



Bolton  
Clarke

HEART OF POSITIVE AGEING

Leaders'

# Toolkit

Celebrating our single brand

February 2024

# About this toolkit

Coming together as **Australia's heart of positive ageing** is something to share and celebrate with our teams. This toolkit includes information, ideas and activities to celebrate and bring our new brand to life.

## Need more info?

The go-to website for you and your team is [heartofboltonclarke.com.au](http://heartofboltonclarke.com.au). Here you will find helpful videos and the **Brand Playbook**.

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# What is positive ageing?

Positive ageing is about living a full, happy and healthy life as we grow older. It's staying connected to the people we love, enjoying the activities that bring us joy, and looking forward to the experiences we're yet to try.

**It's what we wish for our family, friends, and ourselves!**

## Co-designing positive ageing

People all over our organisation have helped define positive ageing. Here's what you said.

"Getting what you want out of life as you get older"

"Helping people live a life of fulfilment"

"Respecting a person and encouraging them to live their best life"

"Living a full, happy and healthy life as we grow older"

"Having lots of visitors that bring moments of joy"

"Supporting people to live and age positively"

We are rich in *diversity*

Our clients and residents originate from 202 countries and speak 109 languages.

We're Australia's largest *independent* not-for-profit aged care provider

Enabling, celebrating and supporting older Australians with a wide range of services 24 hours a day, every day.

We offer a range of *connected care* and living options

With 38 Retirement Living villages, 88 Residential Aged Care homes, and 10,700+ Home and Community Support visits daily.

We have our own Bolton Clarke *Research Institute*

Our Research Institute works with clients and residents to co-design groundbreaking programs and initiatives.

We're *care partners*, not just providers

We're part of local communities working closely with primary health networks and hospitals and our clients and residents to understand their needs and goals.

We're a *multi-award* winning organisation

The valuable work we do has been consistently recognised nationally and internationally.

We're *trusted* by industry and government

We were cited as an example of excellence during the Royal Commission into Aged Care.

We've been *caring* for *Australians* since 1885

RSL Care QLD and the Royal District Nursing Service Victoria are at the heart of our DNA.

We're *proudly* not for profit

We reinvested to benefit our clients, residents and the communities we support.

We're one of *Australia's largest* health and aged care employers

We have a 15,000+ strong team of employees and volunteers.

We believe in the importance of *home*

We ensure clients and residents are safe, secure and comfortable in a place they can call their own.

Did you know?

There are many things that make us the heart of positive ageing.

You can share these talking points with your team!

# Team *activity* ideas

In the following pages, you'll find some fun ways to celebrate positive ageing together. You can choose the activities that suit you and your team... or give them all a try!



## Inside you'll find

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# Visit [heartofboltonclarke.com.au](http://heartofboltonclarke.com.au)

## Heart of Bolton Clarke

As we come together as a single brand, visit [heartofboltonclarke.com.au](http://heartofboltonclarke.com.au) to find out more about our new look logo. You'll also discover how Positive Ageing has been at the heart of our organisation since our earliest beginnings, and what it means today.



## Getting started

Helpful resources will be available for teams to download, including FAQs, key messages, phone greetings, how to handle media enquiries, and more. To find out more about customer communications and timings you can also visit the [Brand Program SharePoint site](#).

## Team activity ideas

- Go to [heartofboltonclarke.com.au](http://heartofboltonclarke.com.au) and encourage your team to place their hearts on the map – let's see how much we've grown!
- Watch the video and hear from our leaders. You could also play the video at your team celebration.
- Have some fun with the interactive quiz and test your Bolton Clarke knowledge.

## Talking points

Visit [heartofboltonclarke.com.au](http://heartofboltonclarke.com.au)

# Give your team a *GrowKit*

## Employee gift

To celebrate coming together as a single brand, every employee will receive a special Grow Kit gift to mark the occasion. This is a gift employees can take home, enjoy as a team, or pay it forward and share with clients and residents.



