



**It's time to care
about aged care
This election**

Partner Pack



**Australian
Aged Care
Collaboration**

Authorised by Claerwen Little for the Australian Aged Care Collaboration, Sydney.

About the campaign

Thank you for supporting It's Time to Care About Aged Care.

The campaign aims to urgently address the crisis in the aged care sector, ensure every older Australian received the care they deserve and ensure the sector has the resources to deliver.

Your voice – along with the voices of thousands of other providers – is vital to ensure the campaign gets the attention of Australia's leaders and decision makers.

We need an aged care system that works for everyone. The Royal Commission exposed long-term systemic issues and helped set the standard of reform required. There is unfinished business. Big changes are required to ensure the system can deliver for older people, their families, and the workers who care for them.

At this Federal election, we are asking all candidates and parties to join representatives of older people and their carers, providers, unions, and health professionals in supporting a *National Aged Care Workforce Partnership*.

Without immediate changes, the aged care sector won't be able to recover from the current crisis. Quality of care for older Australians will suffer further. It's time to make sure that older Australians get the care they deserve, once and for all.

Our Key Asks

1. **A Workforce Partnership Supplement** for providers to spend immediately on increasing wages, training, minutes of care, 24-hour nursing and COVID-19 prevention and workforce retention costs.
2. **A minimum wage increase for aged care workers** by funding the Fair Work Commission Work Value Case, and award wage increases from July 2022.
3. **A commitment to a multidisciplinary workforce** by putting in place an allied health needs assessment and funding model by July 2024.

What is a Partner Pack?

A Partner Pack is a toolkit demonstrating how your service can take action and raise awareness of aged care during this critical time. Here, you will find a collection of actions you can take and resources you can use to support It's Time to Care About Aged Care.

Follow the prompts and click the links for each action and downloadable item.

If you have any problems downloading any links, you can head to the Resources Page on our website here where you will find all the downloads included in this pack.

<https://www.careaboutagedcare.org.au/resources/>

5 steps to show your support

- 1. Sign the petition and share it with staff, families and your community**
- 2. Show your support on social media**
- 3. Promote the campaign with digital assets**
- 4. Write to or call your local Federal MP and candidates**
- 5. Engage with local media**

Step 1

Sign the petition, share with staff, families and your community

The first way you can get involved is signing the petition, then share it with staff, families and your community.

The petition calls for all parties to commit to urgent reform of aged care

[Click here to view the petition.](#)

Your signatures will show community support for aged care reform.

The more signatures our petition has, the louder our voices are. Help us strengthen our supporter base by sharing the petition with aged care staff, families who have loved ones in aged care and your community.

Use the template below to send an email to your staff, families and community and get them behind It's Time To Care About Aged Care. Make any edits as you see fit.

Dear [Name],

I'm writing to ask for your support to make sure older Australians get the care they deserve once and for all.

Even before the crippling COVID-19 pandemic, aged care was suffering from a lack of workforce and serious funding shortfalls, now it has been stretched to the limits.

Without immediate changes, the aged care sector won't be able to recover from the current crisis and older Australians won't receive the care they deserve: [Click here to sign the petition.](#)

This is an opportunity to urgently fix these issues and form a collaborative commitment to address them in the long term.

This is an issue I care about deeply. We have a chance to ensure the system can deliver for older people, their families, and the workers who care for them.

We cannot wait until it is too late. Now is the time for action.

[Will you take a moment to sign the petition?](#)

Thank you.

Step 2

Show your support on social media

By sharing the It's Time to Care About Aged Care campaign on your social media channels you will help spread the message about why urgent action towards a stronger aged care system is so important.

Download the social media tile below and post it up on your social media pages to help spread the word and get others on board.

You can post this graphic on your social media pages with the campaign hashtag **#CareAboutAgedCare**.

So more people see your post, you could also add the hashtag **#Auspol** and tag your local candidates.



[Download the graphic here.](#)

or visit: <https://www.careaboutagedcare.org.au/resources/>

We also encourage you to share our campaign on social media by clicking one of the links below:

- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)

You can also follow the Australian Aged Care Collaboration on [Facebook](#) or [Twitter](#) and share our posts about the campaign.

