



SOUTHERN SERVICES  
REFORM GROUP

**SSRG Workgroup Meeting**  
**Workgroup: Social Inclusion**  
**Date: 10 July 2012**

Present: Lynda Macphail (Chair), Lisa Elder, Karen Beeching, Shijun Huang, Heather Trainor, Sadie Goddard-Wrighton, Karen McDougle, Sally Warnes (Project Officer),

Apologies: Kristina Barnett, Cathy Wiseman, Rima Sallis, Sam Berry, Bev Bannister

Agenda Items	Discussion	Actions
Welcome & apologies	Welcomes and apologies made.	
Previous minutes/business arising	<ul style="list-style-type: none"> <li>Minutes approved</li> <li>Business arising followed up in project discussion.</li> </ul>	
Project Discussion	<ul style="list-style-type: none"> <li>Is there any research that has previously been done to help support what we are trying to achieve?</li> <li>We have an 'out there' image and an extremely conservative image...is there something in-between that could be used?</li> <li>Sally's meeting with Toucan was discussed – they strongly recommend we try one of their designs – that it demonstrates innovation and market-place leadership. They were very concerned about using a 'conservative' image which is generally the type of image we see representing aged care.</li> <li>Group members were unsure how Toucan could be so sure their designs would work.</li> <li>It could be 2 different age groups that are motivated by the different images.</li> </ul>	Sally to look for prior research

	<p>The 'out there' designs may connect with the younger-aged (65 to 75) who are isolated, perhaps not the older-aged (75 to 85).</p> <ul style="list-style-type: none"> <li>• Do we need to trial both types of images? We are making assumptions about what we think may occur, however a trial is the only way to truly find out what attracts whom.</li> <li>• Perhaps both images could be distributed in 2 suburbs of similar demographics – done as a piece of research – compare who has responded to each of the postcards, which is the most effective?</li> <li>• Meeting planned with Toucan to give group members a chance to discuss their concerns and hear the 'marketing' view point. Meeting scheduled for Monday 16 July, 0930 to 1030 at Mitcham Council.</li> </ul> <p>The discussion points for the meeting with Toucan include the following:</p> <ol style="list-style-type: none"> <li>1. Explain our concerns</li> <li>2. What information can Toucan give to back up their decision?</li> <li>3. Has something similar been done?</li> <li>4. Could we publish both concepts and research their effectiveness?</li> <li>5. Discuss the wording on the 'back' of the postcard.</li> </ol> <p>The group still aims to start the trial late August/September at Onkaparinga.</p>	<p>As many group members as possible to meet with Toucan on Monday.</p>
<p>Sharing of innovative case studies</p>	<p>No innovative case studies were discussed</p>	
<p>Project Officer report</p>	<ul style="list-style-type: none"> <li>• Southern Regional Alliance – holding a conference on 20 and 21 September 2012 at Morphettville Racecourse. The title of the conference is 'Connecting in the Urban Village'. Sally will be presenting the Working Carers project done by the SSRG Carer Issues Workgroup. More information about the conference will be distributed soon.</li> <li>• In Home Services workgroup have been successful in obtaining non-recurrent HACC funding for the project– 'Health and Community Informed Choices' which is the development of a resource to be used by the health sector to better inform them of how the community sector works and promote better outcomes for consumers.</li> </ul>	
<p>Information sharing</p>	<p>Lisa (City of Onkaparinga) inquired if there are any day trips for older people that are not attached to a group. Suggestion to access tour groups. Sadie (City of Holdfast Bay) reported that day trips are going well – they have been revitalised and are a success.</p>	

	Karen (Resthaven) reported that all is going well.	
Next Meeting	Tuesday 14 August 2012 9.30 -11.30 am City of Onkaparinga, Civic Area.	