

THE
grand
PLAN

A NEW VISION FOR THE CARE OF OLDER AUSTRALIANS

CAMPAIGN KIT

June 2010

CONTENTS

1. Introduction

Attached Resources:

- campaign calendar
- provider activity examples

2. Political Action Outline

Attached Resources:

- policy document
- talking notes

3. Community Awareness Action Outline

Attached Resources

- Send a Card
- Email to MP
- Letter to Minister
- Be A Grand Fan
- How to Guides
- Key Messages

4. Campaign Collateral Outline

Attached Resources

- online ad
- print ad & posters
- strap line
- presentation (separate attachment)
- avant card (example still to come)
- email signature (separate attachment)

1. INTRODUCTION

The Grand Plan (TGP) is GO.....

The campaign will be launched on Wednesday 30th June.

TGP is a broad based campaign operating at three different levels:

1. Political relations – meeting with politicians and putting the case for short term action and long term reform.
2. Community Awareness – getting the general public behind our call for reform.
3. Local Action – getting providers, community groups and others to promote and support TGP.

The community awareness component of the campaign will profile famous older and younger Australians who have formed a relationship based on friendship, respect and mentoring. Father Bob Maguire and John Safran are our campaign heroes.

Now is the time for you to start actively supporting the campaign and this kit outlines exactly how you can do that.

Campaign activities will be driven by the national Campaign for the Care of Older Australians (CCOA) Operational Group. You should feel free to contact your organisations representative if you have any queries, comments or suggestions you want considered. Representatives and their contact details are:

- Darren Matthewson (ACSA) ceo@agedcares.org.au
- Pat Sparrow (ACSA) psparrow@agedcare.org.au
- Paul Carberry (ACAA) paul.carberry@acaasa.com.au
- Roland Manderson (Anglicare Australia) roland.manderson@anglicare.asn.au
- Richard Gray (Catholic Health Australia) richardg@cha.org.au
- Nick Mersiades (Catholic Health Australia) nickm@cha.org.au
- Judith Tokley (UnitingCare Australia) Judith@nat.unitingcare.org.au
- Graham Reed (Living Care) graham.reed@livingcare.org.au
- Robert Orié (Montefiore Homes) rorie@montefiorehome.com.au
- June Heinrich (Baptist Care Australia) jheinrich@bcs.org.au
- Jemimah Irvin (Presbyterian) jirvin@pcnsw.org.au
- Adrian Morgan (Lutheran Church of Australia) Adrian.morgan@qld.lca.org.au
- James Grealy (Aged Care Plus-
The Salvation Army) james.grealy@aue.salvationarmy.org.au

If your organisation doesn't have a contact person please direct queries to Pat Sparrow.

State Groups will also be established to co-ordinate local activity. These are the people to contact in your state:

NEW SOUTH WALES/ACT	Jill Pretty & Charles Wurf
QUEENSLAND	Anton Kardash
SOUTH AUSTRALIA/NT	Alan Graham & Paul Carberry
TASMANIA	Darren Mathewson
VICTORIA	Gerard Mansour & Paul Zanatta
WESTERN AUSTRALIA	Stephen Kobelke, Anne Marie Archer and Jo O’Beirne

Resources to Support Your Involvement (See Attached)

- **Campaign Calendar**

A campaign calendar is attached to help you plan your involvement and actions. It outlines critical national dates to be aware of. Please be aware that this calendar will be subject to change as the campaign plans new events, creates news stories and generally keeps the campaign relevant.

To keep up to date log on to the members only section and view the most recent calendar:

User ID: CCOA **Password:** Best Care

- **Provider Activity Examples**

To help get you started we have attached a list of suggested actions for you to take. Please read this through and then get cracking.....



Overall Project Aim: Achieve Government Action on CCOA Specific Asks & Get Permanent seat at Policy/Table

KEY TASKS 2010	April	May	June	July	August	Sept	October	Nov	Dec	Jan 2011	Feb 2011
CCOA Established – November 2009											
Policy Document Agreed											
Policy Document Produced											
Priority Political Meetings Held											
Remaining Political Meetings Held											
COAG Meeting	19										
Federal Budget		11									
Operations Group Established											
Relationships with Consumer Groups defined											
The Grand Plan Launch (refer attached)			30								
Grand Plan Ongoing Implementation											
CCOA Group Meetings	19		8	16	27		8	19			
CCOA CMC Meetings		20	23		5	23	28				

JUNE

Mon	Tues	Wed	Thurs	Fri
	1 Venue Booked	2 CCOA Meeting with Peter Dutton	3 Train the Trainer Liaise on dates & participants	4 Launch Design CCOA Meeting with Joe Hockey's Advisor
7	8 CCOA Group Meeting Launch Invites Completed	9	10 Website Ready Start Social Media	11 Script & Roles Brief Unions Determine State CCOA group interaction/decision making
14 Identify State and regional spokespeople Identify other campaigns/supporters/ Advocates Risk management for media. Support system	15 How to Guides Ready Media Strategy & Support System Research Design	16	17	18
Briefing clients/residents/families/staff with material to support eh briefing (2 pg document) Start Social Media				
21 Launch Post Mortem & Follow Up CCOA	22 Media Release Sign up Politicians to plan Identify TGP Case Studies for use in local media	23 CMC Meeting	24	
	Develop MP Visit Pledge Tool and script here. Guide on involving clients in MP visits. Media Guide			
28	29 Link between Gov't Relations Community Awareness	30 Media Release at announcement of Federal Election what we expect		
	Assign responsibility at local level to an individual electorate 32 day Calendar national-local events and activities issued when election called.	Organise Train the Trainer and advise audiences. Education and awareness briefing events, info, state launches. TPG LAUNCH		

POST LAUNCH - JULY

Mon	Tues	Wed	Thurs	Fri
			1	2
5	6	7	8	9
12 Radio talkback Target week	13	14	15	16 CCOA Group Meeting
19 State Letter to MP's achievements by industry & workers in the local area	20	21	22	23
26 Avant Cards to High Schools throughout Australia - CCOA	27	28	29	30

AUGUST

Mon	Tues	Wed	Thurs	Fri
2 Radio phone-in thank you session	3	4	5 CMC Meeting	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27 Group Meeting
30	31			

PRE LAUNCH

ACSA

Populate/activate components e.g. events ongoing
Website management ongoing

STATE LOCAL

POST LAUNCH

ACSA

Ongoing monitoring of Facebook, Twitter Web and follow-up in electorates.
Website management ongoing

CCOA

Sharpen the political ask (particularly workforce) by the Election Announcement
PR Stunt/Activity for National Event during Election Campaign. (Ongoing)
Participate/Activate e.g. events.
Participate/activate components e.g. events ongoing
Use of organisational marketing people to support events and photo opportunities
Finalise Training/education and assess engagement and reorient as required.

