

DESCRIPTION OF PROPOSED WEBSITE USING THE DOMAIN NAME

www.homehelpdirectory.com.au

A. Rationale.

There is a grey tsunami on the way. Around the world, birth-rates have dropped below replacement levels. Elderly people at home are going to have to hang on for longer before accessing government home care packages and low-care facilities.

The current low-care sections of aged-care facilities will become high-care; the current low-care people will be the new clients of government home-care packages; and an increasingly large group of people will be ‘left to their own devices’.

Typically, as you grow older, you will already have in place gardeners and home-maintenance services (commercial or relatives). Then you have a sickness event, which sets you back, and you are suddenly struggling to cope in the home.

You’re not ready for nurses to shower and dress you, but you’d like some help with meals, groceries, medicines, laundry, home-cleaning, and perhaps a walker or commode chair.

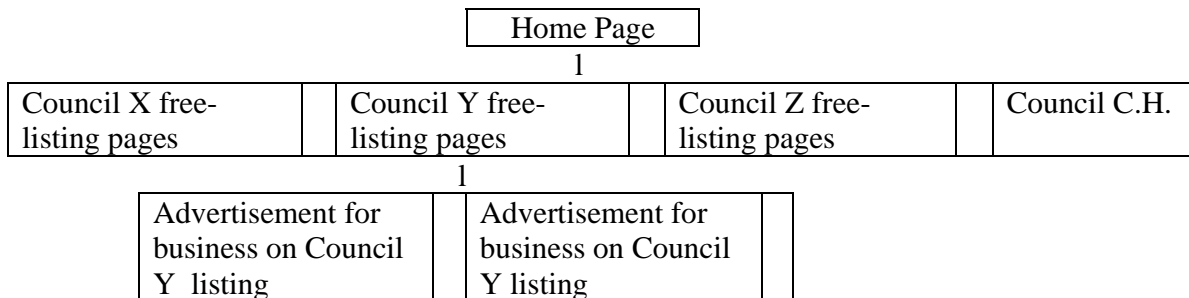
B. How the website works.

Local government community officers usually already have a list of businesses offering home-help services for the basics of meals, groceries, medicines, laundry, home-cleaning and mobility-aids, but these lists are generally ‘buried’ in comprehensive directories of community services – in booklet form or on-line.

This proposed website allows councils to present this basic information in an easily accessible way to residents.

Most of these basic services are offered by commercial operations. The proposed website would offer the opportunity for businesses to place an advertisement linked to their basic free-listing.

C. Website configuration.



[HOME PAGE Template]

HOME HELP DIRECTORY

Help with

Meals

Groceries

Medicines

Laundry

Cleaning

Mobility Aids

Plus Transport

ENTER POSTCODE

Local Councils wishing to participate in this website, please email [*insert email address of website manager*].

Notes on Home Page

ENTER POSTCODE

- Result 1. - Takes you to local council's free listing page.
- Result 2. - If postcode is covered by more than one council, a sub-menu of the relevant councils pops-up. Click on required council.
- Result 3. - If no council is listed under that postcode, a message comes up saying:
"Your local council is yet to join this website. Let your local council community officer know about this website."

Note: an example of postcode search for local councils exists at www.dvc.vic.gov.au

[FREE-LISTING PAGE Template]

Insert name of Council

Note to residents.

For a more comprehensive list of services, go to [www.....](#)[Council website. Provide link.]

Note to businesses.

1. To add or update your free-listing on this website, please email [*insert email address of council community officer*].

2. You can place an advertisement on this website, accessible by clicking on your business name in this free-listing section. Email [*insert email address of website manager*] to place an advertisement.

MEALS

Insert Meals free-listing information

GROCERIES

Insert Groceries free-listing information

MEDICINES

Insert Medicines free-listing information

LAUNDRY

Insert Laundry free-listing information

CLEANING

Insert Cleaning free-listing information

MOBILITY AIDS

Insert Mobility Aids free-listing information

TRANSPORT

Insert Transport free-listing information

Notes on Free-Listing Page

1. This free-listing document is 'read-only' for anyone accessing this website. However, the council community officer has pass-word access to 'writer-mode' within the document. (Is this technically possible?). This enables the council officer to maintain and update their own free-listing site.
2. The strength of this website is its limited number of basic categories of home-help. Councils should not be able to create extra categories. Extra information can be gained via link to comprehensive list – see 'Note to residents' on '*Template*' page.
3. Advertisements should not appear on the free-listing page. The free-listing page is a local government service page. Advertisements are placed in sub-documents linked to the free-listing business name.

