

# ACCPA

Aged & Community Care Providers Association

## ACCPA Membership Prospectus

### Join ACCPA

The national industry association supporting, representing and advocating for providers of residential aged care, home and community care, retirement living, seniors housing and related services across Australia.

**We are stronger together.**



1300 222 721



[members@accpa.asn.au](mailto:members@accpa.asn.au)



[accpa.asn.au](http://accpa.asn.au)

# About ACCPA

The Aged & Community Care Providers Association (ACCPA) is the national industry association for retirement living, seniors housing, residential care, home care, aged and community care and related services.

ACCPA exists to unite aged care providers under a shared vision to enhance the wellbeing of older Australians through a high performing, trusted and sustainable aged care sector. We support our members to provide high quality care and services while amplifying their views, their collective strength and opinions through an authoritative, informed, and comprehensive voice to the government, community, and media.

Our sector serves to make better lives for older Australians, and so do we.



## Our purpose

To lead, advocate and provide support, advice and guidance to aged care providers to ensure a high performing and sustainable aged care sector so that older Australians can live their best lives.



## Our vision

To enhance the wellbeing of older Australians through a high performing, trusted and sustainable aged care sector.



## Our strategic objectives

Our strategic plan serves to shape our future, and that of the sector, to make better lives for older Australians. Our strategic objectives are:

- Purposeful advocacy, informed by evidence and the views and experiences of our members and consumers.
- Unite, through leadership and alliances, the voices of aged care reform.
- Encourage a capable, innovative and trusted sector that has continuous improvement at its heart; and
- Build ACCPA's capability and culture to deliver for members.



## Our members

ACCPA represents all aged, community care and retirement living operators. Membership is open to all providers of aged care services, including providers of related services of care (for example, disability service providers are eligible where they also provide services to older Australians).

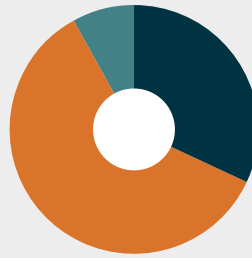
ACCPA has specific mechanisms in place to ensure all members are equally represented and valued, regardless of their organisational size, structure, location or service offering.

# Member distribution

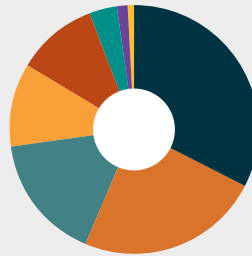


**1,090**

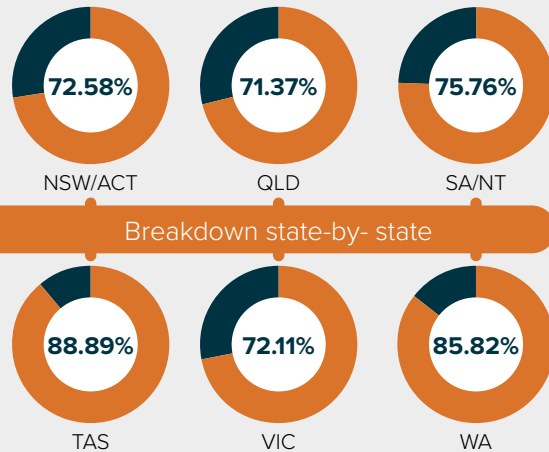
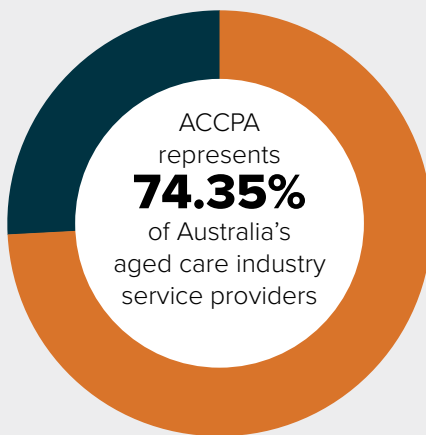
members across Australia from retirement living, seniors housing, residential care, home and community care.