STATE/LOCAL

Ongoing meetings and sharing structures to drive the campaign
(state/Regional/Local)
Populate/activate e.g. events
Engage with local community groups

PRE & DURING ELECTION

ACSA

Media Release throughout – respond to policy
Media Release towards end – report card

CCOA

Reassess & Political Relations Strategy Implementation (Ongoing)
Influencing Policy of Parties (ongoing)
Consider Marginal electorate strategy and action as needed
PR Stunt
Consider marginal seat activity (community activity)
Monitoring Activity and other key political targets

STATE/LOCAL

Identify candidates and write/talk to them about the Grand Plan (ongoing)
PR Stunt/Activity to build up to national

SEPTEMBER

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23 Group Meeting	24	25	26
27	28	29	30			

OCTOBER

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
				14	2	3
4	5	6	7	8 Group Meeting	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28 CMC Meeting	29	30	31

NOVEMBER

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19 Group Meeting	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
		12	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JANUARY 2011

Mon	Tues	Wed	Thurs	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



THE GRAND PLAN PROVIDER ACTIVITIES EXAMPLE

ACTIVITY	AUDIENCE	LOGISTICAL DETAILS	OUTCOME SOUGHT
Attend TGP training	Self	See state for details	I understand and can support the campaign
Launch (email/meeting/intranet) of TGP to staff	Staff/Clients/ Residents/Families		Staff et al can support and enlist friends to support the campaign.
Hold TGP event and invite local politicians	Politicians and Media		Attract political and media support and interest in TGP
Identify TGP case studies for use locally and nationally	Media and public	25/6/2010	Attract public and media support and interest in TGP
Talk Back Radio Calls	Media and public	Weekly	Keep TGP awareness and interest up
Meet with local community groups (e.g. Rotary) and influencers (e.g. Mayor)	Public	Ongoing	Build awareness and support of TGP
Meet with local politicians and candidates	Politicians	Ongoing	Build awareness and support of TGP
Write to local politicians and candidates	Politicians	Ongoing	Build awareness and support of TGP
Initiate and send through national Twitter, Facebook content	Media and Public	Ongoing as needed	Provide fresh information and content to keep the campaign current and in attention.

2. POLITICAL ACTION

CCOA members have a program of ongoing meetings with key politicians from all parties to ensure that the short term (election) campaign asks are understood as well as to gain commitment to long term reform through the Productivity Commission Inquiry.

We still encourage you to meet with your local politician/s and talk about the campaign and what needs to happen in aged care. When the Federal Election Campaign is called it will be critical for you to meet with all of the candidates and gain commitments on aged care from them.

Resources to Help you Engage with your Politicians (See Attached)

- **The Grand Plan Policy Document**

This document outlines the campaign issues and asks of politicians. It should be left behind after any meeting you have. A sample is attached for your reference but hard copies to leave with people are available from your ACSA or ACAA State Association or Church Peak Body. Soft copies are available in the Campaign Toolkit section of the campaign website www.thegrandplan.com.au You will need the User ID and Password above to access this document.

Much of the other contact we want you to have with politicians is via the community awareness campaign and website (refer to the community awareness section of this kit for details).

- **Talking Notes**

The attached notes are for your use in talking about the campaign at any meeting you have with a politician. It's important that you use these notes as we must be consistent in what we say and the action we ask for.



TALKING NOTES FOR CCOA MEETINGS WITH STATE AND FEDERAL POLITICIANS

The Context of the Meetings:

- Government is committed to change and this is the starting point for our discussion.
- The Grand Plan outlines what we think should happen. In meetings we should draw attention to choice, access and sustainability but focus the discussion on drawing out what the politician thinks should happen and how he/she sees we can assist the change to occur.

Introductory Comments:

- We represent the peak bodies of the aged care sector and the faith-based national service providers of residential and community aged care serving the overwhelming majority of older Australians needing care and support.
- We firmly believe that our vision, and our aims and objectives, closely align with those held by the Community and Government:
 - To ensure that older Australians who need support, receive quality and timely care in a flexible way
 - To ensure that this is done in a cost effective manner
- We know that you know the problems aged care faces and that is why we want to talk to you.

Specific Points to Raise/Reiterate in Meetings:

- We are raising aged care in a series of meetings with politicians, advisers and senior public servants around the country. The Grand Plan is both a serious policy proposition and community awareness campaign.
- Aged Care reform is on the Agenda.
- We want to work closely with government to:
 - Design and implement those arrangements
 - Sustain the existing system while that is done
 - Design a transition process between the two



- The sector is both keen and able to engage frankly, with one voice, with the Government.
- The practical experience of both residential and community care providers is available to assist the government in the design of a sustainable and workable system.
- Governments need to work differently to achieve substantial change – we want a partnership with non-government organisations to ensure we contribute to policy design and planning implementation. This approach has been endorsed by the Prime Minister when the Compact was signed, and the reform of aged care services provides a perfect opportunity to demonstrate the Compact in action.

