

Ageing Australia Membership 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.



ageingaustralia.asn.au

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 fulfilling journey.



Our purpose

To lead, advocate and provide support, advice and guidance to aged care providers to ensure a high performing and sustainable aged care sector so that older Australians can live their best lives.



Our strategic objectives

Our strategic plan serves to shape our future, and that of the sector, to make better lives for older Australians.

Our strategic objectives are:

purposeful advocacy, informed by evidence and the views and experiences of our members and consumers.

unite, through leadership and alliances, the voices of aged care reform.

encourage a capable, innovative and trusted sector that has continuous improvement at its heart and

build Ageing Australia's capability and culture to deliver for members.



Our members

Ageing Australia represents all aged, community care and retirement living operators.

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).

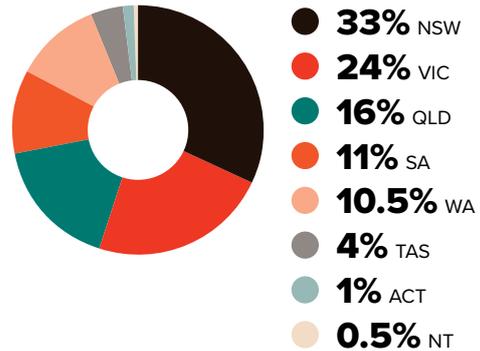
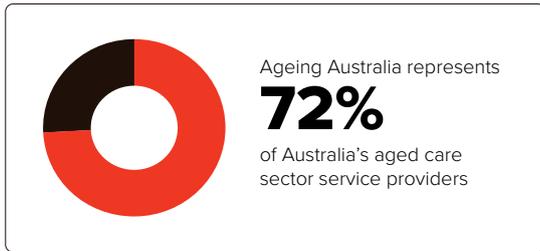
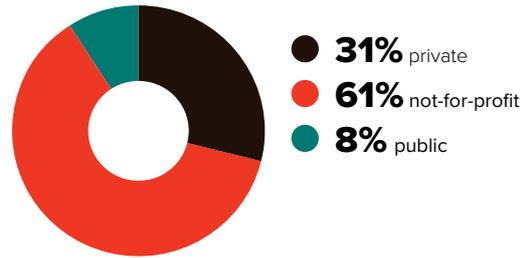
Ageing Australia has specific mechanisms in place to ensure all members are equally represented and valued, regardless of their organisational size, structure, location or service offering.



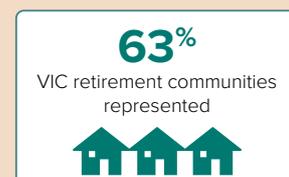
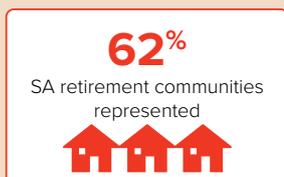
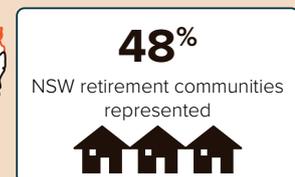
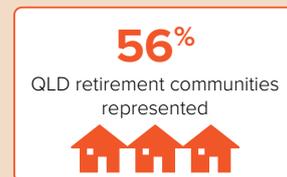
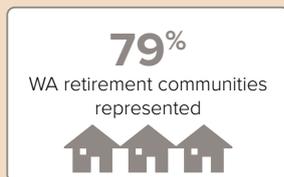
Our vision

To enhance the wellbeing of older Australians through a high performing, trusted and sustainable aged care sector.

Member distribution



Retirement living *and* seniors housing support



Accurate as of January 2025.

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 it is crucial that you join your national sector association, alongside fellow providers of home and community care, residential aged care, retirement living and seniors housing.

At Ageing Australia, our commitment is to advocate for our members, champion the rights and wellbeing of aged care workers, and ultimately serve the older Australians relying on our services.

We are acutely focused on the challenges and opportunities for the aged care sector amidst ongoing reform, with a shared goal of building a sector that we can all be proud of.



To achieve this, we regularly engage with members through our various membership councils, groups and forums to ensure we are listening and responding to what members want. We use these insights to craft sector-informed policy positions and ensure our advocacy agenda reflects the needs of our members.

