

Ageing Australia Associate Prospectus



Join Ageing Australia

The national peak body supporting, representing and advocating for providers across the aged care sector, including retirement living, seniors housing, residential care, home care, community care and related services.



Ageing
Australia

ageingaustralia.asn.au

A message *from* Ageing Australia CEO *Tom Symondson*



I am incredibly proud to represent Ageing Australia as Chief Executive Officer. I would like to give you a sense of who we are and what we do, and why I believe that becoming an associate will be beneficial to your organisation, our members, and the aged care sector.

At Ageing Australia, we offer a comprehensive suite of services and supports for aged care, community care, and retirement living and seniors housing organisations of all sizes across Australia.

Through our associate subscription, we can connect you with a growing client network and help you maximise your exposure to organisations within the aged and community care sector.

We value working with organisations that provide high quality products and services and are innovating in the aged care space. An association subscription allows your business to feature those products and services across our channels to reach our members and the broader aged care sector.

I invite you to find out about the range of benefits available to your business as detailed in this prospectus.

Together, let us improve the future of aged and community care in Australia.

About Ageing Australia

Ageing Australia is the national peak body representing providers across the aged care landscape, 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 fulfilling journey.

Our members

Ageing Australia represents all aged and community care providers as well as retirement living and seniors housing operators across Australia. Membership is open to all providers of aged care services, including providers of related services of care (for example, disability service providers are eligible where they also provide services to older Australians). Ageing Australia has specific mechanisms in place to ensure all members are equally represented and valued, regardless of their organisational size, structure, location, or service offering.

In 2023-24 we supported 1,086 members across Australia from residential care, home care, community care, seniors housing and retirement living, with the majority located in New South Wales, Victoria and Queensland. With almost three-quarters of all aged care providers represented by ACCPA, we support not-for-profit entities, as well as private and public operators.

Member distribution



1,086

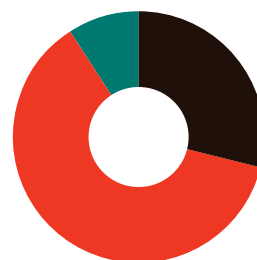
members across Australia from residential care, home care, community care, seniors housing and retirement living



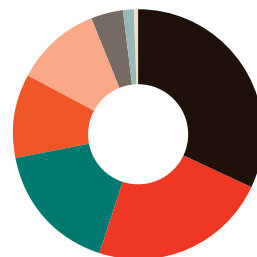
ACCPA represents

74.35%

of Australia's aged care sector service providers



● **31.4%** private
● **60%** not-for-profit
● **8.6%** public



● **32.5%** NSW
● **24.1%** VIC
● **16.4%** QLD
● **11%** SA
● **10.4%** WA
● **3.7%** TAS
● **1.4%** ACT
● **0.5%** NT

The Ageing Australia community

As the leading advocate for aged care in Australia, Ageing Australia ensures that our associate subscribers have a meaningful impact on our members and the wider industry. Being an associate means becoming part of the aged care community and building connections with providers nationwide through a trusted and well-established industry body.

With a strong legacy of supporting aged care providers, we are committed to integrity and maintaining the highest standards in everything we do. Our members value the expertise and guidance we deliver. When specialised knowledge or additional support is required, we efficiently leverage our associate network, ensuring that our members have reliable resources they can depend on.

Ageing Australia associate

Our associate subscription is ideal for companies seeking to stay informed, build brand awareness, and share industry expertise at a national level. The subscription fee covers one financial year, starting on 1 July and ending on 30 June, with fees pro-rated based on the month of application.

Join Ageing Australia as an associate to connect, contribute, and make a positive impact on the future of ageing Australians.

Cost: \$2,930 incl. GST

Ageing Australia associate benefits

Explore the benefits of becoming an Ageing Australia associate subscriber. Stay updated on the latest developments in aged care to enhance your knowledge and skills. Connect with a community of professionals and share your insights while promoting your offerings to fellow Ageing Australia members. Explore the benefits of our associate subscription in this overview and see how it can support your business' strategy and enhance your existing promotional efforts.

