



# OzzieAccom Partner Proposal

Prepared: 10<sup>th</sup> 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*

“

I trust they have  
my best interests  
at heart.

”





# 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.



### **Home Care Packages**

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



### **Deeming rates**

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



### **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.

”



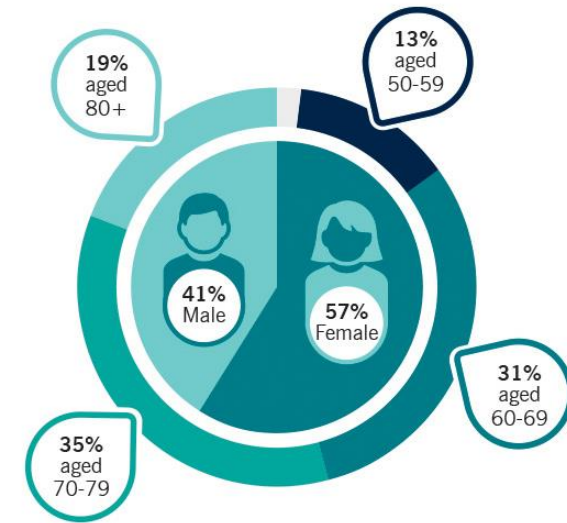
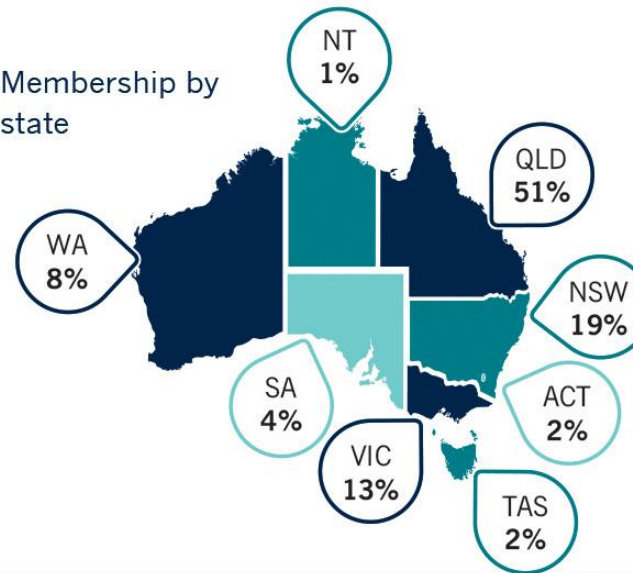
**National Seniors**  
AUSTRALIA



# Membership

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

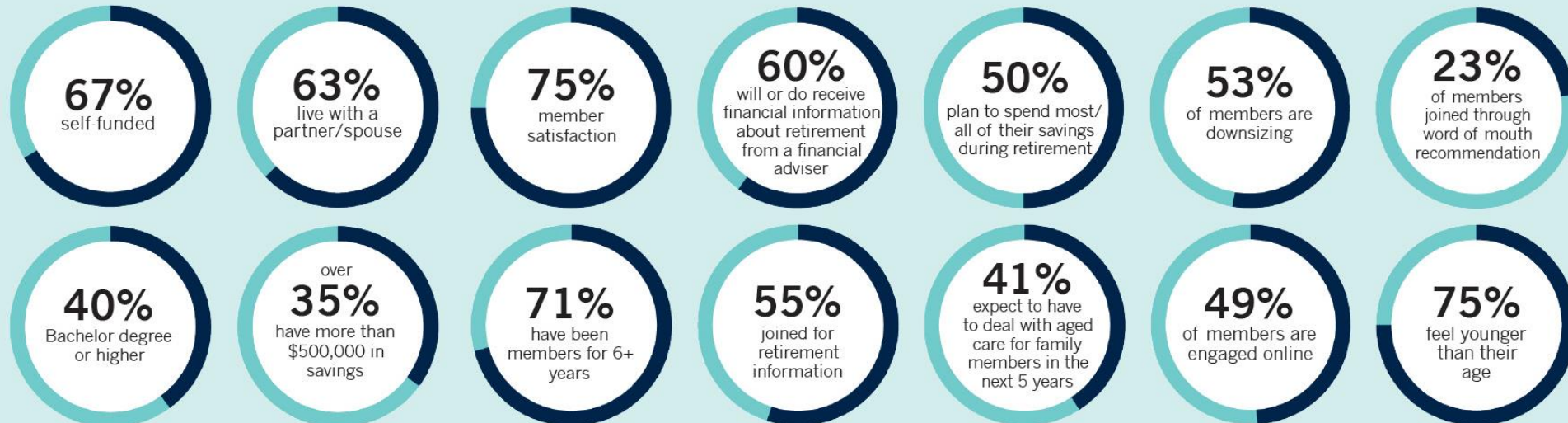
Membership by state



Data: 31 December, 2020.

