

14 August 2019

LASA recognised for innovation in age services

Leading Age Services Australia (LASA), the voice of aged care, is proud to be recognised for its leadership in promoting innovation in age services through the award-winning *innovAGEING* initiative.

LASA and *innovAGEING* were named in the Australian Financial Review BOSS top 50 Most Innovative Companies in Australia and New Zealand list and fifth in the Most Innovative Company within Government, Education and the Not For Profit Sector.

The prestigious annual list, published by The Australian Financial Review and Boss Magazine, is based on a rigorous assessment process managed by Australia's leading innovation consultancy, Inventium, in conjunction with a panel of industry expert judges. For the first time in 2019, organisations were ranked directly against their peers across 10 industry lists.

LASA CEO Sean Rooney said it is important recognition of the sector's commitment to innovative and consumer-focussed delivery of services for older Australians, and thanks the Federal Government and our industry partners for their support.

"Without the Government's initial support for this initiative, and then the ongoing commitment via the *innovAGEING* Advisory Group, we would not have been able to, firstly get *innovAGEING* up and running, let alone realise the impact it is having across the industry.

"We also thank our partners; the Commonwealth Bank, KPMG, Mirus Australia, KontentLabs, Pluss60, RMIT University, The National Ageing Research Institute, The Australian Centre for Social Innovation and the University of Western Australia.

"We also acknowledge that *innovAGEING* is an initiative under the Dementia and Aged Care Services Fund.

"We are extremely proud of the AFR's recognition for LASA and our *innovAGEING* partners."

LASA's Principal Advisor – Innovation, Merlin Kong, noted that, "Reframing the age services innovation agenda to be about organisations changing the logic of their business rather than talking about technology has fostered a more inclusive and constructive innovation environment for our industry.

"The AFR's recognition is a further sign that age services innovation provides a tangible contribution to better outcomes for older Australians."

Learn more about *innovAGEING* here. <https://www.innovageing.org.au/>

About Leading Age Services Australia (LASA)

LASA is the national peak body representing and supporting providers of age services across residential care, home care and retirement living. Our purpose is to enable a high performing, respected, and sustainable age services industry delivering accessible, affordable, quality care and services for older Australians.

We represent providers of age services of all types and sizes located across Australia's metropolitan, regional and rural areas. Consistent with the overall industry profile, 57% of our Members are not-for-profit providers, 33% are for-profit providers and 10% are government providers.

Our diverse and representative membership gives LASA the ability to speak with credibility and authority on issues of importance to older Australians and the age services industry.

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