[EXAMPLE OF FREE-LISTING PAGE]

COFFS HARBOUR CITY COUNCIL

Note to residents.

For a more comprehensive list of services, go to www.coffsharbour.nsw.gov.au and click on HOME & COMMUNITY then click on Community Services Directories.

Note to businesses.

1. To add or update your free-listing on this website, email alison.kelly@chcc.nsw.gov.au.

2. You can place an advertisement on this website, accessible by clicking on your business name in this free-listing section. Email [*insert email address of website manager*] to place an advertisement.

MEALS

MEALS ON WHEELS

Coffs Harbour – Phone: 6648 3600
Coffs Harbour Community Village
22 Earl Street, Coffs Harbour, 2450
Monday to Friday – 8.30 am to 3.00 pm

Sawtell – Phone: 6653 3298
25 Elizabeth Street, Sawtell, 2452
Monday to Friday – 8.30 am to 2.30 pm

Woolgoolga – Phone: 6654 2870
PO Box 89, Woolgoolga, 2456
Boundary Street, Woolgoolga, 2456
Monday to Friday – 10.00 am to 1.00pm

Meals on Wheels is an organization whose aim is to help people live independently in their own home in the community.

We provide support to people, who through age, sickness, frailty or disability cannot reasonably get a meal for themselves.

Eligibility is based on need and you can receive meals on a long term basis or for shorter periods if illness or accident occurs or after leaving hospital.

Referrals to the service can come from a doctor, a hospital, any of the other health and welfare agencies, the family or from yourself.

GROCERIES

While every endeavour has been made to contact all grocery stores, some may have been missed. Please check with your usual store if it is not mentioned here.

Bray Street Food Store
78 Bray Street
COFFS HARBOUR NSW 2450
Phone: 6652 5785

Accepts telephone orders. Free home delivery Bray Street area.

Farmer's Friends
Sawtell, Bonville, Crossmaglen,
Boambee and Toormina area
Phone: Kristy on
6658 7587 or 0431 342695

Mobile grocery and convenience store out of a fully-equipped van. Fresh produce delivered daily. Return your DVD's and videos, pick up and deliver prescriptions or anything else you need.

5 Star Food Store
82 Beach Street
WOOLGOOLGA NSW 2456
Phone: 6654 1666

Accept telephone orders. Home delivery \$1.50. Reviewing prices for surrounding areas. Do not deliver on Saturdays or Sundays.

Jetty Supermarket
Shop 25, Jetty Village
High Street
COFFS HARBOUR NSW 2450
Phone: 6652 7271

Accepts telephone orders. Free home delivery.

IGA Supermarket
Shop 1, 48 Beach Street
WOOLGOOLGA NSW 2456
Phone: 6654 2711

Accept telephone orders. Free home delivery including Corindi, Red Rock and Emerald Beach

Northside Supermarket
Park Beach Road
COFFS HARBOUR NSW 2450
Phone: 6652 4214

Accept telephone orders. Free home delivery.

Ritchies Supa IGA
Park Beach Plaza

Home delivery \$3.75 for age pensioner.

Pacific Highway
COFFS HARBOUR NSW 2450
Phone: 6651 2311

Woolworths
Park Avenue
COFFS HARBOUR NSW 2450
Phone: 66526866

In special circumstances (covered by Doctor's note) will accept telephone orders. Home delivery \$2.20. Over ten bags extra 22c per bag. Price will rise if outside the Coffs Harbour area.

Woolworths
Park Beach Plaza
Pacific Highway
COFFS HARBOUR NSW 2450
Phone: 6652 1855

In special circumstances (covered by Doctor's note) will accept telephone orders. Home delivery \$2.20. Telephone before Tuesday and before 8.30 am within the Coffs Harbour area.

Woolworths
Toormina Gardens Shopping
Centre
TOORMINA NSW 2452
Phone: 6653 2233

Accept telephone orders. Home delivery Monday to Friday only (pensioners \$2.20) Prefer Mondays and Tuesdays as they are not as busy.

