



Aged Care Employee Day

Thanks for caring

**THURSDAY
7 AUGUST 2025**



Communications toolkit

Aged Care Employee Day is a proud initiative of Ageing Australia



About Ageing Australia

Ageing Australia is the national peak body representing providers across the aged care sector, including retirement living, seniors housing, residential care, home care, community care and related services.

We represent the majority of service providers, working together to create a sector that empowers older Australians to age with dignity, care and respect.

We advocate for a sector that champions excellence, sustainability, and innovation, ensuring our members have the tools, resources and guidance they need to deliver exceptional services.

We use our united voice to amplify our members' contributions and concerns to government, media and the wider community.

We are committed to reshaping the future of ageing in Australia by fostering collaboration and driving meaningful change, making it a celebrated and fulfilling journey.

Our sector serves to make better lives for older Australians, and so do we.

Visit ageingaustralia.asn.au for more information.

Contact us

For brand and communications support:
communications@ageingaustralia.asn.au

For local media support:
media@ageingaustralia.asn.au

About Aged Care Employee Day 2025

Aged Care Employee Day (ACED) is a chance for all of us to put a spotlight on the tireless efforts of Australia's amazing aged care, retirement living and seniors housing workforce – from nurses to personal care workers, allied health professionals to lifestyle coordinators, hospitality teams, drivers, cooks, cleaners, administration staff and so many more.

This Australian national day of significance, held on **7 August** each year, gives aged care employers and the wider community an opportunity to say 'thanks for caring'.

Now in its seventh year, ACED – hosted by Ageing Australia – celebrates the more than 370,000 aged care workers who provide support to over 1.5 million older and ageing Australians.

Some providers mark ACED by giving staff cards or gifts, some organise lunch or morning tea, while others use the occasion as an opportunity to recognise excellence in their team.

ACED is also an opportunity to highlight the great initiatives being led by the sector and good news happening across the country.

Whatever you do as a provider on 7 August, remember ACED is all about our people – your team that works around the clock in many instances, to support enriching the lives of older people in Australia.

For Ageing Australia, it's another opportunity to highlight the valuable and important role of the aged care, retirement living and seniors housing sector – and why appropriate investment in the industry is vital.

We will be ramping up our promotion of good news stories and our team will be lining up media opportunities with providers that are going above and beyond in the work they are doing.

We will also be sharing your stories on our social media channels, Facebook, LinkedIn and X, using hashtags **#ThanksforCaring** and **#ACED2025**.

Please let Ageing Australia know if there is something newsworthy you would like us to help you share, by emailing media@ageingaustralia.asn.au.

Visit ageingaustralia.asn.au/aged-care-employee-day

Using this ACED communications resource

This document is your guide to supporting and promoting Aged Care Employee Day – both in the lead up, and on the day itself, 7 August.

We look forward to celebrating the achievements of individuals, teams and organisations, and acknowledging their efforts to improve the lives of older Australians.

Results from 2024 Aged Care Employee Day

- 2.12 million Australians reached via broadcast, print and online media – including television coverage
- Over 14,000 impressions across our LinkedIn, Facebook, and X pages
- More than 11,000 visits to our website
- 165 ‘thanks for caring’ messages from members, associates, government and the wider community.



We thank the many organisations and people who have participated in Aged Care Employee Day over the years. Your support is greatly appreciated.

Other ways Ageing Australia is lifting the profile and reputation of the aged care sector

In addition to hosting Aged Care Employee Day, Ageing Australia hosts other sector recognition programs for residential aged care, home and community care, retirement living, seniors housing and related services.

You are ACE! is an ongoing campaign that recognises and celebrates excellence as it happens. Everyone within the aged care community can get involved by nominating an individual, team or organisation across 15 categories, with the nominee provided a certificate of recognition.

The strongest You are ACE! nominations become finalists as part of the Ageing Australia **You are ACE! Awards**. The winners are announced on Aged Care Employee Day.

You are ACE!
Awards

You are ACE!

Who can get involved in Aged Care Employee Day?

