



# Aged Care Employee Day

*Thanks for caring*

**WEDNESDAY  
7 AUGUST 2024**

**Communication tools  
and resources**



Aged Care Employee Day is a proud initiative of the Aged & Community Care Providers Association (ACCPA).

**ACCPA**  
Aged & Community Care Providers Association

## About ACCPA

The Aged & Community Care Providers Association (ACCPA) is the national industry association for aged care providers offering retirement living, seniors housing, residential care, home care, 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 and opinions through an authoritative and comprehensive voice to the government, community and media.

Our sector serves to make better lives for older Australians, and so do we. Visit [accpa.asn.au](https://accpa.asn.au) for more information.

### Contact us

For brand and communications support: [communications@accpa.asn.au](mailto:communications@accpa.asn.au)

For local media support: [media@accpa.asn.au](mailto:media@accpa.asn.au)

For support from your local State or Territory Manager: [members@accpa.asn.au](mailto:members@accpa.asn.au) or by contacting them direct.

## About Aged Care Employee Day 2024

Aged Care Employee Day (ACED) is a chance for all of us to put a spotlight on the tireless efforts of Australia's amazing aged care staff – from nurses to personal care workers, allied health professionals to lifestyle coordinators, hospitality teams, drivers, cooks, cleaners, administration staff and so many more.

This Australian National Day of Significance, held on **7 August** each year, gives aged care employers and the wider community an opportunity to say 'thanks for caring'.

Now in its sixth year, ACED – hosted by ACCPA - celebrates the more than 370,000 aged and community care staff who provide support to over 1.5 million older and ageing Australians.

Some providers mark ACED by giving staff cards or gifts, some organise lunch or morning tea, while others use the occasion as an opportunity to recognise excellence in their team.

ACED is also an opportunity to highlight the great initiatives being led by aged care organisations and good news happening across the country.

Whatever you do as a provider on 7 August, remember ACED is all about them – your team that works around the clock in many instances, to support the dignity of older people.

For ACCPA, it's another opportunity to highlight the valuable and important role of the aged care sector in Australia – and why appropriate investment in the industry is vital.

We will be ramping up our promotion of good news stories and our team will be lining up media opportunities with providers that are going above and beyond, in relation to the work they are doing.

We will also be sharing your stories on our social media channels, Facebook, LinkedIn and X, using hashtags **#ThanksforCaring** and **#ACED2024**.

Please let ACCPA know if there is something newsworthy you would like us to help you share, by emailing [media@accpa.asn.au](mailto:media@accpa.asn.au). Visit [accpa.asn.au](https://accpa.asn.au) for more information.



## Who can get involved in Aged Care Employee Day?

**Everyone!** ACCPA invites members, partners, aged care providers, peaks, politicians and senior leaders in the aged care sector, as well as aged care residents, clients, friends and families.

It only takes a moment to say, 'thanks for caring'...

## How to get involved in Aged Care Employee Day

1. Create, share and send a video saying 'Thanks for caring'

Show your appreciation by sharing a video or photo to your own social media channels using **#ThanksforCaring** as well as sending them to ACCPA via [media@accpa.asn.au](mailto:media@accpa.asn.au).

This annual awareness day is also a platform to showcase the great initiatives being led by our sector, so use your video to highlight projects you are working on that enrich the lives of older Australians.

### How to create and submit your #ThanksforCaring video

- Shoot your footage – follow the steps in our [how to make a video](#) guide to get the best result for your organisation. For best results film in landscape 16:9 format and keep it under 3 minutes.
- Send us your video/photos – complete our [image/video consent form](#) and email it to [media@accpa.asn.au](mailto:media@accpa.asn.au) so we can share your video/photos on our social channels.
- Optional – start and finish your video with our official Aged Care Employee Day [opening](#) and [closing](#) video file.
- Important note – please use a file sharing platform like DropBox or WeTransfer to send video and large photo files to [media@accpa.asn.au](mailto:media@accpa.asn.au)

