

Customer Growth Strategy for Home Care Packages

Marketing Campaign Plan

Executive Summary

This document outlines a targeted, education-led marketing and communications campaign designed to support sustainable growth in Home Care Package (HCP clients), while maintaining service quality, workforce capacity, and regulatory compliance. The campaign has been developed in response to increasing regulatory oversight, workforce constraints, and rising consumer demand for clear, ethical information when making aged care decisions.

The campaign adopts a multi-channel approach combining community outreach, digital advertising, print media, editorial content, and owned communication channels. Activity is deliberately limited to North Brisbane to align growth with existing workforce capacity and service infrastructure. Messaging prioritises education, informed choice, and trust, recognising that aged care decisions are often made during periods of stress or transition and should be supported through non-pressured communication.

- **Total campaign investment:** approximately \$28,000 over a three-month period (excluding internal resourcing costs).
- **Enquiry growth:** increase total enquiries to approximately 100 per month across all channels.
- **Home visits:** support approximately 10 home visits per month, aligned with workforce capacity.
- **Client growth:** generate approximately 5 new Home Care Package clients per month, supporting controlled and sustainable growth.

Clear KPIs define accountability between Marketing and the Business Management Team, and monthly performance reporting support governance, transparency, and continuous improvement.

Organisation Overview – All About Living

All About Living is a community-based aged care provider supporting older Australians to live independently, safely, and with dignity in their own homes. With more than 30 years of experience, the organisation delivers a broad range of in-home support services across Brisbane and surrounding regions. Services are provided through Home Care Packages (HCP), the Commonwealth Home Support Programme (CHSP), and fee-for-service options, including nursing care, personal care, domestic assistance, social support, and wellbeing services.

Known for its strong local presence and person-centred approach, All About Living tailors services to individual needs and goals, with a strong focus on continuity of care, clear communication, and responsiveness. Operating in a highly regulated environment, the organisation maintains robust governance, quality, and compliance frameworks to support ethical, transparent, and informed service delivery.

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1. Campaign Overview

1.1 Campaign Background

Not-for-profit aged care providers are operating within an increasingly regulated and competitive environment. The introduction of the Aged Care Act 2024 represents a significant shift in how services are governed, funded, and scrutinised, requiring providers to reassess their operating models to remain sustainable while continuing to deliver high-quality care.

In response to these changes, All About Living has undertaken a review of the external market, regulatory landscape, and its own service offerings. This review identified Home Care Package recipients as the most sustainable and scalable funding stream for community-based aged care services, supporting longer-term care relationships and more predictable service delivery.

As part of this strategic response, the organisation is investing in a targeted marketing campaign focused on attracting new Home Care Package clients. The campaign is designed to support growth aligned with organisational capacity, strengthen market positioning, and support ongoing financial viability within a highly regulated aged care environment.

1.2 Business Context and Commercial Rationale

The aged care sector operates in a complex and competitive environment shaped by demographic change, funding reform, workforce constraints, and increasing consumer expectations. Demand for in-home support continues to grow as people seek to remain independent for longer, while provider choice is increasingly influenced by trust, reputation, and access to clear information.

Home Care Package support predictable revenue and coordinated service delivery over time. A targeted campaign allowed growth to be managed in line with workforce capacity and geographic coverage. A structured, multi-channel approach reduced reliance on passive referrals and supported a steadier flow of enquiries, appropriate assessment, and efficient onboarding.

The campaign also recognises opportunities within the existing client base by supporting education on reassessment and additional services in a needs-driven, client-centred way.

1.3 Sector and Regulatory Context (Aged Care)

The Australian aged care sector is highly regulated, with a strong focus on quality, safety, accountability, and informed consumer choice. Access to government-funded services is managed through the My Aged Care system, with Home Care Package services delivered under a consumer-directed funding model that allows individuals to choose their provider.

Providers must comply with legislative requirements, quality standards, and reporting obligations. Marketing and communication activities must be accurate, ethical, and supportive of informed decision-making. Increased regulatory oversight reinforces the importance of trust, transparency, and alignment between service delivery and public messaging. Workforce constraints further require growth strategies to align with operational readiness.

1.4 Campaign Scope and Timeframe

This campaign is designed as a targeted, multi-channel marketing and communications initiative focused on increasing Home Care Package enquiries and conversions within defined geographic areas. The scope is intentionally limited to North Brisbane, where the organisation had an established client base, workforce presence, and service infrastructure.

The campaign incorporates community outreach, digital advertising, print media, editorial content, and owned communication channels to support awareness, engagement, and conversion. It runs over three months to allow sufficient exposure, creative rotation, and meaningful evaluation. Monitoring occurs monthly, with results reviewed at an executive level to inform future planning.

1.5 Budget Proposal

The campaign budget supports a multi-channel marketing and communications approach across digital, print, and community engagement activity. Investment is structured to deliver sustained visibility, generate qualified enquiries, and support education-led engagement within defined geographic areas. All costs are based on a three-month campaign period unless otherwise stated.

Digital Advertising

- Facebook advertising campaigns: \$3,000 per month
- Campaign duration: 3 months
- Total digital advertising spend: **\$9,000**

Print Advertising

- The Guide publications (Sandgate, Redcliffe, Chermside):
 - \$478 per advertisement
 - Three publications per month for three months
 - Total cost: **\$4,302**
- Your Time magazine (advertising with editorial):
 - \$863 per publication
 - Three publications
 - Total cost: **\$2,589**

Printed Collateral

Printed materials support community engagement events, mailouts, and follow-up visits.

- Brochures: Quantity of 1,000 per kind
 - Two brochure kinds at \$950 each
 - Total cost: **\$1,900**

All About Living Campaign

Event and Promotional Materials

Event assets are purchased for repeated use across multiple engagements.

- Pull-up banners (3): \$540
- Tablecloths (2): \$420
- Merchandise:
 - Pens (1,000): \$1,200
 - Notebooks (1,000): \$2,230
 - Tissues (1,000): \$500
 - Lollies (1,000): \$1,650
 - Tote bags (2,000): \$2,060
- Total event and promotional materials: **\$8,600**
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Community Event Costs

- Estimated cost: \$100 per event
- Number of events budgeted: 12
- Morning tea supplied by All About Living
- Total community event budget: **\$1,200**
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Total Campaign Investment

Category	Total Cost
Digital Advertising	\$9,000
Print Advertising	\$6,891
Printed Collateral	\$1,900
Event and Promotional Materials	\$8,600
Community Event Costs	\$1,200
Total Campaign Budget	\$27,591

Budget Exclusions

This budget proposal excludes internal resourcing costs, including staff time and staff travel associated with campaign delivery, community engagement, lead follow-up, and reporting. These activities are supported within existing operational budgets and resourcing allocations.

2. Campaign Objectives

2.1 Primary Objective

The primary objectives of this campaign are to drive sustainable growth in Home Care Package clients while maintaining service quality and operational capacity, and to support informed decision-making through clear, ethical communication.

- Increase Home Care Package clients through a structured and sustainable growth approach.
- Generate qualified enquiries, support timely home visits, and convert prospects into ongoing services aligned with assessed needs and capacity.
- Increase visibility of the organisation as a trusted local aged care provider with more than 30 years of experience.
- Improve enquiry quality through clear information about services, funding pathways, and provider choice.
- Establish a measurable framework to track leads, conversions, and channel performance.
- Support growth without compromising service quality, compliance, or workforce sustainability.

2.2 Secondary Objectives

In addition to supporting growth in Home Care Package clients, the campaign includes secondary objectives focuses on strengthening community presence, improving engagement, and building internal capability.

- Strengthen relationships with local senior groups and community networks through face-to-face engagement.
- Increase awareness of aged care funding, provider choice, and available services among seniors and their families.
- Improve engagement with adult children and family members who support care decisions.
- Test and refine creative messaging and calls to action across channels and audience segments.
- Strengthen internal alignment through clearer lead management, follow-up, and reporting processes.

2.3 Success Criteria and KPIs

Success will be measured by the campaign's ability to increase enquiry volume, improve conversion outcomes, and support sustainable growth in Home Care Package clients while maintaining service quality, compliance, and operational capacity.

To support clarity around performance measurement and accountability, the campaign applies a simple customer journey funnel:

Awareness → Enquiry → Home Visit → Client Commencement

Different channels contribute to different stages of the funnel, with community outreach generating higher-intent leads through pre-engagement and education, and digital channels supporting broader awareness and enquiry volume.

Lead Generation KPIs

Lead Source	Baseline	Target	Responsibility	Measurement
Total leads (all channels)	Approx. 50 per month	100 per month	Marketing	Lead tracking and monthly reporting
Phone enquiries	Approx. 30 per month	60 per month	Marketing	Call logs and enquiry records
Social media leads	New Initiative	30 per month	Marketing	Social media lead forms and analytics
Community event leads	New Initiative	20 per month	Marketing	Event sign-in sheets and lead registers

Lead Conversion KPIs

Conversion Stage	Target	Responsibility	Measurement
Enquiries to home visits (overall)	10 per month	Business Management Team	Intake and scheduling data
Home visits to new clients (overall)	5 per month	Business Management Team	Client onboarding records
Community event leads to home visits	10 per month	Business Management Team	Event follow-up tracking
Community event leads to new clients	5 per month*	Business Management Team	Client commencement data

*Community event leads are expected to convert at a higher rate due to pre-qualification prior to being added to the lead register.

Existing Client Growth KPIs (Higher Level of Care)

Leads generated from existing clients eligible for reassessment or higher levels of care form part of the overall campaign strategy but are managed operationally rather than through marketing-led lead generation.

Activity	KPI	Responsibility	Measurement
Identification of eligible clients	As per business plan	Business Management Team	Care plan reviews and reassessment tracking
Client engagement	Direct phone calls and guided visits	Business Management Team	Contact logs and visit records
Conversion to higher level services	As per business plan targets	Business Management Team	Service level changes and care plan updates

Marketing may provide support through scripting, printed materials, and informational resources. Accountability for outcomes sits with the Business Management Team, in line with KPIs set out in their business plan.