- We have a range of topics which we wish to explore in detail:

Long term:

- Choice by consumers of the types of services, (including health and disability support, housing, community and residential care) they receive, and the providers who deliver it.
 - Flexibility in price and payment methods
 - Entitlement based on assessed need:
- Demand driven, rather than supply driven, services
 - Freely available access (no quotas)
 - The Productivity Commission Inquiry will be considering these issues but action still needs to be taken in the short term¹ including:
 - Increased operational funding for both residential and community care, to be committed to pre election. This should be indexed until the final shape and structure of the reform package is completed, adopted by Government and implemented.
 - A commitment to more flexible funding options for capital expenditures and more flexibility in service provision.
 - The creation of one community care program to provide a range of flexible funding levels to meet individual, and changing, client needs. This would create savings rather than incurring additional cost.

¹ These are the Federal Election Asks



- The Productivity Commission Inquiry will not result in action until 2011-12 at the earliest. We should seek a commitment from all (particularly State Government politicians) to:
 - Engage with the Inquiry and make a submission stating what they think should happen;
 - Gain a commitment to supporting/establishing transition arrangements and processes with industry as a key and active partner.
- We contend that this reform process needs to be a whole of government activity. In the end, the delivery of aged care services and the types of those services will depend to a high degree on the capacity and willingness of government to fund them or to allow consumers to assist with that funding (e.g. flexible funding).
- At the state level we should be ensuring that COAG considers aged care issues at every meeting and as a key part of its reform agenda.
- We believe that there needs to be a political champion with policy carriage and co-ordination of this critical reform.

Outcome of Meeting

We should leave the meeting with advice on key questions:

- What mechanisms could be put in place to ensure non-government parties are actively involved in policy design and implementation planning?
- Does this MP/Senator believe improved access, choice and sustainability should guide system reform?
- What action can CCOA members take to support short term action on priority issues?
- Who does this MP/Senator believe would make a good champion?

And a commitment to action from the politician:

- What actions will this MP/Senator take in their current role?
- Will this MP/Senator promote the CCOA community awareness campaign?

3. COMMUNITY AWARENESS ACTION

Much of the campaign is being driven by a community awareness approach. This is important if we are to convince politicians that the general population wants and expects action on aged care issues. In the long term that's commitment to reform and in the short term action on funding and program arrangements.

TGP Website

The website is the main way of communicating with politicians and the community. You will need to go online and support the campaign via the website – www.thegrandplan.com.au

Website Resources to Show your Support (See attached examples)

- **Send a card to your Grand Person and email their MP**

Go online and complete simple steps to send a card to the grand person in your life. Initially the card will be a real card and after 15,000 have been sent it will be an email. At the same time a couple more clicks sends an email to your grand persons MP pointing out that this person lives in their electorate and needs the very best of care.

The text of the card and email are included in this kit for information.

- **Send an email letter to Ministers/Shadows**

Go online and complete simple steps to send an email letter to Ministers Roxon and/or Elliot and Shadow Ministers Dutton and/or Fierravianti – Wells.

The text of the email letter is attached for information.

- **Be a Grand Fan**

Send in or upload your own story about the grand person in your life so the community sees how important caring for older people is and build a groundswell of support for Government action. Examples and explanations of what you need to do are attached.

Media Interaction

This campaign will utilise social media heavily. This means you will need to join Face book and use Twitter. We need to keep fresh content and comment about the campaign out there and these instant mediums are perfect for this. CCOA will send you through new information to tweet about or add to face book.

We also want stories for use both in social media and in the more traditional forms – print, radio and TV – of media. Case studies of workers and the grand people in their lives will form the basis for these stories.

Resources to Help you be a Media Star (See Attached)

- **“How To” Media Guides**

Simple one page guides on using twitter, face book, local print media and talk back radio are attached to give you confidence in dealing with any form of media.

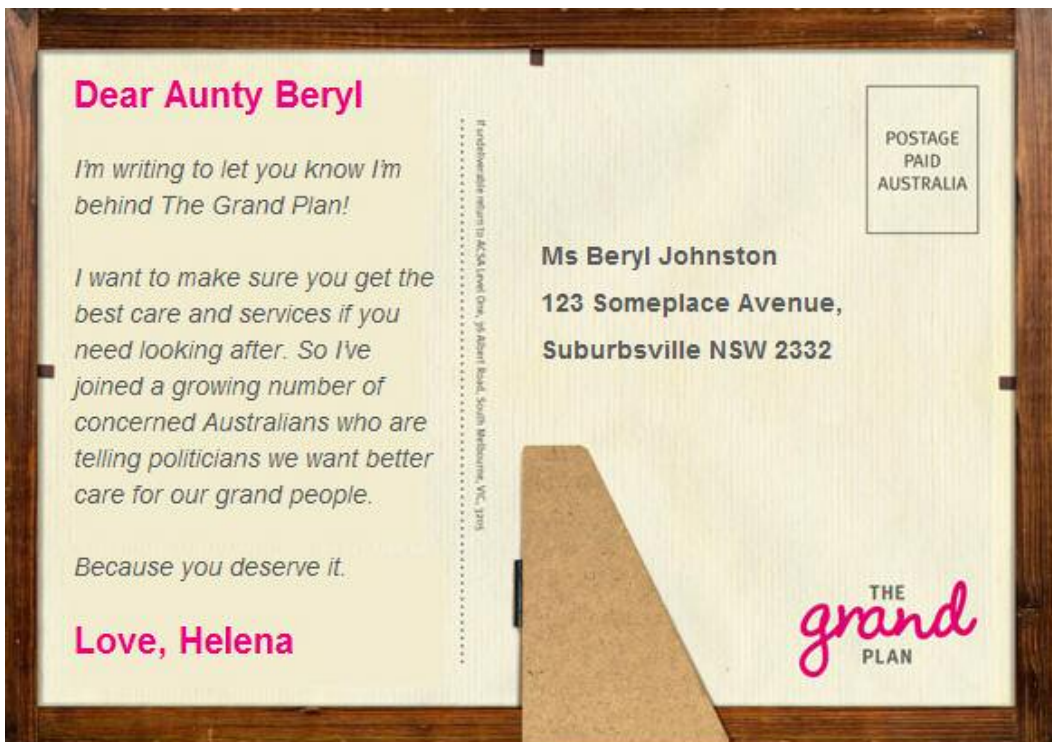
- **Key Messages**

You may be asked, or sought out, to do interviews with your local media outlets – print, radio (interview or talk back) or TV, to get the word out about the campaign.

