

CAMPAIGN BULLETIN

The Campaign for the Care of Older Australians (CCOA) is well underway.

CCOA has appointed leading corporate public relations firm CPR to develop a government relations plan for the group. CPR has proposed a series of strategic meetings with MPs and their advisers. They will also monitor the plan's implementation and provide ongoing feedback and advice.

URSA, the award winning agency which developed ACSA's *Can't do it without you* image campaign, has been appointed to develop a theme to effectively communicate CCOA's key messages to the Australian public. The aim is to have a theme which portrays ageing and aged care as an issue which can be, and should be, embraced by the whole community; a theme which will ensure aged care isn't relegated to second place in the long awaited health reforms.

Each service provider organisation involved in the campaign, through their national and state offices, will participate in communicating CCOA's reform agenda to a broad audience via relevant meetings with local decision-makers, letters, emails and social media outlets.

ACSA and ACAA will coordinate the campaign through their national and state offices.

The reforms are outlined in the attached letter to the Prime Minister, which has been copied to the Premiers/Chief Ministers, Treasurers, Health & Aged Care Ministers at state and federal level this week.

Bulletins will be distributed regularly to keep you informed of the campaign's progress and advise on how you can be involved.