- 31% public
- 60% not-for-profit
- 9% private



- 32.6% NSW
- 24.1% VIC
- 16.4% QLD
- 10.9% SA
- 10.4% WA
- 3.7% TAS
- 1.4% ACT
- 0.6% NT



**94%**

of members surveyed have a positive experience with ACCPA.



Data accurate as of March 2024.

# A message from ACCPA CEO, Tom Symondson

I am incredibly proud to represent the Aged & Community Care Providers Association (ACCPA) as Chief Executive Officer. I would like to give you a sense of who we are and what we do, and why I believe that it is crucial that you join your national industry association, alongside fellow providers of home and community care, residential aged care, retirement living and seniors housing.

At ACCPA, our commitment is to advocate for our members, champion the rights and wellbeing of aged care workers, and ultimately serve the older Australians relying on our services. We are acutely focused on the challenges and opportunities for the aged care sector amidst ongoing reform, with a shared goal of building a sector that we can all be proud of.



To achieve this, we regularly engage with members through our various membership councils, groups and forums to ensure we are listening and responding to what members want. We use these insights to craft sector-informed policy positions and ensure our advocacy agenda reflects the needs of our members.

One of our primary roles is to represent you and your organisation in dealings with federal, state and local governments, ensuring that our parliamentarians and government officials understand and value your needs when making critical policy decisions. We do this by building strong networks and robust relationships, developing compelling, evidence-based policy positions on issues important to members, and raising the profile of our sector in the media and Australian communities.

We also provide services to our members which support you to manage and grow your organisations. These range from industrial relations advice to specialist consultants ready to support you in areas such as business improvement and strategy development; from engaging conferences, learning and events to our member advice team; and from tools and resources that support you in building and monitoring the quality and safety of your services to programs aimed at supporting you to build and retain your workforce.

Ultimately, our efforts empower you to do what you do best – ensuring the wellbeing of older Australians.

We recognise that providers across the country are facing significant operational challenges and a range of complex reforms. Now is the time to unite our sector with a resounding voice, so we can effectively champion our common cause.

Join ACCPA today to drive a better future for your organisation and workforce, the aged care sector, and older Australians, wherever they live and whatever services and support they may need – we are stronger together.

*ACCPA membership provides the support you need and a strong collective voice to enhance the lives of older Australians.*

# Uniting the many voices and collective strength of members, driving aged care reform

ACCPA actively represents the interests of members, and the older people they support, through sector reform and transformation. ACCPA uses purposeful advocacy to build credible, influential and well-regarded relationships with stakeholders across the aged care sector, including government.

The model below depicts our policy and advocacy cycle which is driven by member insights and engagement.

## YOUR INSIGHTS

*We gather from you...*

- Issue identification (including impacts on care)
- Ideas for system improvements
- Member attendance at consultative forums

*Via ACCPA forums and special interest groups*

- Submission input
- Refinements to possible solutions

*Via specific member meetings or roundtables and call outs to Special Interest Groups or ACCPA Informer*

- Potential changes/alternatives to proposed policy design
- Input to Member Impact Assessments

*Via specific member meetings or roundtables and call outs to Special Interest Groups or ACCPA Informer*

- Implementation issues and trends
- Feedback on our services/resources development
- Opportunity to attend/review implementation support services

*Via Special Interest Groups, specific webinars or member briefings and Member Support services*

## OUR ADVOCACY

*We undertake these activities in your interests...*

- Participation in regular high level 'peak' meetings and sector consultation groups
- Monitor and query government communications (including changes to legislation and regulation)
- Undertake in-depth research to ensure our work is evidence-based

- Participation in stakeholder workshops, co-design etc
- Submission lodgement and follow-up
- Engagement with senior levels of Departments and Ministers' offices as appropriate

- 1:1 contacts/liason
- High level communications with governments (including media as appropriate)
- Letters to Minister/s as appropriate (actioning follow up and securing of meetings if required)

- Communication to governments regarding operational impacts
- Propose adjustments to design or implementation parameters