Information and industry knowledge

- Access to Ageing Australia *Informer*, our fortnightly industry e-newsletter
- Access to [*Aged Care Today*](#), Ageing Australia's quarterly industry magazine
- Subscription to daily Media Bulletin (one per associate only)

Discounted pricing

- Event attendance discounts
- Sponsorship and exhibition opportunities discounts
- Advertising discounts across a range of Ageing Australia channels – online, newsletters and *Aged Care Today* Magazine

Profile, branding, marketing and promotion

- Associate subscriber logo for use on printed and electronic materials
- Announcement in our electronic newsletter as a new associate
- Web listing on Ageing Australia Associate Directory (this includes logo, contact details, brief industry blurb)
- Opportunity to provide a discount to Ageing Australia members and receive a premium listing in the Ageing Australia Associate Directory*
- Opportunity to promote complimentary events, webinars, and educational content to members through the Associate Directory
- Opportunity to contribute editorial to Ageing Australia's quarterly magazine, *Aged Care Today* – our print and online interactive digital publication sent to more than 25,000 key decision makers in aged care sector.



Ageing Australia associate subscriber benefits explained

Ageing Australia is a dynamic and vibrant organisation that encourages active participation from our associates. As a subscriber, you can distinguish your business through various platforms, reaching our members nationwide. Engage with the community by attending, exhibiting, or sponsoring our events, contributing content, or advertising in our print and online publications and social media channels. Your involvement not only showcases your business but also enhances the dialogue around aged care and supports the collective goals of our members. We invite you to connect with others in the Ageing Australia community and make a meaningful impact.

Discounts and promotions

Ageing Australia associate's are eligible for significant discounts on purchases of events attendance, exhibition, sponsorship packages and advertising fees.

Ageing Australia Associate Directory

Inclusion in the Ageing Australia Associate Directory, is a key benefit of your subscription. The directory gives aged care providers a list of trusted and reputable suppliers of products or services.

Associates receive a premium directory listing* by offering exclusive, high-value discounts, offers or promotions to members.

*Premium listings will continue to be organised alphabetically by business name.

Ageing Australia Associate Directory

Inclusion in the [Ageing Australia Associate Directory](#), is a key benefit of your subscription. The directory gives aged care providers a list of trusted and reputable suppliers of products or services.

Welcome *to* Ageing Australia's Associate Directory

Search and access associate details for support services.
Filter by state or industry to find the service that you need.

Stay up-to-date

As an Ageing Australia associate, you will receive relevant industry news and information to maximise your understanding of the aged care services sector.

Ageing Australia National Conference

Join us at our annual National Conference, the premier event in the southern hemisphere for the aged care services industry. In 2024 more than 2,400 thought-leaders and decision makers from aged care providers across Australia gathered for this extensive networking opportunity. Showcase your products and services through various exhibition options or explore our diverse sponsorship packages.

Associates are encouraged to share their knowledge and subject matter expertise by submitting speaking proposals through our 'call for abstracts' process. Content is considered by our programming committee.

Save the date for our 2025 event –30 September to 2 October, Gold Coast Convention Centre.

Ageing Australia state conferences

Join us for our annual conferences, where you can connect with a targeted audience and showcase your products and services through a variety of sponsorship and exhibition options. Whether you choose to exhibit or simply attend, you'll have the opportunity to network with our vibrant community. We look forward to welcoming you and facilitating valuable connections.

- **March 12-13: ITAC Conference, Melbourne**
- **May 6: Tasmanian Conference, Hobart**
- **May 9: South Australian Conference, Adelaide**
- **May 19-21: Victorian Conference, Melbourne**
- **May 26–28: Western Australian Conference, Perth**
- **June 10-12: Queensland Conference, Gold Coast**
- **June 25-27: New South Wales and Australian Capital Territory Conference, Sydney**

Events and professional development calendar

Explore our extensive online and in-person [events calendar](#), brimming with opportunities for professional development, learning, and information exchange tailored for aged care providers and associate subscribers.

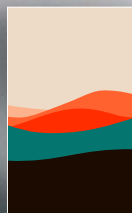
Ageing Australia communications

Associate's can advertise in our electronic newsletter. For a small additional fee, your organisation can promote its products, services, or other offerings to our expansive member base.

Aged Care Today Magazine

As Australia's premier quarterly publication in the aged care services industry, our professional magazine is a trusted source of information, available in both print and online formats. Associate subscribers have the opportunity to contribute informative editorial content based on their expertise.

Given the high demand for editorial space, this privilege is predominantly reserved for members and associates. Additionally, associates can also purchase advertising opportunities that reach the right audience.



Ageing Australia

If you are interested in joining and contributing to the Ageing Australia aged care community, as well as enhancing the wellbeing of older Australians, consider becoming an Ageing Australia associate.

Contact our team for a discussion at

1300 222 721

ageingaustralia.asn.au

partners@ageingaustralia.asn.au



facebook.com/AgeingAustralia



linkedin.com/company/ageingaustralia



x.com/ageing_au



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