

HELPING SOLVE CARER SOCIAL ISOLATION
AND CARER HEALTH AND
WELL BEING.

2020/2021 CCA CARER HIGH TEA

BRISBANE
GOLD COAST
TOOWOOMBA
SUNSHINE COAST



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 Carers High Tea. It was a sellout 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. Here is a video of the last event. <https://youtu.be/QnCnvr-g128>



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 2019

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.

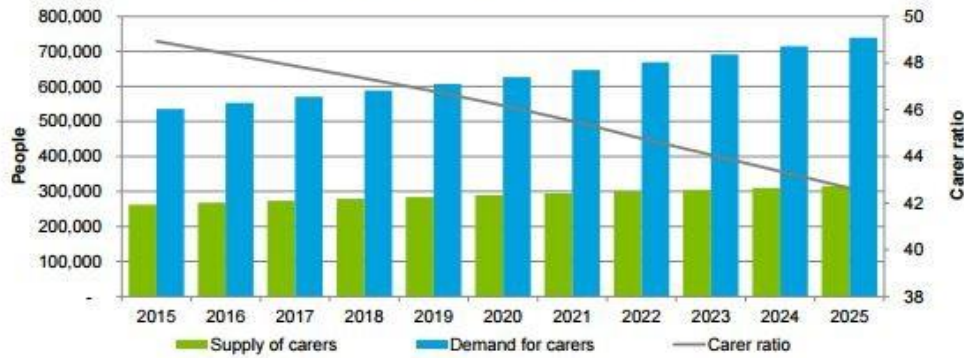
There are 856,000 primary carers in Australia and many of them never get a break.

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'² 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 Brisbane, Sunshine Coast, Gold Coast and Toowoomba 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

856

THOUSAND
AUSTRALIANS ARE
PRIMARY CARERS

70,206

CARERS BRISBANE
LGA

26,842

CARERS SUNSHINE
COAST LGA

15,079

CARERS
TOOWOOMBA LGA

44,828

CARERS GOLD
COAST LGA

Who We Are

Caring for Carers Australia (CCA) is an organisation dedicated to honouring and acknowledging Carers and the enormous effort they show their loved one each and every day.

CCA provides carers and participants one on one support by assisting them to plan for implementation of the Government's new National Disability Insurance Scheme. In addition, CCA provide mid-week and weekend carer retreats and getaways for carers giving them an opportunity to share and connect with others. CCA also run the national One Day Off program.



Join us in 2020/2021



4 High Teas – Targeting 156,955 Carers

In 2020/2021, Caring for Carers Australia is about to expand the CCA Carer High Tea concept to the following four council areas:

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

Toowoomba – 15,079 Carers in the Toowoomba LGA

Sunshine Coast – 26,842 Carers in the Sunshine Coast 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 first two and a half hours. 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 at each event. Please see this in our video <https://youtu.be/QnCnvr-g128>. The day will finish at 3pm 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 Carers High Tea committee.

Platinum – Only 1 Platinum sponsor

The Platinum package includes sponsorship of the 4 events. This is only available to the sponsor that sponsors all events. In the package you'll get:

1. Branding of the official event bag and a promotional item placed in the bag
2. Branding on all of the pre-event marketing
3. Ability to collect Carer's names and address details at the event
4. Place a DL brochure size promotional item on seats
5. Priority trade booth position at the event
6. Displayed as the Platinum sponsor in the event video
7. Sponsorship of a table of Carers
8. Two tickets on the VIP table

Investment \$8,600 per event

4 event investment \$8170 per event (5% discount)

Gold – Only 3 Gold sponsors

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

1. Branding of the event pampering station, drinks station or raffle
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. Sponsorship of a table of Carers
7. 1 x ticket on the VIP table

Investment \$5,250 per event

4 event investment \$4987.50 per event (5% 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. Sponsorship of a table of Carers
5. 1 ticket at table you have sponsored (includes high tea)

Investment \$2,950 per event

4 event investment \$2802.50 per event (5% discount)

“AT EACH CCA CARER HIGH TEA, THERE
WILL ONLY BE 24 EXHIBITORS.

EACH EXHIBITOR SPONSORS A TABLE OF
CARERS.

IF YOU ARE ONE OF THE 24 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:

Brisbane – 1 December 2020 – Victoria Park
 Gold Coast – 16 February 2021 – Marriott Resort
 Toowoomba – March 2021 – Picnic Point Ballroom
 Sunshine Coast – April 2021 – Novotel Sunshine Coast

Thank you for considering our wonderful project, we look forward to teaming up with you to make this dream work.

Alison Layton

Founder

Caring for Carers Australia

For all sponsorship inquiries please contact Murray on 0413 208 076 or email at wecare@caringforcarersau.org



TEAM WORK MAKES THE DREAM WORK