Every Grow Kit includes a message from Group CEO Steve Muggleton, and a little heart pin.

## Getting started

You'll receive information from our Operations Leaders about when and where to distribute the gifts to your teams. Reminder: There is only one gift per employee.

## Team activity idea

- You could organise a team planting day with residents, or share the kit with your clients as a fun activity for everyone to enjoy.

## Talking points

- Every team member will receive a gift (one per employee).
- Wear your little heart pin with pride.
- Take your Grow Kit home, or enjoy it with clients and residents.
- As Australia's largest independent not-for-profit aged care provider, Bolton Clarke is shaping the future of positive ageing.
- Our focus is on bringing positivity to life through lifestyle programs, connection to community and finding innovative ways to enable wellbeing.

# Leading with *heart*, worn with *pride*

## This little heart pin

The little heart pin is a special part of the employee gift. It's based on our new logo and reflects our tradition of caring since 1885. You'll find your pin enclosed in the gift box with a message from Steve Muggleton, Group CEO, explaining its story and significance.



## Getting started

You'll receive information from our Operations Leaders about when and where to distribute the gifts to your teams.

## Team activity ideas

- Ask your team to wear their little heart with pride before new uniforms arrive.
- This is a good time to start talking as a team about becoming a single brand, how far we've already come and the exciting times ahead.
- It's also a great conversation starter with clients and residents about the new Bolton Clarke logo and its meaning.

## Talking points

- This little heart holds a lot of meaning. It represents an inspiring tradition of caring for Australians since 1885.
- Helping people to enjoy and expand their interests, stay connected and feel supported to live a life of fulfilment is at the heart of all we do.
- We're 139 years young, 15,000+ strong. Together, we can wear this little heart with pride.
- The heart reflects our connected care and living options with each service line having its own special colour.

Everybody will receive a pin, uniting us as an Australia-wide team.



# Celebrate the day, your way

## Team celebrations

Celebrate coming together as a single brand with a morning tea or local activity to mark the milestone and make this moment special.



## Getting started

You'll receive information from our Operations Leaders about how to organise a local celebration. We're getting together across the whole organisation with morning teas and special events. Let's get creative!

## Team activity ideas

- There are some activity ideas in this toolkit you might like to do to celebrate, such as hosting team trivia, creating a positivity playlist, posting your event and entering the Creative Heart competition on Buzz.
- Why not organise some cupcakes, and have them topped with the new Bolton Clarke logo to celebrate the day! See page 14 for the cupcake topper template.
- You could also organise balloons, and hand out the jelly beans that will go to all sites.

Why not ask your team to wear pink, yellow or orange?

