



FEROS CARE
GROW BOLD
BRAND INSIGHT

GROW BOLD ETHOS

To enable lives. To empower people to live vibrant, healthy, independent and connected lives.





WHO ARE WE

THE FEROS STORY

Feros Care started as a small, community-based organisation with two residential facilities in the North Coast, NSW. After first focusing on growing the villages to stabilise the organisation financially, Feros Care diversified and became a multi-regional provider of community-based aged care, winning competitive bids to grow into new regions across Australia.

An early foray into emerging Telehealth services in 2009 and the adoption of early-generation smart home technology meant Feros Care was poised to better support community-based clients through the delivery of in-home care and wellness programs that improved people's lives and enhanced their independence.

Feros Care has launched initiatives such as its charity to tackle loneliness, Be Someone For Someone; its volunteer arm, In Great Company; and a suite of digital health programs, including the Virtual Social Centre, Staying Healthy Living Well, and Let's Get Technical.

Feros Care's role as Local Area Coordinators for the NDIS in five regions across Queensland, South Australia and Canberra sees it supporting more than 20,000 people living with disability, along with their greater communities.

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OUR CORE VALUES



GAME CHANGERS

Innovators not imitators. We are the powerhouse of reinvention. We reframe perceptions and challenge conventions.



TRIBAL SHAPERS

Together we thrive. We bring our “A” game every day. We work to build a great culture and communities where everyone matters.



VIBRANT CREATORS

Positive and playful. We don't fit in, we stand out. Our energy is electric, our people are passionate and our purpose is real.



DREAM MAKERS

Powered by possibility. We create a place where our customers' wildest vision of what's possible comes to life.



KINDNESS WARRIORS

Committed to care. We give our time, energy, integrity and knowledge, but above all we give our hearts.



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THE FEROS **DIFFERENCE**

WE'RE HERE TO SHAKE THINGS UP

What we care most about is helping people live bolder lives. Healthier. Better connected. More active. More fulfilling.

We don't just want our clients to live. We want them to dream. To get their feet wet and their hands dirty. To laugh, have friends, be happy. To have ambitions, passions and plans.

We call it growing bold and for over 30 years, we are making it real, both for older Australians and those living with disability. We support people in many ways and with many services.



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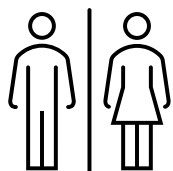
PEOPLE SNAPSHOT



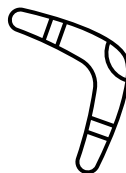
**938 EMPLOYEES
251 VOLUNTEERS**



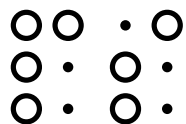
**379 DIRECT
CARE
PROVIDERS**



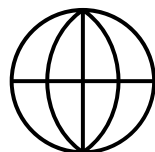
**15% MALE
85% FEMALE**



**17 IDENTIFY AS
ABORIGINAL AND/OR
TORRES STRAIT
ISLANDER**



**49 PEOPLE
IDENTIFY AS
HAVING A
DISABILITY**



**143
NATIONALITIES
AND 53
LANGUAGES**



**13% OF THE
WORKFORCE IS
AGED OVER 60**



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GROWING BOLD & SMASHING STEREOTYPES

At Feros Care we don't believe in conforming to pre-conceptions and stereotypes of ageing or living with disability. We call this 'growing bold' and it underpins everything here at Feros Care.

We want people to live their absolute best life. We believe that care doesn't mean being disconnected from life. Instead, it means being empowered and engaged to do the things that matter the most to you.

Every day we challenge the conventions of care by supporting people to stay connected to life, whether they need a little or a lot of extra help. This commitment is delivered with passion and energy by our carers. You'll also find it in the variety of our services to keep clients linked to community and interests. It's also evident in our use of smart technologies.

It's at the core of our attitude to care; we champion the enduring value and contribution people play in their community, work and family life. We're here to shake things up. We're here to do things differently. We're here to keep you connected to a bolder life.



MEET THE FEROS TEAM



JENNENE BUCKLEY
FEROS CARE CEO



TARNYA SIM
**FEROS CARE - CREATIVE MARKETING
LEAD**



CASSIA CRUZ
**FEROS CARE - PROMOTIONS AND
PARTNERSHIPS SPECIALIST**

MARKETING OVERVIEW

- We deliver brand activities, innovative campaigns and events to drive awareness of the Feros Care Grow Bold brand:
 - To heighten brand awareness
 - To provide potential clients with compelling reasons to choose Feros Care and ensure we are top of mind through Bold projects and brand campaigns
 - Feros Care has 4 brands under its umbrella;
 1. [Feros Care](#) – NFP People Care Service Provider
 2. [Aspire For Life](#) – Care Assessment & Planning Services
 3. [Be Someone For Someone](#) – a charity tackling loneliness
 4. [In Great Company](#) – a volunteer program to connect people
- We ensure brand consistency and drive lead opportunities across all client communications – from our website, magazine, literature, email newsletters and events through to social media messaging.



