



HEART OF POSITIVE AGEING

Brand Playbook

A guide for employees

February 2024



About this

Playbook

This playbook tells the story of who we are and all we do, outlining our inspiring tradition of care and our impact today as **Australia's heart of positive ageing.**

You can use this playbook as a helpful guide when communicating about Bolton Clarke.

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This information
will be useful if
you're writing about
Bolton Clarke, or talking
with your team, clients,
residents, their families,
and others.

Who we are

We are **Australia's heart of positive ageing.**

In the following pages, you'll find out what that means
and some of the things that set us apart as an organisation.



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!



**Bolton
Clarke**

HEART OF POSITIVE AGEING

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'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 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 Institutes*

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.

Did you *know?*

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

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.

Australia's *heart* of *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!



This is our full heart of positive ageing statement, describing what we stand for.

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.

Working together with clients, residents, and their families, we provide connected care and living options that respond as individual needs change, including highly specialised care and dementia support.

With expert care underpinned by Bolton Clarke's team of Senior

Clinical Nurse Advisors and own Research Institute, we are dedicated to enhancing lives through research, applied knowledge and health leadership.

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.

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.

Everything we do is dedicated to *enabling, celebrating* and *supporting* older Australians to live and age *positively*.



The following pages introduce each of our service lines and Research Institute, and provide a guide on how we talk about them.

What we do

Across our three service lines, we bring positive ageing to life for clients and residents. We also have a Research Institute developing positive ageing innovations, programs and initiatives.





This is how we describe positive ageing for our Home and Community Support clients.

Home and Community Support

Support that feels right at home

Each day, more than 10,000 Australians welcome the expertise, kindness and support of Bolton Clarke nurses and care professionals, dedicated to helping clients live happily and independently in the home they love, while staying connected out and about in the community.

As the largest nurse-led provider of home and community support, we offer home nursing, home assistance and other specialised care, including dementia support.

With the Royal District Nursing Service Victoria and RSL Care Queensland at the heart of our DNA, Bolton Clarke has been caring for Australians since 1885. We continue this legacy today with over 2,000 nurses, allied health and care workers on the road, supporting Australians to live and age positively.

We're proud to have started home care and community nursing in Australia from as early as 1885.

A team of dedicated Senior Clinical Nurse Advisors support frontline staff and assist clients directly.

Bolton Clarke's Home and Community Support team has the highest ratio of nursing-trained employees in Australia.





This is how we describe positive ageing for our Home and Retirement Living residents.

