

Indexation – 2010 Action

On 28th May the Minister for Ageing announced the indexation rate for aged care subsidies for 2010-11. At 1.7%, this is one of the lowest rates ever. This announcement continues to cause consternation in the aged care industry and ACSA and constituent State Associations continue to lobby for redress. This Fact Sheet documents the action taken by ACSA on this issue in 2010 in our own right and as part of the Campaign for Care of Older Australians (CCOA) which ACSA chairs (CEO) and coordinates (Deputy CEO). Action as part of the Aged Care Industry Council has also occurred.

ACSA, at both national and State level, is in continuing dialogue with politicians, journalists and officials on an ongoing basis on the issues affecting aged care and older people. The timeline below highlights some specific milestones over the past six months.

Note: ACSA, ACIC and CCOA media releases and the ACIC Budget Submission may all be found on ACSA's web site www.agedcare.org.au. Materials for The Grand Plan campaign including campaign action items for members and others can be found at www.thegrandplan.com.au

Timeline

- January 2010** ACIC Budget Submission, prepared by ACSA, calls for restoration of CAP.
- March 2010** CCOA confirms indexation action as one of 5 key issues requiring immediate action.
- March 2010** ACSA CEO Lobbying Day in Canberra. National CEO, Deputy CEO and State CEOs met with 13 federal members on a range of issues including funding levels and indexation.
- May 2010** CCOA meetings with key politicians commence. Includes representation on indexation issue. Politicians and party officials report they are starting to register aged care as an issue. (ie in their own polling)
- May 2010** ACSA **Media Release** on Budget highlighting lack of action on funding issues. 11th May
ACSA CEO interviewed 3MTR Melbourne
- May 2010** CCOA **Media Release** in response to Minister's call for aged care providers to pay higher wages. 25th May
ACSA CEO interviewed 2SM Sydney
- May 2010** ACSA issues **Media Release** in response to indexation announcement. 28th May

ACSA CEO interviewed on ABC Radio *The National Interest* refers to indexation (28/5/2010)

ACSA CEO interviewed 2SM Sydney

Media Release picked up in *Sydney Morning Herald* and *The Age*

June 2010 ACSA issues **Media Release** contrasting national wage case decision with indexation. 3rd June
ACSA CEO interviewed 2SM, ABC Regional

June 2010 CCOA briefs key politicians including PM's office on forthcoming launch of *The Grand Plan* (includes indexation as above)

June 2010 **Open Letter** to Prime Minister placed in metropolitan daily papers Joint action with ACIC and State Associations. 23rd June. Total cost ca. \$100,000 met by ACSA, ACAA and State Associations. ACIC **Media Release** in support 23rd June. Letters sent to all MPs and shell letter distributed to States and members. Letter sent to new PM 25th June.

June 2010 CCOA launches community awareness campaign *The Grand Plan* 30th June

Extensive media coverage includes print, radio and TV (including The 7PM Project) mostly promoting the importance of aged care based on a CCOA-commissioned survey and featuring John Safran and Father Bob Maguire. Interviews (3) with ACSA CEO cover funding/indexation issues in addition to the above.

June 2010 Train the Trainer sessions on how to use social media provided in each State.

July 2010 Further Media Release re anger on part of aged care providers. 14th July.

Future Action

The Grand Plan community awareness campaign will continue through to the election. Social media tools will continue to build support and email messages to Ministers Shadows and MPs will continue to flow. As at 12th July (week 2) 1,333 email messages had been sent to Ministers and 910 to local members. Responses to standard replies being prepared.

Kit for action by members will continue to be promoted.

Meetings with MPs continue at national, State and provider level

Plans for local action by members and State Associations are being developed progressively. CCOA to review on 16th July.

Translating funding levels into implications for consumers progressing.

Survey on capital to commence.

It is assumed that the election will be announced shortly. Policy announcements by major parties will be scrutinised for compliance with our issues and comment made (generally by media release) The Greens have supported our calls for increased funding now. The Liberals have been critical of the Government but haven't pledged any funding action of their own – presumably pending finalisation of their policy.