



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

# Rethinking, Reshaping, Rewarding Community Care in 2010

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**CEO**

**Aged and Community Services Australia**

# Agenda

1. 2010 -The Year of the Tiger – What's On?
2. Rethinking
  - What's the essence of community care?
3. Reshaping - the reform agenda
  - How we need to influence it
4. The Grand Plan



## 2010 – What's On?

- Every now and then in Australia we get a chance to think big...
- 1975 Medibank/1977 Medicare
- 1985 HACC, planning ratios (etc)
- 1997 Aged Care Act
- 2011 ?

## 2010- What's On?

- 2010 –A Big Year
- The reform agenda:
  - National Health & Hospitals Reform Commission: *A Healthier Future for All Australians* (2009-10)
  - National Health and Hospitals Network
  - COAG Decisions
  - Productivity Commission Inquiry
- The Grand Plan and the Federal Election

# Rethinking

- With reform in the air we need to be clear what we're on about.
- Make sure we (ACSA, Australia) get it right

# Rethinking

- Community care is the base of the aged care pyramid (and other things besides)
- Part of a whole
- With its own characteristics
- Its own essence

# Rethinking

- Community care is the base of the aged care pyramid (and other things besides)
- 92% of older people live in their own homes
- 69% of 85+
- 47% of 85+ live alone

# The Aged Care Pyramid

(Persons per Year)

