

AUSTRALIA'S LARGEST EVENT  
FOR  
UNPAID CARERS

2022 NATIONAL  
CCA CARER HIGH TEAS



## SPONSORS REVIEWS:

“THE CCA CARERS HIGH TEA WAS SUCH A WONDERFUL, HEART-WARMING, LOVING AND SHARING EVENT. THE AMOUNT OF JOY THAT ALISON BROUGHT TO THE CARERS PRESENT AT THE HIGH TEA WAS EXTRAORDINARY. EVERYONE AT THE HIGH TEA FELT WELCOMED AND SAFE AND SO VERY PRIVILEGED TO BE PRESENT.”

## SPONSORS REVIEWS:

“WE RECENTLY PAID \$2,500 TO BE AT A 2 DAY INDUSTRY EXPO (FRIDAY & SATURDAY) AND RECEIVED 55 POTENTIAL CLIENT INQUIRIES OVER THOSE 2 DAYS. AT THE LAST CCA CARER HIGH TEA WE SPOKE TO 122 POTENTIAL CLIENTS AND DID THIS WITHIN 5 1/2 HOURS ON A WEEK-DAY WITHOUT COMPETITION.”



## CCA Carer High Tea

In December 2019 we held the inaugural unpaid Carers social day out in Brisbane. We called it the CCA Carer High Tea. It was a sell-out success with the majority of the tickets being funded or subsidised by various sponsors including the Brisbane City Council. We had 180 unpaid Carers and 20 service providers in the Grand Ballroom at Victoria Park. We had \$70,000 in prizes donated with every Carer receiving a prize.

With a panel of speakers, the day gave Carers not only Carer specific knowledge and skills they were also pampered, acknowledged and honoured for all that they do.

Today, the CCA Carer High Tea has turned into Australia's largest event for Carers. Every event sells out and we are now in multiple locations – Brisbane, Gold Coast, Sydney and Melbourne. Here is a video of a recent event. <https://youtu.be/TdvqG4yX1ZA>







CCA conducted a survey, with the 180 Carers that attended the CCA Carer High Tea, and the results were staggering.

1. **96% of respondents said that the CCA Carers High Tea made them feel more socially included.**
2. **97% said the CCA Carers High Tea made them more valued as a Carer.**
3. **81% said that the CCA Carer High Tea made them feel happier about their future.**
4. **97% of Carers said that they would attend the CCA Carer High Tea again next year.**

# The Burning Issue

“Social isolation is now emerging as a greater potential threat to public health than obesity is.” Hugh Mackay

There are 2.7 million Carers in Australia who care for a loved one at home. Carers are people who provide unpaid care and support to family members and friends who have a disability, mental illness, chronic condition, terminal illness, an alcohol or other drug issue or who are frail aged.

For some they are primary carers. A primary carer is the person who takes most of the responsibility for providing care for the person requiring support. This involves being ‘on-call’ 24 hours, 7 days per week, 365 days a year and most primary carers never EVER get a day off. Carers may assist with the tasks of daily living: feeding, bathing, dressing, toileting, or administering medications.

There are 856,000 primary carers in Australia and many of them never get a break.

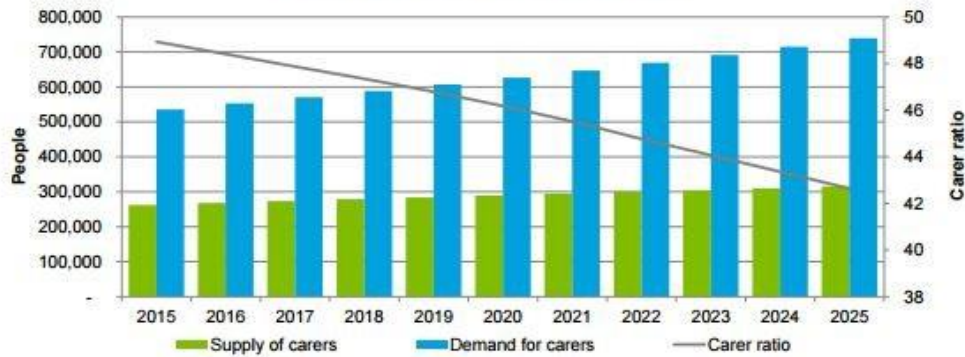
A national survey of carers health and wellbeing revealed: Carers have the lowest levels of wellbeing of any Australian group. Over half reported some level of depression, with one third found to be severely or extremely depressed. More than one third of carers are experiencing severe or extreme stress. Caring does not get easier with time. Caring compounds the effect of any other factor that leads to reduced wellbeing. Any level of consistent, daily, immediate caring responsibility is sufficient to severely damage wellbeing. Wellbeing decreases as the number of hours spent caring increases. (Australian Unity Wellbeing Index Survey 17.1)

The sad reality is that the need for carers is actually increasing according to Deloitte Access Economics calculations.



In the next ten years, the demand for informal care is set to significantly outstrip its supply. As Chart ii shows, the demand for informal carers (represented by the number of people with a profound or severe disability over 65 who are not living in cared accommodation) is growing at a faster rate than the supply of informal carers, with the 'carer ratio'<sup>2</sup> falling substantially from 2015 to 2025. Note that this ratio does not capture growth in disability and the number of people with psycho-social conditions who require the support of carers.

**Chart ii: Demand and supply of carers**



Source: Deloitte Access Economics calculations.

