

The National Report

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Aged & Community Services Australia



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Exploring the Possibilities at ACSA twenty10 National Conference Hobart 19-22 September

The possibilities of social media, a Master Chef style cook off judged by culinary icon Maggie Beer, and future trends impacting on the aged care industry are just some of the hot topics to be discussed at the upcoming *ACSA twenty 10 National Conference*.

The *ACSA twenty 10 Conference* will be held in the city of Hobart in Tasmania at the Hotel Grand Chancellor from Sunday 19 – Wednesday 22 September 2010.

The Conference will focus on designing a bright and sustainable future for aged care in Australia and the theme, *Explore the Possibilities*, will invite attendees to draw on innovation and creativity from leaders in other fields to apply new ways of thinking and new technology to the aged care industry.

ACSA CEO Greg Mundy says the program endeavours to challenge current trends and thinking, focusing specifically on the critical areas of food, technology and marketing.

To ensure we explore all the possibilities available to the aged care industry we will be drawing on sources far and wide – finding lessons and innovation both outside our industry square as well as from within.

Exciting key note speakers attending the Conference include international speaker David Hunt who will focus on creating meaningful social change within the context of aged care. David's session will examine the important issues facing the ageing community and how their collective power can be built and projected upon those who have the power to give them what they want.

Our high profile key note speaker line up will also include culinary icon Maggie Beer, named 2010 Senior Australian of the Year. Maggie will lead the Conference discussion on the possibilities around food and nutrition within the industry, focussing on food for life, using seasonal ingredients and educating people to make informed choices. Maggie will also judge the *Clear Solar* Cook Off which will pit three aged care chefs against each other to produce their best meal for a person in aged care from a mystery box of ingredients.

Other key note speakers include the airport economist Tim Harcourt and business futurist and innovation expert, Craig Ripsin who will be looking at the future trends predicted to impact on the industry.

With the ever growing popularity of social media in our society, Fi Bendall will speak to delegates about the possibilities of social media as a tool which can be used for social good in the aged care industry. Fi worked on the ACSA/Kevin87 social media campaign and is a regular speaker and contributor to the business and marketing industry in Australia.

Well known demographer, Bernard Salt also joins the speaker line up, along with power sponsorship expert Kim Skildum Reid.

Other Conference highlights include:

- **The Productivity Commission consultation.** The Australian Government has asked the Productivity Commission to develop detailed options for restructuring Australia's aged care system. Deputy Chairman, Mike Woods will run a consultation with regional, rural and remote providers to gain a greater appreciation of the issues they face and the solutions they desire.
- **The 'Grey Transfer' marketing panel.** In the style of ABC TV's *The Gruen Transfer*, ACSA will be joined by some of the best and brightest minds of the advertising industry. The marketing panel will face a series of challenges designed to show the thought process, and often the brilliance, of advertising. The panel will also provide attendees with examples of current tactics used to promote and sell aged care in this country.

The *ACSA twenty 10 Conference* will also feature a diverse trade show showcasing new and innovative products applicable to the aged care industry.

Registrations are open for the *ACSA twenty 2010 Conference*. Consider the discount for 4+ delegates from one organisation. For more information or for a copy of the registration brochure visit www.agedcare.org.au or phone the conference secretariat on (03) 6231 2999.

ACSA Photographic Image Library Project

Everyday throughout Australia, chief executive officers, managers and media officers of aged, community and health care organisations use photographs for newsletters, websites, pamphlets, plans, annual reports, etc. They face three key challenges:

- quickly and easily finding appropriate image/s that deliver a “message”
- locating high quality professional images that can be used by desktop publishing consultants and printers ,and
- ensuring all the necessary permissions and copyright issues are in place.

ACSA Corporate Supporter Michael Goldsworthy put forward the idea of establishing and operating a National Aged and Community Care Image Library, which would be characterised by:

- easy access for users; via a secure internet site
- use of high quality RAW/JPEG images
- comprehensive image database
- minimal cost per image or bundled together as part of a provider’s ACSA membership.

At the forthcoming ACSA twenty10 National Conference ,Michael, along with ACSA’s Heather Stevens and ACSA Agendas Editor Megan Stoyles will be presenting and discussing the idea with interested State Associations, ACSA Members, media/marketing officers and photographers.