Quality and Insight KPIs

Quality and insight KPIs focus on understanding lead quality, conversion outcomes, and performance drivers to support continuous improvement and informed decision-making.

Area	KPI	Responsibility	Purpose
Lead quality	Analysis of non-converted leads	Business Management Team	Identify barriers to conversion
Event lead performance	Conversion rate from events	Business Management Team	Validate higher pre-qualification rates
Campaign performance	Achievement of 100 leads per month	Marketing	Measure overall campaign effectiveness

Reporting and Accountability

Clear reporting and accountability arrangements have been established to monitor campaign performance, lead quality, and conversion outcomes across Marketing and the Business Management Team.

- Marketing is accountable for generating a minimum of 100 leads per month across phone, social media, and community events.
- The Business Management Team is responsible for managing conversions, including home visits, client onboarding, and progression to higher levels of care.
- Existing client growth activity is led and reported by the Business Management Team in line with their operational KPIs, with marketing providing supporting materials as required.
- Performance is reviewed monthly, with insights used to refine campaign activity and operational processes.

2.4 Alignment to Organisational Strategy

This campaign is designed to support the organisation's strategic priorities of sustainable growth, service quality, and long-term viability. By focusing on HCP, marketing activity is aligned with the most appropriate funding stream for managed growth. Community outreach and education-led engagement reinforced the organisation's commitment to person-centred care, informed choice, and strong local relationships.

Geographic targeting is limited to areas with established workforce capacity, ensuring growth did not compromise responsiveness or care quality. Clear performance measures and regular reporting supported governance, accountability, and continuous improvement, contributing to a scalable marketing model aligned with organisational capability.

3. Target Audience Analysis

3.1 Primary Audience (Older Australians 65+)

The primary audience for this campaign includes older Australians living independently who are seeking support to remain safe and well in their own homes.

- Older Australians aged 65 years and over living in the community.
- Individuals approved for a Home Care Packages, on a waiting list, or unsure how to begin the assessment process.
- People who value trust, familiarity, and personal connection when choosing an aged care provider.
- Decision-making is often influenced by family members, peers, and trusted community organisations.
- Information needs are practical and reassurance-focused, with a preference for clear explanations of services, funding, and care expectations.

3.2 Secondary Audience (Adult Children / Carers)

The secondary audience for this campaign includes family members and carers who support older people in making decisions about aged care services. While older Australians are the service recipients, adult children often act as information gatherers and initial decision-makers, particularly during assessment, hospital discharge, or periods of declining health.

- Adult children, typically aged 35 to 65 years, who research options and initiate contact on behalf of their parents.
- Family members involved in care planning, hospital discharge, or changes in health or living arrangements.
- Individuals who seek clear, accessible information about funding, services, and provider choice to support informed decision-making.
- Audiences who primarily engage through digital and print channels, including social media, websites, and local publications.
- Decision-makers who value credibility, responsiveness, and clear communication when selecting an aged care provider.

3.3 Existing Client Segment (Upsell / Reassessment)

The existing client segment includes current customers who may be eligible for reassessment or require a higher level of support as their needs change.

- Clients currently receiving services who may qualify for a higher level of Home Care Package or additional supports.
- Individuals experiencing changes in health, mobility, or independence that impact their care needs.
- Clients supported through regular care planning, reviews, and guided conversations with the Business Management Team.
- Engagement is primarily delivered through direct contact, including phone calls and planned in-home visits aligned with care plans.
- Education focuses on available options, reassessment pathways, and service adjustments that remain needs-driven and client-centred.

3.4 Community Stakeholders and Influencers

Community stakeholders and influencers play an important role in shaping awareness, trust, and referral pathways for aged care services within local communities.

- Local senior groups and organisations such as RSLs, bowls clubs, and community centres.
- Community leaders and group coordinators who influence attendance, engagement, and referrals within their networks.
- Health and wellbeing professionals who provide informal guidance or recommendations to older people and families.
- Organisations and networks that support social connection, independence, and ageing well in the community.
- Trusted local voices that reinforce credibility and familiarity through face-to-face engagement and word-of-mouth.

3.5 Geographic Targeting Rationale

Geographic targeting is designed to align marketing activity with existing service capacity, workforce availability, and operational readiness.

- Focus on North Brisbane where the organisation has an established client base and workforce presence.
- Target areas with strong demand for in-home aged care services and existing community connections.
- Reduce travel time and improve scheduling efficiency for staff and clients.
- Enable timely response to enquiries and faster commencement of services.
- Support a controlled and sustainable growth approach while maintaining service quality and responsiveness.

4. Strategic Approach

4.1 Strategic Communication Framework

The strategic communication framework guides how information is delivered across channels to support trust, understanding, and informed decision-making throughout the aged care journey.

- Focus on education-led communication to reduce confusion and support informed choice.
- Recognise that decisions are made over time and influenced by multiple touchpoints.
- Use a multi-channel approach across community, digital, print, and owned channels.
- Tailor messaging to the distinct needs of older Australians and their families.
- Apply clear, respectful, and accessible language aligned with regulatory requirements.
- Monitor enquiry quality and conversion outcomes to inform continuous improvement.

4.2 Services Marketing Perspective

The services marketing perspective focuses on building long-term relationships and delivering value through consistent, person-centred service experiences rather than one-off transactions.

- Emphasis on relationship-based care and continuity of service over time.
- Recognition that trust, reliability, and responsiveness are central to aged care decision-making.
- Alignment of marketing activity with service delivery capability and workforce capacity.
- Focus on educating clients and families about available services and funding options.
- Integration of people, processes, and physical evidence to reinforce service quality and credibility.
- Support for sustainable growth that prioritises client outcomes and long-term engagement.

4.3 Integrated Marketing Communications Approach

The integrated marketing communications approach supports consistent messaging across multiple channels, with each channel playing a defined role in supporting awareness, engagement, and conversion.

Channel	Purpose	Key Activities	Primary Audience
Community outreach	Build trust and local presence	Presentations, information sessions, lead capture	Seniors and existing clients
Social media	Drive awareness and enquiries	Targeted ads, lead forms, creative rotation	Seniors and adult children
Phone enquiries	Personal engagement and qualification	Direct calls, information provision	Seniors and families
Print advertising	Maintain visibility and credibility	Local magazines and publications	Seniors and families
Editorial content	Educate and position expertise	Informative articles and expert commentary	Seniors and families
Owned channels	Reinforce messaging and nurture leads	Website content, newsletters	All audiences

This integrated approach supports audience engagement through preferred channels while providing consistent, clear, and supportive messaging across the decision-making journey.

4.4 Education-Led and Trust-Based Positioning

The campaign positions the organisation as a trusted local expert by prioritising education, transparency, and support over promotional messaging, recognising that aged care decisions are often made during periods of uncertainty.

- Focus on providing clear, factual information about aged care services, funding options, and provider choice.
- Use of plain language and accessible explanations to reduce confusion and support informed decision-making.
- Emphasis on reassurance, guidance, and responsiveness rather than sales-driven messaging.
- Positioning of staff as knowledgeable and approachable professionals who can assist at different stages of the aged care journey.
- Delivery of information through trusted environments such as community groups, local publications, and direct conversations.
- Consistent alignment with regulatory obligations, ethical communication standards, and person-centred care principles.

This approach reinforces credibility, builds trust over time, and supports sustainable engagement with clients and their families.

4.5 Key Assumptions and Constraints

The campaign has been planned with a clear understanding of the operating environment, audience behaviour, and organisational capacity. The following assumptions and constraints informed strategic decisions and campaign scope.

Key Assumptions

- Demand for in-home aged care services will continue to increase as people seek to remain independent at home.
- Home Care Packages are a preferred funding option for long-term support and service continuity.
- Aged care decisions are rarely immediate, often involving family or carers and occurring during periods of stress or transition, which reinforces the need for ethical, non-pressured communication.
- Trust, reputation, and personal connection strongly influence provider choice.
- Education-led communication improves enquiry quality and readiness to engage.
- Multi-channel communication increases reach and accessibility for different audiences.

Key Constraints

- Workforce capacity, particularly in nursing and community support roles, limits the pace of growth.
- Service delivery must align with existing geographic coverage to reinforce timely commencement of care.
- Regulatory and ethical requirements restrict promotional language and require factual, non-misleading communication.
- Budget and resource availability influence channel selection and campaign scale.
- Community presentation schedules are dependent on the availability of external groups and venues.
- Data collection and tracking are reliant on accurate enquiry source capture and follow-up processes.

5. Campaign Messaging and Positioning

5.1 Core Value Proposition

All About Living assists older Australians in living independently and confidently in their own homes by offering dependable, person-centred aged care services customised to individual needs. With over 30 years of local experience, the organisation provides clear guidance, responsive support, and continuity of care, helping clients and their families manage aged care services and Home Care Packages confidently.

The value proposition is grounded in trust, accessibility, and local expertise. Clients can expect clear communication, flexible services, and a provider that listens, responds, and adapts as needs change. This approach positions All About Living not just as a service provider, but as a long-term partner in supporting independence, wellbeing, and quality of life.

5.2 Key Messages

The campaign communicates the following key messages consistently across all channels:

- Support at home helps people maintain independence, safety, and quality of life for longer.
- Home Care Packages provide flexible, government-funded support tailored to individual needs and goals.
- Choosing the right aged care provider matters, and people have the right to change providers if their needs are not being met.
- All About Living is a trusted local provider with more than 30 years of experience supporting older Australians.
- Clear information and guidance make navigating aged care services less overwhelming.
- Services are responsive, person-centred, and designed to adapt as needs change.
- Support is available to guide clients and families at every stage of the aged care journey, from assessment through to ongoing care.

5.3 Tone, Language and Accessibility Considerations

Communication adopts a calm, respectful, and reassuring tone, aligned with the Department of Health, Disability and Aged Care Style Guide for seniors. Language is clear, plain, and jargon-free to support understanding and informed decision-making. Content is designed to be accessible across written, verbal, and visual formats, recognising varying levels of literacy, vision, hearing, and digital confidence. Readability, clarity, and consistency are prioritised across all channels so information is easy to engage with and appropriate for older audiences.

