



Become a LASA Member

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



About LASA

Leading Age Services Australia (LASA) is the national association for all providers of age services across residential care, home care and retirement living/ seniors housing.

We represent providers of age services of all types and sizes located across Australia's metropolitan, regional and remote areas.

Consistent with the overall industry profile, 54% of our Members are not-for-profit providers, 38% are for-profit providers and 8% are public 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.

Our Purpose

Our purpose is to enable high performing, respected and sustainable age services that support older Australians to age well by providing care, support and accommodation with quality, safety and compassion—always.

“ LASA provides us with representation and policy advocacy, a vehicle through which we can influence policy direction and the broader education of the public about aged care. LASA are quick to identify issues and develop a carefully considered and informed response. There have been over 15 reviews in the aged care sector in recent years, and LASA has capably represented its Members by providing a submission to every one of those 15 reviews. We are grateful to have such an efficient and effective peak body representing us.”

—Sandra Hills OAM, CEO Benetas

Our Values

Passion

We strive to make a positive difference in the lives of older Australians by meeting the needs of our Members to the best of our abilities.

Integrity

We always act honestly and ethically and we consistently meet the standards we set and the commitments we make.

Excellence

We always do our best and seek to continuously improve in how we meet the needs and expectations of our Members.

Respect

We value diversity, the rights and views of others, and our conduct is always polite, considerate and professional.

Daring

We are open to new ideas, take calculated risks, and are not afraid to speak up on issues of importance.

Our Membership Program

Our Membership program is open to all providers anywhere in Australia, including residential care, home care and retirement living/seniors housing.

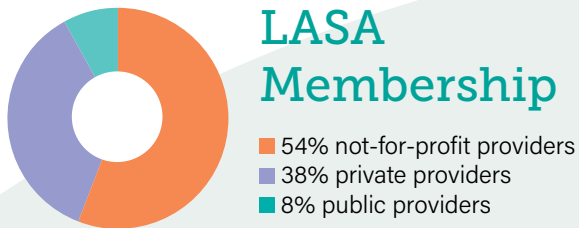
LASA Members receive a wide range of benefits, and can access targeted services to enhance their performance and sustainability, and the delivery of quality age services.

Our industry-experienced and dedicated staff enjoy strong relationships with our Members, providing practical and timely support, and expert information and advice.

We represent our Members by advocating their views on issues of importance, and influencing public policy for the benefit of our industry and older Australians.

LASA's Centre for Workforce Development & Innovation professional development programs provide an opportunity to update skills and knowledge, as well as network with industry colleagues.

Join hundreds of age services providers that are already part of the LASA family, and help contribute to a better ageing future for all Australians.



Our Promise to Members

We are dedicated to meeting the needs of our Members by providing:

- a strong and influential voice leading the agenda on issues of national importance;
- access to valuable and value-adding information, advice, services and support; and
- value for money by delivering our services and support efficiently and effectively.

Benefit from our Expertise

Just a phone call away, the LASA team has expertise across residential care, home care, retirement living/ seniors housing and aged care policy.

In 2018/19, LASA managed 3,850 calls to our 1300 number and assisted Members with more than 1,600 Member emails, as well as more than 1,500 employment relations enquires.

In 2020, we responded to 50 Member advisory contacts per day during the COVID-19 crisis and managed 1,000+ enquiries to our health@lasa.asn.au email address in just two months.

From 1 July 2019 to 1 May 2020, we provided 1,619 cases of specialist advice and 829 cases of employment relations advice.

We look forward to assisting you in the future.



