

Celebrating AGED CARE WEEK

14–18 August 2017



Help us make this the best week of celebrating our workers yet!

The Celebrating Aged Care campaign is about recognising the positive impact the dedicated public health workers make within residential aged care. Since 2012 the campaign has prompted public sector residential aged care services to dedicate a day to recognise the contribution of their residential aged care staff.

This year, the Public Sector Residential Aged Care Leadership Committee will again host the celebrations to highlight the rewarding and crucial work of those caring for our valuable older people living in public sector residential aged care.

The theme of the campaign is We Care; reflecting an appreciation of the public sector residential aged care workforce and the significant role they play in caring for our senior Victorians.

How to get involved in 5 steps

1 Run your own event to celebrate during the week, which promotes the campaign theme: “We Care”

Over the coming weeks you will receive a small batch of merchandise, along with access to online resources, to help you plan and promote any activities you choose to host to mark the celebration.

While we don't want to be prescriptive about how you acknowledge your residential aged care staff during the week, below is a list of ways the Victorian RAC services have celebrated over the years:

- Morning/afternoon tea
- BBQ
- Fun activity with residents such as a dance, theatre, craft, games, sport or cooking activity
- Public open day
- Limited open day for family and friends of staff
- A professional development opportunity for staff; such as an external speaker
- A presentation from an inspirational speaker
- Contact local businesses for their support with pro bono services for staff

2 Let us know about your event

Once you have established the details of your celebration, the committee invites you to submit your information on their webpage and social media outlets, by emailing Tayla Baumann, Aged Care Project Officer either at PSRACsecretariat@vha.org.au or phone on (03) 9094 7732.

3 Go to the committee webpage for more resources to support your event

The committee has established a dedicated webpage to provide the public aged care staff and the general public with information on the Celebrating Aged Care campaign.

The Committee webpage will also upload the list of celebration events taking place across the state. The resources available on the webpage include:

- A Celebrating aged care poster
- An invitation template for your event
- Media release templates
- Newsletter template
- Web copy template
- A certificate template of appreciation to offer your staff
- Information on our social media outlets
- Photo consent form

4 Ask your passionate workers to get involved in promoting the event and spreading the word through:

Social media engagement:

This year, we are hoping to continue to effectively engage with our various social media outlets by seeking the support of the sector to promote and publicise their celebrations and highlight their dedication and own aged care journeys. We know that the social media space is of great value in promoting the importance of this week of celebration, and we are excited to involve our newest recruits and tech-savvy cohorts; and all who want to promote their passion and celebration of Aged Care and all they do in a public way.

(Please note, we do ask you to seek consent from those in photos or videos first, before posting or distributing).

FACEBOOK: www.facebook.com.au/celebratingagedcare

TWITTER: @WeCare_AgedCare

HASHTAG: #celebratingagedcare

EMAIL US: PSRACsecretariat@vha.org.au

5 Put your nominations in to promote the launch of the 2017 Celebrating Aged Care Awards

This year's celebrations will see the launch of three awards, highlighting the extraordinary contributions that the PSRAC workforce makes in the Victorian public healthcare sector. The Awards will acknowledge those workers committed to Victoria's aged care sector through their recognised initiatives in leadership, passion-driven and voluntary capacities.

The 2017 Aged Care Awards include:

- Aged Care Leadership Award
- Passion For Aged Care Award
- Aged Care Volunteer Award

For more information about the nomination process, please head to our website www.agedcareleadership.org.au.

Further information

In partnership with the Committee, the Victorian Healthcare Association is providing a dedicated secretariat and project officer for the delivery of the Celebrating Aged Care campaign. If you have any questions, please contact Tayla Baumann at PSRACsecretariat@vha.org.au or on (03) 9094 7132.

We are excited to have you join us, to make this the best week of celebration yet.



Mr Don McRae
Chair PSRAC Leadership Committee