



innovAGE

INNOVATING AGED CARE SOLUTIONS

25-27 NOVEMBER 2016

GURROWA INNOVATION LAB MELBOURNE

PARTNERSHIP PROSPECTUS

Giving everyday people an opportunity to inspire and develop the next big thing in Aged Care.

The objective of the innovAGE hackathon is to encourage and promote entrepreneurial thinking to improve the lives of older Australians and their families.

www.innovAGE.org.au

ACIITC
Aged Care Industry
Information Technology Council



ITAC
2016
INFORMATION
TECHNOLOGY
IN AGED CARE



innovAGE

IN 2016 OVER ONE MILLION OLDER AUSTRALIANS WILL RECEIVE SOME FORM OF AGED CARE SERVICE.



In 2015, there were more than 3.6 million people aged 65 years and over, this represents 15% of the Australian population, and is expected to grow to 5.8 million in the next 15 years. By 2056, it is estimated that 1 in 4 Australians will be 65 years or older.

In 2014-15, more than 1.2 million aged care services were delivered to people aged 65 years and over, this equates to approximately 1 in every 3 people in this age group receiving some form of aged care. With changing consumer and government priorities, a significant component of these services were delivered in the community. This shift is likely to continue with 83% of older Australians having a strong preference to age in their own home. This presents challenges for the historical service delivery model, especially with policy shifts towards consumer directed care.

Reviews and reforms are currently being undertaken by Government to change the aged care industry as it is recognised that existing systems are not sustainable. Therefore, the potential for innovation is significant. Innovations are needed to: address barriers; help access services; create new products that support people to maintain and improve their health and wellbeing; provide people with greater choice.

Rather than an issue, ageing should be seen as an opportunity.

INNOVAGE IS AN OPPORTUNITY TO BE THE FUTURE OF AGEING.

The objective of InnovAGE is to encourage entrepreneurial thinking to develop, build or launch age related solutions (services or products) to improve the lives of older Australians and their families. InnovAGE is being held over one weekend in a radical format that will bring entrepreneurs and developers from a broad range of sectors together to create solutions to real-life issues.

SNAPSHOT

FOCUS

InnovAGE is being held over one weekend in a radical format that challenges teams to create solutions (services and products) to improve the lives of older Australians and their families.

WHEN

25-27 NOVEMBER
2016

Gurrowa
Innovation Lab
Melbourne

SPONSORSHIP

TERA | \$5,000

GIGA | \$2,500

MEGA | \$1,000

Product or in-kind support

CONTACT

info@innovAGE.org.au
02 6230 1676

Sponsorship levels can be tailored, contact us for information. All sponsorship opportunities can be discussed in more detail.

ACTIVITIES



CODE IT

Social, mobile, apps and coding



CRUNCH IT

Social data, data analysis, big data



SENSE IT

Internet of things, wearables



BUILD IT

Physical, 3D printing, prototyping



DESIGN IT

Product, spaces, environments, buildings



LAUNCH IT

Proof of concept, beta test, commercial ready

This intergenerational innovation event will bring together community members, developers, designers and entrepreneurs to develop age related solutions. Teams will be competing for some great prizes and participants will retain any IP generated during the event.

Over the course of the event, each team will work together to design and build a working prototype of their proposal. This can be a worked concept or anything that integrates technology (i.e. mobile application, website or software linked to wearable hardware). Consumers and service providers will be available to help teams further understand the challenges and opportunities faced by the Aged Care industry.

At the end of the InnovAGE development process, teams will present their solutions to be judged by a high-profile jury consisting of end use customers, age services and technology experts.

This presentation will attract members of the wider innovation and entrepreneurial community in Australia. For the entrepreneurs, the participation of customers, industry experts and providers will give them an opportunity to develop their solution in context. Creating solutions is not solely about money, it is also about support and access to the market.

InnovAGE is hosted by Leading Age Services Australia, Telstra Health and the Aged Care Industry IT Council, in conjunction with ITAC 2016.

InnovAGE will be held at the Gurrowa Innovation Lab, Melbourne. This is a state of the art interactive meeting space with collaborative technologies and plenty of break out rooms to allow groups to work on their ideas.

Interested?

Contact us at
info@innovAGE.org.au
02 6230 1676

HOW YOU CAN SUPPORT

Sponsoring InnovAGE is investing in the future of all Australians. InnovAGE will encourage participants explore new technologies and collaborate with one another, all while having fun.

Your sponsorship and/or in-kind support will add significant value to InnovAGE. If you can't contribute financially, that's not a problem! We'd still love your support.

We're looking for companies and brands that strongly align to leading edge thinking and innovation, ready to rise to the challenge to meet the needs of older Australians; currently a task of considerable proportion with an intergenerational impact. Contributions towards event logistics, IT requirements and hardware, travel reimbursements, great food, cool prizes, and awesome swag* is welcomed.

Additionally, innovation events and hackathons may be the perfect opportunity to identify possible future recruits for your organisation. Supporting innovAGE will mean that you get first hand access to some of the country's best emerging talent in a relaxed & collaborative team environment

BENEFITS

Sponsoring InnovAGE will give you direct access to some of the nation's best entrepreneurial talent (we are expecting up to 80 participants from around Australia).