98% Member satisfaction rating



5th Most Innovative Company
(Government, Education & Not-For-Profit) Financial Review BOSS/inventium 2019



1300 Member hotline

ENJOY EXCLUSIVE MEMBER BENEFITS

Get Involved

LASA's experienced Policy and Advocacy team provides strong and responsive thought and policy leadership across all levels of government, in consultation with our subject matter experts and State Managers. LASA has active representation on the Aged Care Sector Committee and National Aged Care Alliance. You can contribute through Member engagement opportunities including:

- State Member Advisory Committees (Home Care, Residential Aged Care, Retirement Living and Seniors Housing).
- National Advisory Groups (workplace relations, special needs, remote, funding).
- LASA Member-only policy forums and discussions.
- Key issues messaging/resources developed for Member communication.
- Participate in direct engagement with key decision makers including Ministers, Members of Parliament, and key bureaucrats.
- National Aged Care Employee Day.

Access the Global Ageing Network

LASA's partnership with the Global Ageing Network provides all LASA Members with access to the resources, networks and support of this international initiative.

“ *We have found that the wealth and depth of information available to us and the support given both locally and nationally has been invaluable and would recommend LASA as a peak worthy of membership.”*

—Michelle Jenkins JP MBL, CEO Community Vision

Find Expert Advice

Our dedicated team provides one-to-one support on industry issues across all aspects of residential care, home care, retirement living/seniors housing, employment relations, business operations, government policy, the new Standards and media issues. We also have a 'Member to Government' problem solving service. You can contact us via:

- National 1300 111 636 Member hotline
- Email: members@lasa.asn.au
- State-based offices

Save with Discounts

As a valued LASA Member, you will be eligible for generous discounts on our services, training, events and ad hoc promotions in addition to the free services you can access through your Membership.

- Save \$100 to \$400 on delegate registration fees to LASA events (conferences, workshops and training).
- Save on in-house team training packages delivered at your preferred location.
- Get a discount on our Safety & Quality Management System.
- Benefit from exclusive Member-only opportunities with hundreds of our Affiliate partners that provide products or services to the age services industry. (For a list of partners please visit our Affiliate Directory www.lasa.asn.au/affiliates/services-directory).

Be informed with Industry News and Information

Receive timely insight and intelligence to maximise your understanding of the key issues and developments within the age services industry.

- 1300 number for Member-only expert advice as everything in this particular list is free i.e. part of their membership fee
- Daily Media Watch service for Member CEOs
- Regular Member CEO Communique
- Fortnightly LASA eNews (distribution 3,500+)
- Employment Relations Updates
- Quarterly flagship publication *Fusion*—the voice of aged care—with a distribution of 14,000+ online and in print (Members and Affiliates contributions welcome)
- Quarterly legislative update service
- Breaking news eAlert service, inclusive of social media channels (Twitter, Facebook and LinkedIn)
- Member-only webinars
- Emails with information on new products or services, training and events
- Thought leadership articles from LASA, our Members and other experts
- Emerging issues support and information daily COVID-19 Health Updates, COVID-19 resources and templates, PPE Portal, 100,000+ masks delivered free to Members, Aged Care Royal Commission Updates and Nurse Advisor/Administrator Panel)

LASA hosts
national
Aged Care
Employee Day
each year!

Receive Business Support

Whether you need support for day-to-day operations or tailor-made solutions for more complex needs, our national team of industry-experienced professionals can help. Find out how to improve your business performance and sustainability, while minimising risk to your organisation and reducing your costs.

- **Consulting services.** These include quality audits and continuous improvement planning, self-assessment and audits, friendly unannounced visits, business analysis, strategy planning, organisation transition planning, ACFI audits and appeals, pre-accreditation 'health check' audits and roster reviews.
- **Safety & Quality Management System.** LASA's quality system backed by the age services industry helps you manage compliance with the new Standards long-term.
- **Employment relations.** Members can access free employment relations advisory services, including day-to-day human resource matters; interpretation of legislation and industrial instruments; guidance through employment relations cases; and drafting and reviewing employment documentation.
- **Payroll.** Outsourced payroll services include cost-effective and accurate payroll processing, time and attendance capture, superannuation, and fringe benefits and deductions.
- **Claims and billing.** Services include payment reconciliation, analysis of payment statements to maximise funding, confirming resident status weekly basis, BOND and RAD reports, and resident payments.

