

Be Inspired

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Baptcare

Bringing care to life



ACCV Networking Group



Purpose of the group

- Networking and knowledge sharing
- Project based work aimed at enhancing the image of the aged care industry in Victoria
- Opportunities for collaboration and sharing of resources
- To help establish 'one voice' for the aged care industry across Victoria

Group members

- Marketing managers from: Benetas, Baptcare, Villa Maria, Arcare, Southern Cross Care, mecwacare and Regis.

'Be Inspired' 09 – purpose



- In order to help enhance the image of the aged care industry the group decided to pilot a campaign during Senior's Week.
- The campaign was themed under the 'be inspired' concept of Seniors' Week 2009.

'Be Inspired' 09 – goals



– Campaign goals:

- To support the ACSA 'can't do it without you' campaign
- To show what aged care providers can achieve when they work collaboratively on marketing projects
- To enhance the image of the aged care industry in Victoria
- To engage with key stakeholders, including state government
- To establish a campaign model for wider use during Seniors' Week 2010

'Be Inspired' 09 – key messages



- Ageing is a positive phase in life and a time when seniors can continue to achieve their dreams.
- Our residents and clients are living proof that ageing is no barrier to continuing to live life to the fullest.
- Victoria's aged care industry is helping to inspire older Victorians by showcasing the spirit and vitality of our seniors during Seniors' Week.

'Be Inspired' 09 – tactics

- Open days
- Celebration events
- Local community expos
- Media stories
- 'Wish granting'

'Be Inspired' 09 – Regis example

Designed badges for all staff to wear during Seniors' Week



One facility held a competition where four residents were made kings and queens for a day

'Be Inspired' 09 – Regis example cont.

- One resident with Parkinson's Disease had always wanted to be a police officer.
- The local police arranged a ride in a police car.
- Channel Nine took footage, but it didn't go to air.



'Honorary Senior Constable' - Regis resident Christopher Melder

'Be Inspired' 09 – Arcare example

Seniors Week
4th - 11th OCTOBER

To Celebrate Seniors Week Arcare invites one lucky Resident at each Arcare Facility to "Live a Dream".

We want to show the community ageing is a positive phase in life & a time when seniors can continue to achieve their dreams.

Speak to the lifestyle staff & let them know what your dream is.

 "BE INSPIRED"

Try something new
What have you always wanted to do?
Where have you always wanted to go?

Lets show the community that ageing is no barrier to continuing to live life to the fullest.

All dreams considered!!

- Made flyers requesting 'wishes'
- Asked Lifestyle Coordinators to post flyers and speak to residents
- Competition – one resident at each facility would have their wish granted

'Be Inspired' 09 – Arcare example cont.

- Great response from residents.
- Wishes included:
 - I dream of a personal library in my room.
 - I dream of being able to play piano again.
 - I dream of doing a tandem parachute jump.
 - I dream of riding a camel.
 - I dream of having a family BBQ.
 - I dream of visiting my wife's gravestone for the first time.
 - I dream of riding in a V8 super car.
 - I dream of having a night out with my husband.



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BREAK

Senior's Week 2010



- The ACCV marketing reference group will coordinate another campaign during Seniors' Week 2010.
- Same goals & messages as 2009.
- Wider scope – information kits provided to all ACCV members.
- We can all get involved by planning events and promotions during Senior's Week 2010.



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Thank you.