



# Community Care TASMANIA

(formerly Community Care NESB)

CDC September 2016 Newsletter

## CCT Marketing & Media Campaign

Many of you have seen, and indeed commented on recent advertising promoting the services of Community Care Tasmania. An advertisement in the *Examiner* on July 27 (pictured) began a marketing campaign that will roll out over the next year. As you will start to see people you may know in advertisements appearing in the paper, or on a bus, we want to keep you informed about why it is necessary for us to promote ourselves, and what is planned.



The 'why' is because of the introduction of consumer directed care (CDC) from February 2017. As CDC will give people the freedom to choose their home care provider and directly control what services they receive and when they receive them, it is important that people know about our organisation and how we can assist those requiring home based care support. Our marketing strategy and campaign has been designed to inform both existing and potential clients about who we are and what we provide. In this newsletter, our marketing consultant Malcolm Reid explains what form, and where, our advertising will appear.

Again, I would like to sincerely thank those clients and staff who have allowed CCT to use their images in our marketing. Personal testimony is the greatest show of confidence an organisation can receive. It is also the most effective way to demonstrate and promote to fellow Tasmanians that CCT is a locally run and operated home care service provider. We believe that being local is one of our greatest strengths; it

allows us to know our community well and be extremely responsive to needs. We would love to hear your thoughts on how you think our marketing strategy is being received by the people you know and how successfully you think it is working.

*W Mitchell*

Wendy Mitchell, CCT General Manager

The Board of Management of

## Community Care TASMANIA

Invites you to the

### 23<sup>rd</sup> Annual General Meeting

When: **Monday 26 September 2016 @ 2.00 pm**

Where: **8 Broadland Drive, Launceston**

Afternoon tea will be served following the close of the AGM

RSVP: 1 September 2016 on **6334 0990 / 1300 722 400**

or email **admin@cct.org.au**



DATE FOR YOUR  
DIARY

## Alicia Bramich: a new Support Worker doing what she loves



Support Worker Alicia Bramich, 2016

Alicia is not exactly new. She has been working with CCT since last December. But she is so enthusiastic when she talks about her role as a support worker, and working with CCT, you'd swear she had just started! Alicia has, however, only recently completed her training.

Alicia's previous working life was in retail. It was a role she 'sort of fell into' after she had her first child when she was 19. She is surprised she is now working in aged care. But, upon reflection, it is not such a strange move. She grew up surrounded by older people, and her Nan, who died two years ago, was her best friend.

Before her grandmother went into care at Mount Esk Nursing Home seven years ago, Alicia was her go-to person. She took her shopping and on outings, so Alicia felt she was pretty experienced in the social support side of home care. She also realises that she had paid close attention to what the carers did who provided her grandmother with domestic assistance. After her grandmother

went to Mount Esk, she got to know her carers there as well, and she became a volunteer after her grandmother died, finding 'it was a joy to participate' in the outings with other residents.

Alicia's grandmother spent the last five weeks of her life in hospital after her kidneys failed; Alicia's father stayed with her overnight and Alicia during the day. When she died, Alicia was shattered. She also knew she was changed by the experience, although she was not exactly sure how. Six months later she came to the realisation that she wanted to be able to help others like her grandmother and began her Certificate III in Aged Care training. When she saw an ad for support workers at Community Care Tasmania she came in to see Ina Bakker and Ben Greaves. They offered her a job the following week, and the rest, as they say, is history.

Alicia loves all the beautiful people she meets in her new career. She particularly loves working with culturally diverse clients because she learns so much. She tries to learn a bit of their language to help communicate with them better, and she is genuinely amazed at the way other people have lived. Born and bred in Launceston, Alicia says she is 'learning a lot about the world, the past, and different cultures'. She loves hearing about how people lived their lives where they grew up.

Alicia says her husband has noticed the change in her. He is delighted to see her so happy in her job, and he is very supportive of her role because he knows how passionate she is about it. As she does a lot of cooking for clients, her husband now cooks for their family. 'Fortunately', she adds laughingly, 'he loves cooking'!

Alicia loves working for CCT. She loves that it is local and she says she has never worked for an organisation that is so supportive: 'It is nice to be appreciated in what you do'. But her real joy comes from clients. When they tell her 'if it wasn't for you I would be in a home', says Alicia, 'it makes you feel really good that you can do that for someone'.

