

It's time to get serious.

Join Australia's largest age services peak body in 2020-2021.



We are stronger together.



A strong voice and a helping hand for all providers of age services



CEO MESSAGE

Dear Industry Colleague

At Leading Age Services Australia (LASA), we know the importance and value of support, especially in times of adversity.

In 2020-2021, I invite you to consider standing united with your industry colleagues as a LASA Member—to further strengthen our capacity to be a strong voice and a helping hand for all providers of age services, and to help you provide exceptional care. We are stronger together.

We are communicating with our Members—now more than ever—to take their voices into our meetings with Government and our submissions around the key issues that affect our industry.

The past year has presented an incredible number of challenges for our industry—with the new Aged Care Quality Standards, an Aged Care Royal Commission, the worst bushfires in Australia's recorded history, and now the COVID-19 epidemic.

We have responded with an expansion of support for our Members—ramping up our value-adding communications and expert advice, developing a Safety & Quality Management System, persisting in our advocacy for more funding and Government leadership, and continuing to champion high performing and respected services.

Our dedicated Member-only Aged Care Royal Commission reports—produced daily during hearings—and our Member-only COVID-19 daily updates, webinars and State-based weekly forums have provided invaluable sources of information for aged care providers.

Our responsive development of COVID-19 resources has ensured our Members have the most up-to-date information and support for their operations, in line with government requirements, and we established an online PPE Portal. Our Member Services team is responding to 50 COVID-19 enquiries per day, and we have responded to more than 1,000 calls for assistance through our dedicated COVID-19 email address. We also delivered more than 100,000 masks donated to LASA Members.

Our support for building workforce capacity through our new Next Gen program, targeted training offerings, and the new LASA Mentoring Program is helping to secure the future of our industry. Alongside this, our work through the *innovAGEING* network is helping us identify more adaptable, more enlightened, and more consumer-centric ways to support ageing well.

But most of all, what I hear from our Members is that they appreciate we are just a phone call or email away, and they get the support they need in a timely manner.

Supporting providers of age services and our older Australians is the reason why we exist. Now more than ever, we need to stand united.

Should you wish to have a confidential discussion with me or my team, please reach out to me at ceo@lasa.asn.au or call LASA on 1300 111 636.

A handwritten signature in black ink, appearing to read 'Sean Rooney', written over a light blue circular background.

Sean Rooney
Chief Executive Officer
Leading Age Services Australia



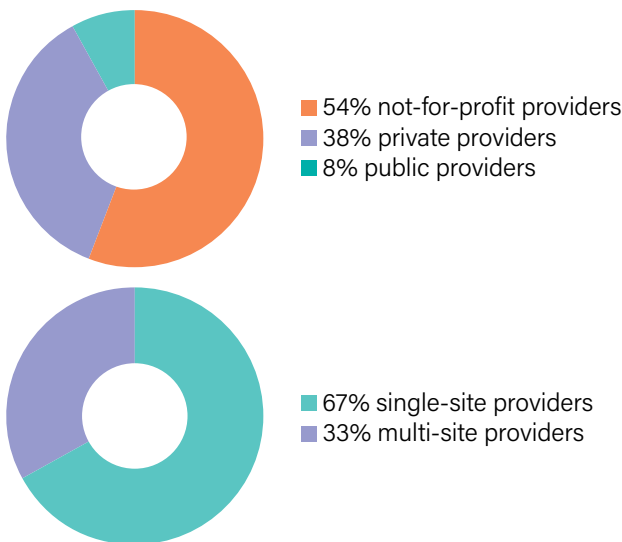
FOR ALL PROVIDERS OF AGE SERVICES

At LASA, we believe the way to truly be a strong voice and a helping hand, is to engage with and represent the wide cross section of providers.

LASA Membership is open to all providers anywhere in Australia, including residential care, home care and retirement living/seniors housing—both small single-site and larger multi-site operators. Our carefully developed fee calculator takes account of your revenue, to ensure a fair approach.

More than half of our Members are from the not-for-profit sector—including faith-based organisations—and we also have strong representation from private providers.