Step 3.

Promote the campaign through your external communications

Another way you can help to grow and promote the campaign is by displaying some of our materials online and around your aged care facility.

You can view and download each item below to use as you see fit.

Email signature

Place this graphic in your email signatures to signify your support for the campaign.

Make sure to hyperlink the image to [careaboutagedcare.org.au](https://www.careaboutagedcare.org.au) to help spread the word.



[Click here to download the email signature graphic.](#)
or visit: <https://www.careaboutagedcare.org.au/resources/>

Website button

Put this somewhere visible on your website, such as your homepage, to signify your support for the campaign

Make sure to hyperlink the image to [careaboutagedcare.org.au](https://www.careaboutagedcare.org.au) so people can be directed to our website to learn more.



[Click here to download the website button.](#)
or visit: <https://www.careaboutagedcare.org.au/resources/>

Poster

This poster is an easy way for you to share It's Time to Care About Aged Care with staff, residents and their families, and your community.

When people scan the QR code with their mobile devices, it will take them to a page where they can join the campaign and find out more.

Put it up where everyone can easily see it! Permissions for putting up posters apply according to your workplace.



[Click here to download the poster](https://www.careaboutagedcare.org.au/resources/) or visit:
<https://www.careaboutagedcare.org.au/resources/>

Step 4

Write to or call your local Federal MP and candidates

Help our leaders understand why we need to act on aged care reform now.

Our political leaders and candidates need to hear the personal stories of the pressure on the system and its impact on people, and what we need them to do to fix this crisis.

This will help get us closer to an aged care system that works for everyone. It does not matter which party they stand for; they all need to know.

Members of Parliament (MPs) are here to listen to your concerns, but they need to know them, and they need to listen intently now more than ever.

The more this topic will be raised, the higher the chance it will become part of a national conversation and discussed across Australia's leadership.

If you're unsure who your local Federal Member is, you can search by suburb or postcode on the [Australian Electorate Commission website](#).

Once you know, you can [find their contact details here](#).

You may already be aware of your local candidates, or even be in touch with them. The campaign will be in touch with you closer to the election with more information and assistance to contact your candidates as they are selected and the formal election period begins.

Letter template

Dear [Title and Surname of MP],

As [an aged care staff member/an aged care provider/ a family member of someone in aged care/etc.] I'm writing to seek your support for the urgent reform of aged care.

The campaign is led by the Australian Aged Care Collaboration (AACC). The AACC represents more than 1,000 organisations and, together, cares for 1.3 million older Australians.

I know first-hand what the effects of the aged care crisis before and during the pandemic has meant for older Australians.

[Insert a personal anecdote/story here...]

Together with the AACC, we are calling for all political parties to commit to:

- 1. A Workforce Partnership Supplement*** for providers to spend immediately on increasing wages, training, minutes of care, 24-hour nursing and COVID-19 prevention and workforce retention costs.
- 2. A minimum wage increase for aged care workers*** by funding the Fair Work Commission Work Value Case, and award wage increases from July 2022.
- 3. A commitment to a multidisciplinary workforce*** by putting in place an allied health needs assessment and funding model by July 2024.

If these asks are not addressed the quality of care for older Australians will suffer further.

Older Australians deserve to have access to quality care in an aged care system that works for them.

Will you commit to implementing and funding these policies to help our nation's aged care system?

[Sign off by sender]

Tips for calling an MP or candidate

- **Research your MP or candidate** – Learn more about them, such as their focus areas, background, and recent relevant activities. This will help you connect with them on a more personal level and have a better understanding or anticipation of their responses. Common things to know include:
 - Which Party they belong to
 - Are they a Minister or Shadow Minister?
 - Whether they sit on any Parliamentary Committees relating to aged care
- **Find their contact details** – For MP's, find their [federal electorate](#) office contact details. Check the parliamentary sitting calendar for an idea of when your MP will most likely be in their electorate. For candidates, their details can be found on their website.
- **Be prepared** – Have some key messages to lead discussions and prepare a summary of what you want to say to your MP or candidate during the call. It also helps to research common counter arguments and practice responses and find powerful statistics to highlight when making your case. You could also share a personal story.
- **Make the call** – Once you know their details, make the phone call. It is likely that someone else who is a first contact for constituents will pick up the phone. Be polite and to the point, and stand out with a compelling reason as to why you're calling.
- **Have a clear ask** – Outline a specific action that you want your MP to take. Here are some suggested key asks and commitments you may want to discuss.

