ELECTION 2016

Consumer Campaign Brief
MESSAGE TO OUR SUPPORTERS

Dear Supporter,

Our achievements so far

With your help, we have made significant achievements in our advocacy on behalf of people with dementia.

- The 2012 aged care reforms including the Tackling Dementia Package have been implemented.
- Dementia has been recognised by the State and Territory Health Ministers as a National Health Priority Area.
- The current government has invested $200 million over 5 years to boost investment in dementia research including the establishment of the National Institute for Dementia Research.

Why are we continuing the campaign?

Alzheimer’s Australia is seeking a commitment from the next Federal Government to establish a funded National Dementia Strategy based on priorities set out by people with dementia and carers.


The Framework identifies key areas for action but without leadership from our political representatives to implement a targeted, outcome focused, funded strategy, little progress will be made in developing better supports for people with dementia.

The implementation of a National Dementia Strategy would build on existing areas of success and develop a strategic, collaborative and cost effective response to dementia across Australia.

As a first step Alzheimer’s Australia is asking all political parties to commit to:

- **$1.3 million** to make Australia a more dementia-friendly place for people with dementia
- **$15 million** per annum for dementia-specific respite services
- **$1 million** per annum to improve quality of care in aged care - led by consumers
What can you do?

We need your support to urge the Federal Government to commit to implementing a funded National Dementia Strategy. You can help by:

1. Contacting or visiting your local Federal Member of Parliament (MP) or Senator and providing them a copy of the Alzheimer's Australia 2016 Federal Election Campaign Booklet, *People with dementia deserve to live well*. Remember, your local Member of Parliament is your spokesman/woman and should represent your interests and concerns in Parliament and to Government.
   - a template letter and telephone script is enclosed below
   - If you are not sure who you should contact, attached is a list of MPs and Senators sorted by State.

2. Getting in touch with your local Alzheimer’s Australia office about arranging a meeting with your local candidate and the CEO of the local Alzheimer’s Australia office
   - Don’t forget to take a photo and share it with us on our Facebook page or on Twitter.

3. Tweeting the MPs and Senators and asking them to commit to supporting a Funded National Dementia Strategy. Or retweet our @AlzheimersAus tweets. Use these hashtags:
   - #auspol
   - #Election2016
   - #HealthElection16

4. Tweeting Malcolm Turnbull (@TurnbullMalcolm) and Bill Shorten (@BillShortenMP) with your questions about their plans to help people living with dementia and their families after the election.

More information about our advocacy is available on our website [https://fightdementia.org.au/election](https://fightdementia.org.au/election). You’re welcome to enlist the support of your friends and family for the campaign by passing this on to them.

If you have any questions please do not hesitate to contact Bianca Armytage in the National Office: bianca.armytage@alzheimers.org.au or 02 6278 8924 or contact your State or Territory Office.

Thank you!

Carol Bennett,
CEO
Alzheimer's Australia
Letter/Email template

(Address and contact details can be found in the list of Members that follows)

Courtesy Title, First Name, Surname, Honorific
Member for Electorate/Senator for State
Address
Suburb, State, Postcode

Date

Dear Salutation Surname,

MAKE MY VOTE COUNT FOR DEMENTIA

- Australia is facing a looming dementia epidemic.
- Currently there are more than 353,800 Australians living with dementia, and this figure is expected to grow to 900,000 by 2050.
- These numbers tell us that dementia is the public health challenge of the 21st century.
- I am a (person with dementia/carer of a person with dementia).
- I am passionate about this because I know what it means to live with dementia (include your story here).
- We should do everything we can to provide better support and care for people with dementia. This includes providing greater choice and ensuring the health and aged care system responds to the needs of people with dementia, their families and carers.
- I encourage you to read the enclosed Alzheimer’s Australia 2016 Federal Election Campaign Booklet, People with dementia deserve to live well, which outlines the need for a funded National Dementia Strategy to support people living with dementia, their families and carers.
- I seek your support for the campaign by committing to a funded National Dementia Strategy and supporting the action items outlined with your party.

Yours sincerely,

Your name
Telephone script for calls to MPs, Senators and candidates

(Please practice this a few times with a friend or family member before making the call – this will help you not to sound as if you are reading)

Hello, my name is [xxxxx]. I would like to speak to [Mr/Mrs/Ms Last Name].

Australia is facing a looming dementia epidemic. With projections of nearly 900,000 Australians having dementia by 2050, dementia is the public health challenge of the 21st century.

We need all political parties to commit to tackling dementia and to build on the aged care reforms by supporting a funded National Dementia Strategy. People living with dementia and family carers have set out the priorities, and now we need action.

[Relate personal experience] – I want to see a system that is changing AND improving the quality of life for older Australians and those who care for them.

Can I count on you speaking up to ensure the next Government of Australia adopts a funded National Strategy to address dementia?

NB: When speaking to a Liberal/National Party member.

The Liberal Government has been a long standing supporter of dementia. This national dementia strategy would carry on the great tradition started by the Howard Government in 2005 when the world first Dementia Initiative was introduced and which was continued under this current Government with the $200 million investment in dementia research.

When speaking to an Australian Labor Party member.

Your former Minister for Ageing won a global award for your Government on dementia care reform. Your party needs to honour this by continuing to improve and build upon the aged care reforms and establish a funded National Strategy to address dementia.

Have your say in the ABC 2016 Election Survey

The Australian Broadcasting Corporation (ABC) has put together an Election 2016: Tell us what matters to you survey that will be used to inform the ABC’s election coverage and provide attention to issues that are relevant to the lives of Australians.

Click on the link and fill out the anonymous survey to ensure dementia features on the national agenda and forms part of the election discussions in 2016.