Retirement Living

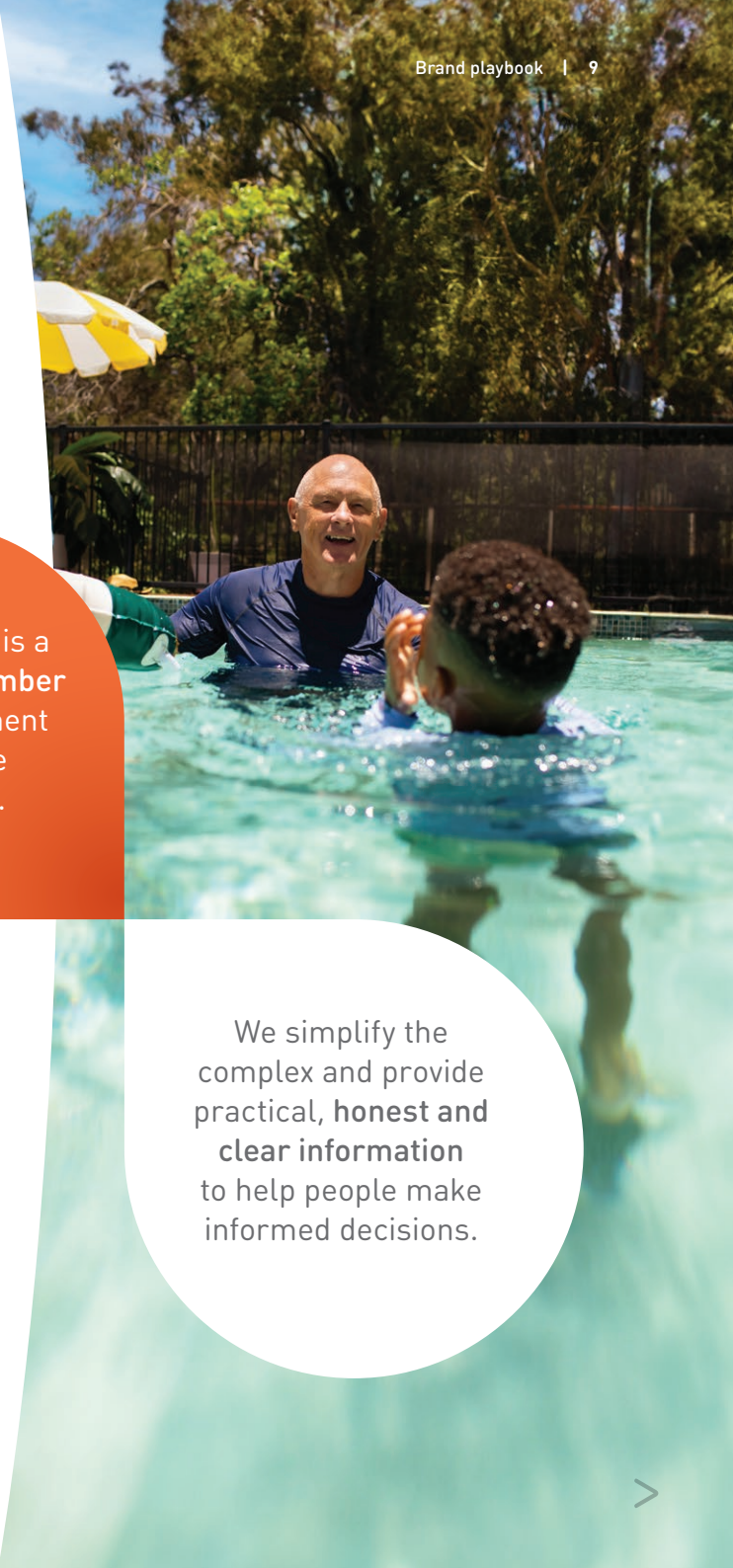
A lifestyle you'll positively love

Rightsizing to retirement living brings the excitement of finding a new home with room for everything that makes our residents happy – space, security, support and more time to enjoy with friends and family.

Our welcoming, vibrant communities are designed for high-quality, low maintenance living. Social, active, always with a great sense of community, each has connection at its heart.

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.

With 38 communities across Australia, older Australians can find an affordably priced, ideally positioned community where lifestyle, health and wellbeing services are accessible and available.

A photograph of a man and a child swimming in a pool. The man is bald and wearing a blue shirt, smiling. The child is seen from behind, also smiling. They are in a swimming pool with a yellow and white striped umbrella in the background.

Bolton Clarke is a foundation member of the Retirement Living Code of Conduct.

We are also one of the first and **largest providers to be awarded accreditation** by the Australian Retirement Village Accreditation Scheme (ARVAS), as independently certified by QIP.

We simplify the complex and provide practical, **honest and clear information** to help people make informed decisions.





This is how we describe positive ageing for our Residential Aged Care residents.

Residential Aged Care

Genuine care bringing positivity to life

Bolton Clarke Residential Aged Care homes are vibrant, welcoming and safe communities where lifestyle, social connection and individual interests are celebrated, and quality care comes from the heart.

Each of our 88 homes provides the peace-of-mind of having a Registered Nurse on duty 24/7. Our nurses are supported by passionate teams with the expertise to design and implement personalised wellness programs created around individual needs, goals and preferences.

