



Dear Colleague,

In the coming months, you have a great opportunity to share in shaping the future of aged care. During 2009 ACSA aims to launch a media campaign designed to enhance the industry's image and reinforce the vital role we play in the lives of older Australians and their families. The campaign will target all sectors of the community – the general public, older people themselves, our own workers and Government. We are seeking your assistance in funding the campaign. This letter and the attached campaign information outline why this campaign is so important.

### ***WHY AN IMAGE CAMPAIGN?***

For some time ACSA members have been concerned about the way the aged care industry is viewed by the community generally. ACSA's research highlighted that:

- while the **general public** mainly have a positive view of aged care, negative media shakes that faith;
- the industry is seen by **Government** as complainers who don't take proactive action to assist themselves; and
- **Aged care leaders and workers** love what they do but feel undervalued.

"Can't Do it Without You" will tell the real story of aged care in a way that appeals to each of the community segments identified above. This campaign will:

- create **greater awareness of aged care** as a positive and important industry worthy of community support;
- provide a **platform from which to build community support** for ACSA's important work in lobbying Government on the structural and financial issues facing the industry; and
- assist the **retention** and **morale** of **existing staff** and the **attraction** and **recruitment** of **new staff**.

### ***INVESTING IN THE CAMPAIGN***

Considerable funds – up to \$1.2 million – are required to mount a campaign which will provide the maximum impact in the community. Such a campaign will use all forms of media including television. If we raise an amount less than this, say \$600,000, we will still be able to run a significant campaign but will have to rely largely on magazine advertising and other print media. We are asking you to help us fund this campaign. Any amount you can contribute to the campaign will **make a difference**.

### ***A CHANGE FOR THE BETTER***

ACSA believes that this campaign is an important step forward for the sector in charting our future course. In the coming weeks, ACSA will be visiting your state and holding an information session, as well as having meetings with individual services, to reveal more about the campaign and talk with you about how you can be involved. I hope to see you at one of these events.

We are committed to bringing this campaign to reality .... **But we can't do it without you.**

Yours sincerely,

**Greg Mundy**  
**Chief Executive Officer**



## ACSA: Leading in Aged and Community Services

### *Building a STRONGER Future for Aged Care*

## **We can't do it without you!**

Aged and Community Services Australia (ACSA) needs your financial help to commence a new awareness campaign which will appear across Australia in various media, including radio, television and magazines for at least 12 months.

For some time ACSA members have been concerned about the way the aged care industry is viewed by the community generally. In response to this ACSA engaged market research company McGregor Tan Research in 2008 to undertake a large scale national study of people's perceptions of aged care. The research tells us that:

- Consumers and the general public value aged care but their faith in the industry is shaken whenever there is any negative media coverage (which also tends to lead to greater Government regulation);
- Government believe the aged care industry complain about issues without taking any proactive action to assist itself; and
- Aged care leaders and workers love what they do but feel undervalued.

*"Can't Do it Without You"* shows the importance and reach of aged care through the extraordinary relationship between aged care workers and the older people for whom they care.

Our research tells us that this campaign will create greater awareness of aged care as a positive and important industry worthy of community support. It will provide a platform from which to build community support for ACSA's important work in lobbying Government on the structural and financial issues facing the industry.

The more immediate impact of the campaign will be on the retention and morale of existing staff and the attraction and recruitment of new staff. This is important because we all know that besides adequate funding, having the workforce to deliver quality care is our biggest challenge.

This sort of campaign is long overdue but requires significant funds. We are seeking your assistance to make this campaign a reality.