It is imperative that whoever speaks about the campaign delivers consistent information as it shows that industry is united in what it wants and builds knowledge. The attached key messages are designed to give you a basic script for any media you do.

PLEASE BE AWARE THAT THE CAMPAIGN WILL DESIGN MORE MATERIAL TO SUPPORT POLITICIANS VISITING YOUR SERVICE, HOLDING A TGP EVENT OR OTHER ACTIVITIES TO RAISE COMMUNITY AWARENESS. THIS MATERIAL AND INSTRUCTIONS ON WHAT THE CAMPAIGN NEEDS YOU TO DO WILL BE EMAILED TO YOU BY YOUR STATE CONTACT.

SEND A CARD





Dear [insert name],

I am writing on behalf of a special grand person in my life, [insert your favourite grand person's name] who lives in your electorate. I'm worried they may need care in the future and I don't think the government is doing enough to help.

Please support The Grand Plan to invest in the future health and wellbeing of all elderly Australians.

Our Grand older people deserve to live with dignity and independence in a place of their choosing, with access to appropriate support and care services when they need them.

I'd like a local Campaign for the Care of Older Australians (CCOA) representative to meet and discuss the issues facing your electorate. They will be in touch soon. Or, if you want to talk sooner, please contact a CCOA member at info@agedcare.org.au.

This election, insist on getting our growing Grand generation a better deal. Please get behind The Grand Plan and stand up for people like [insert name].

Thanks and in anticipation of your full support,

[insert name]



Close



Dear Minister,

I ask you to support The Grand Plan. The Federal Government must ensure the future health and wellbeing of older Australians.

Aged care services are struggling. 60% of residential homes battle financially and people living in the community who once received 7 hours of home support per week, now only get 5.

[Click to Enlarge](#)

Older Australians deserve to live with dignity and independence in a place of their choosing, with access to appropriate support and care services when they need them.

Increased funding must be promised at the forthcoming election to pay for the rising price of food, transport, wages and building costs. This funding will mean that older Australians can stay at home if they choose and enter quality residential care when needed.

At the very least, the Federal Government needs to commit to The Grand Plan's mission to implement aged care reforms to ensure greater choice, access and sustainability.

I'd like a local Campaign for the Care of Older Australians (CCOA) representative to meet and discuss the issues facing your electorate. They will be in touch soon. Or, if you want to talk sooner, please contact a CCOA member at info@agedcare.org.au.

[Your Name]



Close



BE A GRAND FAN

The Grand Plan website will have celebrity and real people providing a photo and/or quote about the grand person in their lives.

Below are three of our famous people examples. Your support is required to get as many of these stories as possible on the website. Please enlist your staff, clients and families and other professional or personal networks to get as many as possible on the site.

Up to 30/6/2010 please email your story (approx 150 words) and photo to Pat Sparrow psparrow@agedcare.org.au at ACSA. After 30/6/2010 you can upload directly to the site. We want as many as possible prior to 30/6 so get cracking.....

Clear Solar, an ACSA National Partner, have provided a 1.44kw grid interactive solar power system valued at \$7,900 in Victoria, NSW, QLD, WA, ACT, SA & TAS. A “highlight” story in every state will be selected and the grand person in the story will receive the system (refer attached for the terms of this offer)

ERIKA HEYNATZ



Anything I need to know can be found on the internet. Dates, times, names, details of important stuff, why it happened... anything at all. And fast. But not slowly, or thoughtfully or with the magnificent detail belonging to the voice of a wise soul that was there, saw it, heard it, felt it, was effected by it, or understands why it happened - or can relay to you in a touch or look that expresses well beyond words. I don't have any Grandparents alive today, and have one parent left to share this kind of precious wisdom with me.

I'd do anything to have my grand people back, sit with them and care for them, listen to and learn from them. I worry that my relationships with my family are losing strength through gradual loss of tradition, and the stories of my ancestors, my grand people are fading. These pictures are of the grand people that were in my life, my Pop and my Nan, people truly superior in their every quality, fantastic every way and truly unique in their perspective.

SUE PIETERS-HAWKE



When I think about the grand people in my life, I feel so lucky! I didn't know my grandparents well – they lived on the other side of the country, which seemed like the moon in those days. But my Gran, Mum's mum, came across the Nullabor on the train every couple of years to live with us for a few months. I have nothing but loving memories of her – she taught me how to plant pansies, to make scones, to crochet and sew – and with such love and patience, never a harsh word. To this day, I find comfort and pleasure in doing those things. She made us feel special.

And my grandparents gave me my parents - who remain two of the greatest role models I can imagine.

Mum is legendary in our family as "the best Mum in the world" and we all still love her to bits. My sister once jokingly gave her a Fathers' day card, saying that she thought Mum deserved it, seeing as she did most of the parenting in our family! But especially now that Mum can no longer participate actively in her beloved grandchildren's lives, it is really lovely to see what a warm and loving grandfather my Dad has become. As I become older, I feel ever more strongly grateful to those on whose shoulders we stand, and inspired by them to never take for granted the blessings of the life they've given me.

SOPHIE PIETERS-HAWKE



"My Grand person did not think herself Grand – Nanna never had airs and graces, and while strong and dignified, she was ever warm, lovable and laughing. As a child I loved her as a wonderful grandmother, and so many of my favorite childhood memories are full of that warmth, love and laughter. As a young adult, she was a source of inspiration and heart. Always there with a story to tell, a smile to share, and that twinkle of pride in her eye.

Now, it is love tinged with sadness at seeing such a grand person become a shadow of self.

Nanna spent her life providing the best of love and care for others. Should we not do the same for her?"