## Talking points

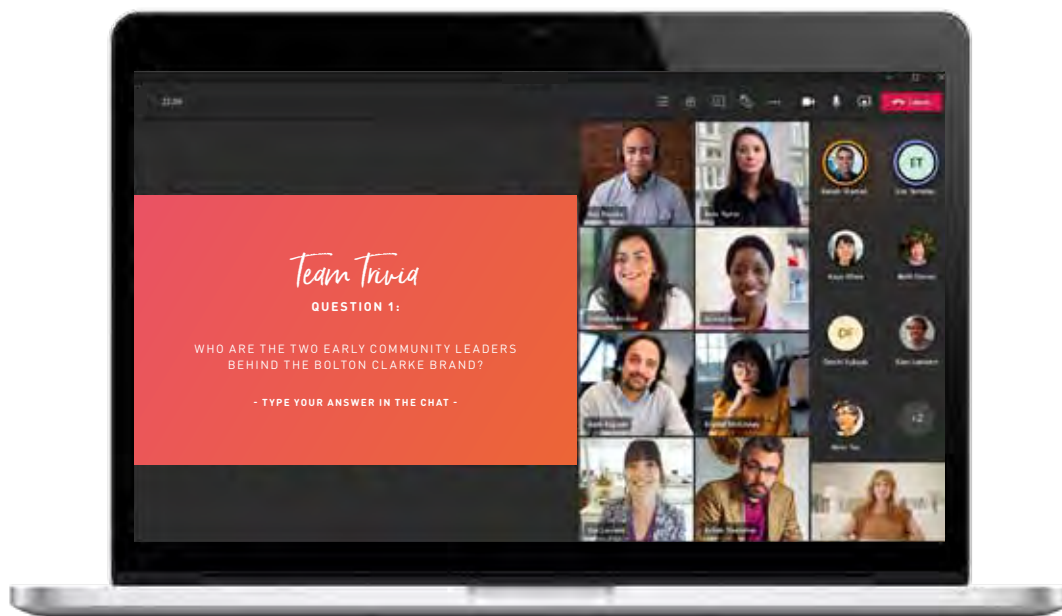
- As Australia's largest independent not-forprofit aged care provider, Bolton Clarke is shaping the future of positive ageing.
- Our focus is on bringing positivity to life through lifestyle programs, connection to community and finding innovative ways to enable wellbeing.
- This little heart holds a lot of meaning. It represents an inspiring tradition of caring for Australians since 1885.
- We're 139 years young, 15,000+ strong. Together, we can wear this little heart with pride.
- Today, our exceptional teams support more than 130,000 people to live independently at home, and across our 38 retirement living communities and 88 residential aged care homes.

# Treat your team to *trivia*

## Team trivia

From famous artists to Olympic athletes, there are so many interesting stories in our 139-year history. An Australian Story, our upcoming Bolton Clarke book, is full of these moments and memories.

There's a special sneak preview of the quiz at [heartofboltonclarke.com.au](https://heartofboltonclarke.com.au)



## Getting started

A fun, 25 question quiz has been created for you to host team trivia. These questions will cover Bolton Clarke fascinating facts and figures from An Australian Story, and will be fun for everyone – no matter what your knowledge level!

## Team activity idea

- You could host team trivia online, or in person at a time and place of your choosing.
- You'll find trivia resources and links at the end of this toolkit.
- Post photos of your team trivia event on Buzz!

## Talking points

- Love quizzes? Are you a champion on all things Bolton Clarke? Join our team for trivia! All levels of knowledge are welcome – some of the answers may surprise you!
- With RSL Care Queensland and the Royal District Nursing Service Victoria at the heart of our DNA, Bolton Clarke has been caring for Australians since 1885.

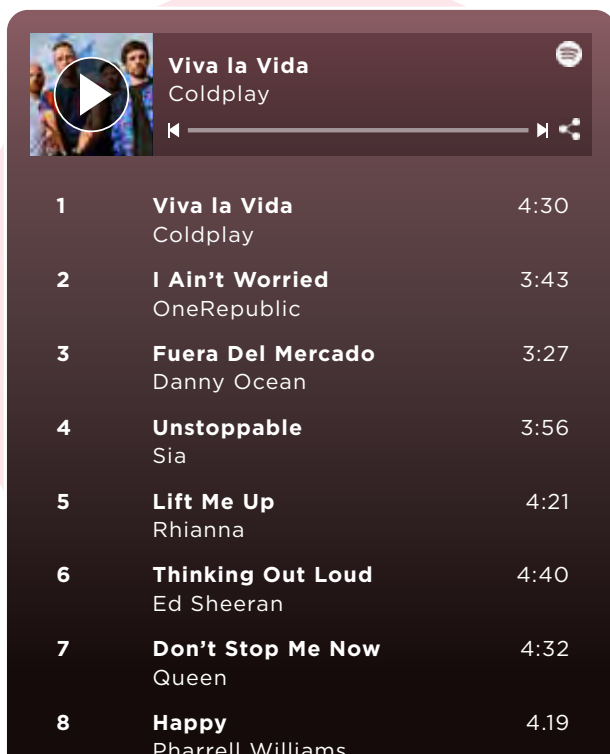
Microsoft Teams is a great option if you're hosting trivia online.