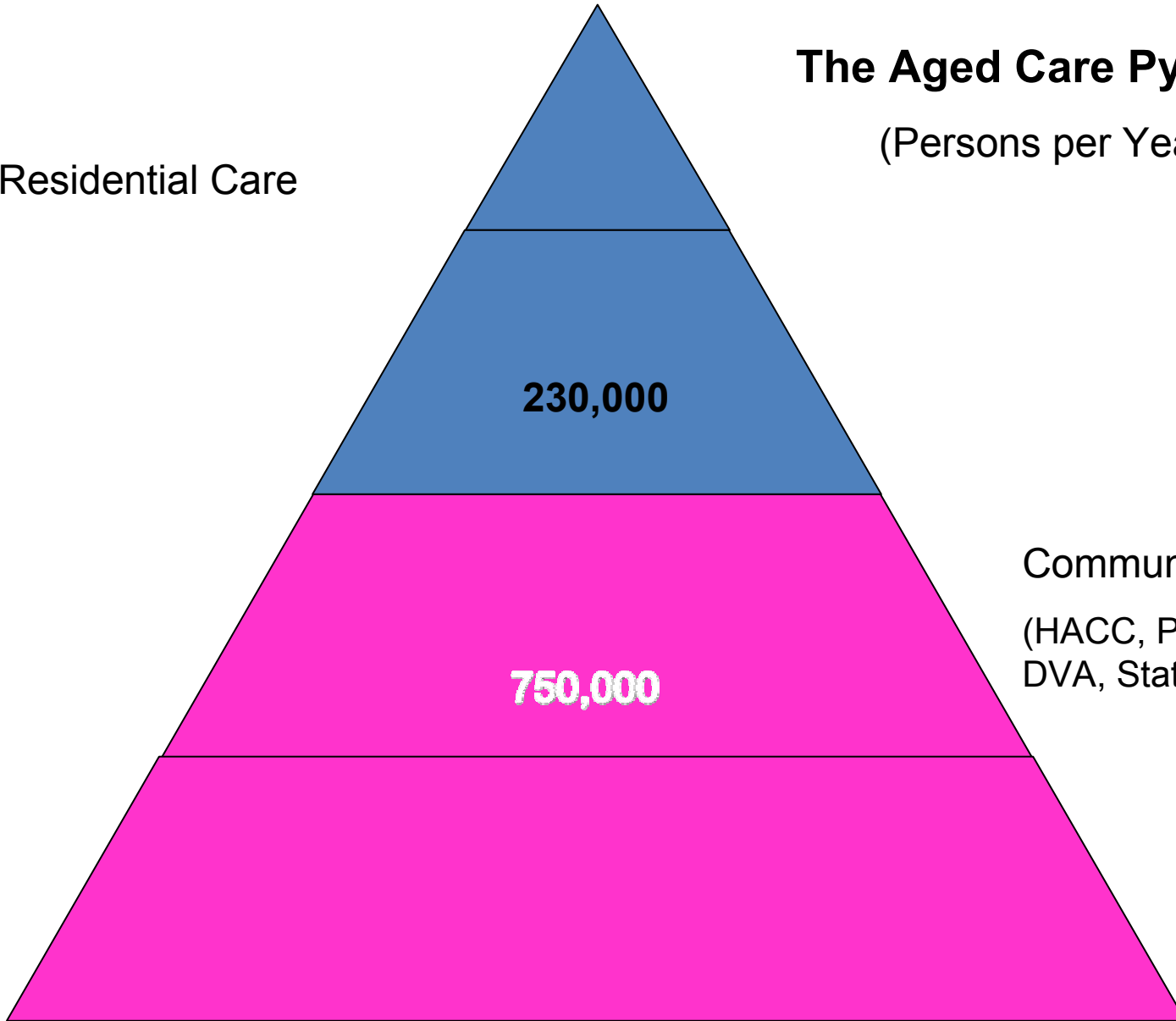
Residential Care

230,000

Community Care

(HACC, Packages  
DVA, States)

750,000





Community Care is the bit you can't see !

# Rethinking – Community Care Services

- Nursing
- Allied Health
- Personal Care
- Food services
- Friendly visiting
- Day programs
- These services are common across settings
- Context is different

# Rethinking – Community Care Services

- Home Help (the most popular service - 73% of ACAT recommendations)
- Home modification
- Home maintenance
- Community Transport
- Respite
- These terms have no meaning in residential care

# Community Care

- Care required is distinct
- No simple equation of costs
- No simple adaptation of ACFI, ACATS, etc etc...
- Separating accommodation and care costs
  - Allows more flexibility in service options
  - Needs to recognise *different* care needs in the community
  - Not just different styles of accommodation

# Community Care

- People's needs change
- Restorative models – episodes of care
  - Like some other forms of health care
  - As well as 'support and maintenance' - or instead?
- Limits to separating assessment from care
- Community care needs its own, complementary, design criteria

# Community Care Values

- Independence Charter
- Personalisation
- Consumer choice and control
- Making people the boss of their own life
- The 'yes' culture

# Reshaping – The reform agenda

- National Health and Hospitals Reform Commission “Health and Aged Care = two giant interconnecting cogs”
- Streamlined and integrated assessment processes
- Greater choice and responsiveness
- More places to choose from
- Information to support decision-making

# Reshaping – The reform agenda

- Subsidies aligned to assessed needs – more flexible range, determined on a basis consistent with residential care
- 5 more levels (for example)
- Consistent use of consumer payments – regardless of setting
- Greater choice of setting
- Health information, advice and technology support (IT survey soon)

# Reshaping – The reform agenda

- Linking subsidies to people (not places) based on population 85+
- Adequate subsidies
- Dedicated funding for medical care
- Consolidating aged care under the Commonwealth

# Reshaping – National Health and Hospitals Network/COAG

- Commonwealth responsible for aged care.
- One stop shops (but people's needs change!)
- Increased rural viability supplement
- 1,200 Consumer Directed Care packages
- More integrated provision of aged care across the spectrum...
- Residential care measures (ZRILs, GP access, D/As, MPSs)

# Reshaping – Productivity Commission

- “Aged care in Australia is predominantly community based” Issues Paper p9 (Good start!)
- We need to use this Inquiry to achieve:
- A system that supports our values
- Flexible funding
- Adequate costing, indexation, re-basing
- Administrative & regulatory efficiency
- Need to avoid backward steps

# Reshaping – Productivity Commission

- Issues Paper May 2010
- Submissions due 30<sup>th</sup> July

# Reshaping – Productivity Commission

- Report April 2011
- It will be Review No. 6!
- This time we need action
- So we're preparing the ground with...

# THE grand PLAN

A NEW VISION FOR THE CARE OF OLDER AUSTRALIANS



[www.thegrandplan.com.au](http://www.thegrandplan.com.au)



## THE GRAND PLAN

The Grand Plan is a campaign by the  
Care of Older Australians Group  
(CCOA)

*grand*

# WHO IS CCOA?





# THE GRAND PLAN

- The Campaign has three levels
  - Government Relations & Lobbying
  - Public Awareness
  - Local Engagement
- The campaign is focussed on the Federal Election and the Productivity Commission Inquiry into Aged Care.