Suggestions for key messages are:

- Even before the COVID-19 pandemic, lack of workforce and serious funding shortfalls meant the sector was limping through a constant state of crisis.
- Aged care workers have gone above and beyond during the pandemic. should be getting the pay they deserve and career certainty. The Royal Commission recognised this. It called for higher wages, better qualifications, and more time for workers to spend with older people.
- The Royal Commission exposed long-term systemic issues, but we can turn this around. If the Royal Commission's recommendations are properly implemented and funded, they have the potential to drive huge improvements in the sector.

Ensure that you emphasise our call to action as part of this by asking your MP or candidate to get aged care on the national agenda and commit to actioning our three key asks.

- **During the meeting** – Make your case and understand their point of view, with the aim of getting a promise and/or commitment on an action they will take. If attending as a team, get someone to take notes. And remember to snap a photo with your MP or candidate at the end, this can be useful for publicity and social media. Bonus points if they are holding campaign materials, such as a poster.
- **After the call** – Write down everything you remember from the call and evaluate whether you got any commitments from the MP or candidate or their office. Send a thank you email, highlighting any commitments and anything they said they would get back to you about.

Step 5

Engage with local media

Engaging with media in your community will help shine the spotlight on the campaign and the importance of getting the message to the government that a strong, well-resourced aged care system is what the public and providers want.

We've included a media release template below that you can use and edit as you see fit.

We've also included some tips on how to engage with local media to guide you in the right direction.

Template media release

[Optional: Your logo]

Media Release

[DD/MM/YYYY]

We need to care about aged care

Local **[descriptor here: aged care providers/staff/families of aged care residents]** will meet with **[Federal MP name/candidate name here]** to ask them to commit to the urgent reform of aged care. This includes the recognition, implementation and funding of the Aged Care Royal Commission's recommendations.

The staffing pressures in aged care have been building for decades. The COVID-19 pandemic has only fueled the crisis. This has compromised the level and quality of care for many older Australians, with some being turned away from services because providers do not have enough staff.

[Full name and title of your spokesperson] says, "Aged care staff are exhausted, overworked, and underpaid. The Royal Commission's recommendations have been an available remedy, but one year on we are yet to see them implemented to alleviate the known issues in the sector.

"This election presents us with a once-in-a-generation opportunity to fulfill every older Australian's right to high quality care.

"Australians have always made it clear – they expect quality aged care. We all care about aged care, and we must extend that care to the workforce by implementing the Royal Commission's recommendations."

[Your organisation's name] is one of many that have shown their support for the Australian Aged Care Collaboration's (AACC) *It's Time to Care About Aged Care* campaign. The campaign aims to make sure Australia has a strong, well-resourced aged care system that works for all.

The AACC is calling for:

1. **A Workforce Partnership Supplement** for providers to spend immediately on increasing wages, training, minutes of care, 24-hour nursing and COVID-19 prevention and workforce retention costs.
2. **A minimum wage increase for aged care workers** by funding the Fair Work Commission Work Value Case, and award wage increases from July 2022.
3. **A commitment to a multidisciplinary workforce** by putting in place an allied health needs assessment and funding model by July 2024.