Clear Solar Terms & Conditions

"Clear Solar is pleased to offer a 1.44kW grid interactive solar power system valued at \$7,900 as part of the Grand Plan for our GrandPeople campaign.

The terms of this offer are:

- supply, provision, installation and certification of the system included in the price;*
- the winner must assign their Renewable Energy Certificates to Clear Solar as part of the offer (standard with our process, more details available on request);*
- Some surcharges apply - these will be waived for the purposes of this offer (with the exception of travel charges of 70-150kms from capital city GPO (\$200 charge applies) and beyond (150-400kms = \$400 charge, rate at per km charge thereafter);*
- this offer does not include provision of a digital meter which is supplied by your power retailer and distributor. Clear Solar will coordinate installation of the meter and whilst not mandatory it is recommended (in order to qualify for local tariffs) – (more information is available through Clear Solar);*
- Winner must claim prize directly through Clear Solar's Aged Care specialist, Todd Gehring (0457 702 960), or todd.gehring@clearsolar.com.au;*
- system may be upgraded at winner's request, to be made larger based on their energy consumption/objectives etc (upgrades will be charged at standard Clear Solar rates).*

Twitter is a free social networking and micro-blogging service, that allows its users to send and read other users' updates (otherwise known as tweets), which are text-based posts of up to 140 characters in length.

Step 1: Go to <http://twitter.com>

When you get to Twitter.com, you'll see this page:

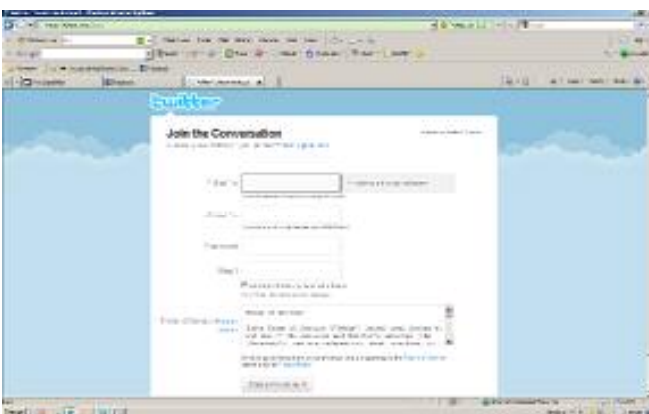


Step 2: Click **Get Started now** on the right hand side (yellow button)

Step 3: Create a your own Username – we have used The_Grand_Plan

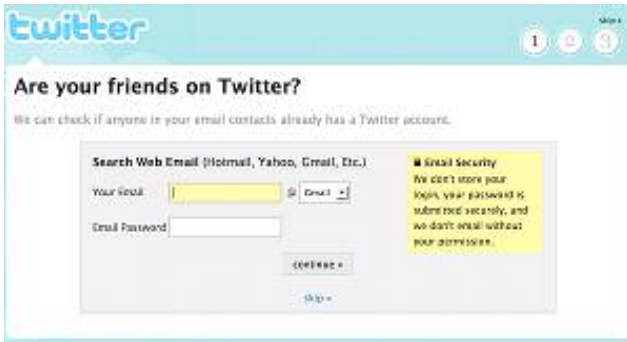
Add your email address (personal or business)

Type in the security code provided on screen, read the Terms of Service, then click *I accept, Create my Account*



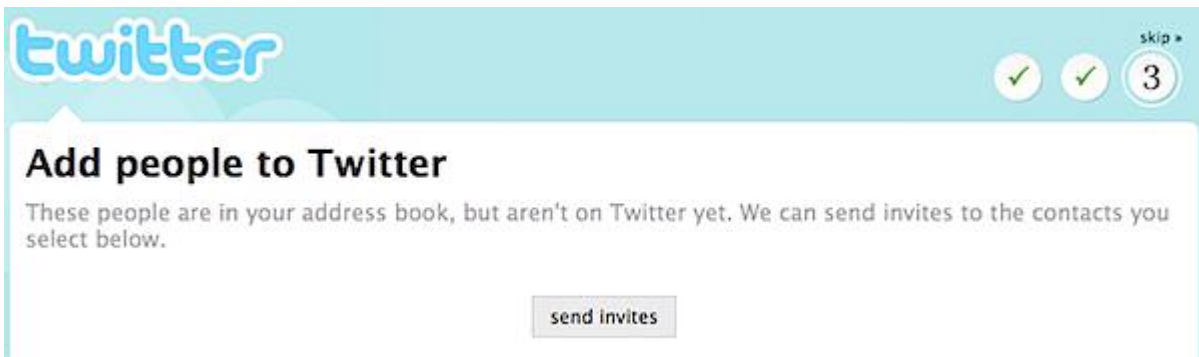
Step 4: Start connecting!

As you can see by the picture below, Twitter asks for your email information. They state very clearly that they don't use or share your information anywhere.



What's cool is that Twitter goes through all your email addresses to see who is already registered with a Twitter account. You can hand pick which of your new "Twitter Friends" you want to add.

There's also an option where you can invite non-Twitter users to set up Twitter accounts which looks like this:



As you are using twitter for campaign purposes and probably already have a pretty big database of names and emails, this is a great opportunity to extend your outreach by adding as contacts.

Step 5: You're now an official Twitter User!

Step 6: Using Mobile to Tweet

You can also use your mobile phones to use Twitter. Simply go to your homepage, once logged in and click on the [Turn on your mobile phone](#) to update your friends on the go'. Once clicked it will look like this:



Just fill in all your details and you will then be connected on Twitter via your mobile phone. The best thing is – its free! So wherever you are, you can tweet about The Grand Plan.

Step 7: How to Tweet

Once logged into your Twitter page, you can easily tweet by going to the 'What's happening' box at the top of the page. Simply write what you're up to, how you support The Grand Plan and that you think everyone else should be too. You can Tweet as many times as you like. Make sure you mention The Grand Plan as often as you can! For example – tweets need to be 140 characters: Our grand older Australians deserve our support. That's why I'm behind The Grand Plan. Go to www.thegrandplan.com.au or follow them on Twitter.