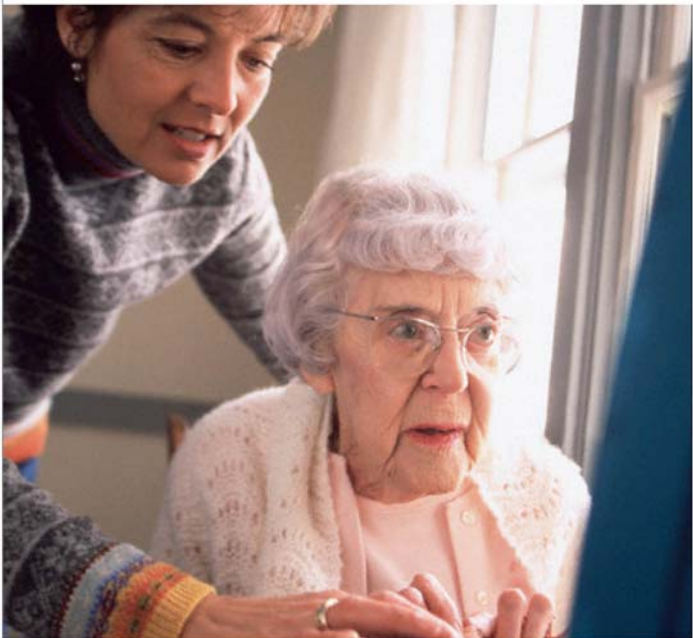
## Campaign Theme

ACSA's communication consultants, URSA, conducted focus groups and depth interviews with aged and community care workers (CEOs, nurses and personal carers) as well as clients/residents and their family carers to test five creative campaign concepts.

The feedback received was unanimous that the “*Can't do it without you*” concept was the most representative of the role of aged care and gave a positive portrayal of the industry. The theme was also found to make aged care professionals – our workers - feel valued and respected for the important job they do.


## Sample Advertisement

This is an example of how the creative concept could be represented in a television or magazine advertisement. ***Please note that the images used are “stock” images and our campaign will utilize specifically created images. The finalized campaign material may look quite different to this representation.***



Can learn new things.  
Can be productive.  
Can feel connected.  
Can do it every day.  
**Can't do it without you.**

Australia's Aged Care Professionals. Millions of Australians would be lost without them.





Can get dressed.  
Can go out.  
Can live at home.  
Can shop.

Can't do it without you.

Australia's Aged Care Professionals. Millions of Australians would be lost without them.