Alicia believes in fate. She knows that this is the career she is meant to have: 'I haven't been happier, I just love it.' She says she once saw a sign at St Thomas More's school saying, 'Do something in life that you love', and she can honestly say that she does.



Alicia with Mr Antonio Iezzi

## Sheila Crerar: reflecting on 20 years as a CCT Support Worker



Sheila Crerar & Jure Spiranovic, 2016



L-R: Sheila, Dineka De Puit and Ina Bakker, c. 1999

A former Kindergarten teacher, Sheila joined CCT nearly 20 years ago. She began as a support worker and then spent two years as a 'travelling librarian', distributing foreign language books to clients that had been donated to CCT's library at the old Frederick St office. Sheila recalls the job was heaps of fun and it fitted in with her role as a mother.

Sheila then became a part-time coordinator for CCT. She left this role after three years when the position became fulltime: 'Family come first', she explained, 'I did not want fulltime work while my children were young'. In 2002 she returned as a Support Worker and 'It has been so good', she says, 'I have met so many lovely people'.

CCT still has clients that Sheila has known since she was a Coordinator. She signed up Basil Tarnawsky (featured in July Newsletter) as a client and fondly remembers his wife; 'They were a couple who idolised each other', she says.

There are also support workers still with CCT that were here when Sheila began, as well as some who started not long after her. 'We stay', says Sheila, 'because it is very satisfying and rewarding work, and it is always interesting. CCT is also very

family friendly and supportive of what is happening in our lives.'

Working for a local organisation is important to Sheila. She believes we are the best organisation providing aged home care services. While there is always room for improvement, she thinks the CCT team is flexible and responsive: 'Support workers are the eyes and the ears of the organisation, and coordinators are quick to act on changes we tell them about, or issues we raise, and this makes a big difference to client and worker satisfaction.'

Over the years, Sheila has seen many changes in both the organisation and aged-care sector. She is very happy with the new CCT offices and loves the space and ample parking it provides that was not available at the Tamar St premises. While she understands the need to grow the business to stay competitive and viable, Sheila really loved it when CCT was a small organisation, and she misses the social contact once provided. She is 'old school'; she likes face-to-face meetings and getting things on paper, rather than receiving and reporting on electronic tablets that limit her interaction with coordinators. She regrets too, the cuts to social support time in recent government changes to aged home care services. Sheila is concerned that the push to keep people in their homes for as long as possible, might result in a lot of isolated and lonely people whose only visitor is their support worker who no longer has the time to have a chat over a cuppa. Nevertheless, she says, 'we have some lovely support workers, who, by offering a little bit of kindness and respect – which costs nothing – can make the world of difference'. 'Every home is different', says Sheila. 'When you sit down to talk to people and hear about their experiences, like Mr Spiranovic being sent away from home as a teenager when Croatia was invaded in WW II, you can only marvel at the resilience of the human spirit'.

Sheila was sad to see the NESB dropped from CCT's name; she hopes 'we stay true to our core values, as being multi-cultural is one of our huge strengths'. Sheila remembers when she started with CCT nearly 20 years ago she was concerned that she did not speak another language. But as a migrant herself, she could empathise with clients. Sheila's family migrated from England under the 'Ten-Pound POM' scheme. She laughs when she recalls their arrival in Australia; they landed in Freemantle and their sponsors had forgotten they were coming. Her parents were then given jobs as Assistant House parents at Sister Kate's Children's Home. In hindsight, it was a special and privileged start to her new life in Australia, as she realises now that the Aboriginal children at the home, with whom she shared dormitories and friendship, were children of the 'stolen generation'. She remembers her excitement when her friend Daisy told her they were going to feed the chooks; she thought she was going to be introduced to some new and exotic species, not the hens!

Sheila moved to Tasmania when she was 20. Her father wanted to return to England but his three children didn't. After travelling around the country he decided that Tasmania was the next best place: for Sheila it was the best place.

# Spreading the word about Community Care TASMANIA

As many of you are hopefully aware, home based care is moving into a new era from February 2017 with the introduction of consumer directed care (CDC). CDC will give people the freedom to choose their home care provider and directly control what services they receive and when they receive them.