Media Contact: [Insert the best name and number for your organisation]

Tips for engaging with local media

- **Know the story you want to communicate** – Make sure it has a local angle, meaning it is relevant and relates back to your local community. You can use the media release template provided to summarise this. When localising your media angle, think about:
 - How your service's contributes to the local community?
 - If the information your service is communicating is about something that affects the local area, or does it deal with wider issues that are relevant to the local area?
 - If your service is helping someone in the local area, or if a local is affected by an issue that is relevant to your service?
- **Research the local media landscape** – Have a good idea of what media outlets are available in your community. This includes newspapers, radio, and television. [You can use this list to find media outlets operating in your state and area, and their contact details.](#)
- **Choose who to target** – Check the most recent publications to see if an outlet has covered similar or related stories before and note any specific journalists who are writing these stories. They will be your first contacts, rather than bombarding a general pool of reporters.
- **Pitch your story** – Contact the journalist(s) with your media release and a brief message explaining your local angle. You can do some digging and find their email address via email, message them on social media or LinkedIn, or use the media outlet's contact form.
- **Contact and follow up** – Follow up your pitch a day or two later and ask if there's any other information you can provide, such as a photo opportunity or an interview.
- **Coverage** – Once you get successful coverage of your story, let people know by posting a link to it in your social media channels or sharing the story from the outlet's social media page. Also send us a copy at info@careaboutagedcare.org.au and we'll share it around.

Key Talking Points

General talking points

- The Royal Commission's workforce recommendations are the key area of unfinished business.
 - Since the start of the pandemic, aged care workers have gone above and beyond to deliver care. They have been on the frontline of the response, keeping people as safe as they could in uncertain times.
 - Aged care workers should be getting the pay they deserve and career certainty. The Royal Commission recognised this. It called for higher wages, better qualifications, and more time for workers to spend with older people.
- The Government and Opposition have both so far failed to commitment to fully implement and fund the Royal Commission's workforce recommendations.
- Ahead of the federal election, providers are asking all parties and independents to join the aged care sector in a partnership to support the aged care workforce.

Specific asks

The AACC is specifically asking for:

1. **A Workforce Partnership Supplement** for providers to spend immediately on increasing wages, training, minutes of care, 24-hour nursing and COVID-19 prevention and workforce retention costs.
2. **A minimum wage increase for aged care workers** by funding the Fair Work Commission Work Value Case, and award wage increases from July 2022.
3. **A commitment to a multidisciplinary workforce** by putting in place an allied health needs assessment and funding model by July 2024.

Each of these asks supports the implementation of elements of the Royal Commission's workforce recommendations, and involves a clear link between funding and care delivery.

Polling

- Polling shows that Australians know that fixing aged care is a national priority.
 - The News Corp 'Pulse of the Nation' survey (4010 people taken in September and published on 21 November) found that quality aged care is the second most important issues for voters overall, ranking first for Coalition voters, and for all voters in Queensland, South Australia, and Tasmania.
- Polling commissioned by JWS Research commissioned by the HSU found that voters across 17 swing seats support additional funding for aged care. Specifically:
 - 74 per cent support a funding increase
 - 71 per cent support a 25 per cent pay increase for all aged care workers

Workforce

- The staffing pressures in aged care have been building for decades. The pandemic has only made them worse, fuelling the crisis. Some older people are being turned away from services because providers do not have enough staff.
- In 2020, the average staff turnover rate in residential aged care was 29 percent. It was as high as 34 per cent in home care. In 2021, each resident was losing 26 hours of care a year because of shifts that cannot be filled, and some home care clients had difficulty accessing any services at all.

Funding

- Fixing aged care means fixing aged care funding. This is the only way that providers can hire enough staff, invest in quality care for older people, and prepare for what the pandemic throws at us next
- The Australian Aged Care Collaboration acknowledges the Government's \$17.7 billion investment in aged care in 2021. But modelling for the Royal Commission shows that this commitment will fall short, especially after so many years of underfunding.
- Even with the extra \$10 per resident per day the average residential care facility lost \$7.30 per resident per day according to the leading industry survey from StewartBrown.
 - Why? Because of inadequate indexation of just 1.1% (contrary to the Royal Commission's recommendations), new COVID-19 outbreaks and award wage rises and increased staffing to meet increase expectations and regulatory overhead.

Thank you.

Thank you for supporting It's Time to Care About Aged Care!

Taking action makes a huge difference. By doing so you've helped us build a strong supporter base and getting us closer to ensuring that the aged care sector becomes stronger, the workforce is recognised and supported, and that older Australians will get the quality care that they deserve.

We will keep you posted with updates on the campaign and other ways you can get involved, so be sure to keep an eye out for us in your inboxes!