5.4 Ethical and Regulatory Communication Considerations

All campaign communications comply with aged care legislative requirements and ethical standards. Information provided is accurate, factual, and non-misleading, supporting informed choice rather than undue influence. Messaging respects consumer rights, privacy, and dignity, and avoids unrealistic claims about services or outcomes. Communication aligns with regulatory obligations, quality standards, and transparency expectations, ensuring marketing activity reflects service delivery capability and maintains trust with clients, families, and the broader community.

6. Community Outreach and Engagement Program

6.1 Objectives of Community Outreach

The community outreach program is designed to build trust, increase awareness, and generate qualified leads through direct engagement with local senior communities. Outreach activity focuses on positioning the organisation as a knowledgeable and approachable local provider while supporting informed decision-making rather than direct sales.

The objectives of community outreach are to:

- Increase awareness of the organisation and its services within local senior communities.
- Reinforce the organisation's reputation as a trusted local provider with more than 30 years of experience.
- Provide clear, practical information about aged care services, Home Care Packages, and provider choice.
- Create opportunities for face-to-face engagement to build familiarity and confidence.
- Capture qualified leads through pre-engagement conversations and expressions of interest.
- Support higher-quality enquiries by educating attendees before they enter the lead pipeline.

Community outreach is intentionally designed as a relationship-building and education-led activity that complements other campaign channels and supports stronger conversion outcomes downstream.

6.2 Target Community Groups

The following community groups represent the initial focus for outreach activity. These groups are selected based on alignment with the primary audience, opportunities for face-to-face engagement, and established community participation by older Australians. This list serves as a starting point to be expanded by the Business Management Team based on local knowledge, operational experience, and emerging opportunities.

Initial target community groups include:

- RSL clubs and sub-branches
- Lawn bowls clubs and sporting clubs with senior memberships
- Senior citizens clubs and social groups
- Community centres hosting seniors' programs or activities
- Retirement villages and independent living communities
- Church, faith-based, and cultural community groups with older members

The Business Management Team is responsible for identifying additional local groups, prioritising outreach opportunities, and confirming suitability based on geographic coverage and service capacity.

A central spreadsheet will be maintained to capture and manage community contacts, including group name, location, contact person, contact details, meeting schedules, presentation opportunities, and engagement status. This register is to be updated and expanded over time to reflect local relationships, outcomes, and follow-up actions. The draft community contact register is provided in **Appendix A**.

6.3 Presentation Strategy and Content Overview

Community presentations are designed to be informative, engaging, and accessible, with a focus on education and practical guidance rather than sales-driven messaging. Presentations are delivered in a conversational style, allowing time for questions and discussion to promote understanding and build trust.

The presentation strategy focuses on:

- Delivering clear and easy-to-understand information tailored to senior audiences.
- Using plain language and visual slides aligned with the Department of Health, Disability and Aged Care style guidance for seniors.
- Encouraging interaction and questions to address individual concerns and common misconceptions.
- Positioning the organisation as a knowledgeable local provider with a strong understanding of aged care systems and services.

The presentation content covered:

- Overview of aged care services and support available to help people remain at home.
- Explanation of Home Care Packages and other funding options in simple terms.
- Guidance on choosing an aged care provider and understanding the right to change providers.
- Overview of services offered and how support can be tailored to individual needs.
- Information on next steps, including how to seek assessment, ask questions, or request follow-up support.

The standardised presentation used for community outreach is provided in **Appendix B: Community Outreach Presentation Slide Show**.

6.4 Lead Capture and Feedback Mechanisms

Lead capture and feedback mechanisms is designed to be simple, respectful, and appropriate for senior audiences, while ensuring accurate data collection and follow-up.

Lead capture methods include:

- Sign-in or expression-of-interest sheets completed during or after presentations.
- Verbal consent to be contacted, recorded by staff at the event.
- Optional request cards for attendees seeking further information, a call back, or a home visit.
- Immediate clarification of preferred contact method and best time to follow up.

To secure lead quality, attendees are informally pre-qualified through conversation at the event, ensuring interest aligned with Home Care Package eligibility or likely need before being added to the lead register.

Feedback mechanisms include:

- Short verbal feedback at the conclusion of presentations.
- Informal discussions to gauge understanding, relevance, and remaining questions.
- Completion of simple feedback forms where appropriate, focusing on clarity, usefulness, and confidence gained.

All leads are to be entered into the central lead register following each event, with notes to capture support appropriate follow-up. Feedback and insights from each event are reviewed to inform improvements to presentation content, messaging, and engagement approach for future outreach activity. A copy of the evaluation form used to capture feedback is included in **Appendix B**.

6.5 Role in the Overall Campaign Funnel

Community outreach plays a critical role at the top and middle stages of the campaign funnel by building awareness, trust, and early engagement through face-to-face interaction. This channel supports audiences who prefer personal connection and reassurance before making decisions about aged care services.

Within the overall campaign funnel, community outreach:

- Introduces the organisation in trusted, familiar community settings.
- Provides education that reduces confusion and increases confidence before enquiry.
- Generates higher-quality, pre-qualified leads through direct conversation.
- Enables stronger conversion outcomes compared to cold or passive lead sources.
- Feeds qualified leads into the lead management process for follow-up and assessment.

Community outreach works alongside digital, print, and phone channels to reinforce messaging and provide multiple entry points into the service. This activity promotes the awareness and enquiry stages of the campaign funnel. By addressing questions and concerns early, this channel enables smoother progression from enquiry to home visit and conversion, strengthening overall campaign effectiveness.

7. Digital and Social Media Strategy

7.1 Platform Selection Rationale

Digital platforms are selected based on audience behaviour, accessibility, and their ability to promote awareness and lead generation. Facebook is the primary platform due to strong usage among people aged 65 years and adult children aged 35 to 65 who support aged care decisions. The platform allows targeted local advertising and multiple engagement options, including phone calls, lead forms, and information requests. Digital advertising complements community outreach and print activity by reinforcing messages and maintaining visibility between interactions. Platform selection prioritise familiarity, ease of use, and trust, ensuring digital engagement supports education-led communication and personal contact rather than replacing it.

7.2 Audience Segmentation Strategy

Audience segmentation recognises the different roles, needs, and decision-making behaviours involved in aged care services. The campaign tailors messaging and channel selection to improve relevance, engagement, and lead quality.

Older Australians (Primary Clients)

- Aged 65 years and over and living independently in the community.
- Seeking support to remain safe, well, and independent at home.
- Value trust, familiarity, and personal interaction.
- Prefer clear, simple explanations of services and funding options.
- Engage through community outreach, phone enquiries, and print media.

Adult Children and Family Members

- Typically aged 35 to 65 and supporting parents with care decisions.
- Often research options online and initiate contact on behalf of parents.
- Seek credibility, clarity, and responsiveness from providers.
- Engage primarily through digital channels, including social media and websites.

Existing Clients (Reassessment Segment)

- Current clients whose care needs are changing over time.
- May be eligible for reassessment or additional services.
- Engagement occurs through direct contact and care planning discussions.
- Focus on education around options and appropriate next steps.

7.3 Creative Strategy and Visual Representation

The creative strategy is designed to reflect the diversity of audiences involved in aged care decision-making and to support recognition, trust, and relevance across digital channels. Visual representation is intentionally varied to appeal to different audience segments who could see themselves reflected in the campaign.

Senior Male

- Represents older men living independently and considering support at home.
- Supports relatability for male audiences who may be less likely to engage proactively.
- Reinforces independence, dignity, and practical support.

Senior Female

- Represents older women living alone or managing changing support needs.
- Reflects a significant proportion of aged care service users.
- Emphasises reassurance, safety, and continuity of care.
- Highlights flexible support that adapts as needs change.

Care Worker Providing Support

- Depicts frontline support workers delivering personal or social support.
- Builds trust through visible human connection and care delivery.
- Appeals to clients and family members seeking reassurance about service quality.

Nurse Providing Care

- Represents clinical oversight and professional expertise.
- Reinforces safety, credibility, and complex care capability.
- Relevant for audiences with increasing or higher support needs.

Creative assets developed for Facebook and Instagram are included in **Appendix C: Digital Campaign Creative Assets**, demonstrating how each visual representation is applied across social media formats and calls to action.

7.4 Call-to-Action Framework

The call-to-action framework is designed to meet audiences at different stages of readiness, providing clear and accessible options for engagement while supporting lead quality and tracking.

- Call us
 - Targets individuals who prefer personal contact and immediate reassurance.
 - Supports seniors who value direct conversation and verbal explanation.
 - Enables immediate qualification and response by staff.
- Make an appointment
 - Encourages prospective clients and family members to request a callback or meeting.
 - Reinforces structured follow-up and lead tracking.
 - Used to monitor enquiry quality and conversion outcomes.
- Download a brochure
 - Targets individuals seeking information before making contact.
 - Appeals to adult children researching options on behalf of parents.
 - Promotes education and familiarity before direct engagement.

Calls to action are applied consistently across digital and print channels and aligned with campaign objectives to balance accessibility, lead quality, and measurable outcomes.

7.5 Campaign Scheduling and Creative Rotation

Campaign scheduling and creative rotation are designed to maintain visibility, minimise audience fatigue, and enable ongoing optimisation throughout the campaign period.

- The campaign runs over three months to provide sustained exposure and allow meaningful performance evaluation.
- Digital advertising operates continuously, with creative assets rotated on a scheduled basis to maintain engagement.
- Visuals are reused based on click-through rates, with higher-performing assets prioritised to maximise impact.
- New creative material may be developed if required to refresh messaging and sustain engagement over time.
- Multiple calls to action and audience representations are alternated to test effectiveness across segments.
- Scheduling aligns with community outreach and print activity to reinforce messaging across channels.