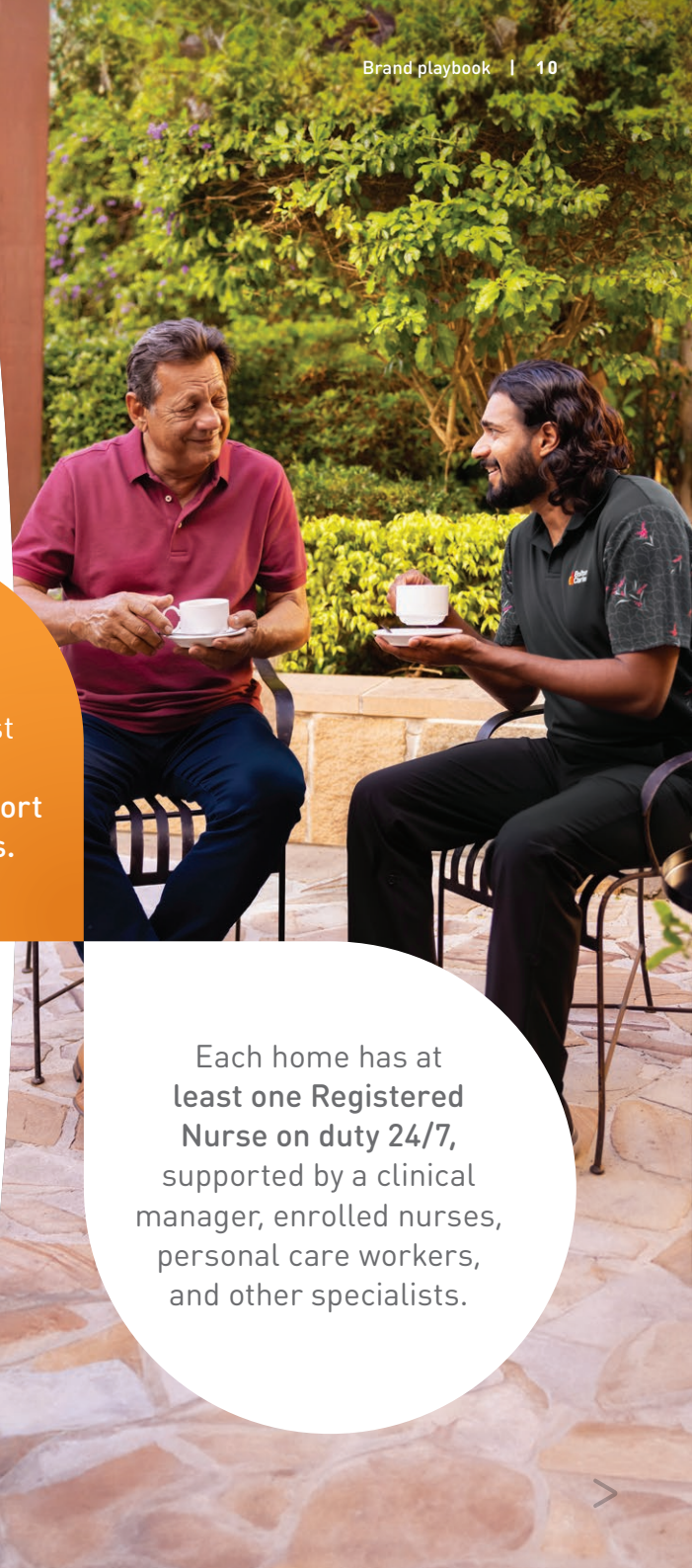
Together with residents, families and healthcare partners, we deliver care with the highest standards of clinical practice and governance across specialised fields including dementia support.

This care and support is underpinned by Bolton Clarke's own Research Institute, dedicated to bettering lives through research, applied knowledge and health leadership.

As leaders in specialist care, we use the latest technology to improve and support high-care needs.

We provide high-quality residential aged care to over **8,000+** people across **88 Bolton Clarke homes** located across Australia.

Each home has at least one **Registered Nurse on duty 24/7**, supported by a clinical manager, enrolled nurses, personal care workers, and other specialists.





This is how we describe positive ageing for our Research Institute co-designers and partners.

Bolton Clarke

Research Institute

Leading the way in positive ageing

Embedded in Australia's largest independent not-for-profit aged care provider, Bolton Clarke Research Institute is leading the way in positive ageing.

Positive ageing is enabling, celebrating and supporting people to live full, happy and healthy lives, and our multi-disciplinary team is uniquely placed to conduct and translate research into services and solutions that deliver real outcomes.

