



Wednesday, 11 August 2010

## **SILVER CHAIN TAKES A GRAND STAND ON THE GRAND PLAN**

Chief Executive Officer, Mr Chris McGowan, today announced Silver Chain's support of *The Grand Plan*; a new vision for the care of older Australians.

The Campaign for Care of Older Australians (CCOA), in collaboration with many major industry representative bodies, is campaigning for the reform of aged care. *The Grand Plan* proposes immediate and longer term strategies to reform how, when and where aged care services are delivered to meet current and future demand. *The Grand Plan* aims to celebrate older people who have made our country great and seek bipartisan support for more choice and access to aged care services within a properly funded and regulated system.

"Silver Chain is whole heartedly backing the Aged Care Industry Council's campaign to bring about awareness and change to funding of the aged care sector to ensure sustainability remains a priority for everyone," Mr McGowan said.

"Australia has a rapidly ageing population that is living longer, with more complex health conditions and increasing and changing aged care needs. As we move forward, we are entering an era where older people are forecast to represent a quarter of our population, and as the aged care sector struggles to gain access to appropriate funding, times are even tougher for community care.

"As Silver Chain seeks to increase the community's capacity to maximise its health and wellbeing, we are supportive of measures which will encourage continued choice and better access to ensure sustainability for older and aging Australians," Mr McGowan concluded.

For more information about *The Grand Plan*, visit [www.thegrandplan.com.au](http://www.thegrandplan.com.au).

Information about Silver Chain and its services can be found by calling (08) 9242 0242 or at [www.silverchain.org.au](http://www.silverchain.org.au).

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