This approach supports consistent visibility while enabling data-informed refinement of creative and messaging throughout the campaign.

7.6 Digital Lead Capture and Tracking

Digital lead capture and tracking are designed to facilitate accurate data collection, timely follow-up, and performance measurement. Leads are captured through Facebook call-to-action buttons, lead forms, and direct phone enquiries linked to digital advertising. All digital leads are to be recorded in the customer management platform, AlayaCare, with source attribution to enable tracking by channel and campaign. Lead data assists in the monitoring of enquiry volume, conversion to home visits, and client outcomes. Reporting is reviewed monthly to assess performance, identify trends, and inform optimisation of creative, messaging, and targeting.

8. Print Advertising and Editorial Strategy

8.1 Role of Print Media in the Campaign

Print media plays a complementary role in supporting awareness, credibility, and trust within the campaign, particularly among older audiences who prefer traditional information sources. Local publications provide consistent visibility within targeted geographic areas and reinforce brand recognition alongside digital and community outreach activity. Print advertising promotes familiarity at key decision points, while editorial content offers education rather than promotion, positioning the organisation as knowledgeable and reliable. This approach targets messaging to reach both seniors and family members, strengthen local presence, and enable informed decision-making through trusted and accessible channels.

8.2 Publication Selection and Geographic Reach

Publications have been selected based on audience alignment, geographic relevance, and their role as trusted, free community information sources. All publications are distributed at no cost through high-traffic community locations, supporting accessibility and repeat exposure.

Publication	Target Audience	Geographic Reach	Distribution	Rationale for Selection
Sandgate Guide	Adults 30+, strong senior readership	Sandgate, Brighton, Shorncliffe, Deagon, Bracken Ridge, Boondall	Free distribution through community centres, libraries, shopping centres, RSLs, bowls clubs, and local businesses	Strong local identity, trusted community publication, high relevance to existing client base
Redcliffe Guide	Adults 30+, families and seniors	Redcliffe, Scarborough, Woody Point, Margate, Clontarf, Kippa Ring	Free distribution through community venues, libraries, shopping centres, RSLs, bowls clubs, and local businesses	Hyper-local reach in a key service area with strong community engagement
Chermside Guide	Adults 30+, families and seniors	Aspley, Carseldine, Chermside, Kedron, Geebung, Stafford, Wavell Heights	Free distribution through community centres, shopping precincts, clubs, and public venues	High circulation in densely populated service areas with strong demand for in-home care
Your Time Magazine	Adults 55+	Brisbane-wide	Free distribution through community hubs, libraries, clubs, medical centres, and selected retail outlets	Direct alignment with older Australians supports broader awareness and education through editorial content

The use of free, community-distributed publications secures accessibility, reinforces local presence, and supports consistent exposure among older Australians and their families in trusted environments. Creative assets developed for print advertising and editorial placements are included in **Appendix D: Print Campaign Creative Assets**.

8.3 Advertising Strategy

The print advertising strategy focuses on building familiarity, credibility, and local recognition through consistent presence in trusted community publications. Advertising placements reinforce brand awareness rather than drive immediate action, recognising that aged care decisions often develop over time.

Advertisements feature clear, simple messaging supported by approachable imagery and visible contact details, allowing readers to engage at their own pace. Consistent branding across publications promotes recognition and recall, while geographic placement aligns with service coverage and workforce capacity.

Advertising runs monthly throughout the campaign period to maintain visibility and reinforce key messages alongside community outreach and digital activity. Creative executions used in print advertising are included in **Appendix D: Print Campaign Creative Assets**.

8.4 Editorial Strategy and Content Themes

The editorial strategy supports the campaign's education-led and trust-based positioning by providing practical, non-promotional content that addresses common concerns for older Australians. Editorial content is designed to inform, reassure, and build credibility, positioning the organisation as a knowledgeable and supportive resource rather than a commercial advertiser.

Key content themes include:

- Preventing trips and falls through practical home safety adjustments and everyday risk reduction.
- Staying safe and well at home during seasonal risks, including managing heat and recognising signs of heat stress.
- Understanding consumer choice in aged care, including what to expect from a provider and the right to change providers if needs are not being met.

Editorials include professional commentary from experienced staff to reinforce expertise while remaining accessible and easy to read. Content aligns with regulatory expectations and senior-friendly communication standards. All editorial content developed as part of the campaign is included in **Appendix E: Editorial Content**.

9. Creative Assets and Collateral

9.1 Creative Asset Overview and Purpose

Creative assets are developed to promote consistent messaging, reinforce trust, and guide audiences through different stages of the aged care decision-making journey. Assets are designed to be clear, accessible, and appropriate for senior audiences, while remaining adaptable across multiple channels.

The purpose of the creative assets is to:

- Reinforce brand recognition and local credibility.
- Support education-led messaging about aged care services and Home Care Packages.
- Provide multiple entry points for engagement based on audience readiness.
- Maintain consistency across community, digital, and print channels.
- Facilitate tracking, evaluation, and optimisation of campaign performance.

All creative assets are developed in line with regulatory requirements and senior-friendly communication standards.

9.2 Creative Asset Categories

Asset Type	Purpose	Primary Channel	Appendix Reference
Community presentation and evaluation tools	Support education-led engagement and capture feedback	Community outreach	Appendix B
Digital advertising creatives	Drive awareness and lead generation	Facebook and Instagram	Appendix C
Print advertising	Build familiarity and local credibility	Community magazines	Appendix D
Editorial content	Educate and position expertise	Print publications	Appendix E
Printed collateral	Support information sharing and follow-up	Community events and enquiries	Appendix F
Event assets	Increase visibility and brand recognition	Community events	Appendix G

9.3 Role of Creative Assets in the Campaign

Creative assets support the integrated campaign by reinforcing key messages across multiple touchpoints. Assets are used to educate, reassure, and guide audiences rather than promote services in a transactional way. Visuals and messaging are reviewed and refined based on performance data, with higher-performing assets reused and new material developed as required to maintain engagement.

All creative assets referenced in this section are included as appendices to this plan to demonstrate execution, consistency, and alignment with campaign objectives.

10. Measurement, Monitoring, Reporting and Continuous Improvement

This campaign applies an integrated performance framework to deliver marketing activity that is measurable, accountable, and aligned with organisational capacity and governance requirements. Measurement, monitoring, reporting, and risk management are treated as a continuous cycle that supports informed decision-making and sustainable growth.

10.1 Performance Measurement Framework

Campaign performance is to be measured against agreed success criteria and KPIs, including lead volume, lead source, engagement, cost efficiency, conversion to home visits, and conversion to clients. Digital performance metrics include reach, clicks, cost per result, and lead quality. All enquiries and outcomes are to be recorded in AlayaCare to enable consistent tracking across channels.

10.2 Monitoring and Reporting Processes

Performance is monitored on an ongoing basis, with formal reporting conducted monthly. Marketing is accountable for lead generation targets and channel performance, while the Business Management Team reports on home visits, conversions, and reasons for non-conversion. Reporting provides visibility to executive leadership and supports operational alignment.

10.3 Continuous Improvement and Optimisation

Insights from performance data, community feedback, and conversion analysis inform ongoing refinement of messaging, creative assets, targeting, and processes. Higher-performing visuals and messages are prioritised, with new material developed as required to maintain engagement.

10.4 Supporting Evidence

Appendix H provides an applied example of social media performance monitoring and evaluation, demonstrating how insights are used to optimise campaign activity and improve outcomes.

11. Resourcing, Capacity and Risk Management

This campaign is designed to support sustainable growth while maintaining service quality, workforce wellbeing, and regulatory compliance. Resourcing and capacity considerations are embedded in campaign planning so that growth remains aligned with operational capability.

11.1 Workforce Capacity Considerations

Marketing activity is aligned with existing workforce capacity so that services can be delivered in a timely and reliable manner. Enquiry volumes, home visits, and service commencement timelines will be monitored to identify capacity pressures early. Where required, campaign activity can be adjusted or paused to protect service quality and staff sustainability.

11.2 Geographic Limitation Rationale

Geographic targeting is deliberately limited to areas where the organisation has an established client base, workforce presence, and service infrastructure. This approach reduces travel time, improves scheduling efficiency, and supports faster service commencement. Limiting geographic scope mitigates operational risk while enabling a controlled and sustainable approach to growth.

11.3 Risk Identification and Mitigation

Key risks include workforce capacity constraints, lead quality mismatch, and compliance or reputational risk. These risks are mitigated through lead qualification processes, ethical and accurate communication, clear role accountability between Marketing and the Business Management Team, and regular performance monitoring and reporting.

11.4 Quality Assurance and Service Continuity

Quality assurance and continuity of care are maintained by aligning marketing activity with service capability and care planning processes. Leads are assessed against service suitability, and growth is managed to avoid delays or disruption to existing clients. Ongoing review of performance data supports consistent service delivery, positive client experiences, and continuity of care.

12. Conclusion

12.1 Campaign Summary

The campaign adopts a multi-channel strategy that focuses on building trust, increasing awareness, and generating qualified enquiries within defined geographic areas. Community outreach establishes personal connection and credibility, digital and social media support lead generation and tracking, and print advertising and editorial reinforce familiarity through trusted local channels. Performance monitoring, governance controls, and capacity alignment so that growth remains sustainable and compliant.

12.2 Strategic Outcomes

Expected strategic outcomes include increased visibility within target communities, improved enquiry quality, stronger conversion pathways, and clearer alignment between marketing activity and service delivery capability. The campaign is designed to strengthen the organisation's position as a trusted local provider and establish a repeatable, measurable framework to support future growth.

12.3 Recommendations for Future Campaigns

This campaign establishes a strong foundation for sustainable growth and provides clear opportunities to extend activity in future phases. Learnings from performance data, community engagement, and conversion analysis inform the following opportunities for expansion.

Referral Engagement Program

A structured referral program presents a significant opportunity to strengthen inbound enquiries from trusted health professionals. Future campaigns may focus on building referral relationships with:

- General Practitioners and GP clinics
- Hospitals and discharge planning teams
- Allied health professionals, including podiatrists and physiotherapists

This approach would support early engagement at key transition points, reinforce clinical credibility, and generate highly qualified referrals aligned with Home Care Package services.

