



connectedau

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# AGED CARE SERVICE GUIDE

# An invitation to make a difference

## Who are we?

Connected AU is a purpose led business fighting the loneliness epidemic in Australia. We deliver meaningful programs designed to create real connection, and we are on a mission to ensure that everybody in Australia feels visible, valued and connected.

Our programs are inclusive, accessible, safe, and innovative, and we are reading to help you make a difference to the lives of your community.

## Lifestyle Programs

We deliver a unique Lifestyle Program where organisations and facilities in Australia can access and utilise our exciting and unique programs for their own lifestyle programs and events.

This service is designed to help facilities plan, manage and deliver exciting, unique and innovative lifestyle programs.

This guide will give you an outline of our unique programs, followed by information on how you can access and utilise our Lifestyle Program for facilities.



# Lifestyle Program

Once your organisation is registered with Connected AU, facilities will each be given access to our online Facility Hub.

This hub showcases all our lifestyle programs and provides easy access to use and incorporate them.

This hub can be used by your lifestyle team for planning and program delivery.

Each month everything is updated (our clubs, events, content, themes) meaning this hub becomes your resources centre as well as delivery space.

On top of this hub, facilities have access to our full-time program manager.



[Click here](#) to view the Facility Hub, this link is non-functional and is to provide a guide only.

With the click of a button you can access all programs



### 3. Events

Each month we have 'end of month' events in our clubs, these events can be accessed individually, whether you have been using the clubs or not.

All you need to do is decide what event to integrate into your facility, make sure you have the date and time, and then click the link to livestream.



#### March - Cooking

FOOD, FAMILY AND FIRENDS' WITH LO'S KITCHEN

Popular food blogger, Lo Corcoran joins us for a Cooking Event in March. Lo's philosophy on food is simple. Just good, hearty, country style cooking to share with family and friends.

Log on and cook in the event, or simply live stream and enjoy a live cooking show with a down to earth, Australian food enthusiast.

**Date:** 25th February  
**Time:** 7:30pm  
**Platform:** Zoom  
**Ticket Price:** \$10

LIVESTREAM



#### March - Books

AUTHOR INTERVIEW - 'THE WAY FROM HERE' BY JANE COCKRAM

Friday night, 7:30pm, join this event and have the chance to interact and listen to the wonderful Jane Cockram speak about her newest book, The Way from Here, it is riveting!

*'A cache of letters from beyond the grave leads a bereaved sister on a journey from Australia to an idyllic French coastal town - and back in time to a golden summer where it all went wrong. An addictive, atmospheric and evocative mystery that examines how we become who we are and whether we can truly know those we love.'*

**Date:** 27th February  
**Time:** Noon (perfect lunch time meal)  
**Platform:** Zoom  
**Ticket Price:** \$10

LIVESTREAM

# The Letterbox Project

The letterbox project is our flagship program. It is a national pen pal program fostering connection and community, with handwritten letters being sent across Australia to people feeling isolated and disconnected. Our Letterbox Project is the only national program with management and safety embedded. We do not share any identifiable information, and all letters are vetted by our team.

Every single letter for the duration of the pen pal communication is sent through our team and approved, allowing relationships and connection to thrive while ensuring everyone in our community is safe. In the digital age, a handwritten letter is a beautiful reminder of the power of real connection. Something seemingly simple can have a profound and lasting impact - for both the recipient and the writer. Every letter makes a difference.

- Over 500 letters sent each week (vetted by our team)
- Over 25,000 individuals registered to write
- Over 451 schools writing
- Over 91 corporates writing
- Naming Rights Partner Tetley Tea, 2021 & 2022



This program is a fantastic way for aged care facilities to deliver meaningful connection for their residents. Tangible connection in the form of handwritten letters is a great way to ensure that residents feel visible and valued in life.

# How does it work?



Once your facility is registered, you provide us with a list of your residents that would like letters. This can simply include the number of residents, or you can provide other details like their first name, age, interests and hobbies so the letters can be tailored.



You elect how many letters you would like to arrange and how often. For example, you might like 3 letters for each resident, ranging from school students, other aged care residents, people in the community and so on. You might request this every 3 months. You can request as many letters as you like all year.



We match you with a group of writers and then once the letters are written they are sent to our team (usually with artwork and drawings!).



Our team reads and approves the letters, and then once approved, we send them in a package to your facility to distribute. We also include delicious Tetley Tea (our major partner) for the residents to enjoy while reading and writing.