Everyone! Ageing Australia invites providers, operators, residents, clients, staff members, colleagues, friends, families and loved ones to join us in celebrating the thousands of workers in our sector.

It only takes a moment to say, 'thanks for caring'.

How to get involved in Aged Care Employee Day

1. Create, share and send a video saying 'Thanks for caring'

Show your appreciation by creating a video message, and sharing to your own socials and submit to Ageing Australia (see below).

Use your video to highlight great projects, staff stories or service initiatives that enrich the lives of older Australians.

2. Spread the word and let staff, residents and clients know. Download posters to display at your workplace in high traffic areas (such as kitchen, common rooms or reception areas)



[Download A4 posters](#) [Download A3 posters](#)

3. Use the social media frames and tiles on your social channels with the hashtags **#ThanksforCaring** and **#ACED2025**. Please also tag **@AgeingAustralia** on Facebook, LinkedIn and X.

Suggested social media copy to support your post:

LinkedIn, Facebook	This Aged Care Employee Day, Thursday 7 August, we say a heartfelt #ThanksforCaring to the incredible people who work with dedication, compassion and resilience to support older Australians. From care teams to support staff, our people are the backbone of our organisation, enriching lives every day with kindness, respect and professionalism. Thank you for all that you do – not just today, but every day. @AgeingAustralia #ACED2025
X (formerly Twitter)	On 7 August, we say #ThanksforCaring to our amazing team who care, support and enrich older Australians every day. You're the heart of our organisation and of our aged care sector. @AgeingAustralia #ACED2025

How to create and submit your **#ThanksforCaring** video

- Record your video – use our [video tips guide](#) to help your team record a clear, simple message. We recommend filming in landscape (16:9) and keeping videos under 3 minutes.
- Use hashtags – post your video to social media using **#ThanksforCaring** and **#ACED2025**.
- Tag Ageing Australia – **@AgeingAustralia** on Facebook, LinkedIn and X.
- Submit to us – upload via our [online form](#), or send files to media@ageingaustralia.asn.au using WeTransfer or Dropbox.
- Optional branding – add our official [intro/outro](#) video clips for a polished finish.

Prepared social media assets



Download prepared social tiles

Prepare your own social media assets – text and image frames



Download to add your photo – social tiles

- Write a message of thanks on our [website](#). You can make it a general thank you or a specific thank you to an individual or team.
- Update your email signature or website with the ACED 2025 logo or email banner.

**Aged Care
Employee Day**
Thanks for caring

Download logo suite PNG

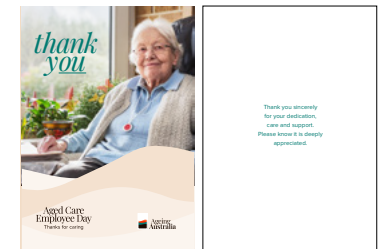


Download email banner image JPEG

- Use the **promotional image** across your digital channels – including desktop screensavers, television screens in common areas or reception, intranet banners, website homepage, newsletters, virtual meeting backgrounds and digital noticeboards.
- Share your good news stories with local media using our **media release template**. Pitch a story to your local paper, TV or radio station. You can also email us via media@ageingaustralia.asn.au if you'd like help.
- Give certificates of appreciation and thank you cards. Download the **Thanks for Caring certificate** and **thank you card** to give each of your staff members on the day.



Thanks for Caring certificate



thank you card

- Hold a morning or afternoon tea to celebrate your people and teams. Use our editable **PowerPoint Slide** slide deck as a visual tribute in your staff room or reception area.
- Run an in-house awards or recognition ceremony – and consider submitting standout stories as part of **You are ACE!**

Thank you for helping us show how much we truly value and appreciate our aged care workforce. Together we can make this Aged Care Employee Day the most impactful and widespread celebration yet.

ageingaustralia.asn.au/aged-care-employee-day



Aged Care Employee Day

Thanks for caring

#ThanksforCaring

#ACED2025

#YouAreACE

ageingaustralia.asn.au/aged-care-employee-day