A good thing to do will be to keep an eye on The Grand Plan page and watch how people are Tweeting. This will give you a good indication of the sorts of things to say – as they need to be relevant and interesting! Another great idea is to use links when you're Tweeting so for example when you're Tweeting about an article you read on www.smh.com.au copy the link and paste in your Tweet. Makes keeping people connected so much easier!

Step 8: How to find friends

Once logged into your Twitter page, you can easily find friends on Twitter by going to the '[Find some friends](#) and follow what they're doing' link. Once clicked, go to the 'Find on Twitter' tab and type in The Grand Plan or the person you're looking for.

Step 9: Searching for The Grand Plan on Twitter

You can easily search for The Grand Plan by opening the www.twitter.com link and typing in the search feature: The Grand Plan. Click on this and become a follower. You are now following The Grand Plan.

'How to' guide for Facebook fan page


Facebook is a global social networking website that is operated and privately owned by Facebook, Inc. Since beginning in 2004, Facebook now attracts more than 400 million users worldwide, becoming a valuable media channel in its own right.

Users can connect with other friends and professional contacts, send messages and update their personal profiles to notify friends about themselves. Additionally, users can join networks (organised by city, workplace, school and region), as well as becoming 'fans' of individuals and/or organisations.

The Grand Plan has now created its own Facebook fan page, which will be continually be updated by an appointed administrator.

It is recommended you set up your own Facebook page so you can show your support to The Grand Plan. The more 'friends' and supporters we have the louder our voice.

Below is a step by step guide to setting up your own Facebook page and how to become a fan of The Grand Plan.

1. **Register your account.** Go to www.facebook.com in the top right of the screen on the blue task bar, click on *Register*. You'll be taken to a registration screen. Enter your name, what you do (i.e. student, professional) and a valid email address - so Facebook can contact you for confirmation of your registration and in the future send you updates from your profile. Next enter a password of your choice and your birthday. To complete, enter the text you see in the security check into the text box beneath it. Agree to the terms and conditions, and click *Register now*.
2. **Confirm your email.** Facebook will send a confirmation email to your email account. You must now login to your email, open the confirmation email from Facebook, click on the link it provides and it will take you to your new Facebook profile.
3. **Find friends.** You can now go through a series of steps to personalise your profile, including expanding your network by 'adding friends'. First, Facebook will offer to search your email address book to find your contacts that are already on Facebook so you can invite them to be your friends. Simply enter your email address and password then Facebook will find your friends. Select the ones you want to add by ticking the boxes to the left of their pictures, and then click *add to friends* at the bottom. You are then able to choose friends from your email address book who are not yet on Facebook and send an email to them inviting them to join up and be your friend.
4. **How to become a fan of The Grand Plan.**
Type The Grand Plan in the search box in the upper-right corner of any page on Facebook. From the results page, select  and click the *Become a Fan* link next to the page name.

5. **How to participate on The Grand Plan page.** Once you have become a fan of The Grand Plan, you can log into your own account and start posting comments on The Grand Plan page.


Simply type The Grand Plan into the search box in the upper-right corner of any page on Facebook and click on the link. You will then be taken to the page where you are free to write a comment in the 'write something' box at the top of the page. You can add messages of support, upcoming events, news articles etc. You can also suggest Friends for the page by scrolling down to the bottom of the page and clicking on the 'suggest friends' tab.

You can write messages of any length. For example:

- Our grand older Australians deserve our support. That's why I'm behind The Grand Plan. Go to www.thegrandplan.com.au or make The Grand Plan a friend on Facebook.
- In support of The Grand Plan, Anglicare are hosting an event on Friday 8th July. If your interested in finding out more please contact XXXX or register your support by becoming a friend of The Grand Plan.
- See this article attached relating to The Grand Plan written in The Daily Telegrapay yesterday (include link). Show your support by becoming a friend of The Grand Plan.

If you write something on your 'wall' (your own Facebook page) about The Grand Plan – all your other friends will be able to read it. So, it is really a great idea to not only write on The Grand Plan's page but on your own as well in support of The Grand Plan. T

6. **Add upcoming events relating to, or for the benefit of, The Grand Plan:**

Click on the plus symbol  located the top of the fan page
Select *events* from the drop down menu
Simply follow the step by step instructions

Understanding PR

What is PR?

- PR consists of a series of tactics used to communicate a desired message to a target group outside of traditional advertising channels
- This may include community events, traditional media relations, newsletters etc.

PR challenges

- Some products/events/campaigns are not naturally newsworthy
- On their own, straight commercial messages are often not engaging for either consumers or for the media
- Journalists are becoming increasingly competitive
 - Need to find different angles for different media outlets
 - Need to use exclusives where appropriate
 - While we can influence the final outcome we often do not have full control

What makes a good PR campaign?

- It's all about the content.....
 - Content must be appealing and engaging for the target market (relevant to their lives, taps into their interests, unique in some way to capture attention in cluttered environments)
 - Importantly the content should also be relevant to the brand or product story
- In the case of a media relations program the content must also be:
 - Newsworthy
 - Timely
 - Targeted
 - Tailored

What makes news?

- News media (TV news, major metro newspapers, radio news rooms, internet news sites):
 - Controversy
 - Conflict
 - Bad news
 - Scale or impact
 - Local relevance
 - Unexpected or unusual events
 - Pictures (TV, papers and online)
 - Involve the rich, powerful, famous and infamous

Campaign messaging

- Consistency is essential in communicating the message effectively to the target audience
- Each unique story must contain the same key message
- This is true to any campaign but especially important to CCOA, due to the number of individuals involved

- Achieved by creating and circulating the following documents:
 - Key messages document (see appendix)
 - Media release template which provides campaign information (to follow)

How you can help?