Geographic Expansion

Geographic expansion represents a scalable growth opportunity once workforce capacity and service demand are aligned. Future campaigns may extend into suburbs surrounding current service areas where existing teams can expand their territory with minimal operational impact. This approach supports controlled growth, maintains service responsiveness, and leverages established staff presence and infrastructure.

Campaign Optimisation and Scaling

Insights from this campaign support refinement of messaging, creative assets, and channel mix for future activity. High-performing content and processes may be replicated or adapted for new audiences, referral partners, or geographic areas, enabling efficient scaling while maintaining quality and compliance.

APPENDIX A – Community Contact List

Appendix A contains a draft community contact list developed as a starting point, with the Services Business Manager responsible for completing missing details through direct outreach or existing relationships and expanding the register to include additional community engagement opportunities.

Group	Contact Number	Email	Contact (if known)	Meeting Dates (if known)
National Seniors Group - Aspley	0433 522 611	aspleynationalseniors@gmail.com	Lorna	Meets 4th Tuesday each month, Aspley Hornets
National Seniors Group - Caboolture	0409 267 264	patmarywilliams34@gmail.com	Pat	Meets 3rd Tuesday each month, Caboolture Library
National Seniors Group - Chermshire	0423 579 621	jeanetedaff37@gmail.com	Jeanette	Meets 3rd Thursday each month, Geebung RSL
National Seniors Group - Redcliffe	0418 875 300	info@nationalseniorsredcliffe.com.au	Kate	Meets Last Friday each month, Mousetrap Theatre
Mens Shed Association - Sandgate	3631 7641	enquiries@sandgatemensshed.com.au		
Probus - Albany Creek	0407 960 588	early.gregory1@gmail.com	Greg Early	Meets 1st Thursday each month, Aspley Hornets
Probus - Aspley (North Brisbane)	0417 726 033	info@probusnorthbrisbane.com.au		Meets 2nd Monday each month, Aspley Hornets
Probus - Bridgeman Downs		probusbd.secretary@gmail.com	Jen G	Meets 4th Monday each month, Aspley Hornets
Probus - Carseldine	0435 094 049	secretary@carseldineprobusclub.org	Lorelle Pacello	Meets 1st Tuesday each month, Aspley Hornets
Probus - Chermshire		chermshireprobus@gmail.com	Julie O'Kane-Ginn	Meets 4th Tuesday each month, Fitzgibbon Community Centre
Probus - Everton Hills	0437 437 280	probus.everton@gmail.com		Meets 3rd Monday each month, Everton Park Bowls Club
Probus - Pine Rivers	0418 650 137	probuspinerivers@gmail.com		Meets 1st Thursday each month, Pine Rivers Bowls Club
Probus - Redcliffe	0421 722 491	Secretary@redcliffeprobus.org		Meets 2nd Tuesday each month, Redcliffe Dolphins League Club
Probus - Sandgate	0408 082 971	gltitman47@gmail.com	Graham Titman	Meets 1st Monday each month, Brighton Bowls Club
Probus - Stafford		secretarystaffordprobus@gmail.com	Graham Skelton	Meets 1st Thursday each month, Gaythorne Bowls Club
Probus - Taigum		publicitytaigumprobus@gmail.com	Leanne Eggins	Meets 1st Tuesday each month, Geebung RSL
Bowls Club - Brighton	3269 2385	brightonbowlsinc@gmail.com	Lance Holzberger	
Bowls Club - Caboolture Lakes	0493 468 794	cablakesbowls@bigpond.com	Kevin Appleton	
Bowls Club - Deception bay	0488 064 847			Runs local Dart Club

All About Living Campaign

Bowls Club - Pine Rivers	3481 8600	hello@clubpinerivers.com.au		
Bowls Club - Sandgate	3609 2222			
RSL - Geebung	3265 3711	info@geebungrsl.com.au		
RSL - Kallangur	3285 2733	enquiries@northleagues.com		
RSL - Redcliffe	3897 6000	info@redcliffersl.com.au		
RSL - Sandgate	3869 1475	Administration@sandgate.rslqld.net.au		
RSL - Strathpine	3285 5089	bn@rslqld.org		
Rode-Chermside West Garden Club Inc.	0413 406 179	rcwgardenclub@gmail.com		
St Joseph's Catholic Parish Senior Groups	3324 3022	bridge@bne.catholic.net.au		
Deagon Uniting Church Seniors Group	3869 0277	office@sandgateuc.org.au		
Bracken Ridge Baptist Church Senior Group	3261 5045	office@brbc.org.au		
SANDBAG Community Centre	3869 3244	admin@sandbag.org.au		
Fitzgibbon Community Centre	0491 676 230	bookings@fitzgibboncommunitycentre.org		
Redcliffe Senior Citizens Centre	3284 1366	redcliffeseniorcits@outlook.com		
Sandgate & District Senior Citizens Centre	3269 4454			

APPENDIX B – Community Outreach

Presentation Slides

Navigating Aged Care Services
Clear pathways, trusted support.

A presentation for Probus Club - Sandgate

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VERTAVIEW GROUP

Acknowledgment of Country

"All About Living acknowledges the Traditional Custodians of the lands on which we work, live, play, and meet today. Here in Brighton, we acknowledge the Turrbal People, the Traditional Custodians of this Country. We pay our respects to Elders past and present, and extend that respect to all First Nations Peoples, including those here with us today.

We reflect upon the millions of footprints embedded in this land from Ancestors, the pathways they forged, the meaning they leave behind, and the continuation of their traditions through future generations."

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Meet Nicole

- With over 15 years of experience in the community services industry.
- Experienced manager known for guiding high performing teams to deliver compassionate, client centred care.
- Passionate about making a positive impact, striving to be a leader & voice within the industry.

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Meet Jo

- 11 years with All About Living
- Started as a Support Worker and progressed to a Case Manager
- Passionate about helping people maximise their care packages
- Loves working with older Australians, who are always so appreciative and a joy to support

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Who are we?

All About Living is a not-for-profit community-based organisation with over 33 years experience providing home care service in the greater Brisbane, Moreton Bay and Sunshine Coast areas.

We started as a small home and community care funded program called Bayside Community Options delivering services to the 4017 area.

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Where are we?

In 2016 we changed to All About Living and today we have over 160 employees servicing:

- North Brisbane
- Moreton Bay (including Redcliffe and Caboolture)
- Sunshine Coast
- Gold Coast

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Part of the Vertaview Group

On 1 July 2025, All About Living joined the Vertaview.

all about living | Allinto | Arbourwell | MULTICAP | openminds

All About Living
All About Living provides personalised care to older people, individuals with disabilities, and their carers. They offer tailored support, including domestic assistance, nursing care, and social engagement, empowering clients to live independently with dignity and autonomy.

Allinto
Allinto provides disability support coordination, physiotherapy, coaching, and aged care specialist access. Allinto also offers navigation of the NDIS and Home Care Packages, offering personalised guidance and coordination, allowing carers to live their best life.

Arbourwell
Arbourwell provides residential housing, elderly support and mental health services for people with disability or mental health issues. They focus on empowering individuals, building connections, and delivering service excellence, generosity for those with high and complex needs.

Multicap
Multicap enhances the quality of life for people with disabilities and their families through creative and innovative support options. They focus on empowering individuals, building connections, and delivering service excellence, generosity for those with high and complex needs.

Open Minds
Open Minds offers a wide range of community mental health and psychosocial disability support services, designed for adults, youth, NDIS participants, and others who are involved in ongoing care and recovery.

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What we do?

We're here to support you with everyday tasks and specialised care, making it easier to live safely and independently at home.

- Personal Care & Nursing
- Domestic Assistance
- Social Support
- Transport
- Allied Health & Respite

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All About Living Campaign

How to get started?

- Support is available through **My Aged Care**, the Australian Government's entry point for aged care services.
- Everyone's needs are different, and there are a few types of support available, from basic help at home to more complex care.



How My Aged Care Works

My Aged Care is the first step to access government-funded aged care services.

It helps you with:

- Information about available services
- Assessments to check your needs and eligibility
- Referrals to providers who can support you
- Details about any costs you may need to pay

How to access a Government funded Support?

STEP 1: Check your eligibility for an assessment.

- You can do this online, or by calling My Aged Care to talk about your needs on 1800 200 422.



How to access a Government funded Support?

STEP 2: Apply for an assessment

- If you meet the requirements, you can apply for an assessment online.
- A trained assessor will then call you to arrange a time to visit you at home and talk to you about your circumstances to identify what services might suit you best.



How to access a Government funded Support?

STEP 3: Find out your assessment outcome

- You'll receive a **Letter of Assignment** confirming if you're eligible and which services you've been approved for.
- If eligible, your letter will include a **Referral Code** for each service you are eligible for. You will need this code to connect with providers and start your services.



Choosing the Right Provider

Your service provider should offer services that align with your personal needs, lifestyle, and preferences.

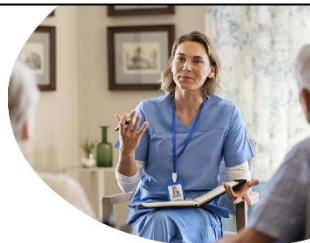
- Personalised Care Plan
- Transparent Costs
- Consistent Support
- Comprehensive Services
- Local Expertise



All About Living, your trusted local provider, tailoring support for over 30 years.

What happens next?

- You'll meet with them to build a care plan based on your needs and goals
- Services usually begin within a few weeks
- Your plan will be reviewed regularly as your needs change



How a Care Plan is created?

- **Consumer-Directed Care (CDC) Model:** Care Plans are developed collaboratively, giving clients choice and control over their services.
- **Assessment Based Planning:** We use the Aged Care Assessment Team (ACAT) as the foundation to tailor support based on each client's specific needs.
- **Goal-Oriented Approach:** Each plan is designed to help clients achieve their personal goals, whether it's maintaining independence, improving mobility, or increasing social engagement.
- **Regular Reviews and Adjustments:** We continually assess and adjust care plans to ensure they evolve with the client's changing needs.