One of our primary roles is to represent you and your organisation in dealings with federal, state and local governments, ensuring that our parliamentarians and government officials understand and value your needs when making critical policy decisions. We do this by building strong networks and robust relationships, developing compelling, evidence-based policy positions on issues important to members, and raising the profile of our sector in the media and Australian communities.

We also provide services to our members which support you to manage and grow your organisations. These range from industrial relations advice to specialist consultants ready to support you in areas such as business improvement and strategy development; from engaging conferences, learning and events to our member advice team; and from tools and resources that support you in building and monitoring the quality and safety of your services to programs aimed at supporting you to build and retain your workforce.

Ultimately, our efforts empower you to do what you do best – ensuring the wellbeing of older Australians.

We recognise that providers across the country are facing significant operational challenges and a range of complex reforms. Now is the time to unite our sector with a resounding voice, so we can effectively champion our common cause.

Join Ageing Australia today to drive a better future for your organisation and workforce, the aged care sector, and older Australians, wherever they live and whatever services and support they may need.

Ageing Australia membership provides the support you need and a strong collective voice to enhance the lives of older Australians.

Ageing Australia's policy *and* advocacy cycle

This model depicts our perspective on the traditional policy development cycle undertaken by government. It identifies points of advocacy and member/stakeholder engagement by Ageing Australia in the process of influencing the development of aged care policy by federal, state and territory governments. Your insights inform proactive policy development and member supports while our advocacy makes visible your insights and experiences to decision-makers in a range of ways. Together, we can contribute to meaningful improvement to aged care reform and ensure a better aged care sector for older Australians.

Your insights

We gather from you...

- Issue identification (including impacts on care)
- Ideas for system improvements
- Member attendance at consultative forums

Via Ageing Australia forums and special interest groups

- Submission input
- Refinements to possible solutions

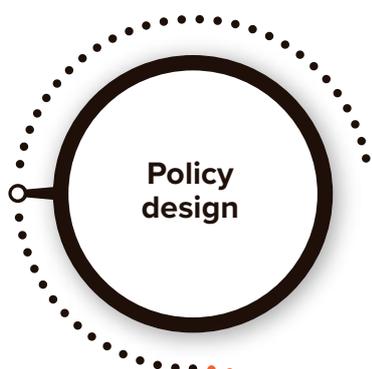
Via specific member meetings or roundtables and call outs to special interest groups or our Informer eNewsletter

- Potential changes/alternatives to proposed policy design
- Input to assessment of member impact

Via specific member meetings or roundtables and call outs to special interest groups or our Informer eNewsletter

- Implementation issues and trends
- Feedback on our services/resources development
- Opportunity to attend/review implementation support services

Via special interest groups, specific webinars or member briefings and member support services



Our advocacy

We undertake these activities in your interests...

- Participation in regular high level 'peak' meetings and sector consultation groups
- Monitor and query government communications (including changes to legislation and regulation)
- Undertake in-depth research to ensure our work is evidence-based

- Participation in stakeholder workshops, co-design etc
- Submission lodgement and follow-up
- Engagement with senior levels of departments and ministers offices as appropriate

- 1:1 contacts/liason
- High level communications with governments (including media as appropriate)
- Letters to minister/s as appropriate (actioning follow up and securing of meetings if required)

- Communications to governments re operational impacts
- Propose adjustments to design or implementation parameters

Our services *and* programs – at a glance

Advocacy and government engagement

Advocacy and policy development	Provide strong thought leadership to influence the policy reform agenda across all levels of government.
Member advocacy engagement	Undertake regular consultation with members and stakeholders to refine our policy design and advocacy agenda. Members' insights and feedback on important matters impacting the sector are gathered through forums, special interest groups, member surveys, roundtable discussions, webinars, workshops and communiques. This proactive research ensures our advocacy is evidence-based and backed by members' input.
Government engagement	Create and maintain open communication channels and productive working relationships with members of state and federal Government. Develop submission papers, letters to Minister/s (as appropriate), 1:1 liaison or public campaigns on matters impacting members.
Retirement living regulation	Government and stakeholder reference groups with direct lines to state retirement living regulators.