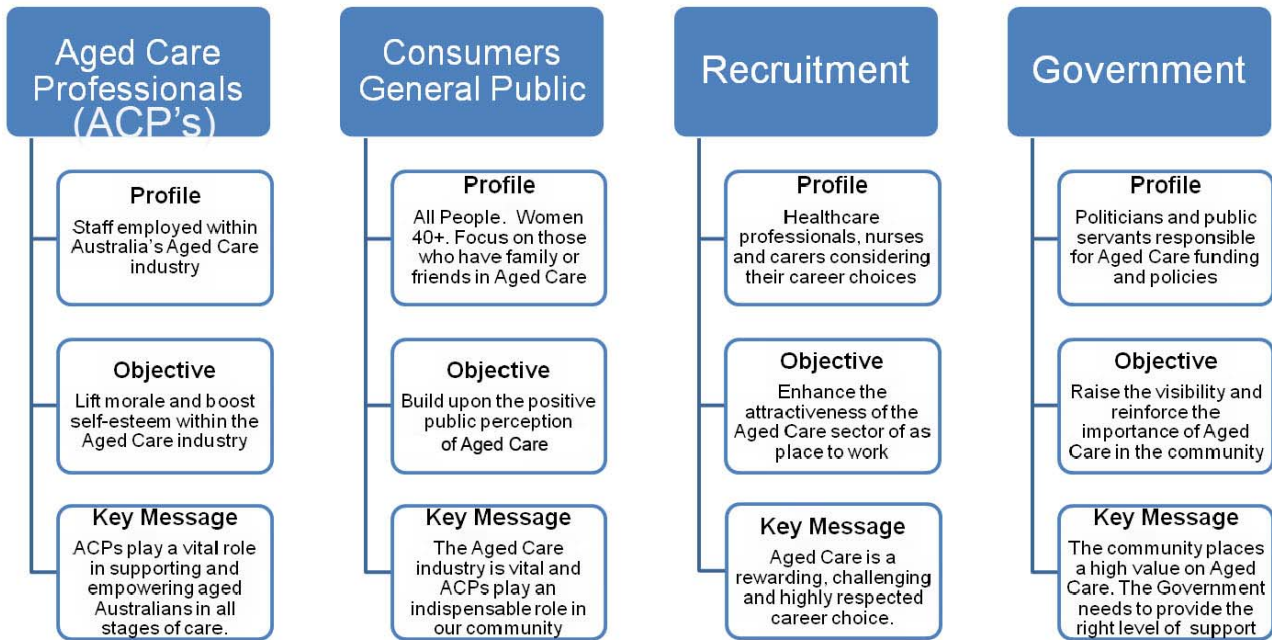
## Our Target Audiences are Your Future

The ACSA campaign has four target groups – our existing staff, consumers and the general public, potential employees and Government. Women aged 40 years and over – the key demographic for working in aged care and also for making family decisions about aged care - are a key component within these groups. In addition we will be reaching health care professionals aged 20 – 29 who might consider working in aged care if the industry was seen as an appealing and professional career option.

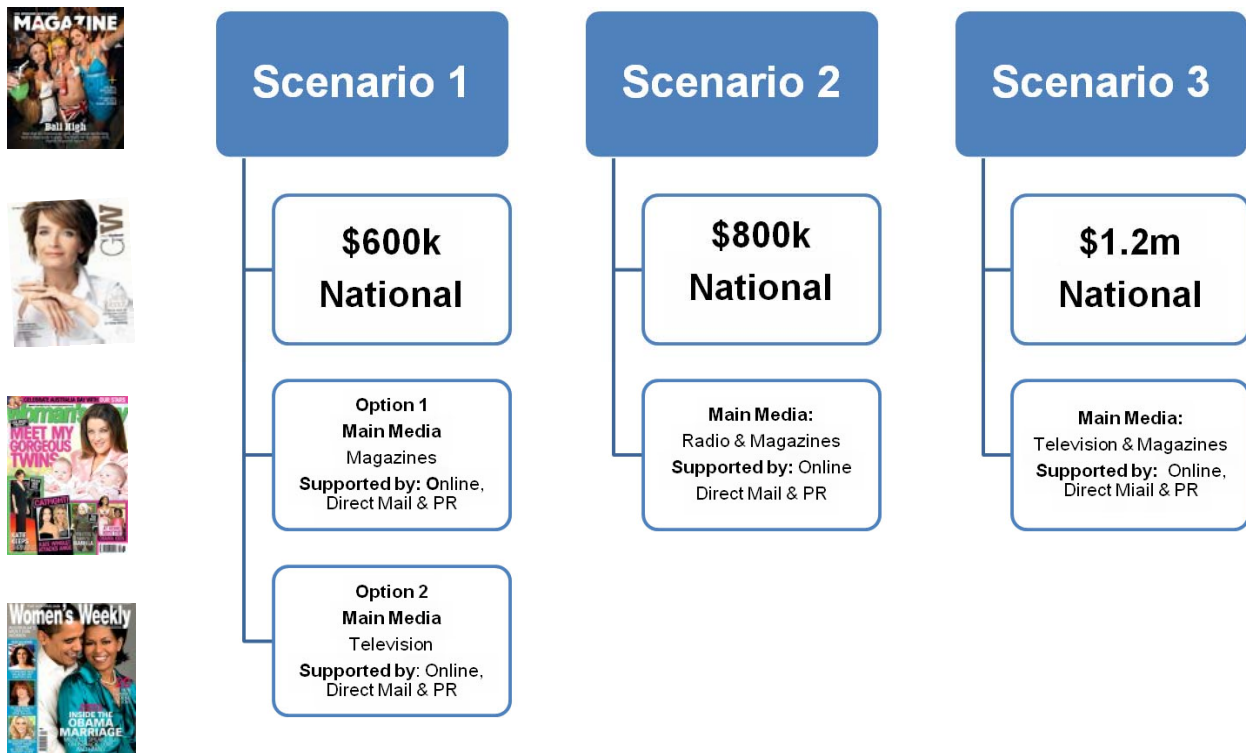
The campaign will also reach men, as a relatively minor target group, through magazines particularly those inserted in major metropolitan newspapers on the weekends.