All About Living Campaign

Service Inclusions

Primary categories of in-scope supports are set out in the table below:

Ageing related services to keep people well and independent	Ageing related services to keep people safe in their home	Ageing related services to keep people connected to their community
<ul style="list-style-type: none"> Personal care Nursing Altered health and therapy services Meal preparation and dietetics 	<ul style="list-style-type: none"> Domestic assistance Home maintenance Minor home modifications Goods equipment and assistive technology Respite 	<ul style="list-style-type: none"> Transport Social support

Service Exclusions

Understanding What's Not Covered in your My Aged Care Package

- **General Household Expenses** Utilities, insurance, and registration fees.
- **Non-Essential Home Maintenance** Services that go beyond basic safety or accessibility, such as structural repairs or major landscaping.
- **Pet Care Costs** Expenses like pet food, grooming, or veterinary fees are not included.
- **Luxury or Non-Medical Equipment** Items like TVs or non-essential home upgrades.
- **Personal Entertainment and Lifestyle Costs** Tickets to events, club memberships, beauty treatments, and holiday-related travel expenses.

Have you heard about Support at Home?

- Starts 1 November 2025
- Replaces Home Care Packages (HCP)
- Aims to make services simpler, fairer, and more flexible



What we currently know

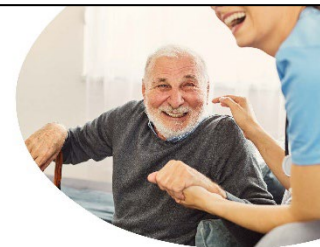
- 8 Levels of Funding to better match individual care needs
- More tailored support through personalised assessments
- Additional funding for equipment & home modifications
- Focus on independence - more choice and control over services



How will this affect you?

- **Already on a Home Care Package?**
You'll transition automatically
- **Waiting for a package assignment?**
You'll be assessed under the new system which includes the Support at Home package
- **Receiving CHSP?**
No changes until at least July 2027

Questions?



Need more information?


Contact us for a free one-on-one consultation to learn more!

- All About Living
- Phone: 1300 503 886
- Email: info@allaboutliving.com.au

Thank you

Presentation Evaluation Form

**HCP Presentation
Feedback Form**



Thank you for attending our presentation! Your feedback is invaluable to us as we strive to deliver relevant, engaging, and high-quality information. This form will help us understand what we're doing well and where we can improve to better serve you and the community.

1. Presentation Content:	Excellent	Very Good	Good	Average	Poor
How relevant was today's presentation to you?	5	4	3	2	1

2. Presenter Quality:	Excellent	Very Good	Good	Average	Poor
How knowledgeable and prepared were today's presenters?	5	4	3	2	1
How clearly could you hear and understand the presenters?	5	4	3	2	1
How engaging and easy to follow was the presentation style?	5	4	3	2	1
How much did you enjoy the presentation?	5	4	3	2	1
How appropriate was the presentation length?	5	4	3	2	1

3. Overall Experience:	Yes	Maybe	Neutral	Unlikely	No
Would you recommend today's presentation to others?	5	4	3	2	1

4. Suggestions for Improvement:

Do you have any recommendations on how we could improve this presentation? _____

Are there other topics you would like included in future presentations? _____

Do you have any other feedback you'd like to share? _____

5. Contact Details: (Optional)

Would you like to be contacted by an AAL representative for more information? Yes No



If yes, please provide your contact details below:

Name: _____

Phone Number: _____

All About Living
L1/609 Robinson Road
Aspley QLD 4034

☎ 1300 503 886
✉ info@allaboutliving.com.au


allaboutliving.com.au

AAL-CM0288R0

APPENDIX C – Digital Campaign Creative Assets

Target Audience

- Primary Audience**
 - Seniors aged 65+ Seeking home care support.
 - Family Members: Adult children or relatives who are researching home care options for family members.
- Secondary Audience**
 - Caregivers and Community Advocates: Individuals who may recommend services to those in need.
 - Seniors Groups and Community Organisations: Groups and organisations that provide resources, activities, and information for local seniors and may refer individuals to trusted providers.
- Geographic Location**
 - Targeting local regions include: Brisbane North (Aspley - Brighton), Pine Rivers and Redcliffe/
- Interests and Behaviors**
 - Interests: Home care, senior services, aging in place, health and wellness.
 - Behaviours: Those who engage with content related to elder care and senior community support initiatives.



3

Key Message

Campaign One

- Heading:** Over 30 years of trusted care in your community
- Text:** For over 30 years, we've been providing trusted care to those who need it most in our community. If you've recently been approved for a Home Care Package, our case managers are here to guide you through your options and help you choose the best plan for your unique needs. Call us today for a consultation!
- Call to Action:** Want to know more about getting started? Call us today.



Over 30 years of trusted care in your community!

- Domestic Assistance
- Personal Care
- Nursing
- Social Support




4

Key Message


Campaign Two

- Heading:** Over 30 years of trusted care in your community
- Text:** Getting approved for a Home Care Package is an important step towards independence and support. At All About Living, we understand navigating the system can feel overwhelming. Let our team help you make the most of your package with tailored services to suit your lifestyle. We're just a phone call away!
- Call to Action:** Let's make your care journey easy. Call us now to set up a consultation to learn more.



Have you been approved for a Home Care Package?

We provide tailored support to help you live independently.



5

Key Message

Campaign Three

- Heading:** Reliable local support you can trust
- Text:** Your health and independence matter, and finding a provider who truly cares makes all the difference. Our team is here to offer the personal touch in your home care. Call to speak with our dedicated case managers about a plan that's right for you.
- Call to Action:** Whether you're just starting or exploring options, we're here to help. Contact us learn more.



Reliable local support you can trust

- Domestic Assistance
- Personal Care
- Nursing
- Social Support



6

Key Message


Campaign Four

- Heading:** Have your support needs changed?
- Text:** If you're already on a Home Care Package and your current plan no longer meets your needs, you may be eligible to increase your services or adjust your care plan. We can work with you to tailor your package, ensuring you receive the best support possible. Call us today to explore your options!
- Call to Action:** Let us help you make the most of your Home Care Package. Call us today.



Have your support needs changed?

We can help you make the most from your support package.




7

Social Media Schedule

This Facebook Schedule outlines the planned posts and ads for our campaign, ensuring consistent, targeted messaging to engage our audience effectively.

Campaign	Call to action	Week 1 29-Oct	Week 2 6-Nov	Week 3 13-Nov	Week 4 20-Nov	Week 5 27-Nov	Week 6 4-Dec	Week 7 11-Dec	Week 8 18-Dec
Campaign 1	Call								
Campaign 2	Call								
Campaign 3	Call								
Campaign 4	Call								
Campaign 1	Download								
Campaign 2	Download								
Campaign 3	Download								
Campaign 4	Download								



8

Lead Follow Up Plan


To ensure every client inquiry is promptly addressed, this plan outlines the steps for Reception and the Case Management team.

Reception:

- When a call comes in pass it on to the relevant Case Manager (Jenny Sibras M-W; Karen Johnston T-F).
- If the Case Manager is not available, the process is as follows:
 - Complete the New Client Enquiry Form in AlayaCare and set up a Task for the Case Manager
 - Complete the 601-HCP Enquiries Spreadsheet located on F Drive available here.
 - Notify the relevant Case Manager of the enquiry (Jenny Sibras M-W; Karen Johnston T-F).

Case Management Team


- Take the call/Contact the client as soon as possible (within 8 business hours)
- Updated the New Client Enquiry Form and 601-HCP Enquiries Spreadsheet located on F Drive available here.
- Continue to monitor as per standard client enquiry procedures.



9

Phase Summary and Next Steps

The First Phase of the campaign establishes a solid foundation for engaging our target audience and building brand awareness. After 4 weeks, we'll conduct a thorough review of the campaign's progress, identifying any areas for improvement to optimise results in the next phase. Continuous monitoring will ensure we stay responsive to engagement trends and audience feedback, allowing us to refine our approach throughout the campaign period.



10

APPENDIX D – Print Creative Assets

The Guide Advertising – Half Page

Reliable local support you can trust.

Your health and independence matter. Our compassionate team delivers personalised aged care services to help you live independently.

- Domestic Assistance
- Personal Care
- Nursing
- Social Support

Call us today to connect and discuss your needs.

📞 1300 503 886
✉ info@allaboutliving.com.au
🌐 www.allaboutliving.com.au

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choice | support | connection





Are you using your Home Care Package to its full potential?

Government-funded aged care packages can be complex. With over 30 years experience, we're here to simplify the process and help you get the most from your Home Care Package.

Contact us today to book your FREE CONSULTATION.

📞 1300 503 886
✉ info@allaboutliving.com.au
🌐 www.allaboutliving.com.au

all about living
choice | support | connection





Get more from your Home Care Package

Government-funded aged care packages can be complex. With over 30 years experience, we're here to simplify the process and help you get the most from your Home Care Package.

Contact us today to book your FREE CONSULTATION.

📞 1300 503 886
✉ info@allaboutliving.com.au
🌐 www.allaboutliving.com.au

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Your Time Advertising – Quarter Page



Personalised Support at Home

Helping you stay independent in your own home with care plans tailored to your individual needs.

Contact us today for a free consultation
☎ 1300 503 886


choice | support | connection

BOOK A FREE CONSULTATION




Personalised Support at Home for Seniors

Maximise your **Support at Home Package** with tailored care plans to suit your needs.

Contact us today for a free consultation
☎ 1300 503 886


choice | support | connection

BOOK A FREE CONSULTATION



Your Time Advertising – Half Page Advertising (Free Upgrade)



Reliable local support you can trust.

Your health and independence matter. Our compassionate team delivers personalised aged care services to help you live independently.