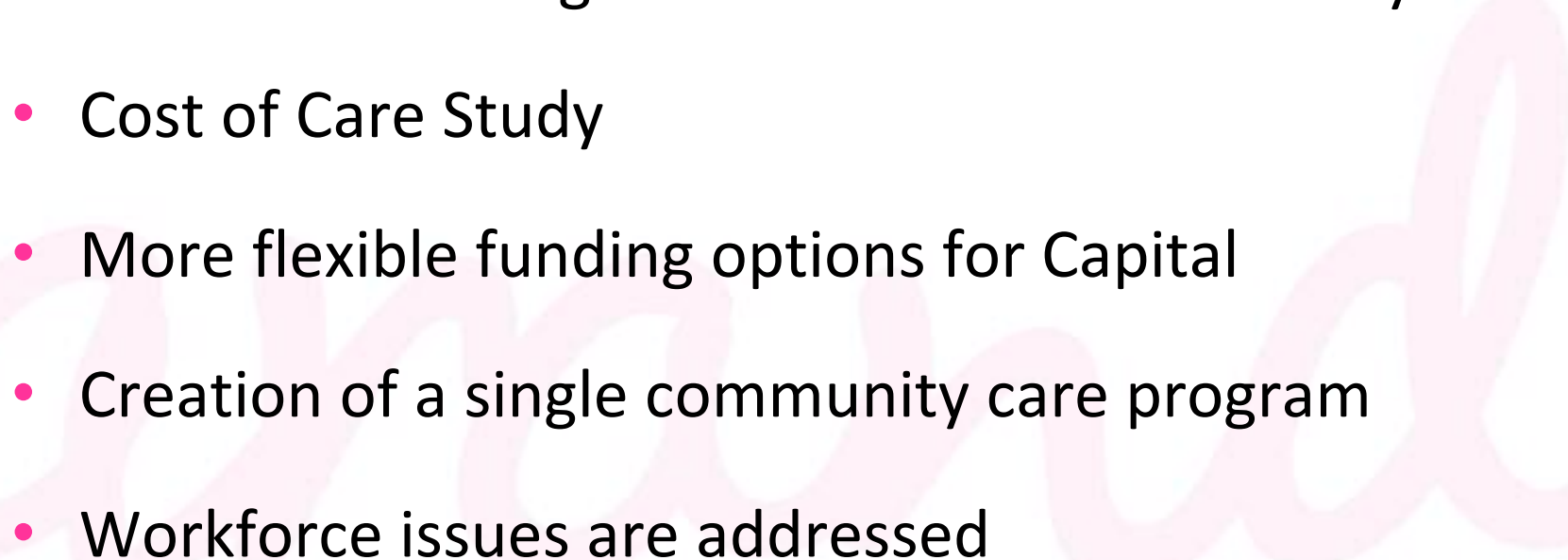


# THE GRAND PLAN MANTRA

- 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.