The ACSA campaign will utilize media that we know our target audience use for their information needs and therefore provide us with the most impact for our investment.

## Target Audiences and Key Messages



## Our Media Approach



## Contribution Levels and Donation Benefits

All members will benefit from the campaign regardless of whether or not they make a financial contribution. All members will receive the following benefits:

- Ability to leverage off the campaign creative concepts for their own recruitment activities.
- Use of templates saving on advertising expenditure. Templates will include print, TV or radio adverts which use the campaign theme, imagery and messages which can be customized for your organization including adding your organizational logo. Use of such advertising at the local level will reinforce the national campaign.
- Improved workforce morale which impacts on retention and productivity.

Additional benefits have been designed for organizations that make a financial contribution to the campaign. The benefits outlined below are designed to recognize the donation and highlight your organisation's corporate and social responsibility.

<b>National Sponsor</b> <b>\$20K+*</b>	<b>Local Supporter</b> <b>\$10K*</b>	<b>Campaign Contributor</b> <b>\$5K*</b>
<ul style="list-style-type: none"> <li>• Aged Care Campaign Sponsor Status</li> <li>• Market research access (all components)</li> <li>• Aged care sponsor plaque to display at facility</li> <li>• Letter to all staff at facility which recognises the providers support of the campaign</li> <li>• National Campaign details including media breakdown and spend in each state</li> <li>• ACSA National Conference - presentation of plaque on stage</li> <li>• Table of 10 at ACSA National Conference Gala Dinner – acknowledgement during Dinner</li> <li>• Logo and link to appear on ACSA website</li> <li>• Campaign email progress reports quarterly</li> <li>• Full campaign evaluation report at the end of twelve months</li> <li>• Acknowledgement in ACSA Annual Report</li> <li>• Acknowledgement in State Association publications.</li> </ul> <p><b>PLUS All member benefits</b> Amounts more or less than \$20k will be accepted</p>	<ul style="list-style-type: none"> <li>• Aged Care Campaign Supporter Status</li> <li>• Access to summary market research report</li> <li>• Aged care supporter acknowledgement certificate to display at facility</li> <li>• Local Campaign details including media breakdown and spend in your state</li> <li>• Campaign email progress reports quarterly</li> <li>• Two full delegate tickets to ACSA National Conference</li> <li>• Listing to appear on ACSA website</li> <li>• Acknowledgement in ACSA Annual Report</li> <li>• Acknowledgement in State Association publications.</li> </ul> <p><b>PLUS All member benefits</b> Amounts more or less than \$10k will be accepted</p>	<ul style="list-style-type: none"> <li>• Listing to appear on ACSA website</li> <li>• Acknowledgement in ACSA Annual Report</li> <li>• Acknowledgement in State Association Annual Reports.</li> </ul> <p><b>PLUS All member benefits</b> Amounts more or less than \$5k will be accepted</p>

NOTE: All donations are tax deductible. ACSA is a Deductible Gift Recipient.

☺ For more information please contact Pat Sparrow or Annette Glenister-Walker at:

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[agwalker@agedcare.org.au](mailto:agwalker@agedcare.org.au)

Use the attached form or go to: [www.agedcare.org.au](http://www.agedcare.org.au)



**Aged & Community  
Services • Australia**



**We Can't Do It Without *You!***

## **ACSA's Aged Care Industry Campaign**

### **Image Campaign Donation**

Your name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Please return this form to [imagecampaign@agedcare.org.au](mailto:imagecampaign@agedcare.org.au) or fax 03 9686 3453

### **I would like to donate the following amount**

\$ \_\_\_\_\_ by cheque enclosed *(post to Aged & Community Services Australia,  
Level 1, 36 Albert Rd, South Melbourne Vic  
3205)*

\$ \_\_\_\_\_ please charge my credit card  Visa  Mastercard

\$ \_\_\_\_\_ please send a tax invoice

Number: \_\_\_\_\_ Expiry \_\_\_\_/\_\_\_\_

Cardholder Name: \_\_\_\_\_

Signature \_\_\_\_\_

Yes, please send me a receipt (Donations of \$2.00 and over are tax deductible)