



Bolton  
Clarke

HEART OF POSITIVE AGEING

External brand

# Campaign

playbook

June 2024



# Introduction

On 30 June 2024, we will launch our external brand campaign. Coming together as one brand, this campaign will help raise awareness of who we are, what we do and the valuable work our teams undertake.

The campaign will introduce our brand and Heart of Positive Ageing positioning to Australia.

The advertisements in this campaign are about:

- Our brand
- Home and Community Support
- Retirement Living
- Residential Aged Care
- Recruitment and our people

You may see these advertisements on TV, in print, on billboards, and online.



# Bolton Clarke

Australia's heart of positive ageing

Our brand ad invites the viewer to see ageing as a natural part of life and the opportunity to age positively. We see beautiful images celebrating moments of joy - big and small - with people enjoying full lives as they grow older.

We see scenes where care and services are delivered with kindness and dedication by our Bolton Clarke people. The ad also shows how we provide connected care and living options that respond as individual needs change.

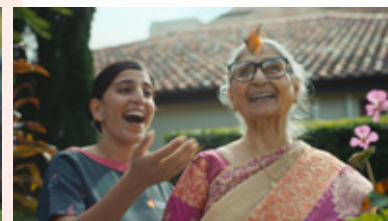
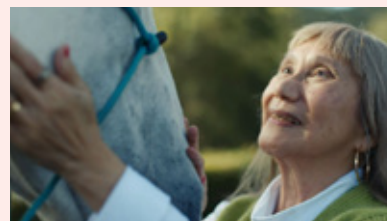
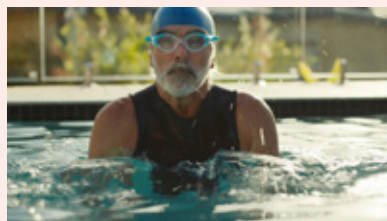
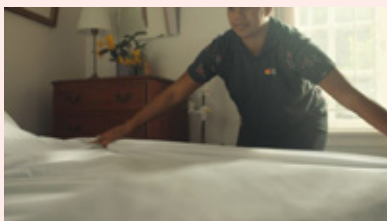
The story ends with the 'circle of life' theme - new parents from the opening scene bring their newborn baby to meet Great Granddad at a Bolton Clarke home.

## All services lines represented

- PCW supporting a client to make a bed.
- Residents enjoying a community pool and a grandmother dancing in the kitchen with her granddaughter.
- Equine therapy with carer.
- Lifestyle activities with carer including butterfly hatching.
- Dining experience with chef.
- Nursing care with a resident.
- Dementia support with our innovative interactive wall.
- Intergenerational family visit as a resident meets his new born great-grandchild.

## Key messages

- The potential for joy shouldn't diminish with age.
- Looking forward to every new day should never stop.
- It's at the heart of who we are and all we do, since 1885.
- Bolton Clarke Australia's heart of positive ageing.
- Call to action: Search Bolton Clarke.





# Home and Community Support

Support that feels right at home

Our HCS ad introduces us to Joan who feels great pride and joy in her garden, which holds many happy family memories.

It shows other clients living happily and independently in the home they love, and out and about in the community, with support from our Bolton Clarke nurses and care professionals.

We see scenes that promote the breadth of our services across home nursing, home assistance and specialised care, including dementia support.

## What you'll see

### Home nursing

We see two nurses in the ad showing:

- Blood pressure check.
- Wound management.

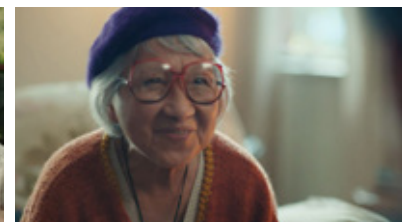
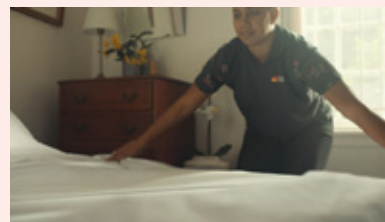
### Personal Care Worker

We see three PCWs in the ad showing:

- Supporting a client to make their bed.
- Social connection out and about with a client at a café.
- Memory support playing scrabble with a client at home.

## Key messages

- Bolton Clarke offers everything from help around the house, and out and about, to specialised nursing care, including dementia support.
- For support that feels right at home, talk to Bolton Clarke.
- Call to action: Search Bolton Clarke home and community support.





# Retirement Living

A lifestyle you'll positively love

Our RL ad introduces us to Dave and Gail - a couple in their 70s - who have rightsized to retirement living with Bolton Clarke.

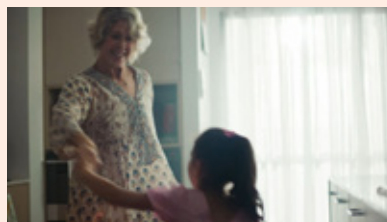
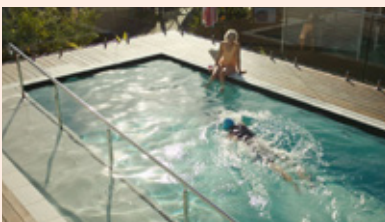
They appreciate the joy of early morning laps in the village pool, their uncomplicated lifestyle and being part of a great community. There's a sense this move has refreshed their love of life together.