LASA Membership



"I will be renewing my membership with LASA because I believe we have a responsibility as providers to support our Federal and State representatives."—Mary Anne Edwards, Clinical and Operations Manager, Resthaven Age Care Facility Pty Ltd t/a Resthaven on Quarry, QLD

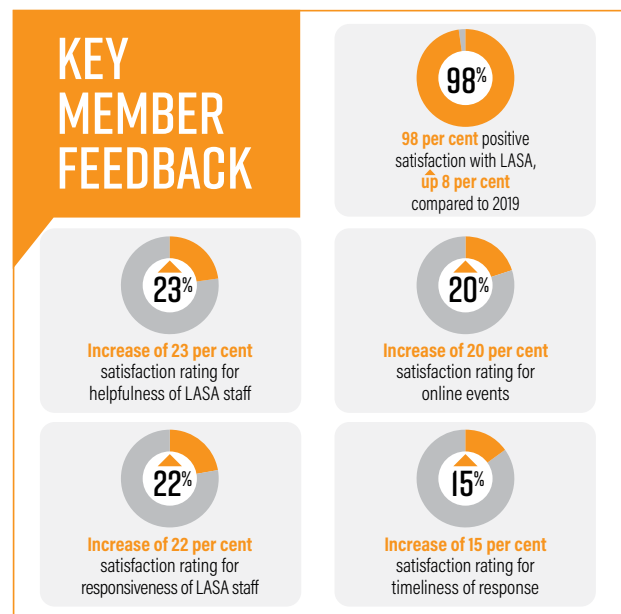


LASA MEMBER SATISFACTION SURVEY 2020

LASA values the importance of Member feedback as an important part of our management and continuous improvement strategies. Understanding how our Members perceive our performance helps the LASA Executive Management Team and our national team to provide a positive Member experience—always.

The results of the Member Satisfaction Survey 2020 indicate that **98% of Members expressed positive satisfaction with LASA, with year on year improvements in every area.**

Survey Results



TAKING ACTION ON COVID-19

Determined to support our Members during the COVID-19 crisis, one of our important responses was to establish a Personal Protective Equipment (PPE) Portal to connect Members to third party suppliers with PPE products. We also coordinated and managed the logistics for over 100,000 donated masks, which we sent free-of-charge to LASA Members.

We are delivering vital information about COVID-19 to our Members through daily updates, targeted resources, and webinars delivered in-house or through our valued LASA Affiliate partners. Our State-based weekly forums have proven an important tool for engagement and information exchange, and we have developed a directory of COVID-19 related services provided by LASA Affiliates.

Our Policy & Advocacy team is supporting Members by providing a daily issues Log to the Department of Health on emerging and unresolved issues, and direct liaison with Federal and State Departments for resolution of issues.

COVID-19 Member Support



- 42+ Daily Health Updates
- 1,000+ unique enquiries to health@lasa.asn.au
- **PPE Portal** to help Members access hard to find equipment
- **100,000+ masks** delivered free to LASA Members
- Dedicated staff resource & workforce solutions
- Online COVID-19 Resources, Templates & FAQs
- National COVID-19 Webinars
- Regular COVID-19 Briefings to Member Advisory Groups, Industry Forums and MACs
- State-based Weekly Advisory Group COVID-19 Webinars
- Specialist individualised support
- Advocacy on emerging issues direct to Government
- Online Directory of COVID-19 LASA Affiliate Services

“Since joining LASA, I have found the information and updates to be very useful and informative. As an organisation, we have appreciated their support and guidance and would recommend them to any organisation providing aged care services.”

—Dr Clare Allen, DBA, CEO, Minda, SA

“With so much inaccurate information being circulated during these challenging times, we appreciate the clear and accurate information we receive from daily LASA bulletins.”

—Rod Lewis, Owner, Home Instead Senior Care, Mid North Coast, NSW

UNDERSTANDING THE ROYAL COMMISSION

Our Aged Care Royal Commission updates and summaries—produced daily during hearings—have helped keep our Members up-to-date with the key issues discussed, to understand the potential impact for providers.

We have provided specific support to Members called to give evidence as well as resources for Members, such as template letters and precis of key papers.

Our team has provided advocacy and liaison to the Royal Commission on behalf of our Members, and our Royal Commission Coordinator has been available to respond to Member queries as well as provide briefings to Member groups.