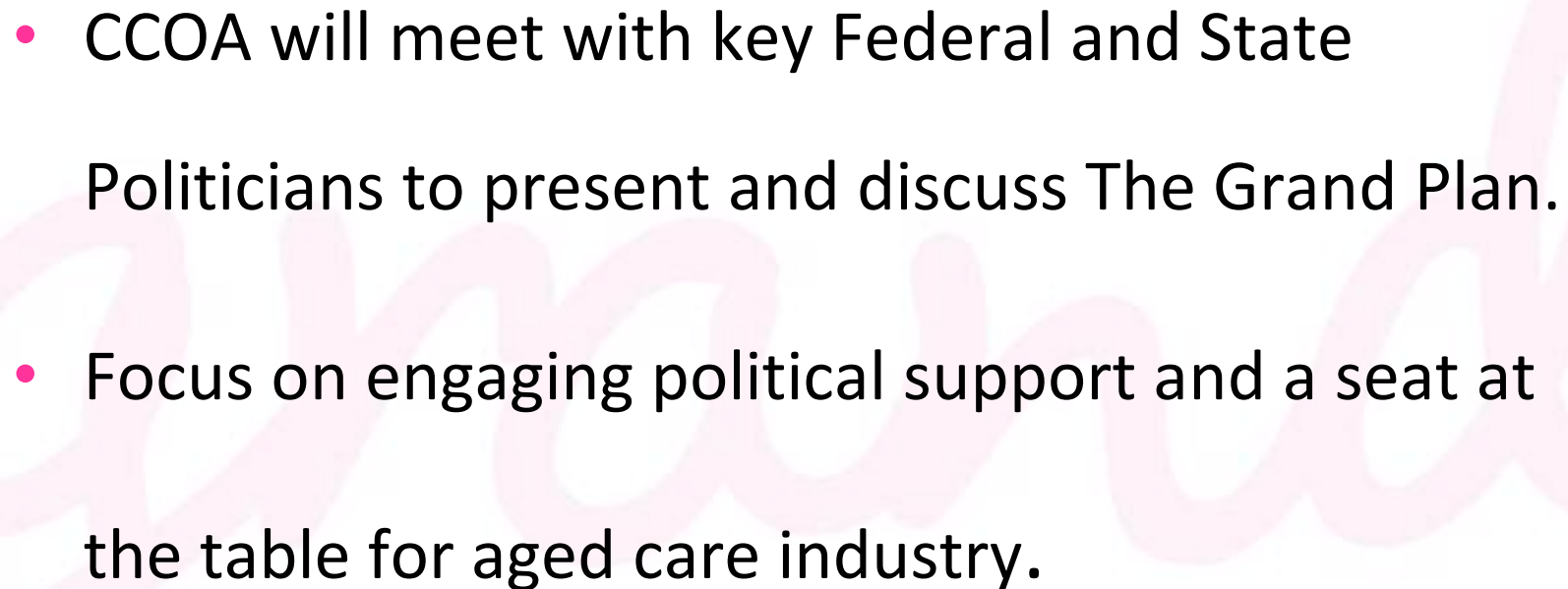
## SPECIFIC GRAND PLAN ASKS

- Increased funding for residential & community care
  - Cost of Care Study
  - More flexible funding options for Capital
  - Creation of a single community care program
  - Workforce issues are addressed
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# THE GRAND PLAN LEVEL 1

## Government Relations

- CCOA will meet with key Federal and State Politicians to present and discuss The Grand Plan.
  - Focus on engaging political support and a seat at the table for aged care industry.
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# **THE GRAND PLAN LEVEL 2**

**Community Awareness**



# FINDING OUR VOICES



**RUBY ROSE, LIONEL ROSE &  
ALEC CAMPBELL**



**GYTON GRANTLEY  
& BILL KERR**



**BEN QUILTY &  
MARGARET OLLEY**



**JOHN SAFRAN &  
FATHER BOB MAGUIRE**



# YOUR VOICE



***YOU* & THAT GRAND SOMEONE IN  
YOUR LIFE**

Identifying those in your community and  
congregation that we can approach.



**Website Concept**

## Website & Landing Page

- What is The Grand Plan
- Who's behind it
- Join in & Get others involved
  - Twitter and Facebook
- Send a message to the Grand person in your life.
- Our Campaign
- Get Involved – This is Your Campaign...here's the materials
- Contact





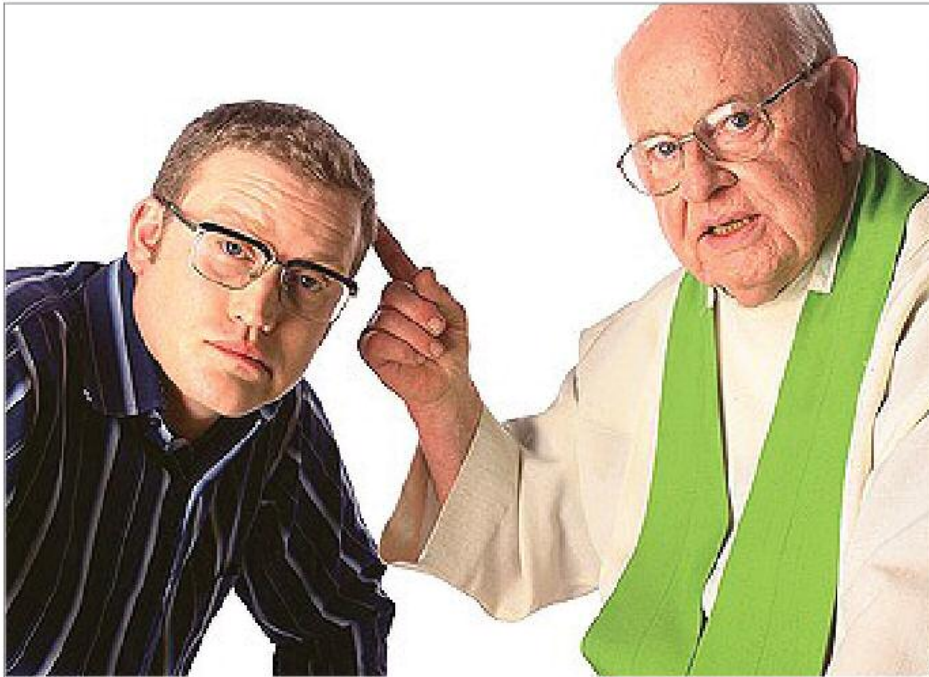
# ONLINE ACTIVATION

## **Motivating involvement:**

Online ask for people to log in the name and address of their 'Grand' person and on their behalf we will:

- Send a card/email to that person noting their admiration of them and their support of The Grand Plan.
- Simultaneously send a letter/card/email to the local MP in the locality of that person (picked up by p/code).
- Additionally ask them upload their own photograph together with their story.