Helping innovators, programmers and hackers to take your existing products and services to a new dimension offering fresh edge thinking and design, partnering you with the tech revolution.

With interest so far, InnovAGE is set to become an annual and international event. Getting in at the ground level allows you to become part of a world-wide conversation.

SPONSORSHIP

TERA \$5,000

- ✓ Logo in event handouts
- ✓ Logo displayed website
- ✓ Logo in all email newsletters
- ✓ Logo on event t-shirts
- ✓ Logo on official banner
- ✓ Corporate table to showcase your products & services
- ✓ Corporate recognition on social channels
- ✓ On-stage mention in final awards ceremony
- ✓ Corporate recognition in PR publications (when possible)
- ✓ Sponsor a major prize category (optional)
- ✓ Sponsor a minor prize (optional)
- ✓ Distribute swag
- ✓ Announce and award your prize(s) on stage
- ✓ Opportunity to run a short talk or workshop on your brand, product or topic
- ✓ Sponsor representative as a mentor
- ✓ Attendance for four company representatives
- ✓ Advertisement within post-event eblast
- ✓ Mention within pre-event and post-event media alert

GIGA \$2,500

- ✓ Logo in event handouts
- ✓ Logo displayed website
- ✓ Logo in all email newsletters
- ✓ Logo on official banner
- ✓ Corporate table to showcase your products & services
- ✓ Corporate recognition on social channels
- ✓ On-stage mention in final awards ceremony
- ✓ Sponsor a minor prize (optional)
- ✓ Distribute swag

MEGA \$1,000

- ✓ Logo in event handouts
- ✓ Logo displayed website
- ✓ Logo on official banner
- ✓ On-stage mention in final awards ceremony

For more information about these benefits or if your company is interested in sponsoring meals, swag, prizes etc, please contact the innovAGE organisers. If there is a sponsor benefit that you would like to see included, please don't hesitate to reach out to us.

PARTNERS



Leading Age Services Australia (LASA) is the national peak body representing all providers of age services across residential care, home care and retirement living. We represent our Members by advocating their views on issues of importance and we support our Members by providing information, services and events that improve their performance and sustainability.

Our vision is to create a high performing, respected, sustainable aged services industry delivering affordable, accessible, quality care and services for older Australians.



The way health is delivered is changing. Telstra Health is leading that change by building solutions for a better connected health system. Regardless of the role you play in the healthcare system, patient or practitioner, provider or government, our goal is the same - we want to make health care easier for you.

We want to deliver a better experience, lower costs and increased convenience. We want to make healthcare simpler for everyone. That's why we've invested in digital health solutions across the health system – including general practice, aged and residential care, hospitals, radiology and pathology, pharmacy and indigenous care, health analytics and telemedicine.

And we're connecting those services together to empower patients in their own health, free healthcare workers from paperwork and make all that medical data meaningful.



The Aged Care Industry IT Council (ACIITC) was formed by the two industry Peak bodies Leading Age Services Australia (LASA) and Aged and Community Services Australia (ACSA) some six years ago with the express intent of providing the industry with a vehicle to consider and debate IT related opportunities and to disseminate the lessons learned from that process to the wider aged care industry.

ACIITC joined with global consulting firm Accenture to support the age services industry via a major Information and Communications Technology (ICT) upgrade. Other health professionals such as GP's and Pharmacists have already benefited from government support to improve their ICT services. The benefits within aged care are considerable, particularly when looking at telehealth that will enable home based consultations and provide enhanced healthcare to Older Australians in regional and rural areas. The message is simple.



Sponsorship Booking Form

Company Detail

Company Name (for invoicing purposes): _____

Company Name (for marketing purposes): _____

Booking Contact: _____ Position: _____

Phone: _____ Mobile: _____

Email: _____ Website: _____

Address: _____ City: _____

State: _____ Post Code: _____

Sponsorship Details

Package Requested (please circle): Tera \$5,000 Giga \$2,500 Mega \$1,000

In-Kind Support _____ Award Prize Only: _____

Support Offered: _____ Prize Offered: _____

Payment Details

Please circle your preferred payment option

Credit Card

Visa MC

Card Number: _____

Cardholder Name: _____

Expiry: _____ CCV: _____

Cardholder Signature: _____

EFT or Cheque

A tax invoice will be issued

50-word company
profile and eps
version of logo to
be sent with
booking form

Complete and send form to:

P: 02 6230 1676 | F: 02 6230 7085 | E: info@innovage.org.au

Booking Terms & Conditions

LASA ABN: 71 156 349 594

- All prices are in Australian dollars and are exclusive of GST
- Tax invoice will be issued following receipt of the booking form. Invoice valid for 14 days or 1 week prior to the event, whichever occurs first.
- A 50% cancellation fee applies for all bookings cancelled up to 4 weeks prior to the event.
- No refunds will be provided for any cancellation within 4 weeks of the events.
- Full payment is required prior to the event commencing.