

THE GRAND PLAN

The following message was sent to all CEOS of member organisations on Monday this week.

Overview of the Campaign

Last week (30 June), the industry launched its national campaign – **The Grand Plan** – which calls for a **new vision for the care of older Australians**. The Grand Plan aims to put aged care on the federal election agenda by using **direct lobbying** (undertaken by the industry associations and providers where possible) and 'social media' (Facebook, Twitter etc.).

The Grand Plan is off to a good start with media coverage of the launch in the AAP, Fairfax press (SMH and the Age). This was further enhanced by many radio interviews done by the campaign's personalities Fr Bob Maguire and John Safran (Triple J). Unfortunately there was little media coverage in South Australia and the Northern Territory.

You need to get involved!

The real measure of success of the campaign will be directly related to the level of **involvement and support those involved in aged care provide**. In fact we are depending on it! We need you to **send a message** and ask others to do the same. We want to inundate our Federal Parliamentary representatives with messages about **why the care of our older people is important to us**.

It's easy! This is what you can do . . .

The attached **campaign kit** has a wealth of information and resources to help you actively participate in the campaign. It's simple to get involved:

1. **Read the campaign kit** and **visit the website** – www.thegrandplan.com.au (you can also look through the **members toolbox** section (*Username ccoa Password bestcare*))
2. **From the website** you can:
 - Send a card to the Grand Person(s) in your life and this will generate an email to your local MP.
 - Send an email to Ministers and Opposition Shadow spokespersons.

3. **You can also use [Twitter](#) and/or [Facebook](#)** to spread the word about the Campaign – there are **easy how-to guides** for Twitter and Facebook in the Campaign Kit.

We also need your staff champions!

To maximise the participation of your staff we need a ‘champion’ or two within your organisation – someone who will take the lead and encourage other staff and residents and their respective families to send cards and emails.

Can you **please nominate your staff ‘champion(s)’** and advise [Rebecca Nicol](#) by **Monday 12 July** so we can liaise with them and provide assistance.

This is what ACS SA&NT is doing:

- We’ll run **briefing sessions** for interested staff from member organisations. Come in for a coffee and more info on the Campaign!

Dates: Thursday 8 July, 10 am-10.45 am and **Monday 12 July, 10 am-10.45 am** in the ACS Training Room. **Please phone ACS on 8338 7111** to register.

- ACS SA&NT staff will also **visit facilities to help your staff** become involved (visits to regional areas will necessarily be limited). **Phone us on 8338 7111** or [email Rebecca Nicol](mailto:training@agedcommunity.asn.au) ACS Training Manager – training@agedcommunity.asn.au to arrange a session.
- ACS SA & NT and ACCAA-SA have formed a small SA/NT Operations group to coordinate our lobbying efforts, look at media opportunities and consider ways to draw attention to the campaign. The operations group will meet regularly.
- During ACS training activities we’ll have a quick session (10–15 minutes) advising people about the campaign, seeking to get them involved.
- We’ve also started our own [Twitter](#) and [Facebook](#) initiatives.

We have deliberately taken a few days to advise you about the launch primarily because we thought it important to think through how we might be able to assist.

Of fundamental importance to the campaign will be the work the ‘champion(s)’ within your organisations can do with assistance from this office. I assure you we are very committed to doing all we can to make the campaign a success.