# Our services and programs – at a glance

## Advocacy and government engagement

<b>Advocacy and policy development</b>	Provide strong thought leadership to influence the policy reform agenda across all levels of government.
<b>Member advocacy engagement</b>	Undertake regular consultation with members and stakeholders to refine our policy design and advocacy agenda. Members' insights and feedback on important matters impacting the sector are gathered through forums, special interest groups, member surveys, roundtable discussions, webinars, workshops and communiques. This proactive research ensures our advocacy is evidence-based and backed by members' input.
<b>Government engagement</b>	Create and maintain open communication channels and productive working relationships with members of state and federal Government. Develop submission papers, letters to Minister/s (as appropriate), 1:1 liaison or public campaigns on matters impacting members.
<b>Retirement living regulation</b>	Government and stakeholder reference groups with direct lines to state retirement living regulators.

## Member support and engagement

<b>Support and advice</b>	A team of residential aged care, home and community care CHSP, and retirement living experts can provide professional advice and help providers answer any industry questions.
<b>Member engagement groups and forums</b>	Coordination of state, national, special interest groups and forums to ensure effective communication and genuine member engagement and advocacy mechanisms.
<b>Communities of Practice</b>	A series of topic based online forums for members to engage with ACCPA and other members.
<b>Tools and resources</b>	Access to a range of supporting tools and resources to assist with the day-to-day business operations, including emergency preparedness and planning, and COVID-19.
<b>Retirement living and seniors housing</b>	Specific legislative reform and policy development support, and operational advice, to retirement living and seniors housing members.

## Member communications

<b>News and communications</b>	A range of comprehensive and timely email alerts and updates for members, including the flagship <i>ACCPA Informer</i> weekly publication. Targeted communications are delivered to your inbox covering real-time issues and challenges for the sector and ways ACCPA is supporting members to navigate aged care reform - supported by practical tools and resources where applicable. In addition, members can watch video messages from the CEO or listen to the <i>Aged Care Today</i> podcast with key themes and topics covered.
<b><i>Aged Care Today</i> magazine</b>	Australia's leading aged services magazine distributed quarterly featuring informative articles from service providers, suppliers, innovators and thought leaders across aged and community care and seniors housing.

## Sector support and development

<b>In-person and online events</b>	A range of industry specific conferences, symposiums, forums and networking events across Australia, in-person and online.
<b>Learning and professional development</b>	A schedule of in-person and online learning programs, workshops and masterclasses across a variety of key themes – leadership, governance, customer service, human skills, business operations, person centred care, innovation and service excellence, human resources, workforce, policy and advocacy, nursing and care management, health and quality compliance and so much more!
<b>On-demand learning and professional development</b>	Tailored learning programs across key themes targeted to organisations with groups of five or more attendees.
<b>Leadership and mentoring</b>	Programs to offer employers practical strategies to build workforce capacity, skills and knowledge to excel in the workplace.
<b>Governance in aged care settings</b>	From clinical to board governance, programs to support organisational governance with tools and resources to address reforms and apply continuous improvement practices.

## Workforce and sector capacity

<b>Workforce Hub</b>	A platform focused on supporting providers with attraction, recruitment, retention and ongoing development of the sector’s workforce. Includes resources to support the current and future workforce, organisations and career educators.
<b>State and Federal Government-funded workforce programs</b>	Pathways for ACCPA to connect members with funded programs to benefit the aged care sector to attract, retain and upskill the workforce.
<b>Nursing Programs</b>	A suite of innovative cost-effective programs designed to transition graduate nurses, enrolled nurses and registered nurses working in other care settings, into aged care by providing targeted professional development and an industry mentoring engagement.

## Industry excellence and reputation

<b>Media and community engagement</b>	Represent and raise the profile of the sector and members in mainstream, broadcast and social media.
<b>ACCPA Excellence Award Program</b>	Award program focused on recognising excellence across the sector.
<b>You are ACE!</b>	A perpetual recognition campaign that recognises and showcases individual, team and organisation excellence to lift the image of the sector.
<b>Aged Care Employee Day</b>	Celebrating the aged care workforce annually on 7 August, showcasing the amazing people going the extra mile to improve the lives of older Australians.
<b>innovAGEING</b>	A platform dedicated to showcasing industry-led innovation and fostering consumer-centric innovative solutions.