Hopefully you are also aware of the internal changes have been made to our organisation - the most obvious being the new name – **Community Care TASMANIA** and the new offices. We have also established a new easy to use website [www.cct.org.au](http://www.cct.org.au). All of these aim to give us a higher profile in the Tasmanian community that we aim to serve for a long time yet!

The next stage is to gradually implement a two year publicity and marketing plan across northern Tasmania. The aim is to get more people to choose Community Care TASMANIA as their home care provider.

In July CCT launched the start of an extensive advertising campaign. Advertorials appeared in *Examiner* and *Advocate* newspapers. We are trialling ads on City Park Community Radio for two months and have agreed to a 12 month campaign with *Tas Senior* newspaper, which is distributed via chemists and supermarkets.

We have also contacted all doctors' practices to explain our new approach and our Dial an Angel services. Hopefully this will build awareness and increase referrals.

Over the next year we will be developing metro bus ads, commercial radio and long-term TV campaigns. Depending on results, we will consider targeted letter box drops in late 2017.

Alongside this, we have launched a facebook page and are developing materials for roadshows around Tasmania during 2017. This is an opportunity for us to talk directly to potential clients and their families.

**What can you do to help?** You can 'Like' our facebook page for a start. **Always use the name Community Care TASMANIA when talking to friends, clients and their families.** This is vital as our advertising will not have the desired impact if there is confusion about names.

If you have any ideas on where to distribute our new pamphlets, or have any suggestions and feedback on our campaign please contact me on 0419 107892 or email [malkanga@bigpond.net.au](mailto:malkanga@bigpond.net.au)

Malcolm Reid—CCT Marketing



communitycare TASMANIA

Need a helping hand at home?

dial an angel

Contact Community Care TASMANIA Dial an Angel today on 1300 722 400 or 6334 0990 or visit [www.cct.org.au](http://www.cct.org.au)

Putting your care first

Draft of an advertisement example proposed for a bus



# Bill-Paying options

**Credit Card Payments can now be paid on the CCT website: [www.cct.org.au](http://www.cct.org.au)**

You can now securely pay your Community Care TASMANIA invoice by credit card on our website. Go to our website [www.cct.org.au](http://www.cct.org.au) and click on 'Donations & Payments', select the 'Pay your account' option, and then follow the prompts.

## Donations & payments

Pay your account

Simply fill out the payment form below to pay your invoice.

### Pay an Invoice

<input type="text" value="Your Name *"/>	<input type="text" value="Email Address"/>
<input type="text" value="Invoice Number *"/>	<input type="text" value="\$ Amount (e.g. 100.00)"/>
<input type="button" value="Pay Invoice &gt;"/>	

Please note, including an email address is optional, but you **must** insert both a dollar and cents amount eg., \$100.00

## Direct Debit Payments

CCT has moved its banking to Bendigo Bank and we can now offer clients a Direct Debit payment option to help simplify the way you pay your CCT bills.

If you would like to set up a Direct Debit payment, please contact a member of our Finance team, either Chris Johns or Debbie Smedley, who will send you an authorisation form that will allow CCT to take your invoice payments directly from your bank account.

Payments will be taken out of your account 10–15 days after the date on your invoice.

**Please contact Chris or Debbie on 03 6334 0990**

## Paying Bills at the Bank

If you still prefer to pay your CCT invoice over the counter at the bank, **please remember to put your name, or invoice number on any payments you make**, so we know who has made the payment. If you forget, please ring the office to let us know you have made a payment so we can correctly attribute your payment against your invoice.

## Short Notice Cancellations

Please remember to give us 24 hours notice if you want to cancel a service. We are required to give our contractors and workers 24 hours notice if a service is no longer required. Unfortunately we have to pass on costs with a short notice cancellation fee for late cancellations made without 24 hours notice.

# For Sale



Sometimes clients, or their families let us know that they have items for sale that they no longer need.

Where appropriate, we will pass on information about items that may be of interest to or benefit other clients in this newsletter.

**CTM mobility scooter, in good condition.**

**Asking Price: \$1,000.00**

**Contact David: 0418 173 550**

