



Dear CHA Member

It's time to care about aged care – Member briefing

We are delighted to share that today sees the launch of the much-anticipated Australian Aged Care Collaboration's campaign – 'It's time to care about aged care'.

Thank you to everyone who has contributed to the campaign. This email provides a summary of the campaign and details activities you can undertake to help amplify our messages and make it a huge success.

As you read this, we are stationed at Parliament House in Canberra, lobbying Ministers and Members of Parliament. You will also see significant media coverage today and over coming days, along with a social media campaign and a push to make it viral and effective across Australia – with your help.

Our goal in the short term is to prompt the Federal Government to commit to major reform of the aged care system, beginning with the May 2021 Federal Budget. The long-term vision is to achieve a sustainable, world-class aged care system that enables all older Australians, and those who care for them, to be valued, have choice and lead a meaningful life.

Top down, bottom up approach

The campaign is multi-faceted, using multiple channels. We are targeting politicians with a top-down approach using reports and papers to highlight issues and demand action at a high-level; conducting a more targeted approach with MPs in marginal seats and creating a groundswell of bottom-up support for aged care with the public, older Australians and their families and the aged care workforce, by way of a petition.

- Download [full campaign briefing presentation slides](#)
- [Answers to FAQs](#) from the webinar

The slides detail the timing for the campaign, but in summary, today is all about the campaign launch, political lobbying, media coverage and organic social media. Tomorrow we will start some paid promotion through Sky News and Facebook and there is an ongoing public relations campaign planned.

We call on Members to use the resources below, like our pages and share our posts – with staff, with the older Australians you support and their families, and with your wider networks.

Media release and electorate targeting

This [media release](#) has been distributed which details the problems, the campaign and the call to action.

It also refers to the electorates with the oldest populations in marginal seats in Australia.

Member engagement

The points below include lots you can be doing to get involved and support the campaign. We will hold a webinar on Thursday to talk you through the detail of your involvement and answer questions. It will be particularly relevant for Member CEOs with facilities and home care services in the target electorates for the lobbying campaign.

‘It’s time to care about aged care – Member briefing webinar’

Thursday 18 February

12.30pm AEDT

[Register Here](#)

Things you can do

Here is a list of things you can do straight away to support the campaign.

- Share the website <https://www.careaboutagedcare.org.au> with your whole workforce, with clients, residents, families and volunteers, and ask them to sign the petition – doing so will send them a confirmation email and will also send an email to your local MP highlighting the issue
- Download and familiarise yourself with the [Report – It’s time to care about aged care](#)
- Download the [available resources](#) here
 - A flyer to help spread the word
 - An email signature block to add to your emails
 - Facebook cover photos and profile pictures
 - Case study images for the campaign, to be used through social media
 - Banner images for your website – link them to <https://www.careaboutagedcare.org.au>
- Send the banner and details to your business partners encouraging them to show their support for aged care – ask them to link to the website and to sign the petition themselves
- Send details of the campaign and a call to sign the petition to the people in your care and/or their families
- Like and share our [Facebook page](#) and ask all of your staff, residents, families, friends, home care clients, suppliers, local businesses and community members to like the page and share it with their Facebook networks.

- Follow these instructions to add the campaign frame to your Facebook profile picture and encourage others to do so:
 - Go to <https://www.facebook.com/profilepicframes>
 - Click your profile picture in the bottom left and select your Page.
 - Search for 'I care about aged care'
 - Choose the 'I care about aged care' frame
 - Click 'Use as profile picture'
- Like and follow our [Twitter account](#) and ask all of your staff, residents, families, friends, home care clients, suppliers, local businesses and community members to like the page and share it with their Twitter networks, if they have one.
- Share our social media posts – here is a [posting schedule summary](#). We will update this weekly so you know what is being posted where.

Media relations protocol

Consistency of message will be absolutely critical in this campaign. For that reason, please direct all media enquiries to our media agency – Apollo Communications – Adam Connolly (0417) 170 084 or Jasmine Hogg (0422) 834 912.

After months of planning, the Australian Aged Care Collaboration campaign is live and we look forward to working with you to affect real and lasting change for the better.

Thank you for your ongoing support and participation. If you or your staff have any questions, please contact Nick Mersiades (0417 689 626 or nickm@cha.org.au) or Julian Lee (0422 343 086 or julianl@cha.org.au).

Yours sincerely,



Pat Garcia
Chief Executive Officer
Catholic Health Australia