## What you'll see

- A couple enjoying the community pool.
- A grandmother dancing in the kitchen of her home with her granddaughter.
- A grandfather with son and grandson watching their favourite sports team.
- A couple meeting a neighbour as they head out to play tennis.
- A Home and Community Support nurse in a fleet car waving to residents, promoting connected care services.

## Key messages

- Rightsizing to retirement means enjoying a new home, a great sense of community, and connected care for now and the future.
- Discover a lifestyle you'll positively love, with Retirement Living from Bolton Clarke.
- Call to action: Search Bolton Clarke retirement living.





# Residential Aged Care

Genuine care bringing positivity to life

Our RAC ad introduces us to Frank who is trying his skills at painting. The ad promotes the idea that for our residents, positive ageing means feeling at home and supported to make inspired living choices that bring joy to the every day. We see other scenes of residents enjoying doing things that are meaningful, including lifestyle activities such as equine therapy and fishing.

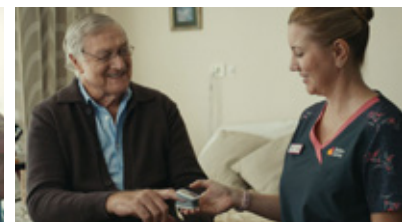
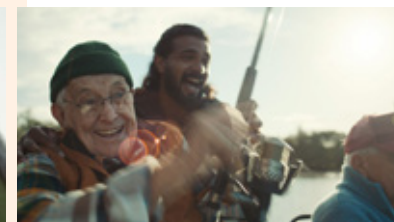
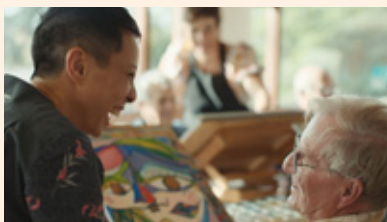
The ad shows Bolton Clarke nurses and care professionals providing care and social connection.

## What you'll see

- Lifestyle activities including art classes with residents, a facilitator and carer.
- Dining experience with residents and chef.
- Equine therapy with resident and carer.
- Out and about with two residents fishing with a carer.
- Nursing care with a resident.
- Intergenerational family visit as a resident meets his newborn grandchild.

## Key messages

- Positive ageing is making inspired choices every day in Residential Aged Care.
- Lifestyle, social connection and individual interests are celebrated.
- 24/7 quality care comes from the heart.
- For genuine care bringing positivity to life, talk to Bolton Clarke.
- Call to action: Search Bolton Clarke residential aged care.





# Recruitment

This ad is designed to attract those special people with a vocation to care.

It begins by showing our rich history of care and how we continue this today, with careers that support Australians to live and age positively.

We see a diversity of roles and teamwork amongst members of Bolton Clarke.

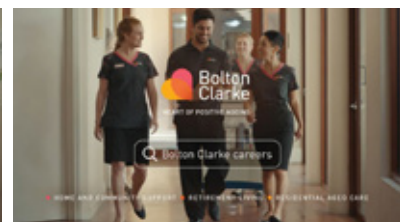
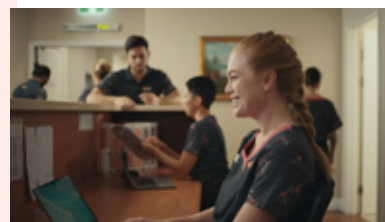
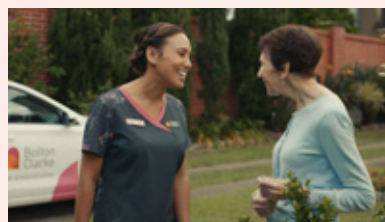
As they perform their roles, we see how our people are the heart of our organisation and are helping to make a positive difference to the lives of our residents, customers and each other.

## What you'll see

- The history behind our little heart logo with historical photos.
- Nurse arriving at a client's home.
- PCW playing scrabble with a client (memory support activity).
- Retirement living village manager in a buggy waving to residents heading out to tennis.
- Nursing care with a resident.
- Diversity and teamwork amongst employees.

## Key messages

- This little heart has a lot of history.
- It represents an unbreakable thread of care stitched into the Australian story since 1885 (when our first nurses took to the streets of Melbourne, starting home care).
- Our teams make a positive difference across Home and Community Support, Retirement Living and Residential Aged Care.
- Search Bolton Clarke careers and be part of Australia's heart of positive ageing.



# Introducing our new brand to clients and residents

## A helpful guide

As we introduce our Bolton Clarke brand across our homes, villages and out in the community, it's a great opportunity to chat with clients and residents about what the move means.

### You can start by asking...

- Do you remember receiving this letter and brochure in March?
- Are there any questions I can answer?

You may wish to ask clients and residents whether they've seen our new logo and where, or what positive ageing means to them. Below are a few handy reference points.



## 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!

### As Australia's heart of positive ageing...

- We've been caring for Australians since 1885, when our very first nurses took to the streets of Melbourne, starting home care.
- Today we offer a range of connected care and living options.
- We're Australia's largest independent not-for-profit aged care provider, here for you.

## Helpful conversation starters

- Have you seen our new heart logo?
- What does positive ageing mean to you?
- Do you have any questions about the changes you've noticed?

Clients and residents can also find more information on the Bolton Clarke website.