- Domestic Assistance
- Personal Care
- Nursing
- Social Support

Call us today to connect and discuss your needs.

☎ 1300 503 886
✉ info@allaboutliving.com.au
🌐 www.allaboutliving.com.au


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APPENDIX E – Editorial Creatives

Editorial – December Edition

Preventing Trips and Falls: Simple Steps to Stay Safe at Home

Trips and falls are among the most common risks for seniors, particularly in the home environment. As we age, balance and mobility can decline, making everyday tasks more hazardous. However, with some practical precautions, the risk can be significantly reduced.

A crucial step in preventing trips and falls is ensuring the home is free of hazards. Common risks include cluttered walkways, loose rugs, poor lighting, and uneven or slippery flooring, especially in high-risk areas such as bathrooms and kitchens. Keeping hallways and pathways clear and ensuring adequate lighting can significantly reduce the risk.

Maintaining physical strength and balance is also key. Exercises that focus on improving coordination and strength, such as chair yoga or balance training, are highly effective in reducing the risk. Even a short daily walk can go a long way in helping seniors maintain their independence.

Elvira Brown, Business Manager at All About Living, emphasises the importance of assessing the home environment: “Tripping hazards are one of the most common risks we find with our clients in the home. Regularly assessing your space and removing potential hazards is an important part of our role as providers to help reduce that risk.”

For seniors, staying safe at home is about making simple adjustments and building habits that focus on safety. Regular assessments and preventative measures can go a long way in helping seniors avoid trips and falls, keeping them secure and independent for longer.

Editorial – January Edition

Staying Safe During Summer Heat

Hot summer days can be challenging for everyone, and as we grow wiser, our bodies may not handle extreme temperatures as efficiently as they once did. Whether enjoying the outdoors or relaxing at home, taking proactive steps supports comfort and health during the warmer months.

Senior Clinical Nurse Alison Smith, from aged care provider **All About Living**, shares these tips to stay cool and safe:

- **Create a Cool Environment:** Keep your home comfortable by closing windows, curtains, and blinds during the hottest parts of the day. Ensure fans or air-conditioning are functioning properly and spend time in the coolest room. If your home remains too warm, consider visiting air-conditioned spaces like shopping centres or community hubs.
- **Stay Hydrated:** Sip water regularly throughout the day, even if you’re not thirsty. Aim for 6–8 glasses daily and steer clear of dehydrating drinks like coffee, soft drinks, or alcohol.
- **Take It Easy:** Reserve physical tasks like gardening for the cooler parts of the day. If you need to be outdoors, wear light clothing, a wide-brimmed hat, and sunscreen, and stick to shady areas.

Recognising Heat Stress

Be alert for symptoms such as dizziness, confusion, heavy sweating, or muscle cramps. If you or someone nearby shows signs of heatstroke, like a high body temperature or fainting, seek immediate medical assistance by calling 000.

By staying mindful and taking these simple precautions, you can enjoy a safer, more comfortable summer. A little care goes a long way!

Editorial – February Edition**You're in Control: Changing Your Aged Care Provider**

Many people receiving government-funded aged care support don't realise they have the right to change providers. If your current provider no longer meets your needs, or you feel your voice is not being heard, you can choose to move to a provider that suits you better. Your funding is linked to your assessed needs, not the provider, reinforcing your right to choice and control.

Leonie Fowke, CEO of All About Living, says many people stay with the wrong provider longer than they need to. "A common mistake is choosing a provider based on availability alone, or assuming it is too hard to change. People are often surprised to learn how much choice they have, and how important it is to find a provider that listens to what matters to them."

People often consider changing providers when services feel rushed, communication is unclear, staff change frequently, or their needs have changed but support has not kept pace. These concerns are common and are valid reasons to explore other options.


A good aged care provider should work with you. You should expect clear communication, respect for your independence, flexibility as your needs change, and involvement in decisions about your care. You should also feel comfortable asking questions and raising concerns.

Changing providers is usually straightforward. Your new provider can help coordinate the transition to ensure services continue with minimal disruption.



If your care no longer feels right, remember, you are in control.

APPENDIX F – Brochures / Printed Collateral

Service Brochure

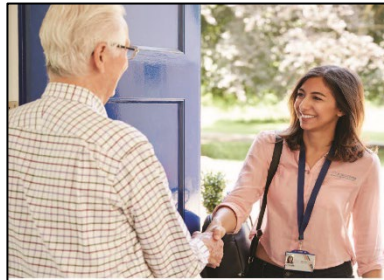


Personalised care that makes a difference!

30 Years of Trusted Care
Helping you live independently

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About Us

All About Living is a trusted, not-for-profit organisation with over 30 years of experience in delivering quality care to older adults, people with disabilities, and their carers across South East Queensland. We pride ourselves on providing respectful, choice-driven, and person-centred care that enhances the independence and wellbeing of our customers.

Our Vision
To be the preferred choice for personalised care services in South East Queensland, enriching lives and promoting wellbeing for all.

Our Purpose
We aim to improve the dignity, comfort, and independence of our customers, ensuring they feel supported through all stages of their care journey.

Our Standards
We uphold the highest standards in aged care, meeting Aged Care Quality Standards and regularly undergoing audits to guarantee excellence in service. With All About Living, you can trust you're in safe hands.

Our Services

At All About Living, we offer a wide range of support services designed to simplify your life and promote your independence. Each service is tailored to your needs, giving you the flexibility and control to decide what works best for you.

Some of the services we offer include:

- Allied Health:** Support from physiotherapists, podiatrists, and other health professionals.
- Domestic Assistance:** Help with household tasks such as cleaning and laundry.
- Light Gardening:** Assistance with maintaining your garden and outdoor spaces.
- Meal Preparation:** Help with planning and preparing nutritious meals.
- Medication Prompting and Assistance:** Support to manage your medications safely.
- Nursing:** In-home nursing care for health management.
- Personal Care:** Assistance with daily activities like bathing and dressing.
- Respite Care:** Short-term care to give your regular carers a break.
- Social Support:** Help to stay socially connected and engaged with your community.
- Transportation:** Assistance with travel to appointments, shopping, and outings.

*Services may vary based on your location, funding & eligibility.

Understanding Funding Streams

We understand that navigating aged care funding can be overwhelming, so we're here to help. All About Living works closely with you to ensure you access the appropriate funding for the services you need.

Commonwealth Home Support Programme (CHSP): Provides entry-level support services to help you stay independent at home. CHSP is ideal for those needing occasional help with daily tasks.

Support At Home (SAH): Provides flexible services for people with ongoing care needs. Funding is based on assessed care classifications and can cover personal care, domestic help, nursing, allied health, or home modifications. SAH gives you choice and control to design support that fits your goals and lifestyle.

Veterans' Home Care (VHC): Funded by the Department of Veterans' Affairs, VHC offers services similar to CHSP and SAH supporting veterans and their spouses to live independently at home.

DVA Community Nursing (CN): Provides in-home health care services for eligible veterans, including wound care, medication management, and post-hospital care.

How do I get assessed for funding?

My Aged Care is the starting point for accessing Australian Government-funded aged care services and information.

The first step is to check your eligibility and apply for an assessment. You can do this online at www.myagedcare.com.au or by calling the My Aged Care contact centre on 1800 200 422 to discuss your needs.

How We Can Assist

All About Living is committed to providing personalised, person-centred care that empowers you to live independently and stay connected with your community. Our services are tailored to meet your individual needs, goals, and preferences, ensuring you receive the right support. Whether it's daily assistance or more complex care, our dedicated team works with you to develop a personalised Care Plan that enhances your strengths and abilities, promoting your independence.

Our flexible, person-centred approach means we continuously adjust services as your needs evolve, offering care that is always respectful, compassionate, and uplifting to suit your changing circumstances.

From personal care to social support, we're here to ensure you feel supported, valued and encouraged every step of the way.





Take The Next Step
Start Your Journey with All About Living today!


At All About Living, we are committed to helping you or your loved ones live a fulfilling, independent life with the highest level of care. Our personalised care services are tailored to meet your unique needs, ensuring you receive the right support at every step. Whether you require assistance with daily tasks, healthcare needs, or staying connected with your community, our experienced team is here to provide compassionate guidance, top-quality care, and peace of mind.


Don't wait, reach out to us today and experience the All About Living difference for yourself. Let us help you live your best life with care you can trust.

Contact us

 1300 503 886

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 www.allaboutliving.com.au

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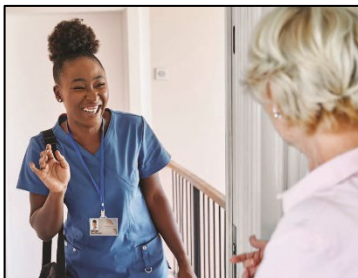
Home Care Packages (HCP) Brochure



Home Care Package

Flexible support solutions for your home care needs

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Our Standards
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What is a Home Care Package

Home Care Packages (HCP) provide older Australians with affordable, coordinated care services at home, designed for those with more complex needs that exceed the support offered by the Commonwealth Home Support Program. HCP's are ideal if you require help with multiple daily tasks or more intensive, complex care.

What services are available?

Depending on the level of Home Care Package you receive, you can get assistance with a range of different services including:

- **Allied Health:** Support from physiotherapists, podiatrists, and other health professionals.
- **Domestic Assistance:** Help with household tasks such as cleaning and laundry.
- **Light Gardening:** Assistance with maintaining your garden and outdoor spaces.
- **Meal Preparation:** Help with planning and preparing nutritious meals.
- **Medication Prompting and Assistance:** Support to manage your medications safely.
- **Nursing:** In-home nursing care for health management.
- **Personal Care:** Assistance with daily activities like bathing and dressing.
- **Respite Care:** Short-term care to give your regular carers a break.
- **Social Support:** Help to stay socially connected and engaged with your community.
- **Transportation:** Assistance with travel to appointments, shopping, and outings.