In order to look after the health and well-being of primary carers, we want to help solve their social isolation and give them an opportunity to connect with other Carers. Their job never stops. We want to give as many primary Carers in Sydney and Melbourne a day out to acknowledge and honour them. We need your help to make this happen.

## Consider These Numbers...

**55**

THE AVERAGE AGE OF A  
PRIMARY CARER

**96%**

PRIMARY CARERS CARE  
FOR A FAMILY MEMBER

**2/3**

OF PRIMARY CARERS  
ARE FEMALE

**236,938**

CARERS SYDNEY LGA

**44,828**

CARERS GOLD COAST  
LGA

**224,643**

CARERS MELBOURNE  
LGA

**70,206**

CARERS BRISBANE  
LGA

## Who We Are

Caring for Carers Australia (CCA) is a not-for-profit organisation dedicated to honouring and acknowledging Carers and the enormous effort they show their loved one each and every day.

CCA provides Carers carer retreats and high teas for carers giving them an opportunity to share and connect with others. CCA also run the national One Day Off program.



## Join us in 2022



### 4 High Teas – Targeting Carers

In 2022, Caring for Carers Australia are holding the CCA Carer Highs Tea in the following 4 locations:

Gold Coast – 44,828 Carers in the Gold Coast LGA

Sydney– 236,938 unpaid Carers in the Sydney LGA

Melbourne – 224,643 unpaid Carers in the Melbourne LGA

Brisbane – 70,206 Carers in the Brisbane LGA

The format will stay the same as the inaugural event due to its sell out popularity. Carers will arrive at 9:30am and talk to service providers for the hour. Then the formalities will start. We will have the high tea while we give away prizes and hear our keynote speakers. We will also be aiming to have a fashion parade/entertainment at each event. Please see this in our video <https://youtu.be/QnCnvr-g128> The day will finish at 2pm with our Carers refreshed and charged and leaving with new knowledge and skills to manage their caring role in their home.

## How can you get involved

**There are three sponsorship levels: Platinum, Gold, and Silver. Please note all sponsorships are at the approval of the CCA Carer High Tea committee.**

### **Platinum – Only 1 Platinum sponsors**

The Platinum package includes sponsorship of 1 or all 4 events.

1. Branded and recognised by the MC, the event founder Alison Layton and displayed on the event PowerPoint as the Platinum sponsor
2. Branding on all of the pre-event marketing
3. Place a DL size brochure or promotional item on seats
4. Place a DL size brochure or promotion item in event bag
5. Priority trade booth position at the event
6. Displayed as the Platinum sponsor in the event video
7. Hosting of two (2) tables of Carers
8. Two tickets on the VIP table

**Investment \$8,600 per event**

**2 event investment - 5% discount**

**(All invoices must be paid in full within 7 days to receive this discount)**

## **Gold – Only 5 Gold sponsors**

The Gold package includes sponsorship of any one of the 4 events. In the package you'll get:

1. Branded and recognised by the MC, the event founder Alison Layton and displayed on the event PowerPoint as a Gold sponsor
2. A promotional item placed in the official event bag
3. Branding on all of the pre-event marketing
4. Priority trade booth position at the event
5. Displayed as the Gold sponsor in the event video
6. Hosting of one (1) table of Carers
7. 1 x ticket on the VIP table

**Investment \$5,250 per event**

**2 event investment - 5% discount**

**(All invoices must be paid in full within 7 days to receive this discount)**

## **Silver – Only 20 Silver sponsors**

The Silver package includes sponsorship of any one of the 4 events. In the package you'll get:

1. A promotional item placed in the bag
2. Silver trade booth position at the event
3. Displayed as the Silver sponsor in the event video
4. Hosting of one (1) table of Carers
5. 1 ticket to attend the high tea with Carers

**Investment \$2,950 per event**

**2 event investment - 5% discount**

**(All invoices must be paid in full within 7 days to receive this discount)**



**“AT EACH CCA CARER HIGH TEA, THERE  
WILL ONLY BE LIMITED EXHIBITORS.**

**EACH EXHIBITOR SPONSORS A TABLE OF  
CARERS.**

**IF YOU ARE ONE OF THE EXHIBITORS YOU  
ARE PART OF THE CCA CARER FAMILY.”**

**ALISON LAYTON**



## Next step:

Choose the best option for your business. It will be a first in first served basis unless otherwise specified. Payment plans are available on request and all prices are excluding GST.

A 20% non-refundable deposit is required on receipt of invoice and each individual event needs to be paid on receipt of invoice 60 days prior to the event date. If your organisation is participating in all 4 events and pays in advance a 2.5% discount applies.

By participating in the event, you agree to the event terms and conditions and abide to follow the exhibitor manual.

We have chosen the following venues to host this years' CCA Carer High Teas. The venues have been chosen to give Carers an unforgettable wow.

The proposed venues and dates are:

Gold Coast – Thursday 31 March 2022 (Grand Sheraton Mirage)  
Sydney – Monday 18 July 2022 (Four Seasons Sydney)  
Melbourne – October 2022 (Venue TBC)  
Brisbane – Tuesday 6 December 2022 (Victoria Park)

Thank you for considering supporting the CCA Carer High Tea, we look forward to teaming up with you to make this dream work.

## Alison Layton

**Alison Layton**  
**Founder**  
Caring for Carers Australia

For all sponsorship inquiries please email us at [wecare@caringforcarersau.org](mailto:wecare@caringforcarersau.org)