2. Spread the word and let staff, residents and clients know. Download posters to display at your workplace in high traffic areas (such as kitchen or common room)



[Download A4 poster 1](#)

[Download A3 poster 1](#)



[Download A4 poster 2](#)

[Download A3 poster 2](#)



[Download A4 poster 3](#)

[Download A3 poster 3](#)

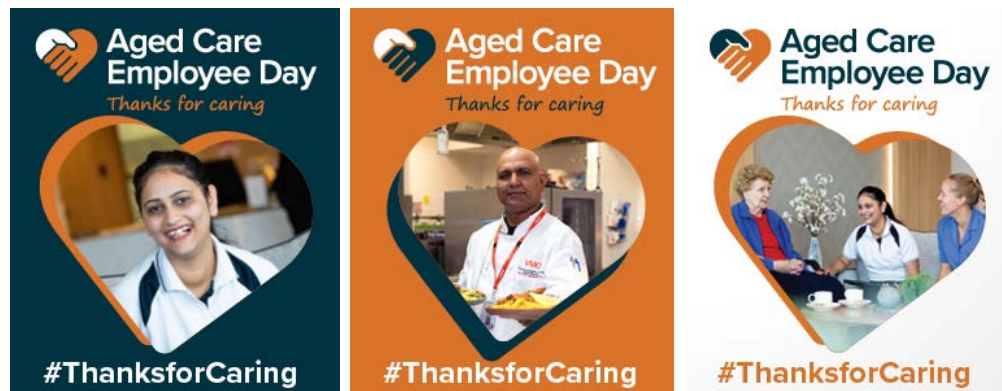
3. Use the social media frames and tiles on your social channels with the hashtags **#ThanksforCaring** and **#ACED2024**. Please also tag **@Aged&CommunityCareProvidersAssociation** on Facebook and LinkedIn, and **@ACCPAAustralia** on X

Should you wish, we have provided some suggested social media copy to support your post:

<b>LinkedIn, Facebook</b>	This Aged Care Employee Day on 7 August, we would like to say <b>#ThanksforCaring</b> to the people who have worked tirelessly to care for our residents. Our dedicated and compassionate team on the ground are the backbone of our organisation, supporting older Australians day in and day out to make their lives better. <b>@Aged&amp;CommunityCareProvidersAssociation #ACED2024</b>
<b>X (formerly Twitter)</b>	This Aged Care Employee Day on 7 August, we would like to say <b>#ThanksforCaring</b> to our dedicated and compassionate team supporting older Australians to make their lives better. A heartfelt 'thanks for caring' and for keeping our loved ones safe and well. <b>@ACCPAAustralia #ACED2024</b>



## Prepared social media assets



[Download prepared social tile 1](#)

[Download prepared social tile 2](#)

[Download prepared social tile 3](#)

## Prepare your own social media assets - text and image frames



[Download to add your photo – social tile 1 \(png\)](#)

[Download to add your photo – social tile 2 \(png\)](#)

[Download to add your photo – social tile 3 \(png\)](#)

[Download to add your text – social tile 1 \(ppt\)](#)

[Download to add your text – social tile 2 \(ppt\)](#)

[Download to add your text – social tile 3 \(ppt\)](#)

4. Write a message of thanks on our [website](#). You can make it a general thank you or a specific thank you to an individual or team.

5. Add the banner or logo to your website or email signatures.



[Download logo suite jpeg](#)



[Download email banner image jpeg](#)

6. Share your good news stories with your local media by using our [media release template](#).
7. Give certificates of appreciation and thank you cards. Download the [Thanks for Caring certificate](#) and [thank you card](#) to give each of your staff members on the day.
8. Host an event, morning or afternoon tea. Use the [PowerPoint Slide](#) as a backdrop in your common room space.
9. Create an in-house Aged Care Employee Day recognition or award ceremony to acknowledge and celebrate your staff.



# Aged Care Employee Day

*Thanks for caring*

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Wednesday 7 August 2024

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[accpa.asn.au/aged-care-employee-day](https://accpa.asn.au/aged-care-employee-day)