# Create a positivity *playlist*

## Positivity playlist

When it comes to positive energy, music is powerful – whether you're playing music in a Bolton Clarke home or on the road visiting clients.

Create a positivity playlist that involves your whole team, brings joy and brightens everyone's day. You can play your positivity playlist at an upcoming team get-together, or on the road.



## Getting started

1. Create a new Playlist on Spotify by going to Your Library and tapping +
2. Name it "Positivity Playlist" followed by your team name, e.g. "Positivity Playlist – Fernhill RAC"
3. Add a few songs that are positive to you!
4. Tap ... and then Share

Scan the code to listen to a playlist we've already started!



## Team activity idea

- We're creating a Positivity Playlist for our team, sharing the music that gives all of us a pick-me-up!
- Ask your team to nominate uplifting songs they love.
- Add your team's requests to the playlist, tap ... and then Share.

## Talking points

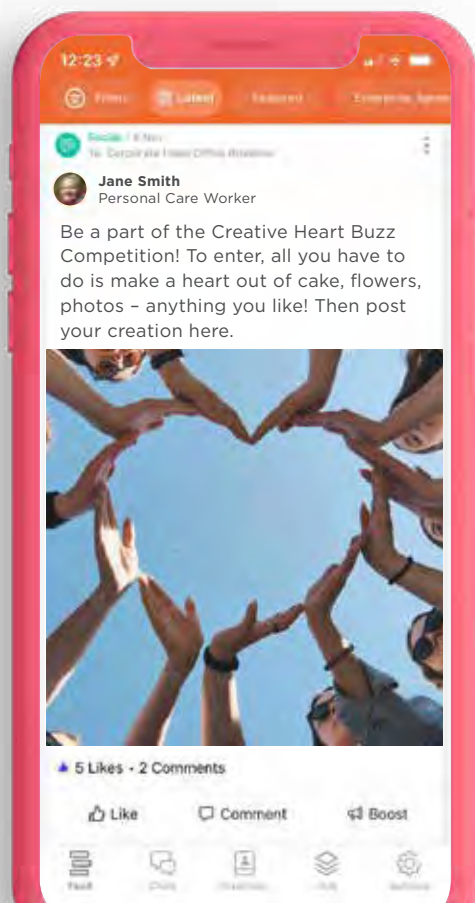
- To download Spotify, go to your App Store.
- Positive ageing is about living a full, happy and healthy life as we grow older.
- It's staying connected to the people we love, enjoying the activities that bring us joy, and looking forward to the experiences we're yet to try.

# Create some *Buzz*

Get inspired!  
The most Creative  
Heart on Buzz will  
win a prize.

## Share your celebrations on Buzz!

Share snaps of your team activities on Buzz and get creative, showing how your teams are celebrating positive ageing and bringing the brand to life!



## Getting started

Get involved in the Creative Heart Buzz Competition and create a Heart of Positivity. Imagine a heart made out of flowers, people or possibly a cake?

Make your heart as a team, and post your photos on Buzz to **'Celebrate Bolton Clarke All'**.

## Team activity idea

- Get involved in the Creative Heart Buzz Competition
- Post your positive ageing activities and celebration photos.

### Some ideas include:

- Opening Grow Kit boxes
- Wearing little heart pins
- Planting seedlings with clients and residents
- Enjoying cupcakes
- Playing trivia
- A screenshot of your Positivity Playlist

## Talking points

- Share your celebrations on Buzz
- Post your photos on Buzz to **'Celebrate Bolton Clarke All'**
- Like and comment on other team members' posts
- Reminder: Please remember to follow the Buzz guidelines and client and resident privacy policy.
- This is an internal activity, we're not quite ready to share externally. You'll be able to share more outside of Buzz soon.

