

# *Extract:*

(link no longer available: <https://www.agedcommunity.asn.au/publications/Febo7.html>)

## **Snippets - Volume 7 Issue 2**

February 2007

### **General News**

#### **Update on the recent Aged Care Publicity**

The recent adverse publicity given to aged care by The Advertiser has again reminded us that we work in an industry that is 'open' to criticism when situations are taken out of context. As is always the case with this type of reporting there are always gross generalisations.

While understandably you are frustrated and angry it is important to remember that you are valued - by your fellow industry workers as well as the relatives and older people in your care. Those in positions of authority who understand the industry are also aware of the invaluable contribution that you make.

ACS responded on your behalf with a letter to the editor, which was published in *The Advertiser* on Friday 9 February 2007. Consideration was given to taking a stronger approach but decided against because of concerns that the media might not be interested in learning about the facts – unfortunately that don't sell newspapers!

**We have also met on two occasions since with Flinders University staff (including the Vice Chancellor) and are working with them to develop an appropriate strategy to ensure that we cooperatively work towards achieving positive publicity for the industry. This will be backed up by initiatives ensuring that researchers and students entering the work place are better educated about aged care issues.**

It is worth mentioning that those senior people we met with at Flinders are genuinely appalled by the action taken by a staff member but unfortunately the principle of academic freedom applied. In short the university has no authority to gag the publication of such information.

Quite often adversity also provides opportunity. An underlying message in The Advertiser articles was the inadequacy of resourcing to the industry. Pleased be assured that we at ACS will make sure government gets the message.

---