

# be **inspired!**

The positive promotion of the  
aged care industry:  
A joint Victorian industry initiative

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# The creation of *Be Inspired!*

An initiative of the ACCV  
Marketing & Communications  
Industry Reference Group



VILLA MARIA



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# The creation of *Be Inspired!*

Purpose:

- To enhance the perceived image of the aged care industry in line with the ACSA image campaign 'Can't do it without you'
- To assert confidence in the industry within the broader public

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# The creation of *Be Inspired!*

## Aims:

- To enhance the image of the aged care industry in Victoria
- To demonstrate the effectiveness of a joint industry initiative
- Engage with key stakeholders, including State government
- To establish a campaign model for wider use during the Victorian Seniors Festival 2010
- To encourage older people to fulfil a lifelong desire or dream and be inspired to enjoy life

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# The creation of *Be Inspired!*

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 the Seniors Festival

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# The creation of *Be Inspired!*

2009 activities:

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

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# 2010: The launch of *Be Inspired!*



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# *Be Inspired!* roll out in facilities

- To support the campaign – providers across Victoria were encouraged to participate in the 2010 campaign.
- Providers joined together to grant the wishes of their clients and families – as happened in 2009 – in the lead up to the campaign launch at the Seniors Festival, during Senior's Week and beyond

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# Benetas Quality of Life Fund

- For Benetas, it meant continuing our wish-granting program called the Quality of Life Fund, set up in 2008
- The fund is designed as a special one-off gift for our clients that will either:
  - Fulfil a lifelong desire or dream
  - Provide specific comfort and ease of life with equipment or fixtures
- Formal application process with criteria, monthly review of applications by a committee and one grant per client per year
- Our guidelines are available on ACCV's website at [www.accv.com.au/About ACCV/Be Inspired .aspx](http://www.accv.com.au/About_ACCV/Be_Inspired_.aspx)

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# Benetas Quality of Life Fund

Wishes granted through the Quality of Life Fund to support the *Be Inspired!* campaign in 2010 included:

- 'Behind the scenes' visit to see the elephants at Melbourne Zoo
- George went hot air ballooning
- Frank received a new electric bed to assist him with his post polio syndrome
- Marie to travel from regional Victoria to go shopping at Chadstone with her daughter – her first shopping trip to Melbourne in year
- Bob's dog 'Reg' to have a much needed operation on his ear
- Nancy to go to the theatre to see Billy Elliott
- Matt received a new fridge with his grant

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# Margaret's Wish

*“To be reunited  
with my  
brothers and  
sisters for the  
first time in  
decades”*



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*Margaret: “There were lots of tears...It was like a dream. I kept thinking I’d wake up and it wasn’t really happening. The more I think about it, the more grateful I am.”*



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# Wish granting at Bapcare

*“My only wish was to see a live performance from a bagpipe player, the instrument James, my late husband, used to play.”*



Photo courtesy of Heidelberg Leader

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# Wish granting at Baptistcare

More wishes granted by Baptistcare included:

- Money towards a resident's trip to QLD to see her grandchildren
- A trip to Melbourne for a resident to see Mary Poppins
- A drive and lunch in the country for one resident and their family
- A romantic anniversary lunch for a couple celebrating their 56th wedding anniversary
- A hug day to reflect residents wishes for peace and goodwill

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# *Be Inspired!* roll out across Victoria

Others wishes/dreams collected by Victorian providers as part of the Be Inspired Campaign included:

- 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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# The *Be Inspired!* campaign

The outcomes:

- We encouraged older people to fulfil a lifelong desire or dream
- We promoted a positive image of ageing
- We enhanced the image of the aged care industry
- We demonstrated the effectiveness of a joint industry initiative
- We established a successful campaign model for the future

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Members of the ACCV Marketing & Communications Industry Reference Group

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