# Useful resources

In the following pages, you'll discover a suite of tools to help you plan and enjoy your team activities.



## Inside you'll find

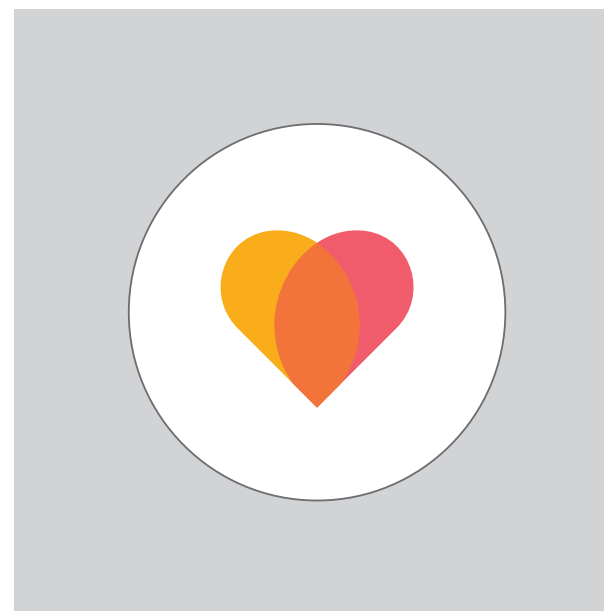
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# Cupcake topper templates

## Cupcake topper reference



## Cupcake topper artwork



You can download the cupcake topper artwork (JPG) from [heartofboltonclarke.com.au/resources](https://heartofboltonclarke.com.au/resources)

# Trivia resources

You can download the answer sheets and full list of questions at [heartofboltonclarke.com.au/resources](http://heartofboltonclarke.com.au/resources)

Question  
1

**Who are the two early community leaders behind the Bolton Clarke brand?**

Brigadier General William Kinsey Bolton  
Lady Janet Clarke

Question  
2

**What are Bolton Clarke's five values?**

Listen, Be Kind, Be Curious,  
Always Safe, Always Together

Question  
3

**How many homes and villages do we currently have?**

88 homes, 38 retirement villages

Question  
4

**Our new heart logo has three colours. What do they represent?**

Our three service lines.



Print these pages and cut along the dotted line to create trivia question cards.

# Trivia answer sheet

You can download the answer sheets and full list of questions at [heartofboltonclarke.com.au/resources](http://heartofboltonclarke.com.au/resources)

## Team Trivia Answer sheet

Name: \_\_\_\_\_

- |           |           |
|-----------|-----------|
| 1. _____  | 16. _____ |
| 2. _____  | 17. _____ |
| 3. _____  | 18. _____ |
| 4. _____  | 19. _____ |
| 5. _____  | 20. _____ |
| 6. _____  | 21. _____ |
| 7. _____  | 22. _____ |
| 8. _____  | 23. _____ |
| 9. _____  | 24. _____ |
| 10. _____ | 25. _____ |
| 11. _____ | 26. _____ |
| 12. _____ | 27. _____ |
| 13. _____ | 28. _____ |
| 14. _____ | 29. _____ |
| 15. _____ | 30. _____ |

## Team Trivia Answer sheet

Name: \_\_\_\_\_

- |           |           |
|-----------|-----------|
| 1. _____  | 16. _____ |
| 2. _____  | 17. _____ |
| 3. _____  | 18. _____ |
| 4. _____  | 19. _____ |
| 5. _____  | 20. _____ |
| 6. _____  | 21. _____ |
| 7. _____  | 22. _____ |
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| 12. _____ | 27. _____ |
| 13. _____ | 28. _____ |
| 14. _____ | 29. _____ |
| 15. _____ | 30. _____ |







HEART OF POSITIVE AGEING

- HOME AND COMMUNITY SUPPORT
- RETIREMENT LIVING ● RESIDENTIAL AGED CARE