Royal Commission Member Support



- Dedicated email address for Royal Commission related Member queries
- Dedicated staff resource
- Resources for Members
- Individualised support to Members
- Contact with Members affected by hearing proceedings
- Regular briefings to Member groups
- Advocacy and liaison to the Royal Commission on behalf of Members
- Submissions and statements made on behalf of Members

“Aged care as an industry is difficult to navigate at the best of times, but over the last year with the Royal Commission, changes in the Aged Care Quality and Safety Commission and now with Coronavirus, having the unconditional support of LASA and having a team that I can contact at any time for help and advice has been invaluable.”

—Belinda Ronnie, Sustainability Manager, Renton Family Trust - Aged Care, QLD

ADVOCATING FOR OUR INDUSTRY

In a fragmented sector and unappreciated industry, LASA stands as a strong and unifying voice that will always fight for the best interests of providers and those they care for.

In the last couple of years, Government has stopped taking money out and started putting it back into our industry. This includes hundreds of millions of dollars in temporary boosts to residential care funding and more home care packages. We know that this is nowhere near enough, which is why LASA has been stepping up the pressure on the Government and increasing our investment in policy analysis, and public advocacy.

Through surveys of Members, analysis of provider balance sheets, a State of the Industry event at Parliament House, roundtables with parliamentarians and an enormous increase in media coverage, the myth that aged care providers are making big profits at the expense of older Australians is finally starting to fade.

LASA's contribution to Government consultations such as ACAR deregulation, the Serious Incident Response Scheme, and home care payment changes have played a leading role in ensuring the views of aged care providers are reflected in policy.

Through our Government submissions and evidence provided to the Royal Commission, we continue to tell the story of providers, and set out a robust evidence-driven system that will—if adopted—provide a stable, responsive and sustainable future for our industry.

"LASA's voice has been strong, consistent and proactive on behalf of the aged care industry. They are relentless in pushing for more funding and really do have the client, resident and staff at the heart of what they do. LASA is collaborative with key industry and political stakeholders and this has given them respect and a voice at the Government leadership table."—Annie Gibney, Director of Residential Aged Care, Wesley Mission QLD

"With a mountain of information, e-bulletins and directives from many sources of late, I look to LASA to ensure that we are complying with changing legislation and requirements. LASA have a strong track record of utilising their Member base in seeking feedback to advocate on behalf of providers to ensure that our stakeholder needs are heard. From the perspective of a regional, stand-alone, community-based, not-for-profit provider, it would certainly all be that much harder without our LASA updates, webinars, training offers and lobbying and advocacy on our behalf."—Michelle Dowsett, Chief Executive Officer, Sale Elderly Citizens Village Inc, VIC

INDIVIDUALISED MEMBER SUPPORT

Our Member-exclusive advisory services connect Member organisations with industry-experienced experts offering free advice across residential care, home care and retirement living/seniors housing, as well as employment relations.

We have a dedicated Member-support 1300-number, program specific email contact inboxes, and a commitment to prompt action on all Member enquiries.

Since COVID-19, we have been responding to up to 50 Member calls per day—providing help to Members when they need it—and our Member Services team has been contributing to our COVID-19 resources and weekly Advisory Group meetings.

Members also receive discounted pricing on consulting projects, such as gap analysis audits, programs of work to claim correct ACFI subsidies—including one Member who benefitted from over **\$700k p.a. in increased revenue**—and many other projects across governance, business improvement, operational efficiency gains and workforce matters.

Our Safety & Quality Management System provides 220+ subscribers with 85+ policy and process templates, helping them manage their compliance with the Aged Care Quality Standards. These are supplemented by audit tools which enable monitoring of high risk processes and assessment against the Standards. Members receive a discounted subscription rate with an additional discount for rural and remote subscribers.