Member support and engagement

Support and advice	A team of residential aged care, home and community care CHSP, and retirement living experts can provide professional advice and help providers answer any sector questions.
Member engagement groups and forums	Coordination of state, national, special interest groups and forums to ensure effective communication and genuine member engagement and advocacy mechanisms.
CaRE (Community and Resource Engagement)	CaRE is a community hub designed to enhance the knowledge sharing and communication experience of our members. Ageing Australia members can explore sector information, participate in peer-to-peer and community conversations, and connect with fellow members and sector experts.
Tools and resources	Access to a range of supporting tools and resources to assist with the day-to-day business operations, including emergency preparedness and planning, and COVID-19.
Retirement living and seniors housing	Specific legislative reform and policy development support, and operational advice, to retirement living and seniors housing members.
Member information hub	Our online member information hub is packed with resources and support to help organisations and their teams to understand and optimise the various benefits that come with Ageing Australia membership. The hub is the go-to resource for all things Ageing Australia.

Member communications

News and communications	A range of comprehensive and timely email alerts and updates for members, including the flagship <i>Ageing Australia Informer</i> weekly publication. Targeted communications are delivered to your inbox covering real-time issues and challenges for the sector and ways Ageing Australia is supporting members to navigate aged care reform - supported by practical tools and resources where applicable.
Ageed Care Today magazine	Australia's leading aged services magazine distributed quarterly featuring informative articles from service providers, suppliers, innovators and thought leaders across aged and community care, seniors housing and retirement living.

Sector support and development

In-person and online events	A range of sector specific conferences, symposiums, forums and networking events across Australia, in-person and online.
Learning and professional development	A schedule of in-person and online learning programs, workshops and masterclasses across a variety of key themes – leadership, governance, customer service, human skills, business operations, person centred care, innovation and service excellence, human resources, workforce, policy and advocacy, nursing and care management, health and quality compliance and so much more!
On-demand learning and professional development	Tailored learning programs across key themes targeted to organisations with groups of five or more attendees.
Leadership and mentoring	Programs to offer employers practical strategies to build workforce capacity, skills and knowledge to excel in the workplace.
Governance in aged care settings	From clinical to board governance, programs to support organisational governance with tools and resources to address reforms and apply continuous improvement practices.

Workforce and sector capacity

Workforce hub	A platform focused on supporting providers with attraction, recruitment, retention and ongoing development of the sector's workforce. Includes resources to support the current and future workforce, organisations and career educators.
State and Federal Government-funded workforce programs	Pathways for Ageing Australia to connect members with funded programs to benefit the aged care sector to attract, retain and upskill the workforce.
Nursing programs	A suite of innovative cost-effective programs designed to transition graduate nurses, enrolled nurses and registered nurses working in other care settings, into aged care by providing targeted professional development and an industry mentoring engagement.

Industry excellence and reputation

Media and community engagement	Represent and raise the profile of the sector and members in mainstream, broadcast and social media.
Ageing Australia You are ACE! Awards	Award program focused on recognising excellence across the sector.
You are ACE!	A perpetual recognition campaign that recognises and showcases individual, team and organisation excellence to lift the image of the sector.
Aged Care Employee Day	Celebrating the aged care workforce annually on 7 August, showcasing the amazing people going the extra mile to improve the lives of older Australians.
InnovAGEING	A platform dedicated to showcasing industry-led innovation and fostering consumer-centric innovative solutions.

Business services

Workplace relations	Practical and professional guidance on day-to-day employment and industrial relations management, with fee-for-service options for more comprehensive and on-site offerings.
Payroll services	Cost effective and accurate payroll processing and comprehensive reporting for each pay cycle, each month and at end-of-year.
Residential claims and billing services	Expert processing of resident billing and entitlement claiming to maximise provider funds.
Consultancy and coaching services	Tailored professional, responsive and scalable guidance to support providers deliver safe and high-quality care.
Procurement portal	A fee-for-service system to reduce costs, manage compliance and make procurement easier by connecting members with partners offering bulk discounts, tendering and asset management tools. Asset management support for retirement living operators.
Governance portal	Private and secure online portal to manage governing body and committee meetings.
Partner products and services	Access a range of products and services from Ageing Australia's associate partners, including exclusive member discounts.
Safety & Quality Management system	Aged care specific policies and processes to guide staff, internal audit program and incident, complaint, feedback and improvement management.
Quality portal	Self-assessments, policy and procedure templates and resources to support compliance.