MEDICINES

While every endeavour has been made to contact all pharmacies, some may have been missed. Please check with your usual store if it is not mentioned here.

Bailey Centre Pharmacy
150 Pacific Highway
COFFS HARBOUR NSW 2450
Phone: 6651 1800

Collect from patient and deliver.
No charge.

Blooms the Chemist
Shop N52, Centro Toormina
Toormina Road
TOORMINA NSW 2452
Phone: 6653 1444

Collect from patient and deliver.
No charge within the local area.

City Centre Pharmacy
10 City Centre Mall
High street
COFFS HARBOUR NSW 2450
Phone: 6652 3658

Collect from patient and deliver.
No charge within the local area.

Jetty Village Pharmacy
 Shop 4
 Jetty Village Shopping Centre
 High Street
 COFFS HARBOUR NSW 2450
 Phone: 6652 3087

Collect from patient and deliver.
 No charge.

McDeruids Pharmacy
 37 First Avenue
 SAWTELL NSW 2452
 Phone: 6653 1227

Collect from patient and deliver.
 No charge within the local area.

Northside Wholelife Pharmacy
 Shop 16
 Northside Shopping Centre
 Park Beach Road
 COFFS HARBOUR NSW 2450
 Phone: 6651 1044

Fee \$2.00. Once a day between 1.00 pm
 and 3.00 pm. After 7.30 pm only in an
 extreme emergency.

Palms Centre Pharmacy
 Shop 3, The Palms Centre
 Vernon Street
 COFFS HARBOUR NSW 2450
 Phone: 6652 3950

Collect from patient and deliver.
 No charge.

Terry White Chemist
 Shop 51, Park Beach Plaza
 Pacific Highway
 COFFS HARBOUR NSW 2450
 Phone: 6652 4186

Collect from patient and deliver.
 No charge within the local area.

Total Care Pharmacy
 48 City Centre Mall
 High Street
 COFFS HARBOUR NSW 2450
 Phone: 6652 3111

Collect from patient and deliver.
 No charge within the local area.

Woolgoolga Amcal Pharmacy
 Woolgoolga Plaza
 Cnr Nightingale and Beach Streets
 WOOLGOOLGA NSW 2456
 Phone: 6654 1893

Collect from patient and deliver.
 No charge within the local area.

LAUNDRY

Northside Coin-Op Laundry Shop 18, Northside Shopping Centre Park Beach Road COFFS HARBOUR NSW 2450	0400 583 359
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Service: Free pick up and delivery from Coffs Harbour to Toormina.

Toormina Laundromat Shop 1 6 Minorca Place TOORMINA NSW 2452	6658 2297
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Service: Free pick up and delivery to Toormina, Sawtell and Bayldon.

Woolgoolga Laundry 8 Nightingale Street WOOLGOOLGA NSW 2456	6654 2839
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Service: Free pick up and delivery within the Woolgoolga area.

CLEANING

Absolute Domestics
www.absolutedomestics.com.au
Phone: 1300 36 46 46

Servicing all areas
Enquiries till 9.00 pm (incl.
Weekends)

et al

et al

MOBILITY AIDS

Hales Orthotics 92 Bray Street COFFS HARBOUR NSW 2450	6651 2600
Scooters and Mobility Australia 182 Orlando Street COFFS HARBOUR NSW 2450	6651 5333
Willaid Pty Ltd Unit 1/16 Isles Drive COFFS HARBOUR NSW 2450	6651 7900

TRANSPORT

HACC Community Transport	6651 1137
Transport For Health	1300 552 961
Coffs Harbour Taxis	131 008
Woolgoolga Taxi Service	6654 1273
Busways Coffs Harbour	6652 2744 infoline@busways.com.au
Ryans Bus Service	6652 3201

ADVERTISING 'SUB-DOCUMENT'

Advertisers pay website manager \$x p.a. for their advertisement.

A growing need, combined with a good website, generates more custom for home-help business, which in turn generates the desire to advertise.

Who knows the extent to which this advertising option will be used?

Business Plan.

500 councils × 10 advertisements per free-listing document × \$50 p.a. = \$250,000 p.a.

Do councils slowly become involved 'as word gets around', or is there an overseeing body for all local councils that can encourage council community officers to become involved?