



OzzieAccom Partner Proposal

Prepared: 10th May, 2022



| myRespiteAccom

National Seniors
AUSTRALIA



About National Seniors Australia

At National Seniors Australia we have been fighting for a fair go for older Australians since 1976.

We are committed to creating real change for a better future for all older Australians.

- Member based and focused on matters impacting older Australians
- As well as representing all 6 million+ older Australians, we have a community of over 150,000 supporters, customers & fee-paying members
- 90 plus branches located across Australia
- Our advocacy is based on evidence, supported by our own in-house consumer research team led by Professor John McCallum
- Primary areas where we advocate, inform & support - ***Housing, Health, Finance, Services & Legacy***
- Key policy areas up to the 2022 federal election – ***Retirement Incomes & Aged Care***





Our Research

Evidence that supports our Advocacy

Reports under development involving our Research & Advocacy teams.

- *Let Pensioners Work*
- *Mature ages workers programme*
- Climate change – *the views of older Australians*
- Investments in renewable energy options
- Willingness to get vaccinated against COVID-19
- Willingness to use the Pension Loans Scheme
- Views on Voluntary Assisted Dying
- How government should pay for improvements in the aged care system
- Views in relation to universal pension
- Technology use & ‘comfort’ & whether it has changed since COVID-19
- Comparing wellbeing – *pre & post COVID-19 to support health & care needs*





Our Advocacy Wins

Evidence that supports our Advocacy

As a not-for-profit organisation, we work hard to achieve better outcomes for older Australians.

National Seniors has had several significant advocacy wins. With the help our partners, we can achieve even more!



Aged Care Royal Commission

We fought, and continue to fight, for urgent reforms to the aged care system.



Deeming rates

We successfully lobbied for lower rates and a better deal for older Australians.



Home Care Packages

We helped secure additional packages so more older Australians can remain at home.



Pension age

We fought against the proposal to increase the age to 70 – and won.



Community projects

Activities supporting older Australians

National Seniors Australia programs that support older Australians -

COVID-19 Wellbeing Support Program

- NSA has provided information, support and referral services to over 45,000 members of the community impacted by COVID-19 including CALD and NEC groups

Elder Abuse

- NSA provides a financial literacy service in partnership with Caxton Legal Service

Digital literacy

- Be Connected program in conjunction with the Good-things Foundation to recruit, train & support up to 80 digital mentors across Australia.

Concessions Calculator

- Launched in September 2021, National Seniors Concessions Calculator has helped 40,000 senior concession card holders learn how much they can save.

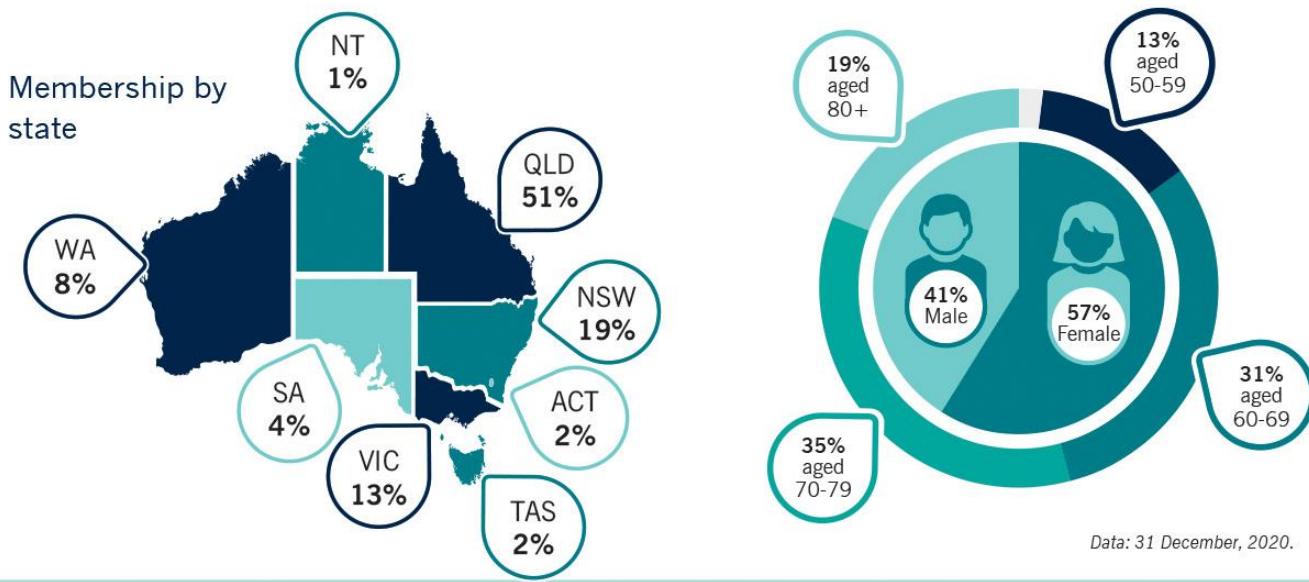
“Now I know someone's got my back.”