- CCOA is currently working with Open Haus on a PR campaign targeting National and Metropolitan media
- We need you to help by targeting your local media, local government as well as the local community by:
 1. Using the tools on the website to write a letter to your local MP
 2. Packaging up your local story and taking it to the media
 3. Hold an event, inviting the local community and even the local media
- We need all of your collective voices to make a success

The Website

- Firstly, go to the website and register your support: www.thegrandplan.com.au
- Via the website also, send a card and letter to your Grand Friend
- If you can, send multiple letters to friends and colleagues
- Let's get the message out as soon as we launch!!

Building a story for local media

- Identify how it will support the overall message of the CCOA campaign, which is to help solve the issues facing Aged Care
- Look for stories which are positive, congratulatory or uplifting to set the tone
- Breakdown story into 6 key points: who, what, where, when, why and how
- Aim to communicate the points clearly and concisely

Capturing media attention

- Media varies by the outlet, editor and news on the day, but there are a few rules to keep in mind about journalists:

Radio

- Interested in topics which appeal to the majority of their audience
- Like topics that will provide listeners with information to FAQ's
- Open to suggestions for talkback radio topics or competitions
- Prefer spokespeople to provide advice or answers on air at the time of interview

Print

- Often more interested in a story with a photo opportunity
- Look for emotive stories that will engage readers
- Seek out the different and extraordinary stories
- Like facts and figures
- Journalists are often time poor, so make the story concise
- Will require a spokesperson to provide further information or a quote
- Consider the production schedule or lead time for papers

Spokespeople

- Identify a spokesperson before approaching media
- Journalists will often require a spokesperson to add credibility to the story
- Media may also request an official quote from the spokesperson
- Spokesperson may be an CCOA member or senior manager, such as CEO, depending on the angle of the story

- Spokesperson should be across the issues relating to the CCOA, as well as the agreed key messages
- Spokesperson should be briefed fully by the person who arranged the interview prior to it taking place

Top tips for spokespeople:

- Be polite and enthusiastic
- If the topic is appropriate, smile when you talk
- Speak clearly, simply and concisely – stick to 2/3 points
- If the questions sits outside your area of expertise, say so
- Pace your answers and pause for a deep breath now and then
- Use anecdotes and examples to add colour to your story
- If you are doing a radio interview, ask the journalist what the first question might be so you can prepare yourself

A few things to avoid:

- Don't read your answers – jot bulleted points only
- Don't use technical jargon or complex terminology
- Don't feel pressured to fill a pause with words
- Don't be afraid to correct false statements or impressions
- Do not bluff
- Don't be afraid to ask a journalist a question
- Never say 'no comment', simply say 'I don't know'
- Never lose your temper
-

N.B. Please do not contact National (e.g. news.com.au, The Australian) or Metropolitan (e.g. The Courier Mail, theage.com.au, Nova 969) – CCOA has appointed Open Haus to manage this element of campaign

An event

- Throw a party to celebrate the work of local aged care workers
- Invite the local Mayor or MP as well as the local media
- Include a photo opportunity with a big cake for media

Other suggestions to engage the local community

- Profile carers /older Australians in your community with interesting or unusual stories to share
- A question and answer story involving an older person's view of the carers play in communities
- Radio talk back session about the role of that older Australians play in the community
- Radio phone-in session to say thank you to your local carer and explain how they change your life
- Stories about inspirational characters carers have met e.g. War veterans, immigrants, famous poet
- A vox pops piece: elderly residents nominate their favourite carer, an unsung hero who has dedicated their lives to helping others
- Write a letter to your local MP, informing them of the achievements made by the aged care industry and professionals in their local area

APPENDIX

Key Messages

CCOA

- The Campaign for Care of Older Australians (CCOA) is a new and unique group that comprises of 11 national organisations providing community and residential aged care and housing.
- CCOA has devised a Grand Plan with a new vision for caring for older Australians.

THE GRAND PLAN

- The Grand Plan – maps out the need for older people to have a greater choice in services; improved access to quality care wherever they live. This can't be achieved without sustainable aged care services.
- The Grand Plan is about Grand people – older people who are important people in our lives for a whole lot of reasons; as mentors, relatives, heroes.
- The Grand Plan is about believing that we are all entitled to live with dignity and in comfort as we get older.
- The Grand Plan seeks a partnership with Australian governments to ensure this entitlement, and to address the needs of older people.

WHAT CAN YOU DO TO HELP?

- You can show your support for The Grand Plan by going to the website www.thegrandplan.com.au and sending a postcard to your someone grand
- You can show additional support on the website by writing a letter to your local MP, whilst sending a special card to your Grand person – which we'll deliver to them
- You can pay tribute to your grand person in words and pictures on our Facebook page
- You can sign up to our Twitter link and get your friends, family, politicians talking about the Grand Plan, about Grand people
- You can make the Grand Plan – a Grand achievement simply by taking part



Key Messages

CCOA

- The Campaign for Care of Older Australians (CCOA) is a new and unique group that comprises 11 national organisations providing community and residential aged care and housing.
- CCOA has devised a Grand Plan with a new vision for caring for older Australians.

THE GRAND PLAN

- The Grand Plan – maps out the need for older people to have a greater **choice** in services; improved **access** to quality care wherever they live. This can't be achieved without **sustainable** aged care services.
- The Grand Plan is about Grand people – older people who are important people in our lives for a whole lot of reasons; as mentors, relatives, heroes.
- The Grand Plan is about believing that we are all entitled to live with dignity and in comfort as we get older.
- The Grand Plan seeks a partnership with Australian governments to ensure this entitlement, and to address the needs of older people.

SHORT TERM ASKS

- The Grand Plan calls for adequate resources to bridge the gap between current funding and the cost of providing quality services and accommodation.
- While we await the outcomes of the Productivity Commission inquiry into aged care, we need the Prime Minister to intervene to ensure the targeted, affordable and high quality care he proclaimed earlier in the year.

WHAT CAN YOU DO TO HELP?