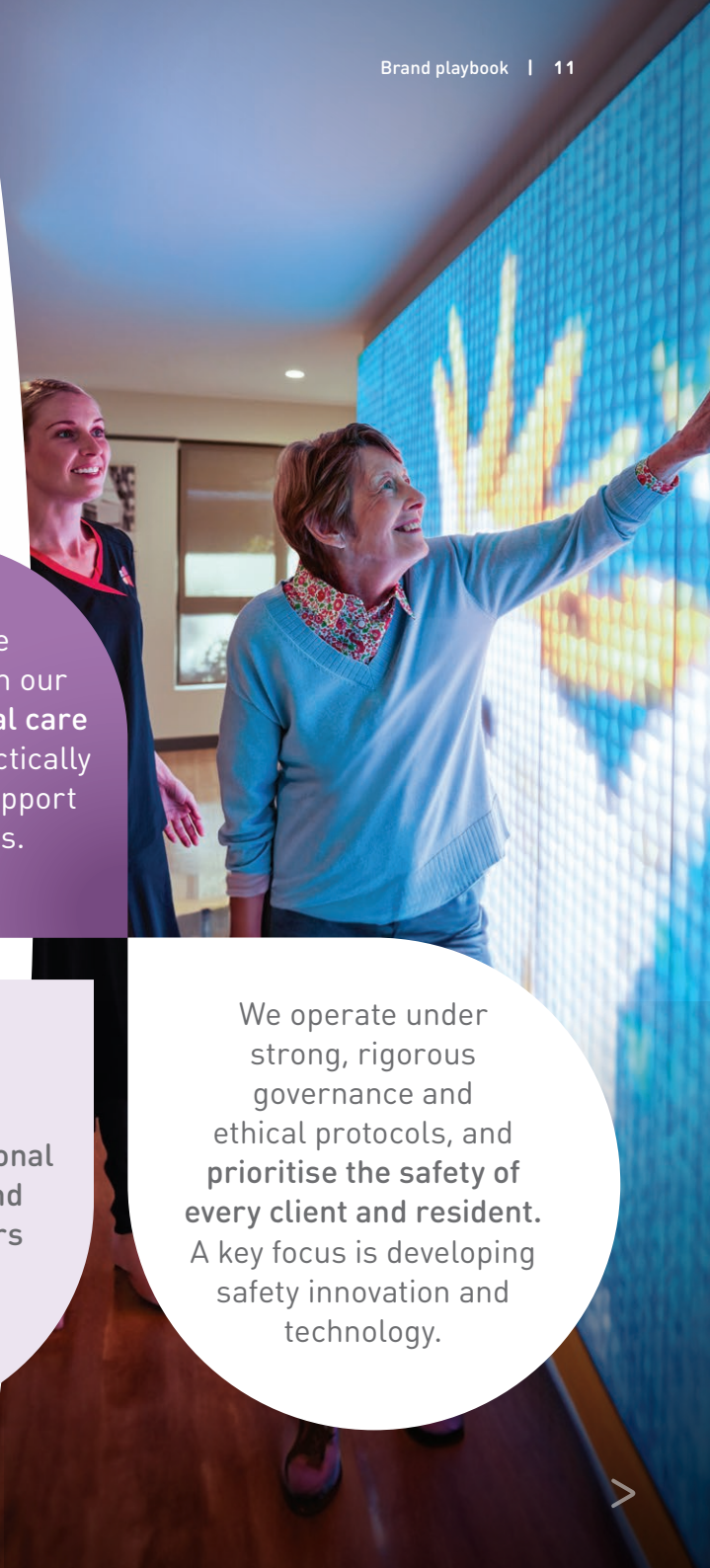
We work for and with Bolton Clarke clients, residents and their families to implement positive ageing innovations, programs and initiatives. Our frontline care teams and Senior Clinical Nurse Advisors are key to the collaboration process, providing clinical expertise and a well-developed understanding of aged care.

With RSL Care (Queensland) and the Royal District Nursing Service (Victoria) at the heart of our DNA, we bring the pioneering spirit of these two organisations to all that we do. Grounded by robust governance, we partner with universities and governments to better the lives of not just our own residents and clients, but the aged community internationally.

We use the outcomes from our **health and social care research** to practically inform care, support and services.

We collaborate with a network of **national and international university, health and government partners** to drive aged care research.

We operate under strong, rigorous governance and ethical protocols, and **prioritise the safety of every client and resident.** A key focus is developing safety innovation and technology.



The following pages highlight ways we support employees, and our purpose and values.

Our commitment to you

At Bolton Clarke we are dedicated to helping people to live a life of fulfilment.
You are at the heart of this commitment.



At the *heart* of us is *you*

These are some of the experiences, opportunities and benefits that can support you as an employee.

Positivity at the *heart* of everything – and it starts with *you*

Our employees are the heart of our organisation. Each of us brings something unique through the vital work we do and the support we give to our residents and clients.