Join them on Tuesday 21 September in the lunchbreak at 1.00 for the presentation and exploration of how this undertaking could assist all ACSA members in providing powerful images and messages.

Federal Election

Just like the rest of Australia ACSA awaits the final outcome of Saturday’s election. However ACSA is not just standing idly by: we are exploring the opportunities potentially presented by combining the features of major and minor parties’ policies. Through the Campaign for Care of Older Australians (CCOA), ACSA has written to the independents to draw their attention to aged care issues in considering who they decide to support.

We have also written to the Greens to underline the importance of aged care reform. In the meantime you can check our analysis of the policies which is on The Grand Plan web site at www.thegrandplan.com.au.

Vote for Aged Care (Yes, You Still Can!)

Late in the election campaign CCOA invited representatives of the Parties to a *Grand Plan* Debate on aged care. We then invited people to rate each party’s aged care policy via a short on-line survey.

Your voice can still be heard by those Independents. Watch the Grand Plan Debate online <https://www.surveymonkey.com/s/D5M5SPR> and then complete our survey by Friday 27 August (this week!).

What Content Marketers Can Learn From The Grand Plan

Sarah Mitchell has written on the Content Marketing Institute website, analysing the Grand Plan's campaign strategy and execution. She writes that ... "One of the hallmarks of a good content marketing campaign is that it's designed to pull the customer in. Developing content that will engage your prospective customers isn't always easy. Getting your audience to take action on your behalf is even harder – a seemingly impossible task. The aged care industry in Australia found a good solution to do both at the same time.

She comments favourably on The Grand Plan and says that... "While this example talks about a non-profit, the lessons are a key for anyone in content marketing:

- Have a specific and easy way for your audience to take action.
- Have your core audience get others involved.
- Use multiple media types for greatest impact"
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Read her full analysis at: <http://www.contentmarketinginstitute.com/2010/08/case-study-grand-plan/>

Telehealth Benefits of High Speed Broadband for Older Australians

During the election campaign, Senator Stephen Conroy, Minister for Broadband, Communications and the Digital Economy released an Access Economics report, *Financial and externality impacts of high speed broadband for telehealth*.

The report estimated the benefits of telehealth to Australia could be between \$2 billion and \$4 billion a year, offering the potential for significant benefits to Australia's population, especially for people who are elderly or who live in rural or remote communities.

"Telehealth including online consultations, electronic health records, in-home care, and online health education will not only open up new possibilities in health care delivery, but will have significant savings on the health budget," said Senator Conroy.

The report found one of the reasons telehealth in Australia has been held back is the lack of high-speed broadband, particularly in rural areas. The report noted that even where high-speed broadband was available, it often had slow upload speeds and reliability could be patchy.

"The National Broadband Network will fix these issues once and for all," Senator Conroy said.

The report also found that the limited number of telehealth services for which the Medicare Benefits Schedule applies is also a constraint. Prime Minister Gillard had responded to that with a promise that if re-elected, patients will be able to access Medicare rebates for online consultations across a range of specialities. The report is available at <http://www.scribd.com/doc/36046512/Telehealth-Final-Report>

Productivity Commission Submission

Lost in the tumult of the election campaign was ACSA's submission to the Productivity Commission's Inquiry into *Caring for Older Australians*. However it was produced and submitted and is now one of the 401 submissions at www.pc.gov.au. It is also available on the ACSA website at www.agedcare.org.au.

USA Looking at Long Term Aged Care Financing Reform

The Community Living Assistance Services and Supports (CLASS) Act - a largely overlooked component of the 2010 Patient Protection and Affordable Care Act - has the potential to transform long-term care financing in the United States from a welfare-based to an insurance-based system, according to the Vol 20.No2 issue of Public Policy & Aging Report (PPAR).

The issue features seven articles that recount the origins of the CLASS Act, analyze the legislation's key provisions, and explore potential hurdles of implementation.

The CLASS Act introduces a voluntary, federally administered insurance program designed to provide middle-class Americans the new choice to plan ahead for personal care and supportive service needs in the face of functional impairment. Enrolled individuals no longer will have to be demonstrably poor or spend themselves into poverty to receive long-term care protection.