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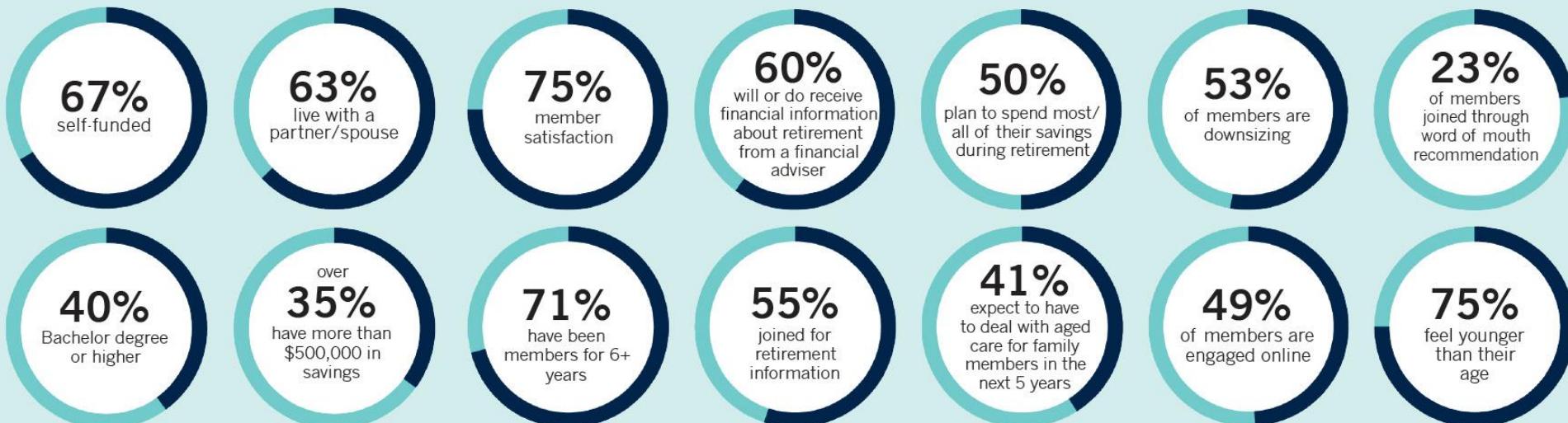
Membership

87% of members have been with us for over 3 years.



Our Membership

Our members are at the heart of everything we do.
Here are some insights on our members.



