

CAMPAIGN BULLETIN NO.2

Since our last campaign bulletin (March 2010) you will be aware of the Government's announcements on health and aged care initiatives and the COAG agreement on a range of reforms.

The Prime Minister's announcement on 12th April included some specific actions for aged care but did not address the fundamental issues of ongoing financing for care and capital investment. The package did include a number of small useful initiatives, including \$10m over four years for the community care viability supplement and MPS expansion, but does not deliver any new beds or packages into the system to meet increasing demand.

The COAG agreement on 20th April, which did not include Western Australia, produced two key outcomes for aged care:

- Transfer of funding and policy responsibility for the HACC Program to the Commonwealth Government (the Victorian Government joined WA in not agreeing to this move). This is the best possible scenario for streamlining community care.
- The announcement of terms of reference for the Productivity Commission Inquiry into aged care <http://www.pc.gov.au/projects/inquiry/aged-care>. The terms of reference are very broad and cover all the issues our industry has raised with Government over the last few years.

The Inquiry – Caring for Older Australians – will be a major focus for the campaign as it represents the most significant opportunity for long term reform to occur. CCOA has advised Government that it supports and understands the need for the Inquiry, with the strong proviso that fundamental reforms must result from the Inquiry.

CCOA will prepare a submission and actively engage with the Productivity Commission throughout the Inquiry. With many organisations intending to make a submission to the Inquiry, it is critical that messages are consistent. All submissions should reiterate the need for **choice** and **access** for consumers from **sustainable** aged care services.

The campaign policy document (*The Grand Plan*) – outlining the issues that need to be addressed along with the solutions we want Government to implement – will be available shortly for your use. It will provide a strong basis for framing submissions and/or meeting with the Productivity Commission.

On that note, the formal CCOA campaign launch is planned for late May/early June. *The Grand Plan* is a broad based community awareness campaign which will profile famous older and younger Australians who have formed a relationship based on friendship, respect and mentoring. Think Father Bob Maguire and John Saffran. These relationships – across many spheres including the arts, music, and sport - will be profiled to gain public interest.

Campaign for Care of Older Australians

A collaboration to campaign for reform of aged care

Members of local communities will be invited to show their support and contribute stories of relationships with the *grand* people in their lives, with the aim of generating grass roots interest and engagement with aged care issues. More details on this critical component of the campaign will be made available as soon as possible. Meanwhile, work is occurring behind the scenes to develop marketing material and a website to ensure a successful stand out campaign.

In the lead up to the launch, CCOA will maintain contact with key political figures to explain the campaign and reinforce key objectives for reform in aged care.

An implementation committee is being formed and will comprise a representative from each of the member organisations. Each representative will be charged with the task of bringing the campaign to life through their networks. You will receive advice, information and requests from the committee about action and activities that you can undertake locally to support the campaign. Your organisational contacts will be advised shortly.

Watch out for emails and updates on the launch details. We have a Grand Plan – we need a Grand Result.

