



Aged & Community Services Australia
Leading the aged and community care industry

Testing the Community Care 'Brand'

How do others see us?

Greg Mundy

CEO

Aged and Community Services Australia

What do you see in aged care?

“O would some Power the gift to give us
To see ourselves as others see us!
It would from many a blunder free us,
And foolish notion:
What airs in dress and gait would leave us,
And even devotion!”

Robert Burns *To a Louse*



Testing the brand

- Why is this important?
- Research for 2007 Federal Election
- ACSA's image project
- What have we done so far?
- What have we found out?
- What are the next steps?

Why is this important?

- Demand for services - not the issue right now
- Attractiveness to current and future workforce
- Attractiveness to funding bodies
- Feeling good about ourselves
- Confidence in dealing with regulators
- Confidence in dealing with financiers

Federal election research

Focus group research conducted for ACSA by Australian Research Group.

Top Messages – 1) Staff

- People who are looking after the elderly are seen as being compassionate and caring.
- Most did not think that these people were under-qualified and neglectful.

Federal election research

Top Message - 2) Intergenerational Inclusivity

- We need to make sure we maintain the quality of our aged care, for today's elderly, and for the rest of us when we get old.
- 40 is the new 30. 50 is the new 40. And for those who live long enough, 74 is the new 64.
- Around about that time, many of us need a lot more care.

Federal election research

Top Message - 3) Home Care

- In home care seen as the preferred option by many

ACSA's *Image Project* 2008

- **Qualitative and quantitative research**
- **McGregor Tan Research**
- **To determine current perceptions and expectations of key stakeholders about:**
 - Aged Care providers
 - Aged Care industry
 - By State/Ownership type/care mode
 - ACSA as peak body for aged and community care

ACSA's image project

- To inform:
 - Marketing and communication
 - Desired branding
 - Future positioning in eyes of community

Methodology

- Executive depth interviews (20)
- Surveys of:
 - General Public (CATI) (1,200, $\pm 2.83\%$)
 - Employees (1,000, $\pm 2.97\%$)
 - Consumers (925, $\pm 3.22\%$)
 - Providers (650, $\pm 3.59\%$)
- Report due end of this week

Preliminary Findings

- Caring for others, helping people = strong positives.
- People hold the Federal Government (#1) and providers (#2) responsible for aged care, [Families (#3), Carers (#7)]
- Agreement that perceptions of aged care impact on attracting staff

Preliminary Findings

Q 12: Who or what do you think influences the community's perceptions of the aged care industry?

Q13: Thinking about all the influences on the community's perceptions of the aged care industry, which of these do you consider to be the most important?

What do you think?

News/Current Affairs programs on television

Experiences of friends and family members

Personal experiences

Newspapers

Catastrophic events

Television in general

Talkback radio

Radio in general

Other/Don't know/not sure

Preliminary Findings: Q12

- General Public rely more on personal experience and that of family/friends (87%) in forming their views.
 - Current Affairs 17%, Newspapers 15%, TV 11% Radio 4%.
- Employees and Providers *much* more aware of media coverage than public or consumers. (V. strong in qualitative data)

Preliminary Findings

- Politicians?

- Evidence (from other research) suggests they watch too much TV (etc) too! Although...

- Political parties do research like this themselves.

- Everyone (90%) agrees aged care is very important (Q18)

- Including politicians?

Preliminary Findings

- We are more critical of ourselves than the public or consumers are.
- Eg: Q5 - *In general, would you say the community's perceptions of the aged care industry are Positive, Mixed or Negative?*

Preliminary Findings

- 'Negative':
 - Public 14%
 - Consumers 14%,
 - Employees 24% (+71%)
 - Providers 20% (+43%)

Preliminary Findings

*‘The aged care industry needs more
Government support’
(‘Yes’ - average score 4.6/5)*

Preliminary Findings

Q 19: Do you believe that there is sufficient consultation with the aged in relation to their needs?

What do you think?

Preliminary Findings

'NO'

Public 64%

Employees 49%

Consumers 41%

Providers 53%

•Now there's a challenge!

Next Steps

- Final data, report due (today)
- Careful consideration of:
 - Data and what it may mean
 - Any gaps?
 - Crafting of messages, strategies
 - Choice of media
- This is a rich seam, we will mine it.

Conclusion

And, we'll share more of it with you

Eg. at ACSA's National Conference

Aged Care in the Fast Lane

28th September- 1st October, Adelaide

Details: www.agedcare.org.au

Thank you for your attention

