

Media Release

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For immediate release



AUSTRALIAN CORPORATES PARTNER WITH AGED CARE SECTOR IN NATIONAL FIRST

Some of Australia's leading corporates from diverse industry sectors will tonight formally partner with the nation's fastest growing sector - aged care - in an Australian-first.

Announcing details of the partnership between the \$6 billion charitable aged care industry and the private sector, Aged and Community Services Australia (ACSA) Chief Executive, Greg Mundy, said big business was now compelled to pay heed to the consequences of Australia's ageing population.

"Corporate Australia is recognising the increasing importance of aged care provision in an ageing Australia."

"These first five corporates - ANZ, Hesta, Health Super, JLT Health and Aged Care and Kennedy Strang Legal Group - are demonstrating foresight in joining with us."

"The aged care sector faces some big picture hurdles as our members respond to the needs of the growing number of ageing Australians," Mr Mundy said.

"To have corporate partners from the insurance, banking, legal and superannuation sector signalling a desire to understand our needs and to grow with us is critical if we are to meet these challenges successfully."

Figures produced by the Australian Bureau of Statistics suggest that in 30 years, those aged 65 and over will represent more than 22 per cent of the population, an increase of approximately 83% on today's figures.

"These phenomenal growth rates provide opportunities for businesses servicing the aged care sector. The launch tonight of our National Partner Scheme offers the chance for businesses to declare their hand and grow with us," Mr Mundy said.

Richard Gates, Head of the Health, Education and Government arm of the ANZ Bank commented:

"ANZ acknowledges that care for the aged is a vital continuing and growing concern for our community and the not-for-profit sector makes an invaluable contribution... ANZ feels privileged at the opportunity to work with and financially support ACSA in ACSA's role as the peak body representing Australia's not for profit aged care providers."

For Further Information

Greg Mundy CEO ACSA Mobile: 0416 203 065

National partner, JLT Health and Aged Care, has recently launched a range of insurance products, *ACSure*, developed specifically for aged and community care service providers.

"The national partnership between ACSA and JLT, and the introduction of *ACSure* will see a new evolution in the provision of risk management services to the industry," said Brendan Upcroft of JLT Health and Aged Care.

Health Super's General Manager Marketing and Business Development Steve Jenkins said the national partner scheme was simply good business sense.

"While the Aged and Community Services industry is a very worthwhile cause, our decision has nothing to do with philanthropy - it's purely value for value business," Mr Jenkins said.

Anne Marie Corboy, CEO of the HESTA superannuation fund said:

"Being an ACSA National Partner not only enables HESTA to show its support for the aged care industry, but it also helps us communicate to a very large part of HESTA's membership."

On behalf of the Kennedy Strang Legal Group, Victor Harcourt, Partner, stated:

"We are pleased to join ACSA as a National Partner to further develop our relationships within the industry."

Total investment in the aged care sector stands at more than \$10 billion.

ACSA represents more than 1200 church, charitable and community-based organisations providing housing, supported accommodation and community care services to around half a million older Australians.

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