## Our Membership

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



Data: IPSOS, 2019

# Reach and engagement

## National Seniors Australia Reach



Source: Google Analytics, January – December, 2020

## Highly Engaged Audience

**40%**

average email  
open rate

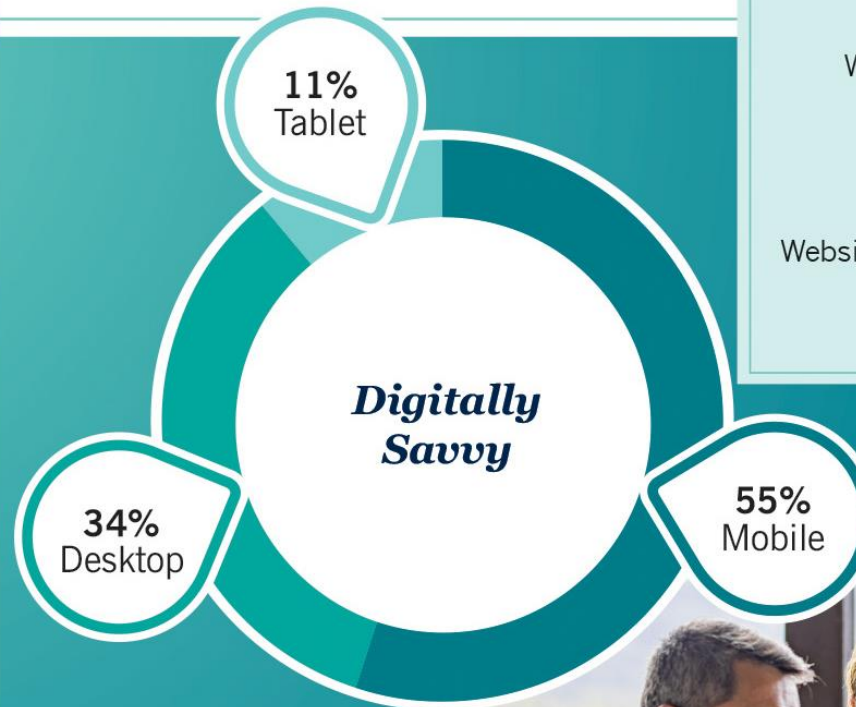
**20%**

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

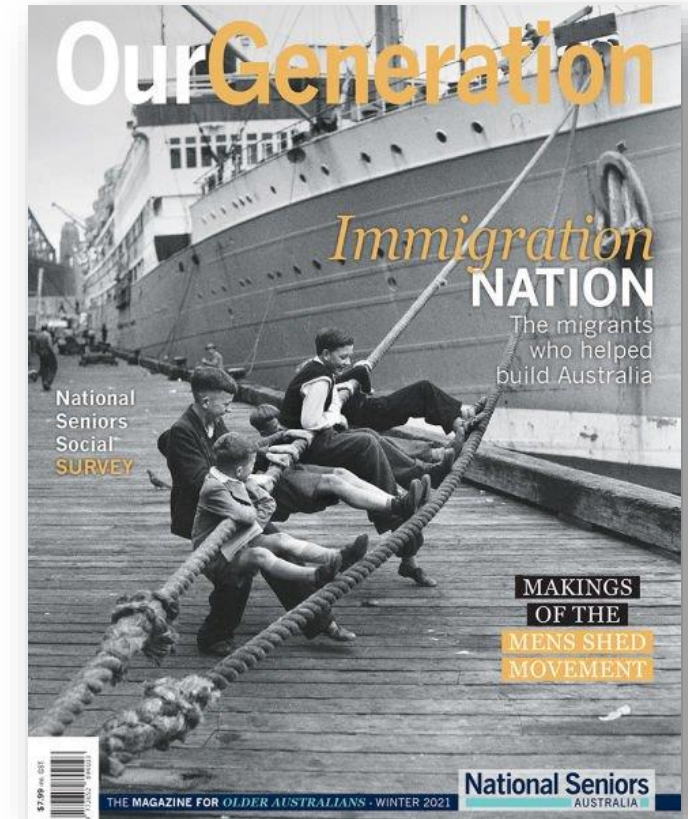




# Partner Proposal News and Information

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)
<b>Total Value:</b>	<b>\$31,900 ex GST</b>		

**Total investment: \$24,400 ex GST**





# Proposed Activity Plan

OzzieAccom Activity May-August																										
National Seniors Channels	Size/Placement	Timing	May					June				July					August				Sept				No.	Value
		w/c Sunday dates	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25		
<u>Respite Seekers</u>							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
<u>Aged Care Providers</u>																										
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.



# National Seniors

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[nationalseniors.com.au](http://nationalseniors.com.au)