## Business services

<b>Workplace Relations</b>	Practical and professional guidance on day-to-day employment and industrial relations management, with fee-for-service options for more comprehensive and on-site offerings.
<b>Payroll services</b>	Cost effective and accurate payroll processing and comprehensive reporting for each pay cycle, each month and at end-of-year.
<b>Residential claims and billing services</b>	Expert processing of resident billing and entitlement claiming to maximise provider funds.
<b>Consultancy and coaching services</b>	Tailored professional, responsive and scalable guidance to support providers deliver safe and high-quality care.
<b>Procurement Portal</b>	A fee-for-service system to reduce costs, manage compliance and make procurement easier by connecting members with partners offering bulk discounts, tendering and asset management tools. Asset management support for retirement living operators.
<b>Governance Portal</b>	Private and secure online portal to manage governing body and committee meetings.
<b>Partner products and services</b>	Access a range of products and services from ACCPA's Associate Partners, including exclusive member discounts.
<b>Safety &amp; Quality Management System</b>	Aged care specific policies and processes to guide staff, internal audit program and incident, complaint, feedback and improvement management.
<b>Quality Portal</b>	Self-assessments, policy and procedure templates and resources to support compliance.

## How you can make a difference

ACCPA regularly engages with members through member councils, groups, forums and topic-based workshops.

Our member engagement forums:

- Provide avenues through which sophisticated and comprehensive advice and guidance is delivered to members;
- Provide mediums through which ACCPA will seek input and feedback on sector changes, policy and information;
- Provide forums which facilitate members to actively contribute to and test proposals and advocacy stances;
- Contribute to valued member services from both a National and State perspective; and
- Provide opportunities for peer-to-peer networking, ideas exchange and support.

ACCPA has State Member Councils, each with up to 15 nominated council representatives and an elected Chair who represents the respective state or territory on the National Member Council. These councils are to inform ACCPA's CEO and Executive Leadership Team, as we set and refine our policy positions and our advocacy agenda.

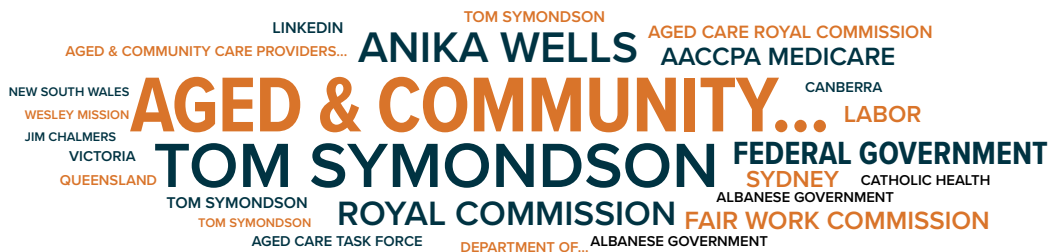
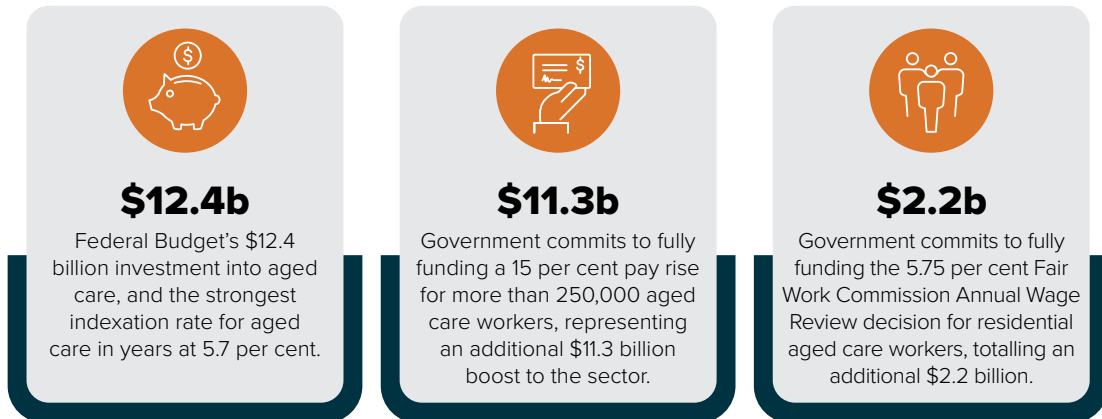
Members can also get involved in our various special interest groups which are run by the policy and advocacy team.

