

# THE grand PLAN

A NEW VISION FOR THE CARE OF OLDER AUSTRALIANS

## ELECTION CAMPAIGN PLAN

### **Week One 19/7 – 23/7/2010**

- Campaign bulletin and email alert (ACSA)
- Website activity report (ACSA) and state follow up at individual politician level
- Drive to website – cards/emails (State)
- CCOA Media Release on general issues/Rural? (ACSA)
- **ACSA Media Release calling on government to address aged care in the election context. Focus on sustainability/funding/reform. (ACSA)**
- Letter to Editor seeking commitment to aged care – for use nationally, state and local media (ACSA)
- Preparation and distribution of candidate packs centrally. The pack includes an electorate profile (voters over 65 years of age, aged care services in their electorate) and a letter outlining that we want them to support The Grand Plan. (ACSA)
- State follow up/ACSA to circulate spreadsheet without details (STATE)
- Develop day in the life comparison of cost to care for an older person per day against available government funding (ACSA)
- Allocate responsibility for electorates (State)
- Preparation and distribution of a Grand Event support pack. (ACSA)
- Plan grand events in each electorate for weeks 2 & 3. Invite candidates to an event or to volunteer and support The Grand Plan. Approach local media to cover the visit. (States)
- Journalist briefings?(All)
- Congregation card orders (ACSA)
- Finalise & distribute response to Minister & Opposition (ACSA)
- Commence planning for the national event (ACSA)
- Congregation sermon (ACSA)
- Tweeting on a daily basis – on every announcement/event (All)
- Facebook on a daily basis – on every announcement/event (All)
- CCOA Operational Group Meeting
- Media Release response to party announcements etc as required (ACSA)

### **Week Two 26/7 – 30/7/2010**

- Campaign bulletin and email alert (ACSA)
- Website activity report (ACSA) and State follow up at individual politician level
- Drive to website – cards/emails (State)
- CCOA Media Release announcing national event (politicians forum) (ACSA)

- Launch Julia & Tony ageing online/viral ad (ACSA)
- ACSA Media Release announcing release of Tony/Julia ads. Focus on everyone getting older and importance of sustainable aged care services, client centred, accessible services (ACSA)
- Talkback radio (States)
- Avant card distribution (ACSA)
- Grand events commence (States)
- Attend other local events (stack and ask questions) (States)
- Meetings with candidates (All)
- Campaign of calling party headquarters re candidates talking about aged care issues (All)
- Tweeting on a daily basis – on every announcement/event (All)
- Facebook on a daily basis – on every announcement/event (All)
- CCOA Operational Group Meeting
- Media Release response to party announcements as required. (ACSA)

### ***Week Three 2/8 – 6/8***

- Campaign bulletin and email alert (ACSA)
- Website activity report (ACSA) and state follow up at individual politician level
- Drive to website – cards/emails (State)
- CCOA Media Release on ACIC Capital Survey (ACSA)
- ACSA Media Release on PC Inquiry Submission (ACSA)
- Talkback radio (State)
- Grand events continue (State)
- Attend other local events (stack and ask questions) (State)
- Meetings with candidates (All)
- CMC Meeting (CCOA)
- Tweeting on a daily basis – on every announcement/event (All)
- Facebook on a daily basis – on every announcement/event (All)
- CCOA Operational Group Meeting (CCOA)
- Media Release response to party announcements etc. as required. (ACSA)

### ***Week Four 9/8 – 13/8/2010***

- Campaign bulletin and email alert (ACSA)
- Website activity report (ACSA) and state follow up at individual politician level
- Drive to website – cards/emails (State)
- 2 CCOA Media Release – 1 pre forum re what we expect/1 post forum (ACSA)
- ACSA Media Release on? (housing?) (ACSA)
- National Forum/Event – Parties to nominate candidates to present their parties aged care policies to key industry figures, consumer groups and media. Invite Fr Bob & John Safran to host as well as a facilitator/media. Puts parties on notice that they have to announce a policy at or by then. To be held in Julia Gillard's electorate with a professional facilitator/mediator. (ACSA)
- Talkback radio (State)
- Grand events continue (State)
- Attend other local events (stack and ask questions) (State)
- Meetings with candidates (All)

- Tweeting on a daily basis – on every announcement/event (All)
- Facebook on a daily basis – on every announcement/event (All)
- CCOA Operational Group Meeting (CCOA)
- Media Release response to party announcements as requested. (ACSA)

### ***Week Five 16/8 – 20/8***

- Campaign bulletin and email alert (ACSA)
- Website activity report (ACSA) and state follow up at individual politician level
- Drive to website – cards/emails (State)
- CCOA Media Release – report card on parties policies (ACSA)
- **ACSA Media Release tbd (ACSA)**
- Talkback radio (State)
- Grand events continue (State)
- Attend other local events (stack and ask questions) (State)
- Meetings with candidates (All)
- Tweeting on a daily basis – on every announcement/event (All)
- Facebook on a daily basis – on every announcement/event (All)
- CCOA Operational Group Meeting (CCOA)
- Media Release response to party announcements as required. (ACSA)