- You can show your support for The Grand Plan by going to the website www.thegrandplan.com.au and sending a postcard to your someone grand.
- You can show additional support on the website by writing a letter to your local MP, whilst sending a special card to your Grand person – which we'll deliver to them
- You can pay tribute to your grand person in words and pictures on our Facebook page
- You can sign up to our Twitter link and get your friends, family, politicians talking about the Grand Plan, about Grand people
- You can make the Grand Plan – a Grand achievement simply by taking part

4. CAMPAIGN COLLATERAL

The campaign will advertise. An online strategy has been developed which will get to our key target audience (activating younger people to go to our website and email politicians showing general community (not just provider and older people) support for better aged care) and deliver the biggest bang for our (limited) buck. You should see the ads appear on a variety of websites when you are googling information!

Campaign Collateral for your use

- **Online Ads**

These will appear on various websites and drive people to ours. You can use these online ads on your own website to promote the campaign and drive anyone who visits your site to the campaign site. Sample ads are attached for your information.

To download these from the campaign site and upload them to yours go to the campaign toolkit at www.thegrandplan.com.au

- **Print Ads**

While we can't afford to advertise in magazines and newspapers we can use print ads in our own publications to get the message out. You may also be able to run an ad in your local paper or publications either through negotiation or for a small fee. Sample ads are attached for your information.

To download these from the campaign site go to the campaign toolkit at www.thegrandplan.com.au

- **Posters**

Posters have been developed for you to display at your service raising staff, client/resident, family and visitor awareness of the campaign and drive them to our website. Please put them up everywhere!

You may be able to get other local organisations and/or businesses to put the posters up to increase the visibility and general awareness of the campaign.

To download these from the campaign site go to the campaign toolkit at www.thegrandplan.com.au

- **Strap line**

The strap line is designed to be used on any ad you may be running to promote your own service. It can be attached to the bottom of the ad to show you support TGP. This also helps drive traffic to the campaign website and subsequently emails to politicians.

To download the strap line from the campaign site go to the campaign toolkit at www.thegrandplan.com.au

- **Presentation**

A standard presentation has been developed for use in explaining the campaign to your staff, clients/residents, visitors and any local organisations you have the opportunity to inform. You may prefer to develop your own but the attached should make it easy for you to be a walking advert for the campaign.

To download this from the campaign site and go to the campaign toolkit at www.thegrandplan.com.au

- **Avant card (example still to come)**

These are the cards you see in cafes, cinemas and various other places. They are a successful tool in driving people to websites. We are using them and will be distributing them throughout Australian high schools after the 2nd term holidays (mid to end July).

A sample is attached for information.

Some organisations want to order them for use locally with various groups (such as youth groups, congregations, sports clubs etc). You may want to do the same. They cost \$2,747 for 5,000 cards and \$3,580 for 10,000 Cards. Quotes for larger numbers can be obtained.

To order email Leanne Lovell at ACSA llovell@agedcare.org.au We will advise delivery charges and turnaround time when you order.

- **Email signature**

One easy way of spreading the word about the campaign is to add a promotional signature block at the end of all of your emails. One has been developed for you to use. To download from the campaign site and add to your emails, go to the campaign toolkit at www.thegrandplan.com.au.

ONLINE ADS

Hard of hearing ads -Skyscraper 160x600



SPEAK UP
FOR OLDER
AUSTRALIANS.

THE
grand
PLAN

CLICK HERE

frame 1



CANBERRA
IS A
LITTLE
HARD OF
HEARING.

THE
grand
PLAN

CLICK HERE

frame 2



SEND A
POSTCARD
TO YOUR
FAVOURITE
GRAND
PERSON
& SEND A
MESSAGE TO
A POLITICIAN.

THE
grand
PLAN

CLICK HERE

frame 3

ONLINE ADS

Hard of hearing ads -Medium Rectangle 300x250



frame 1



frame 2



frame 3

ONLINE ADS

Hard of hearing ads -Half page 300x600



frame 1



frame 2



frame 3

ONLINE ADS

Hard of hearing ads - Leaderboard 728x90

FRAME 1

SPEAK UP FOR OLDER AUSTRALIANS.



FRAME 2

CANBERRA IS A LITTLE HARD OF HEARING.



FRAME 3

**SEND A MESSAGE TO A POLITICIAN & SEND A POSTCARD
TO YOUR FAVOURITE GRAND PERSON.**



It's on for young and old

JOIN JOHN SAFRAN AND FATHER BOB IN SUPPORTING
A NEW VISION FOR THE CARE OF OLDER AUSTRALIANS.



The Grand Plan is a new vision for the future care and support of elderly Australians. As part of that we are encouraging all Australians to lend their voice to our call for Canberra to ensure that:

- aged care is provided when it is needed, rather than rationed;
- the system is easy to navigate and gives older people and their families genuine choices of service types and providers; and
- the way we pay for aged care meets the actual cost of the care provided.

If we all speak up, Canberra will have to listen.

www.thegrandplan.com.au

THE
grand
PLAN

A NEW VISION FOR THE CARE OF OLDER AUSTRALIANS

The Campaign for Care of Older Australians is made up of the joint bodies and fully-fledged service providers of residential and community aged care currently serving the overwhelming majority of older Australians needing care and support.



SPEAK UP FOR OLDER AUSTRALIANS.

CANBERRA CAN BE A LITTLE HARD OF HEARING.

The Grand Plan is a new vision for the future care and support of elderly Australians. As part of that we are encouraging all Australians to lend their voice to our call for Canberra to ensure that:

- aged care is provided when it is needed, rather than rationed;
- the system is easy to navigate and gives older people and their families genuine choices of service types and providers; and
- the way we pay for aged care meets the actual cost of the care provided.

If we all speak up, Canberra will have to listen.

www.thegrandplan.com.au

THE
grand
PLAN

A NEW VISION FOR THE CARE OF OLDER AUSTRALIANS

The Campaign for Care of Older Australians is made up of the peak bodies and faith-based national service providers of residential and community aged care currently serving the overwhelming majority of older Australians needing care and support.



STRAP LINE

If you'd like to show your support for our grand older
Australians, visit www.thegrandplan.com.au

THE
grand
PLAN

A NEW VISION FOR THE CARE OF ELDER AUSTRALIANS