Positively *rewarding*

No matter where you work across our organisation, our size, scale and scope mean you have the support to strengthen your skills and excel in your chosen field. Through training and education, a range of employee programs and benefits, every team member is supported in their role.

Our frontline teams have access to dedicated Senior Clinical Nurse Advisors who can provide specialist advice and assistance, whenever it is needed.

Together we make a positive difference

Our team is wonderfully diverse and united by a common purpose. Whether we spend our time on the road, in the office or within our retirement villages and residential aged care homes, we're all helping fellow Australians to live a life of fulfilment.

Innovation is our motivation

In an organisation that's rich in history, we're also excitingly future-focused and not ones to stand still. Bolton Clarke's own Research Institute is advancing industry health leadership through important (and fascinating) projects.

Many of our people say that seeing the results of these projects translated into real-world outcomes is one of the most rewarding aspects of working with us.



Our *purpose* and *values*

Helping people live a life of fulfilment



Listen

We listen to everyone and believe this value to be the foundation of providing great care and service. To listen means to hear both what is being said and what is not being said.



Be kind

We have big hearts and lead with kindness. We go above and beyond in what we do, and we are compassionate to all.



Be curious

We always do our best to understand every situation, while respecting the privacy and safety of those involved.



Always safe

Safety isn't just a priority; it is a way of life. We are committed to, and value, consistent safe practices in all that we do.



Always together

We are one team, diverse and united. We understand the roles that each of us play and work together to deliver consistent service and care, with dignity and respect.



These brand basics are a quick reference point when communicating about Bolton Clarke.

How we look & sound

Our brand reflects our purpose and personality as **Australia's heart of positive ageing**. Through our visual identity and tone of voice, we can communicate with care and confidence.



How we

look

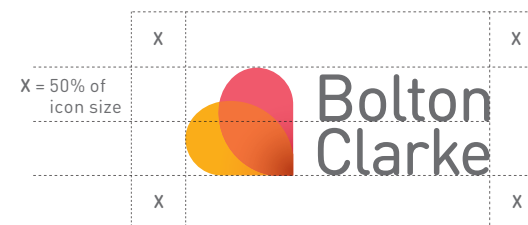
The Bolton Clarke logo is made up of our heart device and name, representing our identity as **Australia's heart of positive ageing.**

Using our brand with **consistency creates familiarity and trust**, with a suite of visual elements that can be applied across a range of communications.

Primary logo



Logo clearspace



Colour palette

Home and Community Support



PMS 709 C
C:0 M:80 Y:45 K:0
R:234 G:81 B:103
HEX: EA5167

Residential Aged Care



PMS 157 C
C:0 M:47 Y:90 K:0
R:245 G:153 B:37
HEX: F59925

Retirement Living



PMS 7416 C
C:0 M:70 Y:85 K:0
R:236 G:103 B:48
HEX: EC6730

Non-service Line



PMS 7439 C
C:35 M:60 Y:0 K:5
R:171 G:118 B:173
HEX: AB76AD



Light Grey
PMS CG 8C
C:0 M:0 Y:0 K:50
R:157 G:157 B:157
HEX: 9D9D9D



Mid Grey
PMS CG 10C
C:0 M:0 Y:0 K:70
R:111 G:111 B:111
HEX: 6F6F6F



Dark Grey
PMS CG 11C
C:0 M:0 Y:0 K:85
R:74 G:74 B:74
HEX: 4A4A4A

Fonts

Primary Typeface

DIN Round OT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890!#\$%^&()?. @

Alternate font (MS Office)

Calibri

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890!#\$%^&()?.

How we *sound*

Our tone of voice helps us to engage clients and residents **consistently.**

These are the six characteristics that guide the way we write.

1. *Helpful*

Ensure your readers and their needs are always top of mind, and information is always clear.

2. *Knowledgable*

Communicate with the assurance of our leadership in care, while still remaining grounded.

3. *Straightforward*

Keep language plain and simple, avoid repetition, and make sure sections of information are single-minded.

4. *Positive & upbeat*

Be supportive, willing, optimistic and celebratory – always in a manner that is genuine.

5. *Respectful*

Clients and residents are at the heart of all we do, and communication should reflect this relationship.

6. *Warm and caring*

Showing someone that you understand and appreciate their situation goes a long way in making a connection.





HEART OF POSITIVE AGEING

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