How you can make a difference?

Ageing Australia regularly engages with members through member councils, groups, forums and topic-based workshops.

Our member engagement forums:

- provide avenues through which sophisticated and comprehensive advice and guidance is delivered to members
- provide mediums through which Ageing Australia will seek input and feedback on sector changes, policy and information
- provide forums which facilitate members to actively contribute to and test proposals and advocacy stances
- contribute to valued member services from both a national and state perspective and
- provide opportunities for peer-to-peer networking, ideas exchange and support.

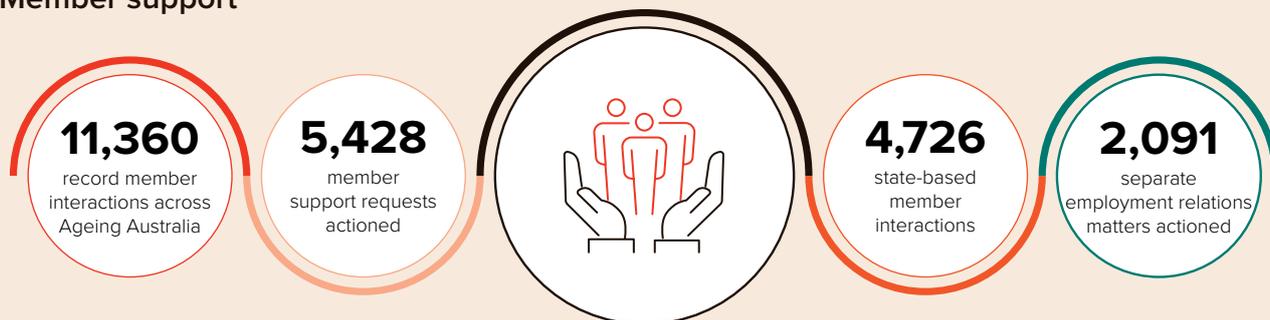
Ageing Australia has State Member Councils, each with up to 15 nominated council representatives and an elected Chair who represents the respective state or territory on the National Member Council. These councils are to inform Ageing Australia's CEO and executive leadership team, as we set and refine our policy positions and our advocacy agenda.

Members can also get involved in our various special interest groups which are run by the policy and advocacy team.

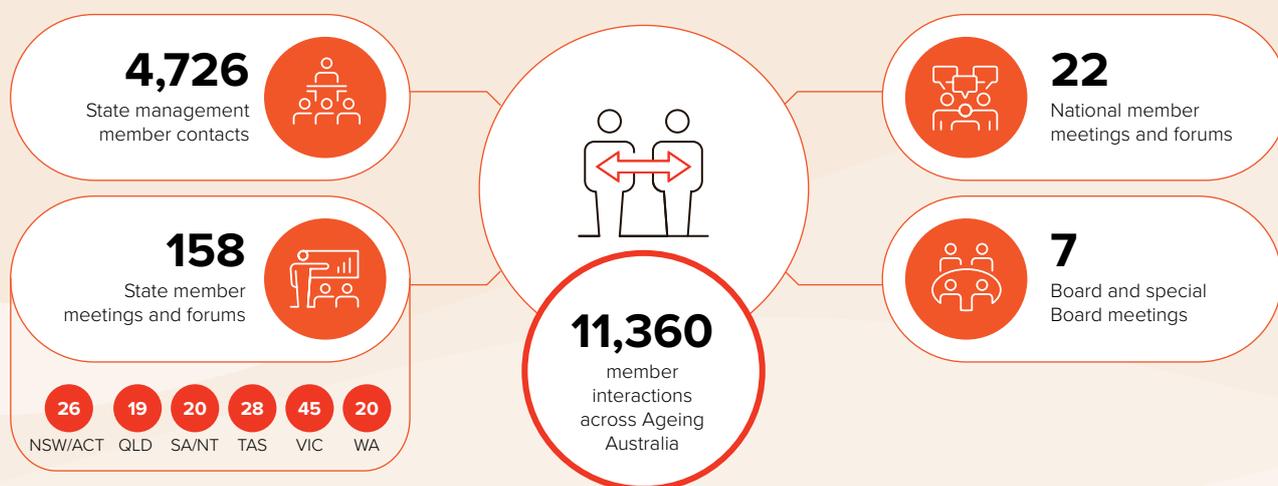
Ageing Australia also hosts regular workshops on current and topical matters impacting members.