Member support - 1 July 2019-1 May 2020



1300 number for free expert advice across residential care, home care, retirement living/seniors housing and employment relations

1,619 Cases of specialist advice provided

829 Cases of employment relations advice provided

50 Member advisory contacts per day during COVID-19

"The level of support from LASA over the years has been outstanding. LASA is always responsive to any question we have, their team of experts are very knowledgeable and a pleasure to deal with. They truly understand the challenges we face every day."—Nick Yannopoulos, Joint Managing Director, Luson Aged Care, VIC

SUPPORTING PROFESSIONAL DEVELOPMENT

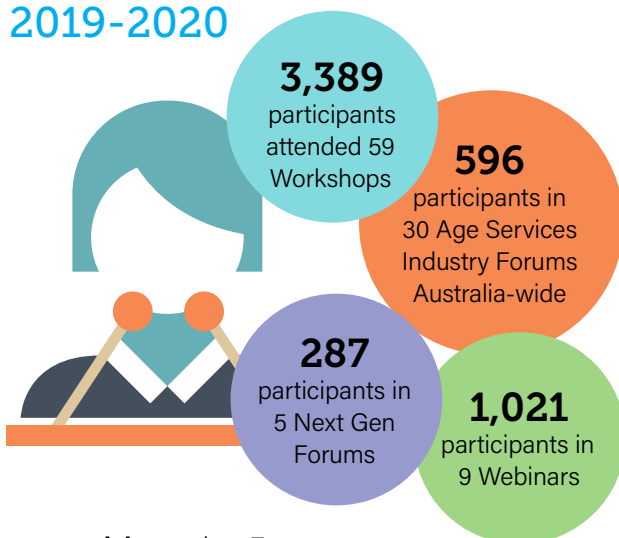
Our events and conferences are purposefully designed to provide you with the latest evidence-based information about age services, innovations in care, guidelines about the impact of new legal frameworks, and operational solutions.

Our events also provide an excellent opportunity for Members to meet and network with industry colleagues, and expand their networks.

Understanding the need to engage with our Members while social distancing, we redesigned the age services national series to be delivered online in addition to other COVID-19 webinars—with 6,304 attending 19 webinars between the end of March and the beginning of May 2020, and more virtual events planned.

Prior to COVID-19, our State-based offices held Home Care, Residential Care and Retirement Living Advisory Groups bi-monthly, and since COVID-19 these have also been moved online, with weekly catch ups for residential care and home care providers to ensure they stay connected with the latest information, and to one another for support, during these uncertain times.

Events Pre COVID-19 2019-2020



722 participants in 8 Forums

1,262 participants at LASA National Congress 2019

117 participants at LASA National Integrated Seniors Housing Conference 2019

276 participants at LASA Tri-State Conference 2020 Events Post COVID-19

Events Post COVID-19 2019-2020

19 webinars delivered (to 8 May 2020)

6,304 participants

"I appreciate the support from LASA and the knowledge of the Members on the Zoom sessions."

—Vicki Kershaw, CEO, EPIS Incorporated, WA



ENGAGING OUR CURRENT AND EMERGING LEADERS

Committed to supporting the age services industry in attracting and retaining talented leaders, we have developed a number of targeted programs.

LASA Next Gen is a national initiative designed to attract the best and brightest young leaders and professionals, and to promote the industry to young professionals as dynamic, innovative and life-changing.

LASA has purposefully designed its Next Gen initiatives as non-exclusive Member offerings, as part of our commitment to building capacity in the wider age services industry, with LASA Members able to access discounted rates.

LASA Next Gen Programs

Next Gen Ambassadors are part of LASA's youth initiative, an industry-wide program to engage and encourage young professionals to see age services as a dynamic, innovative and life-changing career opportunity.

Next Gen Community Partners are organisations that are partnering with Next Gen to support our vision to engage young leaders in the discussion about our industry's future.

BeNext Sessions are held each month to share real experiences from industry leaders. Participants hear how we are leading, learning, and leaning into dynamic moments, and gain practical tips and insights to ensure they lead with confidence today and tomorrow.

Next Gen State Forums connect young leaders with their industry peers. These one-day Australia-wide events bring together young age services professionals to build industry positivity, nurture connections between young professionals, and highlight resources for their future development.

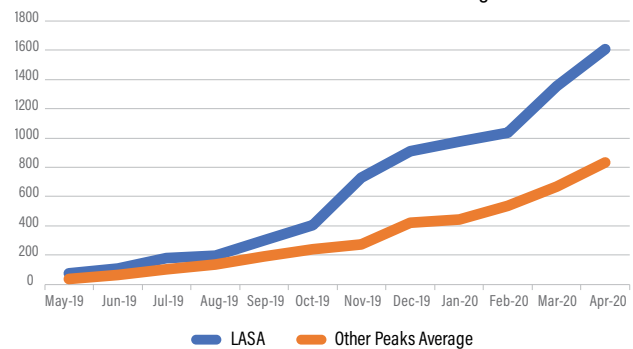
Fireside Chats are conversations with industry leaders to ignite Next Gen discussions and ensure our passionate young leaders are part of our industry's future. These bi-monthly sessions are curated by our Next Gen Ambassadors.