**THE ELDERLY NEED OUR CARE.  
EVEN CANTANKEROUS OLD COOTS LIKE BOB.**

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**THE  
grand  
PLAN**  
A NEW VISION FOR OLDER AUSTRALIANS

The Campaign for Care of Older Australians Group is made up of the peak bodies and faith-based not-for-profit service providers of residential and community aged care currently serving the overwhelming majority of older Australians needing care and support.



**SAMPLE  
ADVERTISEMENT**





# OTHER POTENTIAL MARKETING MATERIALS

**GET BEHIND THE ELDERLY,  
NOT JUST MY CAR.**

THE  
*grand*  
PLAN  
A NEW VISION FOR OLDER AUSTRALIANS



# THE GRAND PLAN LEVEL 3

## LOCAL ACTION

We need you to Support TGP (Numbers and Groundswell) in your local Community:

- Meet with your local politicians and tell them about The Grand Plan.
- Inform and involve your staff, clients/residents, congregations, community groups etc. so that they:
  - Log on to The Grand Plan website
  - Use Twitter and Facebook to talk about The Grand Plan
  - Upload their Grand Someone onto the website
- Work with your local media to get The Grand Plan message out
  - Call talkback radio
  - Write to your Editor



# THE GRAND PLAN LEVEL 3 TOOLS

You will receive:

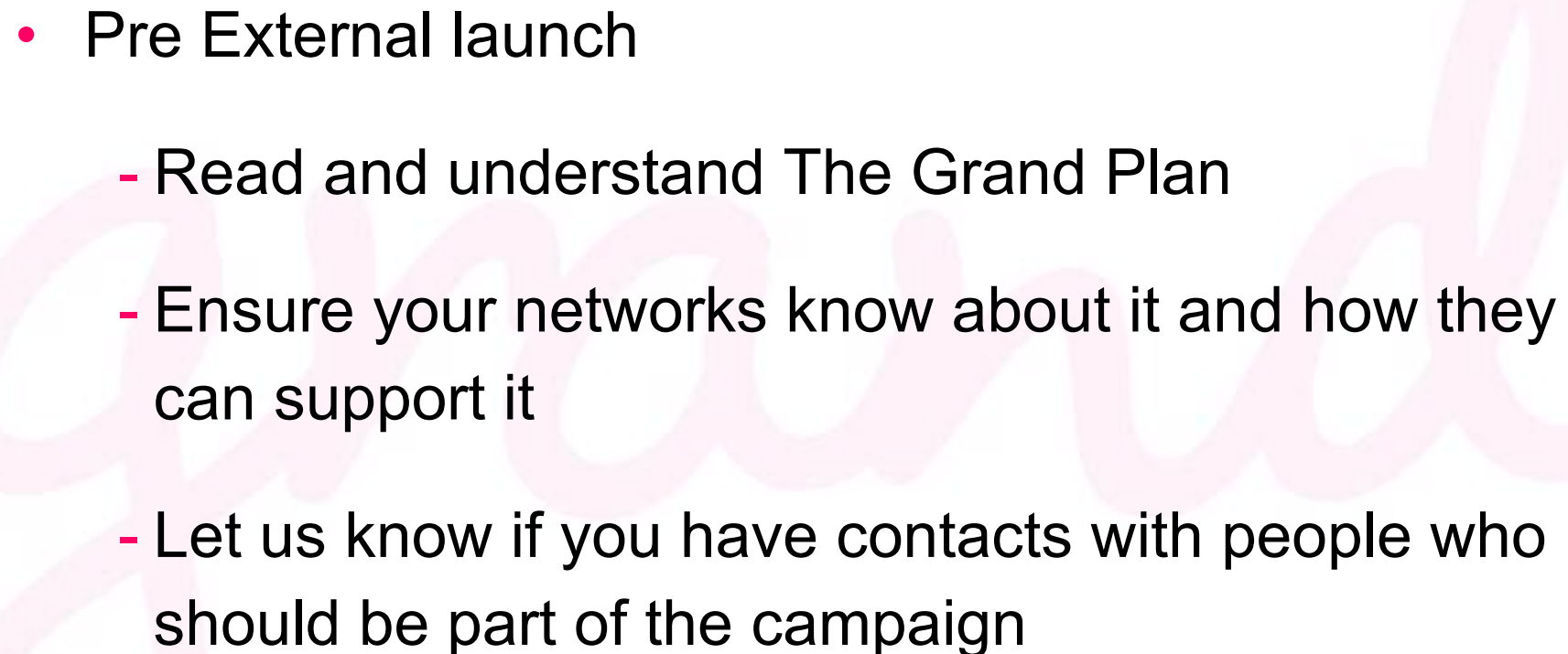
- A copy (electronic or print) of The Grand Plan policy document
- Regular bulletins on campaign activity
- Regular information to send through your networks/local media in email, print and web ready formats
- “How To” Guides for Social Media, Talkback Radio, PR
- Templates for letters to politicians, Editors etc (via The Grand Plan website)