2023-24 Year in Review

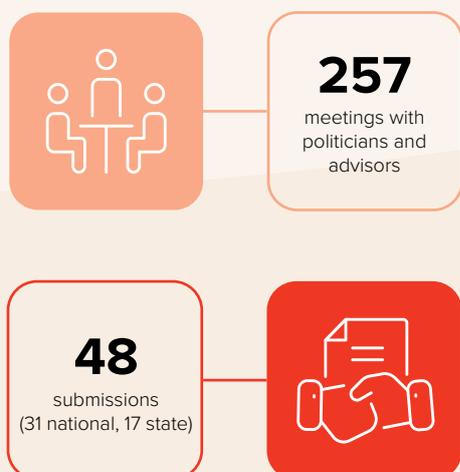
Member support



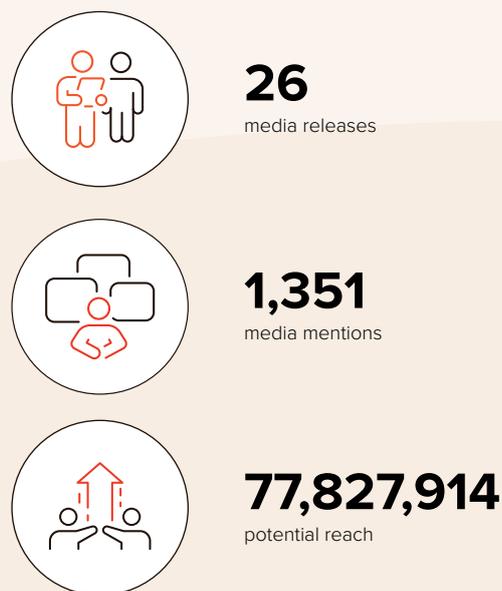
Member engagement



Policy and advocacy



Media



Further details included in Ageing Australia's 2024-25 Annual Report.

Becoming *an* Ageing Australia member

Joining Ageing Australia unlocks a wealth of benefits for the aged care service providers across Australia.

The Ageing Australia membership year runs on a financial year from 1 July to 30 June. As part of your membership, you will receive an Ageing Australia certificate, member sticker decal and digital member logo to proudly display as part of your commitment to enhancing the lives of older Australians by being a valued member of Australia's national aged services association.



To become a member, simply visit ageingaustralia.asn.au/join-ageingaustralia and complete the online form. Once your membership is approved, you will gain access to Ageing Australia's comprehensive suite of services, including member support, advocacy, professional development, specialised assistance and so much more.

For more information please contact the Membership Administration team via members@ageingaustralia.asn.au

“

Really happy with all the communications and information that we are receiving at the regular meetings. Great advocacy for the industry as well and we love that queries are followed up so well at our meetings.

Great job Ageing Australia – You're Awesome!” – Ageing Australia member

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Contact us

For more information about the services and benefits that you can unlock with your membership please visit the Ageing Australia website ageingaustralia.asn.au, email members@ageingaustralia.asn.au or speak with our team by calling 1300 222 721.

Our executive leadership team



Tom Symondson
Chief Executive Officer



Abderazzaq Noor
General Manager
Marketing and Communications



Arzu Haylaz
General Manager, Corporate Services,
Chief Financial Officer



Belinda Allen
General Manager
Services and Sector Capacity



Geraldine Ellis-Maguire
General Manager
Member Relations



Roald Versteeg
General Manager
Policy and Advocacy

Our member engagement team



Anne King
State Manager
NSW and ACT



**Danielle
Campbell-Manley**
State Manager
VIC and TAS



Derek Dittrich
Director of
Strategy and
Representation



Ian Poaloes
State Manager
QLD



Liz Behjat
State Manager
WA and NT



Mark Prosser
Director of
Retirement
Living and
Seniors Housing

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