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MEDIA RELEASE

Campaign Launch - #WeMakeAgedCareGreat Empowering Aged Care Workers and Changing Perceptions of Residential Aged Care

National aged care provider, Infinite Care, have recently launched a new staff and community campaign designed to empower those who work in the aged care industry and help change public perceptions of residential aged care.

The campaign, titled We Make Aged Care Great, uses simple and impactful messaging designed to be catchy and prompt conversation and ignite curiosity. Aimed at supporting positive perception of the aged care industry at large, Infinite Care welcome other aged care providers to join them to help promote aged care as a place that attracts workers who genuinely care about the positive difference they make to residents days.

Part of the campaign includes highlighting the real faces of aged care on their website under the title Humans of Infinite. Putting the real faces to the frontline of aged care, and sharing the reasons they have come to work, and stay working, in aged care.

In an industry more heavily impacted by Covid and lockdowns than any other, one that is struggling across the board to secure a consistent and stable workforce, and one that endured a recent royal commission and heavy public scrutiny as a result, Infinite Care feel it is important to change public narrative in the sector. Aged care workers are there for the love of the residents and those who stay in such a challenging industry are there for the right reasons.

The campaign will include 15 July rally-style launch events across all Infinite Care facilities nationally including Queensland, New South Wales and South Australia. Outdoor banners and merchandise for staff to wear and use out in the community will also help spread awareness and prompt discussion.

Joint Managing Director, Chris Stride, comments, *“Aged Care is a wonderful place to work and is filled with many career options and growth for anyone thinking about a career in the sector. For those that are contemplating care it is important that as a sector we rebuild community trust and know that most providers care beautifully for residents and remain passionate about the important role they play in those ageing and vulnerable in our community. We hope that many will join us to share the good news stories and change the perception of our sector and the important role that aged care providers play in supporting the community.”*

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