## ACTION

Internal Launch 15<sup>th</sup> June 2010

External 24<sup>th</sup> June

- Pre External launch
    - Read and understand The Grand Plan
    - Ensure your networks know about it and how they can support it
    - Let us know if you have contacts with people who should be part of the campaign
- 



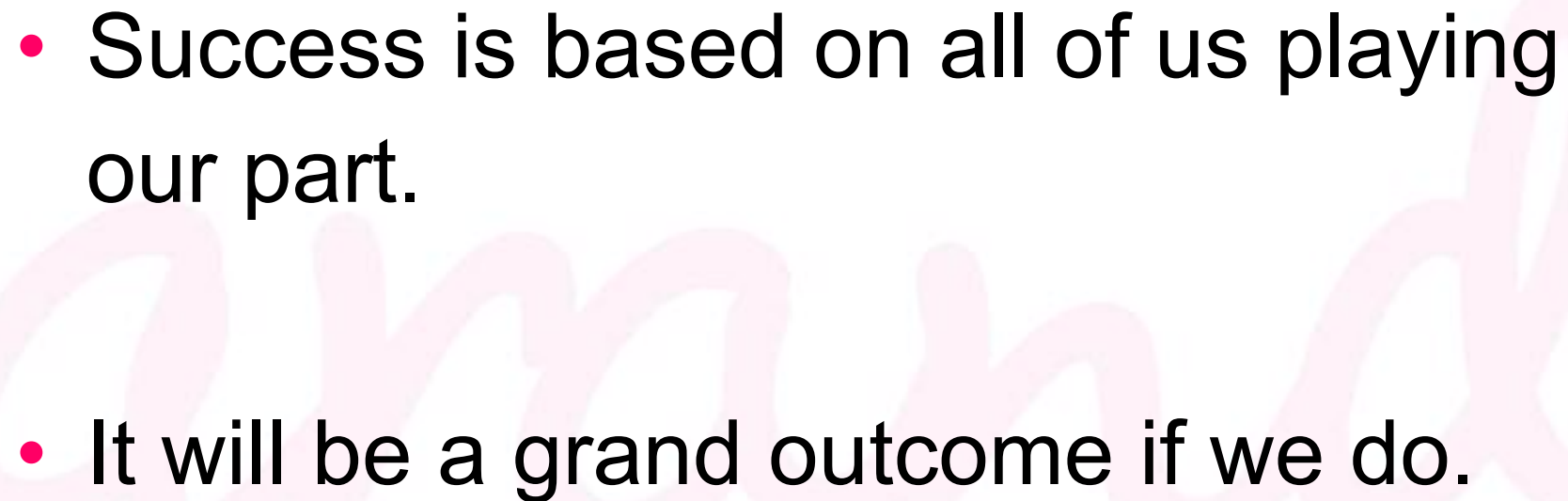
# ACTION

## Post Launch

- Keep meeting with local politicians and community groups.
- Send information on campaign through your networks and encourage them to support the campaign.
- Log on to the website and upload your Grand Someone story and send a message to your local politician.
- Ring talkback radio every week.
- Twitter, Blog and Facebook.



## ACTION

- Success is based on all of us playing our part.
  - It will be a grand outcome if we do.
- 



**ACTION**

That's what I mean about preparing the ground so that report No 6 results in

**ACTION**

**Then we can all celebrate!**



