.au

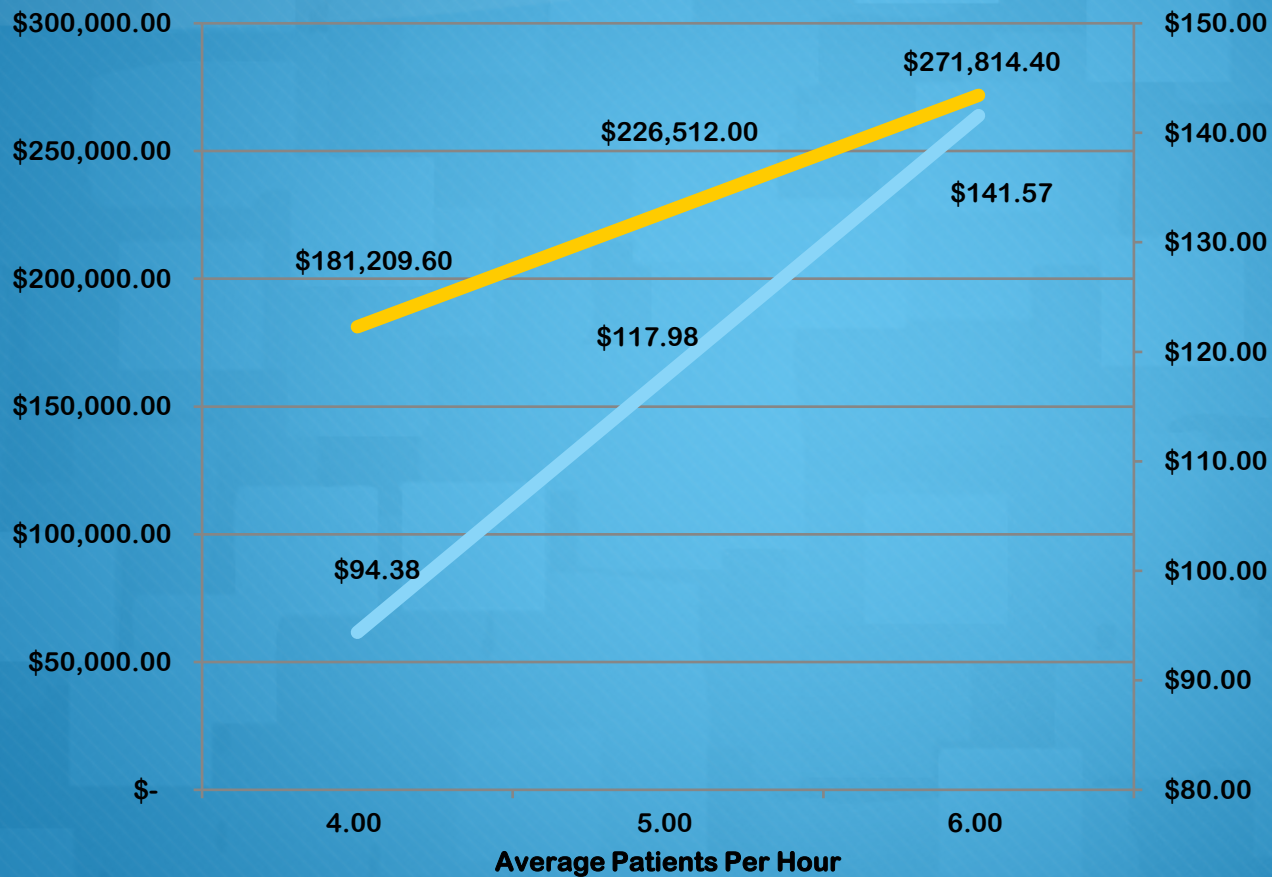
Estimated Client Breakdown



High volume resident & worker patients build sustainability for the practice

Projected GP Earnings

65% of Medicare Rebate Bulk Billing



- Effectice Annual Rate @ 5 days per week, 48 weeks pa (240 days)
- Effective Hourly Rate

P&L Overview – 5 Year

+\$489,247.80
Gross Return



5y P&L Overview

5 Year P&L Overview	YEAR 1 TOTAL	YEAR 2 TOTAL	YEAR 3 TOTAL	YEAR 4 TOTAL	YEAR 5 TOTAL
INCOME					
Number of patient visits per annum	31,668	59,225	65,772	65,772	65,772
Average charge per consult	36.30	36.30	36.30	36.30	36.30
Number of days open per annum	288.00	288.00	288.00	288.00	288.00
TOTAL GP SALES	906,048.00	1,694,484.00	1,881,792.00	1,881,792.00	1,881,792.00
Total COGS at 65%	588,931.20	1,101,414.60	1,223,164.80	1,223,164.80	1,223,164.80
NET GP SALES INCOME	317,116.80	593,069.40	658,627.20	658,627.20	658,627.20
Pathology Lab Income	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00
TOTAL INCOME	347,116.80	623,069.40	688,627.20	688,627.20	688,627.20
EXPENSES					
Accounting fees	6,000.00	6,000.00	6,000.00	6,000.00	6,000.00
Advertising / Marketing	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
Bank fees	960.00	960.00	960.00	960.00	960.00
Electricity	14,400.00	14,400.00	14,400.00	14,400.00	14,400.00
Insurance	36,000.00	36,000.00	36,000.00	36,000.00	36,000.00
Finance payments/costs	0.00	0.00	0.00	0.00	0.00
Materials	12,000.00	12,000.00	12,000.00	12,000.00	12,000.00
Telephone	2,400.00	2,400.00	2,400.00	2,400.00	2,400.00
Rent	170,004.00	170,004.00	170,004.00	170,004.00	170,004.00
Repairs & maintenance	3,600.00	3,600.00	3,600.00	3,600.00	3,600.00
Setup costs	0.00	0.00	0.00	0.00	0.00
Sundry	4,800.00	4,800.00	4,800.00	4,800.00	4,800.00
Wages	204,000.00	204,000.00	204,000.00	204,000.00	204,000.00
Carparks	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00
Medical Software	13,200.00	13,200.00	13,200.00	13,200.00	13,200.00
0	0.00	0.00	0.00	0.00	0.00
TOTAL EXPENSES	509,364.00	509,364.00	509,364.00	509,364.00	509,364.00
PROFIT / LOSS	-162,247.20	113,705.40	179,263.20	179,263.20	179,263.20
Cumulative Cashflow	-162,247.20	-48,541.80	130,721.40	309,984.60	489,247.80



Thank You

The Free GP