LASA Mentoring Program

Our newly launched LASA Mentoring Program—the first of its kind in the industry in Australia—is designed to support the careers of current and emerging leaders. The five-month program gives Mentees access to individualised support and guidance from industry-experienced Mentors, along with carefully curated online resources, to help them lead with confidence, expand capacity and retain talent in our industry.



2019/2020 Australian Media Coverage



SUPPORTING INNOVATION

In these unprecedented times, we are all thinking about how best to lead our organisations and teams in a volatile, uncertain, complex and ambiguous world. Through *innovAGEING*—Australia’s national innovation network for the age services industry hosted by LASA—we are continuing to promote innovation, particularly in light of COVID-19.

A series of *innovAGEING* webinars from May to June 2020 are designed for age services organisations interested in innovation and using digital transformation to enhance their services and support for residents and staff through COVID-19, to improve engagement and also to help them navigate their regulatory responsibilities.

*innov*AGEING

“Being a LASA Member means you can be sure to receive latest information and updates about the aged care sector. LASA has the capacity and resources to focus and assist on policy development, relevant Government relations and industry research. As a member we are able to express our views and concerns; and LASA is able to provide expert and professional advice and if required take the matter to appropriate parties.”— Jigisha Kariya, Director/Co-Owner, Home Instead Senior Care, NSW

CONNECTING WITH THE INDUSTRY AND THE COMMUNITY

We have been continuing to actively promote the achievements of the age services industry, as well keep the Government accountable and advocate for change, through our strong connections with the media. Our **94 media** releases produced to date this financial year have resulted in **over 7,800 of media stories** in major city and regional newspapers, online, TV and radio, across Australia.

Our media spokesperson CEO Sean Rooney has become more assertive in our advocacy, delivering a new strength in our interactions with media and representing our determination as an industry that needs to be heard.

Our fortnightly online **eNews** and quarterly print publication **Fusion magazine** continue to be sources of valuable information and inspiration, while our **Royal Commission Updates, Health Updates, Employment Relations Updates** and **eAlerts** provide you with valuable information to keep you abreast of the latest developments.

CEO Communiqués and our **daily media updates** to CEOs are sought after and appreciated by our Members.

Our social media reach continues to expand, with **14,239** Facebook followers, **7,307** LinkedIn followers and **3,147** Twitter followers.

HOW WE CALCULATE FEES

Our fee calculator is designed to capture Members' revenues received solely from aged care, in-home care and retirement living/seniors housing services, and to exclude revenues from other unrelated services.

We ask you to work with us to calculate your annual membership fee. To assist with this process we have developed a Member Fee Calculator. The information provided in the Member Fee Calculator determines your LASA Membership fee.

Members who have multiple operations in one or more States/Territories will have just one Membership fee covering all operations, based on the revenues from across all operations.

Due to the financial pressures on many Members, **we have not increased our Membership Fee Calculator Rates for the coming financial year.**

For more information or for assistance in calculating your LASA Membership fee, please contact the LASA Member Support Team on **1300 111 636** or email members@lasa.asn.au

"LASA supports aged care industry service providers so we can support our clients and carers in the knowledge that we are providing the best practice in care and care management."—Joanne Allison-Schouw, Service Manager, Bribie Respite and Support Services Inc, QLD

READY TO JOIN?

We would love to have you join. Remember, we are stronger together!

Joining is easy—just complete the LASA Membership Application Form included with this LASA Membership Pack (you can complete it electronically).

Once you have completed your Membership Application Form, please return it with your Member Fee Calculator to us via email at members@lasa.asn.au



We are
stronger
together.

Please contact LASA if you would like to know more about us and how we can assist you in the age services industry. We look forward to hearing from you.

Member Support Team

Phone: 1300 111 636

Email: members@lasa.asn.au

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