*Services may vary based on your location, funding & eligibility

Choosing the Right Services for Your Home Care Package

Home Care Packages are flexible, allowing you to select care and services that best suit your needs. Together with your Case Manager, you will need to assess whether a service:

- Directly addresses your identified care needs and goals
- Improves your overall health and wellbeing
- Is essential for you to live safely and independently at home
- Fits within your Home Care Package budget
- Is considered a reasonable use of government funding

The package level assigned to you is based on your needs.

Package Level	Level of Care Need
Level 1	Basic care needs
Level 2	Low care needs
Level 3	Intermediate care needs
Level 4	High care needs

You and your provider identify your care needs and manage your package funding to ensure you receive the right support for maintaining your independence.

How do I get assessed for funding?


My Aged Care is the gateway to Australian Government-funded aged care services. To begin, check your eligibility and apply for an assessment online at www.myagedcare.com.au or by calling 1800 200 422.

How We Can Assist

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APPENDIX G – Event Assets

Pull Up Banners

Merchandise – Selection of branded material for display and giveaways

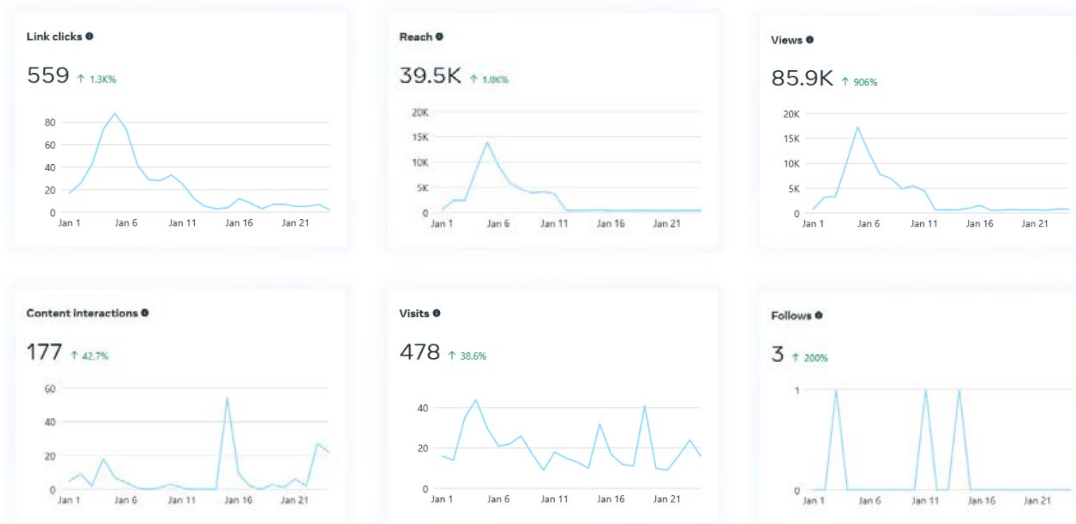


APPENDIX H – Monitoring & Reporting

DISCLAIMER: Appendix H provides an example of the organisation’s social media monitoring and evaluation approach. While not all activity relates directly to this campaign, it demonstrates the reporting framework, metrics, and optimisation process applied.

Report – January Social Media Report

January 2025 was a successful month for All About Living's Facebook campaigns, blending celebratory posts with promotional content and targeted ad campaigns. Despite a quieter first two weeks due to the holiday shutdown, paid advertising during this period-maintained visibility and engagement. We've seen growth across all the engagement metrics.



Key Highlights:

1. Lead Generation Campaigns:

- The recruitment ad for aged care traineeships was highly successful, helping to generate over 110 applicants. It also drove significant website traffic, with 1.1K active users (up 89%) and 1K new users (up 95%) over 28 days.
- Lead generation with the Facebook Form has yielded **10 high value leads** so far, demonstrating precise audience targeting and effectiveness.

2. Top-Performing Organic Posts:

- **Celebrating 10 Years with Patrina** achieved **239 reach**, **41 reactions**, and **23 comments**, highlighting the impact of personal, milestone-focused content.

3. Paid Ad Campaign Success:

- Ads promoting aged care services and the HCP program reached **51.9K and 18.1K people**, respectively, with solid engagement metrics.
- Cost-efficiency was evident, with the recruitment ad achieving clicks at just **\$0.44 per link**, and lead generation ads at **\$0.46 per click**.


Analysis of Paid Advertising

1. Lead Generation with Call Button

Looking for an Aged Care Provider? We're Here to Help!

Your health and independence matter, and finding a provider who truly cares makes all the difference. Our team is here to offer the personal touch in your home care. Call to speak with our dedicated case managers about a plan that's right for you.

Whether you're just starting your aged care journey or exploring options, we're here to help. Contact us on 1300 503 886 learn more.



Performance ⓘ Lifetime ▾

AS\$285.75

Link clicks ⓘ	618	Cost per Link Click ⓘ	\$0.46
Views ⓘ	52,149	Reach ⓘ	51,884

Activity

Post engagements 632

Link clicks 618

Post reactions 12

Post saves 1

Post shares 1

- **Campaign Objective:** Generate enquiries for aged care services.
- **Budget:** \$300
- **Actual Spend:** \$285.75
- **Duration:** 28 days

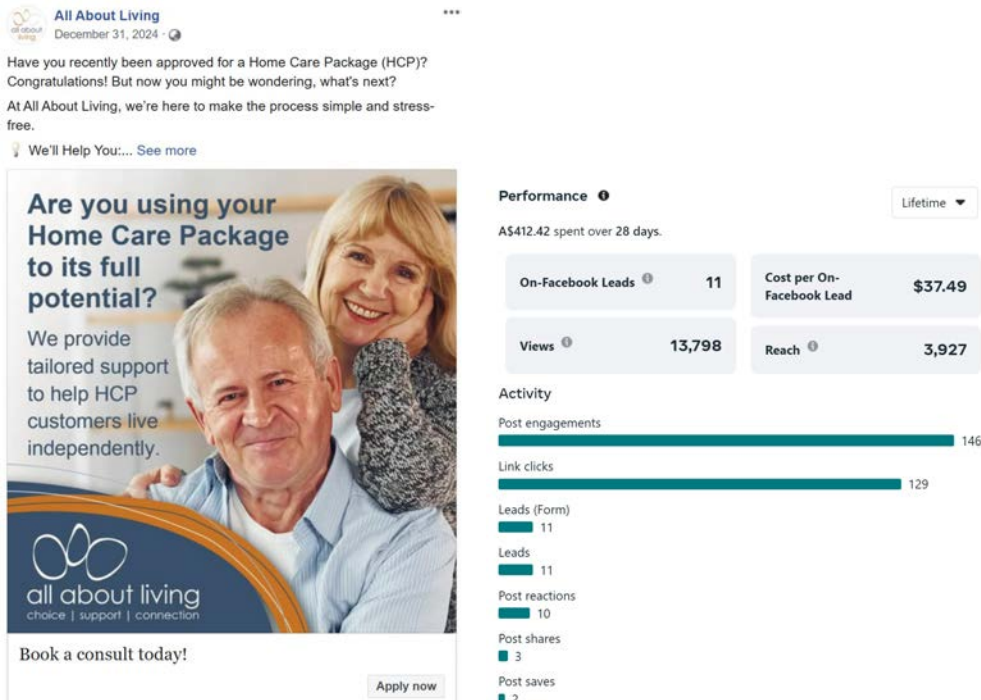
Key Metrics:

- **Reach:** 51,884
- **Views:** 52,149
- **Link Clicks:** 618
- **Cost Per Link Click:** \$0.46
- **Engagements:** 632

Strengths:

- **Wide Reach:** Reached a large audience effectively, providing excellent visibility for All About Living's services.
- **Compelling Call-to-Action:** The "Call Now" button simplified user action, driving enquiries efficiently.
- **Engagement Metrics:** With 618 clicks and 632 interactions, the ad captured significant interest.

2. Lead Generation with Facebook Form



- **Campaign Objective:** Generate leads for Home Care Package consultations using a Facebook Form.
- **Budget:** \$500
- **Actual Spend (to date):** \$412.42 (Ad still live)
- **Duration:** 28 days so far

Key Metrics:

- **Reach:** 3,927
- **Views:** 13,798
- **On-Facebook Leads:** 10
- **Cost Per Lead:** \$37.49
- **Engagements:** 146

Strengths:

- **Targeted Approach:** Narrow reach ensured the ad was served to a niche, high-value audience likely to convert.
- **Lead Quality:** Although the cost per lead is higher, the premium nature of HCP.

Lead Break Down:

Delays in contacting customers occurred due to changes within the HCP Team. However, Alison Smith has since stepped into the role and has been highly proactive in reaching out to leads promptly, gathering valuable feedback in the process. Her efforts have made her an invaluable asset for lead follow-up.

Name	Contact No.	Email	BM	Status	Comments
DATA REMOVED	DATA REMOVED	DATA REMOVED	AS	Home Visit Booked	Unhappy with current provider
DATA REMOVED	DATA REMOVED	DATA REMOVED	AS	Has been assessed and waiting on confirmation of package.	He has cancer with a prognosis of approximately 16 m so anticipate he will receive package in a timely manner despite needing very little support at present.
DATA REMOVED	DATA REMOVED	DATA REMOVED	AS	Contacted	Not approved for government funding
DATA REMOVED	DATA REMOVED	DATA REMOVED	AS	Contacted	Requirements outside our services
DATA REMOVED	DATA REMOVED	DATA REMOVED	AS	Contacted	Outside our serviceable area.
DATA REMOVED	DATA REMOVED	DATA REMOVED	AS	3 possible packages	AS has met with customer and in discussion.
DATA REMOVED	DATA REMOVED	DATA REMOVED	AS	Home Visit Booked March 25	Waiting confirmation of package
DATA REMOVED	DATA REMOVED	DATA REMOVED	AS	Contacted	Outside our service area
DATA REMOVED	DATA REMOVED	DATA REMOVED	AS	Waitlisted	CHSP customer
DATA REMOVED	DATA REMOVED	DATA REMOVED	AS	Home Visit Booked	AS due to meet with customer 1 week