"CLASS is about allowing working Americans to take personal responsibility for planning ahead so they can age with dignity and independence," said Bruce Chernof, MD, President and CEO of The SCAN Foundation. "CLASS enrollees will have the power to choose the services they want in the setting most appropriate to their needs."

The current issue of PPAR, published by the National Academy on an Aging Society, is available for purchase at <http://www.agingsociety.org>.

New Movement Disorders and Parkinson's Nurses Faculty

The Royal College of Nursing Australia (RCNA) has announced the launch of a new faculty to support nursing and community services that assist people with Parkinson's disease and other progressive neurological movement disorders, to manage their complex conditions.

The Movement Disorders and Parkinson's Nurses Faculty (MDPNF) will help fill a care gap in Australia, by raising awareness of the issues around this health area that is often misunderstood and poorly resourced.

At least 80 000 Australians have Parkinson's disease, which is just one of a range of progressive neurological conditions affecting people of all ages, from all backgrounds. Parkinson's and movement disorders nursing is a growing field in Australia, and specialised nursing is essential to provide people who have these disorders with the support they need to retain independence in the community, and reduce hospital stays.

Parkinson's and movement disorders nurses play a pivotal role in developing care and treatment strategies for individuals with progressive neurological conditions, often delivering care over the person's lifetime.

The MDPNF, driven by an expert advisory committee, will promote and raise awareness of the issues around Parkinson's and movement disorders in regards to care and funding requirements, and the essential services nurses and health care staff can provide."

WA Legal Decision Relating to Guardianship in Residential Aged Care:

The Western Australia Administrative Tribunal has replaced a daughter with the Public Advocate as guardian for a woman with advanced dementia who is currently resident in a nursing home.

The daughter had been banned from the nursing home where her mother lived and the WA Administrative tribunal found that the relationship between the daughter and the nursing home had completely broken down. The Tribunal found that the daughter could not perform her function as an objective guardian to consent to medical treatment on her mother's behalf. The Tribunal appointed the Public Advocate as an independent Guardian for one year.

<http://decisions.justice.wa.gov.au/SAT/SATdcsn.nsf/c87774355671a93c48256f64001012ef/8027c0cd1851b52a482577760028a71a?OpenDocument>

Research and Survey Participation Sought from Aged Care Providers

- **Dementia and Post Traumatic Stress Disorder in Veterans**

The University of Melbourne is currently conducting a study on dementia and post traumatic stress disorder in veterans. Dr Colleen Doyle, Prof David Dunt, Prof Sandy MacFarlane and Prof Philip Morris have been funded by the Department of Veterans' Affairs to investigate how behavioural and psychological symptoms of dementia are manifested in veterans who may have had post-traumatic stress disorder or traumatic war experiences.

The study coordinator, Dr Cecily Hunter is seeking the assistance of community care providers in passing on written information about the study to family carers and, if the family consents, in completing an anonymous questionnaire about each veteran currently receiving packaged care, either EACHD or other community packages. Cecily will be contacting service providers in August, September and October to invite them to participate in the study. For further information, contact cehunter@unimelb.edu.au or phone 03 8344 9111.

- **The Australian Aged Care Energy & Climate Change Survey 2010**

KPMG is conducting this survey with a view to developing benchmarks for aged care. Respondents are encouraged to complete the survey in full as the collection of data requested will support your understanding of the energy efficiency of your assets. Specifically, KPMG's report on the aggregated results of the survey will:

- allow participants to benchmark the energy intensity of their operations
- identify the preparedness of the industry to address the wide range of climate change issues
- identify key climate change issues and provide an insight into the potential challenges that will face the Aged Care industry.

The survey will take about 30 minutes to complete provided you have the information required at hand. KPMG understands that some information is difficult to come by and they would prefer that you submit as much information as you have rather than not take part.

To proceed, click on the [Begin the survey](#) link below, and save the attached survey to your computer prior to completing the questions. You are able to save and revisit the survey as often as required to complete the survey.

Please [save the survey](#) to your computer and open it to commence. When you open the survey, a notification will ask you whether you would like to 'Enable Macros' or 'Disable Macros'. Please select 'Enable Macros' to ensure the survey works appropriately. Once completed, simply click on the 'Save survey and Submit email' button at the end of the survey. Your completed survey will be sent as an attachment to agedclimatesurvey@kpmg.com.au. Please complete and return the survey by 5pm Friday 17 September 2010.