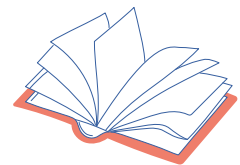
There is no pressure on residents to reply, they can simply enjoy the regular mail coming in. Or if residents would like to reply and enjoy ongoing connection, they can write back. You can bundle all replies and send to our team, and we will send on. This can continue as often as desired throughout the year.



# Online Clubs

Lifestyle teams can use our clubs for their monthly planning, management and delivery of programs. Individuals in Independent Living services can participate independently if they have a tablet or device. Alternatively, facilities & organisations can participate as a group, enjoying the resources, material events and guests as a collective.

Book Club



Garden Club



Cooking Club



Social Club

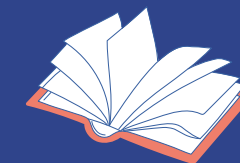


Each month we enjoy a new theme and special guest inside the clubs, take a look at some of the guests we have enjoyed this year!



# Events

Each month we host online events across a range of topics, themes and interests, Our events are fun, positive and innovative, usually with fantastic special guests like these listed below. The events can be interactive via zoom, or streamed as viewing only. Events range from books, cooking, gardening thorough to sport, current affairs and much more.



# Schedule of Fees

Packages	Description	Cost
Package	<p>This package provides unlimited access to our Lifestyle Hub. This platform provides access to all programs including:</p> <ul style="list-style-type: none"> <li>• Letterbox Project</li> <li>• Online Clubs</li> <li>• Monthly Events Livestream</li> </ul> <p>This also includes</p> <ul style="list-style-type: none"> <li>• Full time support from our program managers to ensure easy access and integration of our programs into each facility.</li> <li>• Collateral (flyers, brochures, social media tiles, copy) to circulate and promote the programs within your community. Support from Connected AU to introduce our programs into your organisation. T</li> <li>• Unlimited participation for all residents/consumers to participate in all programs for the annual term, including fluctuating numbers over the term.</li> <li>• Media and PR opportunities throughout the year to showcase the programs and impact.</li> </ul>	\$500 per facility
Discounts	A discount of 10% if applied for organisations registering 50 or more facilities	10% discount
Extras	We deliver extra programs throughout the year in line with special events, including Seniors Week, Mothers Day, Christmas and Easter. These programs/events are circulated throughout the year as an extra service.	



# What else can we provide?

Our programs are growing rapidly and we generate significant attention across multiple platforms. Participating in our Letterbox Project could bring visibility and exposure to your organisation.

✓ **PR:** We have extensive marketing and public relations campaigns covering all mass media. This exposure drives traffic to our website, programs, mailing list and visibility for all organisations participating. In 2021 we enjoyed over 15 million views across media.

✓ **Social Media** Participating facilities and groups receive regular promotion on our social media.

 11.7K followers

 2K followers

✓ **Website placement** Participating Facilities/Services page. 1K visitors daily.

✓ **Certificate of participation** To display for your community



# Why participate?

**We see the genuine, life-changing impact our programs are making for people across the country and we want to help make this form of connection more accessible for every resident and client, receiving care in Australia.**

Our programs are established, interactive, inclusive, and are completely monitored and managed by our team, meaning you can outsource confidently. We regularly welcome special guests to our programs, so your clients may get to cook with Maggie Beer, or may get a handwritten letter from Samantha Wills. We deliver innovative preventative health programs and we look forward to working with you to bring our programs to life for your residents and community.

If you would like more information or would like to register, please reach out to us:

**Email: [support@connectedau.com.au](mailto:support@connectedau.com.au)**

**Phone: 0481139332**



# The impact

*"Mum absolutely loves the letters she has received, thank you so much for what you do. It has brightened up mums face every time one has arrived, she is in the process of going into residential care at the moment and this is just such a blessing for her." – Jennifer*

*"I have received two letters via the Letterbox Project and would like to express my appreciation of the concept, and all those who have brought it to fruition.. It is heart-warming to know that strangers care enough to take time, and care, to write to others, bringing joy in these difficult times.. To all you wonderful people, sincere thanks, you've made an old woman very happy, renewed my faith in human nature." – Rosemary 81*

*" We joined your February book event and it was a major hit! We havent seen the residents so excited and invested in any of our lifestyle programs like this before. I think they actually felt as though they were going to an event, in the community, like in their youth. We can not wait to do this every month."*

