

## Letter from the Editor

### Welcome to our first edition of *Inside Online!*

Over the past two years Aged Care Online has established itself as Australia's leading online resource for the aged care industry.

As a result of our current online marketing efforts, [www.agedcareonline.com.au](http://www.agedcareonline.com.au) now exceeds 15,000 unique visitors to the site per month resulting in approximately 190,000 page views, making it one of the industries largest web sites.

With the introduction of a number of new marketing initiatives including our interactive **5 Step Guide**, aged care online is moving from a straight directory to an information portal. Our aim is to provide a central point of reference for all aged care questions to be answered.

To promote the new look aged care online, our team has been involved in a number of conferences & expos this year, which has attracted an excellent response!

As part of the National Information Technology in Aged Care Conference, Aged Care Online was a finalist for the ICT Company of the Year Award! This acknowledgement brought fantastic exposure and interest to the business.

If you have any comments or questions please don't hesitate to contact me: [jennifer@agedcareonline.com.au](mailto:jennifer@agedcareonline.com.au)

Kindest Regards,



Jennifer Anders  
Aged Care Online  
Marketing & Communications Manager

## 5 Step Guide

Making the decision to place a friend, relative or loved one into aged care is a tough journey. For many the process is completely foreign, where do you start?

Our 5 Step Guide provides a comprehensive snapshot of the different areas for consideration when moving into aged care. Our Guide incorporates useful information with interactive features including an audio interview and discussion forum! Users of the site are welcome to post any questions that they have to be answered by our industry specialists.



### Inside this Issue:

- **5 Step Guide**
- **Respite Vacancy Register**
- **Aged Care Radio Launch**
- **Discussion Forum**
- **The Age 2007 Melbourne Fringe Festival**
- **Become a Member**
- **Contact Us**



Greg Mundy, CEO Aged&Community Services Aust

Jennifer Anders, Marketing Aged Care Online  
Rod Young, CEO Aged Care Association Aust  
NEW to the site -

## 5 Step Guide

for moving into aged care!

You can also listen to audio interviews and research what service providers are available to help near you!

To view our 5 Step Guide [click here](#).

### Respite Vacancy Register

Following the success of our Permanent Vacancy Register, we have now introduced our Respite Vacancy Register. This free service enables aged care facility owners to list, update and promote their current vacancies online.

For users of our site this project aims to dramatically reduce the time consuming and labour intensive email and telephone network currently in place; linking current vacancies with prospective residents.

For our providers who are yet to utilise our Vacancy Register, you can contact us to register on 1300 302 433 or [click here](#).

### Aged Care Radio Launch

Aged Care Online has partnered with radio station 103.3FM in putting together several new radio programs for the aged care industry. All programs are available online to be enjoyed.

There are 2 elements to our online radio station:

1. Information programs put together for users looking into the steps associated with moving into aged care; &
2. Entertainment Programs with all those golden oldies we all love!

To listen to our radio programs please [click here](#).

### Discussion Forum

Our Discussion Forum allows users of the site to discuss issues relating to the industry and share their own personal experiences. You can respond to comments already made or start your own thread.

To access our forum you need to become a member, if you haven't already done so [click here](#) to join.

### The Age 2007 Melbourne Fringe Festival

one woman's adventures in aged care  
GRANDPA SOL AND LILY'S GRANDMA ROSIE  
Developed and performed by Lana Schwarcz.

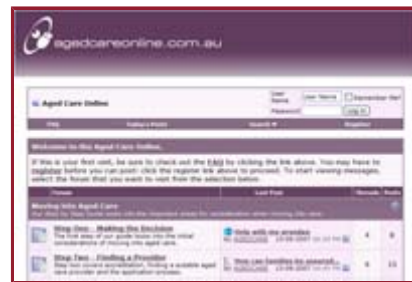
A woman begins work at an aged care facility and discovers there is far more to aging than she thought.

Comic, real and poignant, Grandpa Sol is an unusual puppet show using real testimony from Emmy Monash Home for the Aged.

September 28 - October 13  
Tuesday - Saturday 8pm, Sunday 7pm  
Festival Hub, The Raglan  
14 Raglan St, Nth Melbourne



### Aged Care Radio LAUNCH!



Bookings: 03 8412 8777  
or online: [www.melbournefringe.com.au](http://www.melbournefringe.com.au)



## Become a Member

*Keep ahead and stay informed  
with Aged Care Online.*

If you would like to become a member of aged care online or have a friend that may benefit from receiving our newsletter and being part of our forums, simply [click here](#) to register.

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## Contact Us

Questions & comments are always welcome at Aged Care Online! If you would like to see more information on a particular area of our site or unsure how a section operates, please don't hesitate to contact us using the link below.

[Contact Us](#)

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