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DELIVERING BRAND AWARENESS

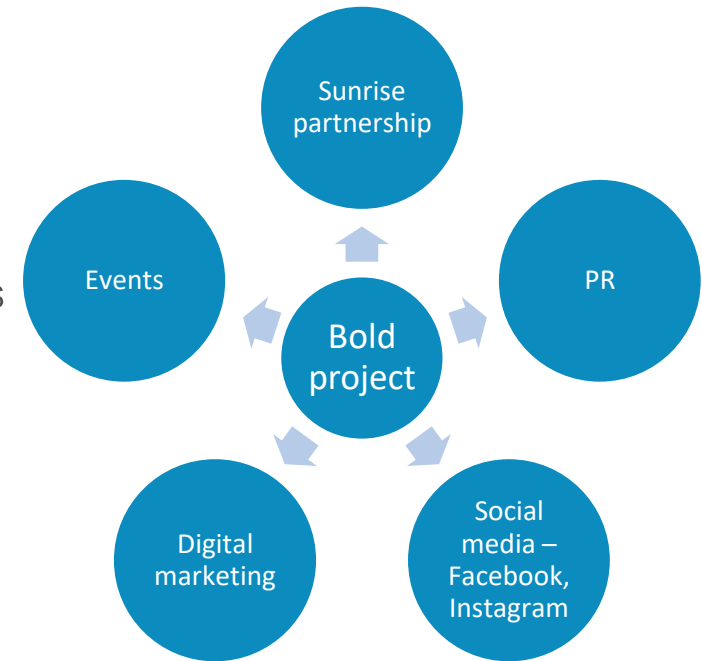
BOLD PROJECTS

A key focus in driving brand awareness is in delivering 'Bold Projects' which embody and showcase the brand and our unique points of difference – underpinning all these projects, is our desire to smash stereotypes, attitudes and perceptions to ageing and disability.

Examples include (please click links to find out more)

- [Pimp My Ride](#) – A street arts program for seniors
- Fearless Films – A short film series featuring (links feature later in document)
 - Season 1 (2018) - Films of People ageing boldly
 - Season 2 (2020) - Films of People living boldly with disability
 - Season 3 (2021) - Films of Seniors who are anything but retired
- [Grow Bold with Disability Podcast](#)
- [Gran Slam](#) – A performance poetry project for seniors
- [Ask Gran Not Google](#) – A national intergenerational connection program for seniors and students

These unique projects, rich in content, drive brand awareness through PR, social media sharing and a key brand partnership we have with Channel 7's Sunrise where we have regular feature stories and 'Feel Good Friday' segments.



What are the messages we like to communicate?

Dream big. Set goals. Have ambition.

Live with passion and purpose.

Do not box me in!

Age is just a number.

Grow Bold

FEARLESS

FILMS BY PEOPLE AGEING **BOLDLY**

[Fearless Films](#) is a collection of inspirational short stories showcasing the surprisingly bold lives of nine Northern Rivers seniors over the age of 75. The project was launched in Byron Bay in 2018 having over than 200 people attending the premiere event. Season 1 highlights:

- Secured inclusion of films in Virgin In-flight entertainment on all domestic and international flights during three months in 2019
- Screenings at International Film Festivals such as Frankfurt Ageing Festival and Legacy Film Festival on Ageing in San Francisco
- Film screenings rolled out at national events and sponsorships such as Bold Festival, Young at Heart Film Festival, Byron Writers Festivals, Cooly Rocks On, Cessnock Seniors Week, Activism Against Ageing and Shireability
- Feros Care secured as Finalist for Social Media Marketing Awards (Best Social Good Campaign) 2019 and MACA Media Awards 2019
- The project has generated over \$1.5 million dollars in PR/media value

[WATCH THE TRAILER, THE FILMS AND FIND OUT MORE ABOUT THE CHARACTERS HERE](#)

FEARLESS

SEASON 2

FILMS OF PEOPLE LIVING BOLDLY WITH DISABILITY

Following the success of Season 1, Fearless Films returned in 2020 with [Season 2](#) challenging traditional views around the lives of people with disability. It showcases six short films featuring fearless Australians living with disability through the eyes of regional filmmakers - bold, daring, and extraordinary, these people smash disability stereotypes and perceptions.

Having only launched in December 2020, with a virtual premiere event to coincide with International Day of People Living with Disability, this project is kicking goals as we continue to increase its promotion including:

- Internal LAC regional VIP launches at Feros Care offices in Townsville, ACT and Tweed Heads South had the presence of the film stars and local media TV outlets
- Key external stakeholder buy-in such as NDIA and IDWPD sharing the films on social media and their digital channels
- Generated over \$2 million dollars in media coverage in only three months including two Sunrise, Channel 7 features

[WATCH THE TRAILER, THE FILMS AND FIND OUT MORE ABOUT THE CHARACTERS HERE](#)

WHAT'S NEXT

We will build upon our learnings from previous seasons of Fearless Films and meet the objectives by approaching Season 3 holistically.

We know we need to find stories that are inspirational, captivating, fresh and BOLD.

We know we want to support our regional filmmakers to tell these stories to the best of their ability.

But we also need to work strategically to make them stand out in the increasingly cluttered online content landscape.

FEARLESS

SEASON 3

FILMS OF SENIORS WHO ARE ANYTHING BUT RETIRED