Reach and engagement

National Seniors Australia Reach



1.8million

annual digital audience



2.9million

annual page views



61,000

e-newsletter subscribers

Source: Google Analytics, January – December, 2020

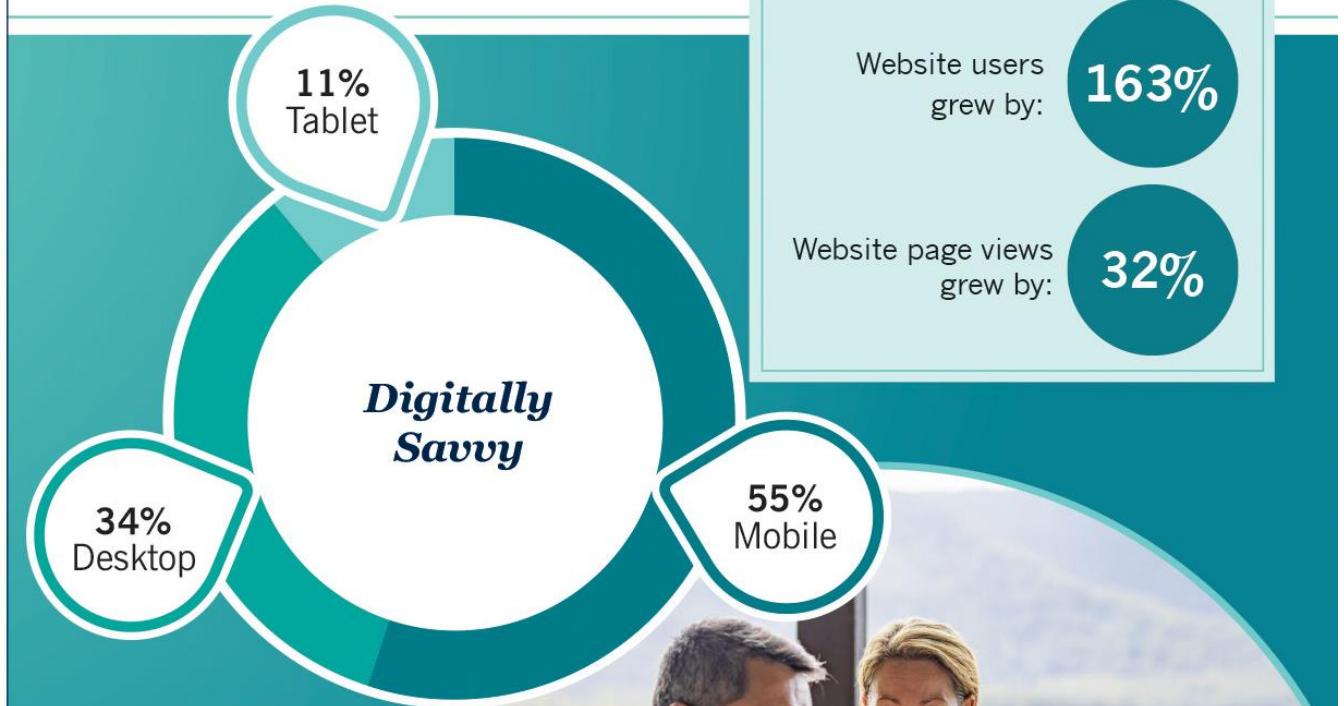
Highly Engaged Audience

40%

average email
open rate

20%

average email
click through rate



Growing Digital Audience

Website users
grew by:

163%

Website page views
grew by:

32%



What our members say about their membership



Gary, SA

I became a lifetime member over 20 years ago. I'm proud to be a part of an organisation that's advocating strenuously against the mistreatment of older people and pension poverty on our behalf.



Hazel, QLD

My husband and I became members so we could do something together. Our local branch keeps us social, involved and active.



Jan, NT

The social side of membership is quite important for most of the people I've met. National Seniors is a great way to bring people together.



Phil, NSW

I love the travel benefits. It's very affordable and the consultants understand what you want. You don't end up on drinking trips through Europe unless you want to!



Jan, NT

I use my membership to access discounts. I've used the insurance for a once-in-a-lifetime trip, and everybody I've ever shared the magazine with absolutely loves it.



Eileen, QLD

I'm a life member. I decided to join for the discounts but when I retired, I started attending local branch meetings where I've made great friends!

*Note: The images that accompany each testimonial on this page may not belong to the person providing the testimonial

Campaign Overview



Objective:

- To educate on first Australian online booking platform where Aged Care providers can list their services and take bookings for residential respite accommodation.

Target Market:

- All Government approved Aged Care Service providers (Residential Respite Care – high & low care).
- Residential respite care seekers

Proposed Campaign period:

Aged Care providers – end May/early June

Respite seekers – late June/early July

Budget:

\$5-10k plus Call centre cost & copy writing



Partner Proposal News and Information

We help inform older Australians on the topics that are important to them through our weekly & monthly eDM's and the Our Generation magazine to name a few.

- Our weekly Connect newsletter sent each Thursday is the trusted source of news, information, lifestyle tips for over 60,000 older Australians.
- Members Matters, our members only eDM is sent the second Monday of each month to a dedicated audience of 64,000.
- Our Generation magazine is sent to 60,000 members each quarter and features topics and issues relevant to older Australians including health & wellbeing.



Partner content to vary each insertion to provide updated, unique & interesting information and continued partner engagement with our audience.



Advertising & Promotion Overview

Promotional Activities	Value ex GST	Reach	Details
Connect & Member Matters articles	\$10,000	Connect: 60,000 Member Matter: 40,000	Articles across both eDMs based on availability with heavier activity at beginning of campaign to create/build awareness.
Connect & Member Matters banners	\$7,500	Connect: 60,000 Member Matter: 40,000	Articles across both eDMs based on availabilities to accompany content and add additional awareness.
Call Centre Campaign	\$13,900	1,390 records across three months	Includes two call attempts and follow up email, CRM set up & reporting
Copywriting – 2 x content pieces	\$500		1 x content piece to target Aged Care Service providers (for OzzieAccom use) and 1 x content piece to target Respite Seekers (for NSA use)
Total Value:	\$31,900 ex GST		

Total investment: \$24,400 ex GST



Proposed Activity Plan

OzzieAccom Activity May-August																					
National Seniors Channels	Size/Placement	Timing	May					June				July				August				No.	Value
			1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	
Respite Seekers		w/c Sunday dates							Launch												
Connect/Member Matters eDM	Content	Thurs/Mon								1		1	1	1			1			5	\$ 10,000
Connect/Member Matters eDM	Banner	Thurs/Mon								1		1	1	1			1			5	\$ 7,500
																			Total Value	\$ 17,500	
																			Total Cost	\$ 10,000	
Aged Care Providers																					
Call Centre Campaign		3 months																		\$ 13,900	
Copywriting - 2 x content pieces																				\$ 500	
																			TOTAL COST	\$ 24,400	

Scheduling of activity is for initial planning purposes and can be moved based on feedback & availability



Next Steps

- OzzieAccom to provide feedback to National Seniors
- Finalise planned activity & Partnership agreement (provide MOU/contract)
- National Seniors to lock in activity and provide OzzieAccom with final plan, relevant deadlines and requirements.
- National Seniors to provide reporting to OzzieAccom as required throughout campaign.



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