LASA CENTRE FOR WORKFORCE DEVELOPMENT

LASA Centre for Workforce Development & Innovation brings together Member programs and support services across accredited training, professional development, leadership education and mentoring programs, workplace support—as well as LASA's Next Gen and innovAGEING initiatives, and the LASA Mentoring Program.

The Centre harnesses the subject matter expertise of LASA, our delivery partners and our Members into a single, coordinated and focused approach with a shared objective of building the capacity and capability of the age services industry.

Through the Centre we foster the skills, knowledge, capability, supports and confidence required to provide respectful, safe and high quality care for older Australians—always.

Engage Young Leaders

Next Gen is an initiative designed to attract and retain the best and brightest young leaders and professionals to steer the age services industry through a period of unprecedented growth and change. Open to Members and non-Members, the initiative is developing into an important networking powerhouse, innovation think-tank and action-platform for our emerging leaders and under-40 workforce. There is a Next Gen Ambassador Council and regular Next Gen forums held across Australia. Next Gen also supports the LASA Mentoring Program, a five-month mentoring partnership and online coaching program, which facilitates the professional development of current and emerging leaders in the age services industry.

“An operator can get on the phone to an advocate in Canberra, who talks to the department, gets the issue resolved and then comes back. There's no other industry where you can get that, let alone another provider in this industry.”

—Nick Loudon, CEO Envigor

Get the Right Training

LASA Aged Care Training Institute is a registered National Training Organisation dedicated to supporting the age services industry to deliver first-class services. Our training programs are designed to equip leaders, managers and staff with the knowledge and skills they need in our changing aged care environment. They can be delivered online or face-to-face at your premises. Our learning experiences include:

- Accredited training
- Professional development
- eLearning
- Tailored training developed in conjunction with you

Discover Innovation

The Centre supports innovation in response to reform challenges, market opportunities, new technologies and changing consumer preferences. LASA proudly partners with the Australian Government and others to deliver *innovAGEING*—Australia's innovation network for the age services industry. The network includes providers, suppliers, researchers, consumer groups, investors and public sector agencies, coming together to accelerate innovation; translate ideas into action; and deliver better outcomes for older Australians. Through our support for innovation, LASA was named 5th on the Australian Financial Review BOSS Top 50 Most Innovative Companies in Australia and New Zealand within the Government, Education and Not-For-Profit category 2019.

MENT & INNOVATION

Network, Learn and Exchange Ideas¹

Our comprehensive calendar of events across Australia gives Members opportunities to participate in outstanding networking events, at no cost or a discounted rate. Our events include:

- LASA National Congress—the largest age services event in the Asia Pacific region
- State conferences (QLD, Tri-State, NSW and WA)
- Care & Ageing Well Expo (WA and VIC)
- National Integrated Service Housing Conference
- Regular free Age Services Industry Forums across remote, regional and remote Australia
- Workshops to reflect hot topics and key issues
- Masterclasses on a range of subjects



¹ Some conferences cancelled and other events moved to webinar format due to COVID-19 in 2020.

Get Recognised

LASA Members are entitled to enter our prestigious nationally recognised awards programs:

- LASA Excellence in Age Services Awards (Organisation, Teams, Individual and Rising Star categories)
- Retirement Village Manager of the Year Award
- *innovAGEING* National Awards
- Next Gen Young Leader Award

“Even as a large organisation, access to LASA’s resources, networks and specialists, has enabled and supported our organisation to flourish, in what is a dynamic and ever changing industry.”

—Chris Mamarelis CEO Whiddon

Join us

Please contact us to
find out more about our
Membership program.

 1300 111 636

 members@lasa.asn.au

 lasa.asn.au

 @LASANational

 Leading Age Services Australia

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A strong voice
and a helping hand
for all providers
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