

# CAMPAIGN FOR CARE OF OLDER AUSTRALIANS



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**Chair CCOA**

# Who is CCOAG?

- Aged and Community Services Australia
- Aged Care Association Australia
- Catholic Health Australia
- Anglicare Australia
- UnitingCare Australia
- National Presbyterian Aged Care Network
- Baptist Care Australia
- Lutheran Aged Care Australia
- Churches of Christ Living Care
- Salvation Army Aged Care Plus
- Sir Moses Montefiore Jewish Home

# How did CCOAG come about?

- Faith-based Organisations Capital Project 2009
- Decision to undertake an election campaign
- Desire to broaden the base
- ACSA and ACAA invited to join
- ACSA and ACAA merged plans with FBOs
- CCOAG formed November 2009
- Campaign Management Committee

# Why did CCOAG come about?

- Broaden base of advocacy
- Build on credibility capital of church groups and strengths of industry associations
- Common interests as providers in the future of aged care
- Used to working alongside in forums such as the National Aged Care Alliance
- Strong message, reduced 'noise'

# What is CCOAG doing ?

- Developing a campaign on three levels
  - Government relations and lobbying
  - Public awareness – lift profile
    - Consistent with ACSA's Image Campaign
  - Local engagement and activation of all networks
    - Including social media
- Advisers
  - CPR (also used by ACSA and ACAA in 2007 campaign)
  - Ursa (working with ACSA on current Image Campaign)

# Campaign Objectives

- Giving older people and their families greater **choice** of services that meet their needs, who provides them and where and when they are received.
- Ensuring that people with special needs; those who face socioeconomic disadvantage, and those who face geographic disadvantage, all have **access** to high quality aged care services.
- Placing aged care services on a **sustainable** footing to ensure their continuing capacity to meet the service and support needs of older people and their carers.

# What are we asking for?

- Action on short and longer term issues.
  - By Australian Government and State Governments
  - Work in progress
- Increased operational funding for residential and community care, indexed thereafter
- More flexible funding options for capital
- Creation of a single community care program
- More flexibility in service provision

# Where are we up to?

- Specific 'asks' and messaging being worked on (as we speak)
- Messages will focus on consequences for consumers of failure to act on our issues
- Commencement asap
- Will run until election

# Positioning and Risk Management

- We want interest in aged care, but
- We don't want it to be a political football
  - Like Bonds in high care
- We will be talking to both parties
- Non partisan, not targeting marginal seats
- We want to work with the Australian Government to build better aged care

# New Positioning

- Churches' new position re Bonds in high care
  - Government has *accepted* (in principle) PC's recommendations to explore options:
    - To relax supply controls in aged care
    - To allow consumers' needs and preferences to be better addressed
    - To provide better information
  - Will ask the PC for specific recommendations
- Government response to Annual Review of Regulatory Burdens Rec 2.1

# New Techniques

- We will make use of social media: Facebook, Twitter
- As well as meeting and greeting, letter writing, talkback etc
- Social media are powerful, as Phase one of ACSA's Image Campaign has shown
- Flyers

# What can I do?

- Join Facebook
- Join Twitter
- Join a blog (ask someone under 100)
- Email the newspapers
- Text the radio stations
- You don't even have to leave your desk!

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**kevin87**

**We can't do it  
without you.**

Campaign for Care of Older Australians