ACCPA also hosts regular workshops on current and topical matters impacting members.



# 2023 Year in review

## Government Engagement



Media word cloud representative of the past 12 months.



*“Our membership has been even more beneficial since becoming ACCPA. I feel we are being well informed.”*

# Becoming an ACCPA member

Joining ACCPA unlocks a wealth of benefits for the aged care service providers across Australia.

The ACCPA membership year runs on a financial year from 1 July to 30 June. As part of your membership, you will receive an ACCPA certificate, and digital member logo to proudly display as part of your commitment to enhancing the lives of older Australians by being a valued member of Australia's national aged services association.



To become a member, simply visit [accpa.asn.au/join-accpa](https://accpa.asn.au/join-accpa) and complete the easy-to-follow membership application form and membership estimator. Once complete, please submit to the Membership Administration Team via [members@accpa.asn.au](mailto:members@accpa.asn.au).

***“Really happy with all the communications and information that we are receiving at the regular meetings. Great advocacy for the industry as well and we love that queries are followed up so well at our meetings. Great job ACCPA – You’re Awesome!”***

# Contact us

For more information about the services and benefits that you can unlock with your membership please visit the ACCPA website [accpa.asn.au](http://accpa.asn.au), email [members@accpa.asn.au](mailto:members@accpa.asn.au) or speak with our team by calling 1300 222 721.

## ACCPA Executive Leadership Team



**Tom Symondson**  
Chief Executive Officer



**Belinda Allen**  
General Manager -  
Services and Sector Capacity



**Geraldine Ellis-Maguire**  
General Manager -  
Member Relations



**Roald Versteeg**  
General Manager -  
Policy and Advocacy



**Abderazzaq Noor**  
General Manager -  
Communications and Marketing

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## ACCPA National and State Management



**Liz Behjat**  
State Manager WA,  
Interim State Manager SA-NT  
MRO: **Ruth Metcalf**  
and **Bev Malone**



**Danielle Campbell-Manley**  
State Manager VIC,  
Interim State Manager TAS  
MRO: **James Williams**  
and **Samantha Stephens**



**Anne King**  
State Manager NSW-ACT  
MRO: **Mathew Campbell**  
and **Rebecca Campbell**



**Ian Poalser**  
State Manager QLD  
MRO: **Megan Hobson**



**Mark Prosser**  
Director of Retirement  
Living and Seniors Housing



**Derek Dittrich**  
Director of Strategy  
and Representation

\*MRO – Member Relations Officer

## State and Territory Offices

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### Australian Capital Territory/National (Canberra)

Suite 3/42 Macquarie Street,  
BARTON ACT 2600

### New South Wales (Sydney)

Suite 1, Level 9, 1 Oxford Street,  
DARLINGHURST NSW 2010

### Queensland (Brisbane)

Remote working

### South Australia/Northern Territory (Adelaide)

Building 3 Level 1, 32-56 Sir Donald Bradman Drive,  
MILE END SA 5031

### Tasmania (Hobart)

7 Ballawinnie Road,  
LINDISFARNE TAS 7015

### Victoria (Melbourne)

Level 2, 176 Wellington Parade,  
EAST MELBOURNE VIC 3002

### Western Australia (Perth)

Suite 16, 25 Walters Drive,  
OSBORNE PARK WA 6017

# 1300 222 721

[accpa.asn.au](https://accpa.asn.au)

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