If you wish for further information or assistance with completing the survey, please contact Mark Spicer at KPMG telephone 02 9335 8020 email markspicer@kpmg.com.au

- **Consultation on Draft Community Services and Health Training Packages**

The 2010 consultation period for draft Version 3.0 of the CHC08 Community Services and HLT07 Health Training Packages is now open. Your feedback is essential to ensure the integrity of the qualifications in your sector are maintained. Changes to the draft include:

- Amendments to packaging rules to address new requirements introduced by the National Quality Council (NQC)
- Updating of imported units
- Embedding skills for sustainability
- Actioning stakeholder feedback received via Continuous Improvement

Click on the following links to learn more and download the consultation documents for the [CHC08 Community Services](#) and [HLT07 Health](#) Training Packages. Feedback is due by close of business Friday 10 September.

- **Respect for Older Australians Research**

Following the March 2010 release of the Victorian aged care provider Benetas' research paper *Respect in an ageing society* – which found concerning intergenerational differences with regard to attitudes towards older people – the Australian Research Council has funded further research into the area of respect for older Australians.

Benetas will work with our research partners at Deakin University on the follow-up investigation, *Wellbeing in the elderly: the role of respect*. The project will commence in August, initially through focus group discussions. Over 200 participants will be selected from a wide cross-section of the community to discuss factors that impact on older people's sense of usefulness in society, and whether they feel older people are respected.

Researchers will then develop and implement programs designed to increase respect for the elderly, targeting three key groups: aged care workers, adolescents and older people themselves. Adolescents have been chosen specifically for their role as future adults.

Resources

- **Squalor and Hoarding Toolkit**

Catholic Community Services has developed a toolkit that for both service providers and community members. Although developed for the Sydney local government area, the toolkit will be generally useful in addressing issues of Squalor and Hoarding. It is available at: <http://www.catholiccommunityservices.com.au/squalorandhoarding/>

- **Oral Health in Aged Care Resource**

The NSW Dental Assistants' (Professional) Association Inc in partnership with NSW Community Services and Health Industry Training Advisory Body have developed an online training resource called Oral Health in Aged Care. It is a free course and focuses on the knowledge and skills needed by an aged care worker to support aged care residents with daily best practice oral health care and management. It takes approximately 3 hours to complete.

This learning is designed to give a foundation in oral health for aged care residents. There are seven learning modules that focus on specific topics in more detail, e.g. the mouth, infection control, elderly oral health problems.

There are several key outcomes for this learning. Those completing all modules successfully will be able to:

- identify key parts of the mouth and teeth
- differentiate between healthy oral conditions and unhealthy oral problems
- use special techniques for communicating effectively with aged residents
- perform tasks according to appropriate infection control procedures
- identify common oral problems in the elderly and refer to oral health practitioners as necessary
- locate and use oral health plans and assessment templates for aged care residents
- assist aged care residents to maintain good oral health practices “
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Available at: <http://workplaceskills.com.au/moodle/>

- **Motor Neurone Disease (MND) Care**

www.mndcare.net.au is a new 'one-stop shop' website about motor neurone disease for primary, allied, palliative, aged, disability and community care professionals.

The aim of the website is to facilitate and promote best practice coordinated, multidisciplinary MND care for all people with a diagnosis of MND in Australia.

No matter where a professional works MNDcare provides access to latest evidence based and best practice MND symptom management and support information. The website includes state specific referral pathways to assist in identifying providers and services to meet the identified needs of patients with MND.

- **Worker Safety in Home and Community Care**

The NSW Department of Human Services have produced a web resource that provides information to help home and community care organisations keep workers safe and healthy and you may find it useful. OH&S Sections include:

- Client referral and assessment
- Service planning and delivery
- Staff training and supervision
- Risk management process
- Common risk areas

It is available at: <http://www.hacchohs.adhc.nsw.gov.au/>

- **Pain Management Kit**

Pain in older people is a common problem, with studies estimation between 26 per cent and 86 per cent of residents in residential aged care facilities experience pain on a regular basis.

