

10 September 2020

Ms Eliza Strapp
Assistant Secretary
Department of Health
Australian Government

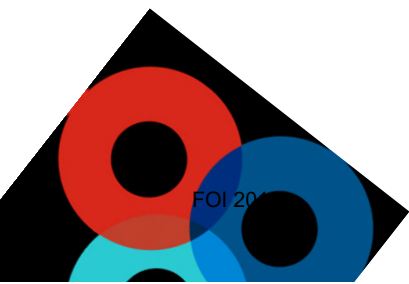
Dear Ms Strapp

89 Degrees East has been honoured to assist the Department of Health in its response to the impact COVID-19 on Australia's aged care workforce, residents and their families.

In addition to supporting the sector to combat COVID-19, the Australian Government has announced its intention to embark upon a period of unprecedented reform in aged care.

Over the coming year the Government has committed to harnessing the impact of COVID-19 and the experience and insights from the Royal Commission to overhaul the sector and ensure Australians can approach their ageing with confidence. In doing so, the Government will develop and deliver a safer and stronger aged care system. This new system will support 1.5 million Australians and be a critical pillar of the Australian Government's commitment to supporting older Australians. Our understanding is that the proposal reforms will be significant and revolutionary for our aged care ecosystem.

To ensure this important work is successful, a public framework needs to be designed, developed and delivered that will take older Australians, the aged care workforce, State and Territory Governments and the sector on the Australian Government's reform journey between now and the May 2021 Budget.

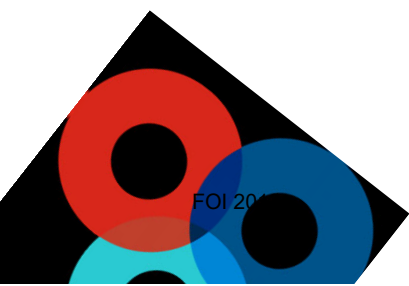


In order to achieve these objectives, we believe there are five concurrent streams of work required:

1. Continue to support the Government's ongoing response to COVID-19, including assisting providers who are responding to COVID-19 outbreaks.
2. Design, develop and deliver a platform to enable the Australian Government to directly engage, inform and upskill the aged care workforce.
3. Implement a targeted communications strategy pre and post the October 2021 Budget, underscoring that this is the first step in a longer-term reform process.
4. Establish a comprehensive strategic communications framework to support and promote the Government's long-term reform journey.
5. Engage Australians on a continual basis and through a variety of channels to build support for the future state of aged care.

With regard to Workstream One, we propose a continuation of our existing support for both the Government and providers. This support includes, but is not limited to, strategic advice, content development, twice-weekly communications options briefs, twice-weekly newsletters, BIDS notices and communications support for providers as requested by the VACRC.

With regard to Workstream Two, we propose to work with the Department and key stakeholders to develop new and innovative ways for the Government to communicate directly with aged care workers and lay the foundations to increase the size and skill level of the workforce. This work includes the



scoping and, if approved, the development of e-learning tools, tailored content for workers, direct communications channels to workers, social media amplification strategies and new platforms for engagement.

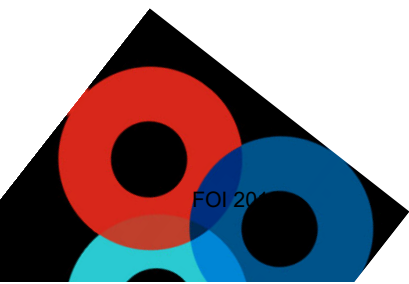
With regards to Workteams Three, Four and Five, we propose this work commences immediately, and comprises the following three goals:

- Manage expectations that the October 2020 Federal Budget is the first step in a longer-term reform process.
- Ensure the broader public understands it is welcome - and encouraged - over the next several months to engage in the Government's long-term reform process.
- Comprehensively and regularly communicate to all stakeholders, using a plethora of tools and channels, that the system is being made safer and stronger.

We understand from discussions with the Department this week that there is an urgent need to develop the detail for each of these workstreams, set them in train in advance of the October Budget and then execute the strategy until the May 2021 Budget.

We have a highly qualified and experienced team which has developed a deep understanding of the needs of both the Australian Government and the aged care sector during COVID-19.

We would be pleased to provide further support to the Department should an extension of our engagement be offered. Our daily rate card is attached for your reference at the conclusion of this letter.



Please do not hesitate to contact me should you have any further questions.

Regards

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Chief Executive Officer

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