The Australian Pain Society's *Pain in Residential Aged Care Facilities: Management Strategies* presents suggestions that can assist in identifying and assessing residents' pain effectively. An Implementation Kit to accompany resource has been developed and is now available to download or order at:

<http://www.health.gov.au/internet/main/publishing.nsf/Content/ageing-publicat-pain-management.htm>

Research

Housing and Older People

The Australian Housing and Urban Research Unit (AHURI) has recently released two publications of interest to members.

- **Research and Policy Bulletin Issue 130: Housing, support and care for older Australians: the role of service integrated housing**

This considers forms of service integrated housing—such as retirement villages— which have been developed by the community and private sectors to provide housing, support and care for older people in Australia. It discusses if there is a need for a more hands-on role for government in directing, shaping and expanding service integrated housing?

Published on 16 August, authors Andrew Jones, Anna Howe, Cheryl Tilse, Helen Bartlett and Robert Stimson.

- **Positioning Paper No. 133: Housing needs of asset-poor older Australians: other countries' policy initiatives and their implications for Australia**

This Positioning Paper is the first output of a project that explores the housing options and actual housing circumstances of asset-poor older Australians. The overall aim of the project is to provide evidence to Australian policy makers confronted with the issue of asset-poor older Australians who may not be able to spend their retirement years as appropriately and securely housed self-funded retirees.

Published on 23 August, authors Gavin Wood, Val Colic-Peisker, Rachel Ong, Naomi Bailey and Mike Berry. Both are available at www.ahuri.edu.au

- **Staircases, Elevators and Cycles of Change: 'Housing First' and Other Housing Models for Homeless People with Complex Support Needs**

This report by Sarah Johnsen & Lígia Teixeira summarises the findings of a study by the Centre for Housing Policy (University of York) and Crisis, reviewing the evidence base regarding the effectiveness of both 'orthodox' and 'innovative' models of supported housing for homeless people with complex support needs. The study assessed existing evidence regarding what 'works' for homeless people with complex support needs and drew together 'lessons learned' in other developed countries.

Report available at:

<http://www.crisis.org.uk/data/files/publications/HousingModelsReport.pdf>

- **Cardiovascular Disease a Major Threat to Australian Women**

Cardiovascular disease is a major threat to the health of Australian women, according to a new Australian Institute of Health and Welfare report *Women and heart disease: Cardiovascular profile of women in Australia*, funded by the National Heart Foundation of Australia. The report shows that cardiovascular disease (CVD), which is highly preventable and treatable, is the leading cause of death among women. About 2 million Australian women have CVD. Of these, about 226,000 women have CHD, 168,000 have had a stroke and 176,000 have heart failure.

About \$2,683 million was spent in 2004–05 treating CVD in women. In 2007-08, about 2 million women filled 36.5 million prescriptions for cardiovascular medicines through the Pharmaceutical Benefits Scheme and the Repatriation Pharmaceutical Benefits Scheme. This accounted for over half of all users and over half of all prescriptions for these medicines that year.

CVD is also responsible for a significant proportion of general practitioner workloads – GPs treated CVD problems at one in every five visits with women in 2007-08. More than 90% of Australian women have at least one modifiable risk factor for CVD, and half of all women have two or three. However, there is enormous potential to improve the risk profile of Australian women and thus reduce the number of women and families affected by CVD.

- **Residential Aged Care Communiqué**

The latest issue of this quarterly communiqué for July 2010, (Vol 5) is now available free of charge in an electronic format, available on request from racc@vifm.org. The next edition will be available in October 2010.

Conferences

- **Dementia + Recreation National Conference** October 20 & 21, 2010 Sebel Albert Park, Melbourne All enquiries to Wayne Woff on 03 9571 5606 / 0422 484 209
www.totalagedservices.com.au
- **Aged Care Nurse Managers Conference**, October 27 & 28, 2010, Kardinia Centre, Geelong, Victoria All enquiries to Wayne Woff on 03 9571 5606 / 0422 484 209
www.totalagedservices.com.au
- **International Arts and Health conference: The Art of Good Health and Wellbeing**, 16 -19 November 2010. Sidney Myer Asia Centre, the University of Melbourne, Enquiries to Margret Meagher, Arts and Health Australia, on 02 6583 5040 /0416 641 482
margret@artsandhealth.org : www.artsandhealth.org

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