

A PROFESSIONAL COMMUNITY RE-IMAGINING AGEING

Ageing populations around the world provide us with an unprecedented opportunity to make a positive impact in the lives of more senior citizens than ever before. As part of an international SONA™ professional community, the BallyCara Institute will support your organisation with ongoing access to our expertise, and sharing best practice with other organisations committed to re-imagining the ageing experience.

SONA™ is a unique approach and commitment to fulfilling your organisations purpose. Joining our SONA™ community means you'll be in the company of the best in their class. The SONA™ brand is therefore a signal to your clients and families that you are committed to going beyond the basics, and see the whole picture of healthy and happy ageing.

SONA™ also incorporates the United Nations Principles for Older People (1991) calling for commitment to actions supporting independence, participation, care, self-fulfilment, and dignity for older persons. SONA™ also fulfils the WHO (2002) Active Ageing call for ageing to be a positive experience accompanied by continuing opportunities for health, participation, and security.

ENGAGING WITH BALLYCARA

BallyCara is committed to reframing ageing in Australia and beyond, with a mission to "inspire healthy and happy living across generations, be a catalyst in the lives of our friends, and build communities where age is no barrier". Our research with Queensland University of Technology has highlighted BallyCara as a positive example of active ageing, and the important role of our SONA™ approach. Recently, BallyCara Village was recognised as Australia's Happiest Retirement Community.

BallyCara has earned international recognition as a leading provider in the ageing industry providing services on a local, national, and international basis. Our executives hold senior leadership roles in several national and international aged care associations and federations, including the Global Ageing Network and the Leading Ageing Services Australia, and are regularly sought as inspiration for international conferences and gatherings.



NEXT STEPS

We invite you to experience first-hand the SONA™ experience either on site in Australia at our state-of-the-art facilities at Scarborough, Queensland, or we would be pleased to arrange a virtual discussion with our team. We look forward to exploring with you how BallyCara can partner with you to inspire healthy and happy living in your community.



For further information please contact BallyCara

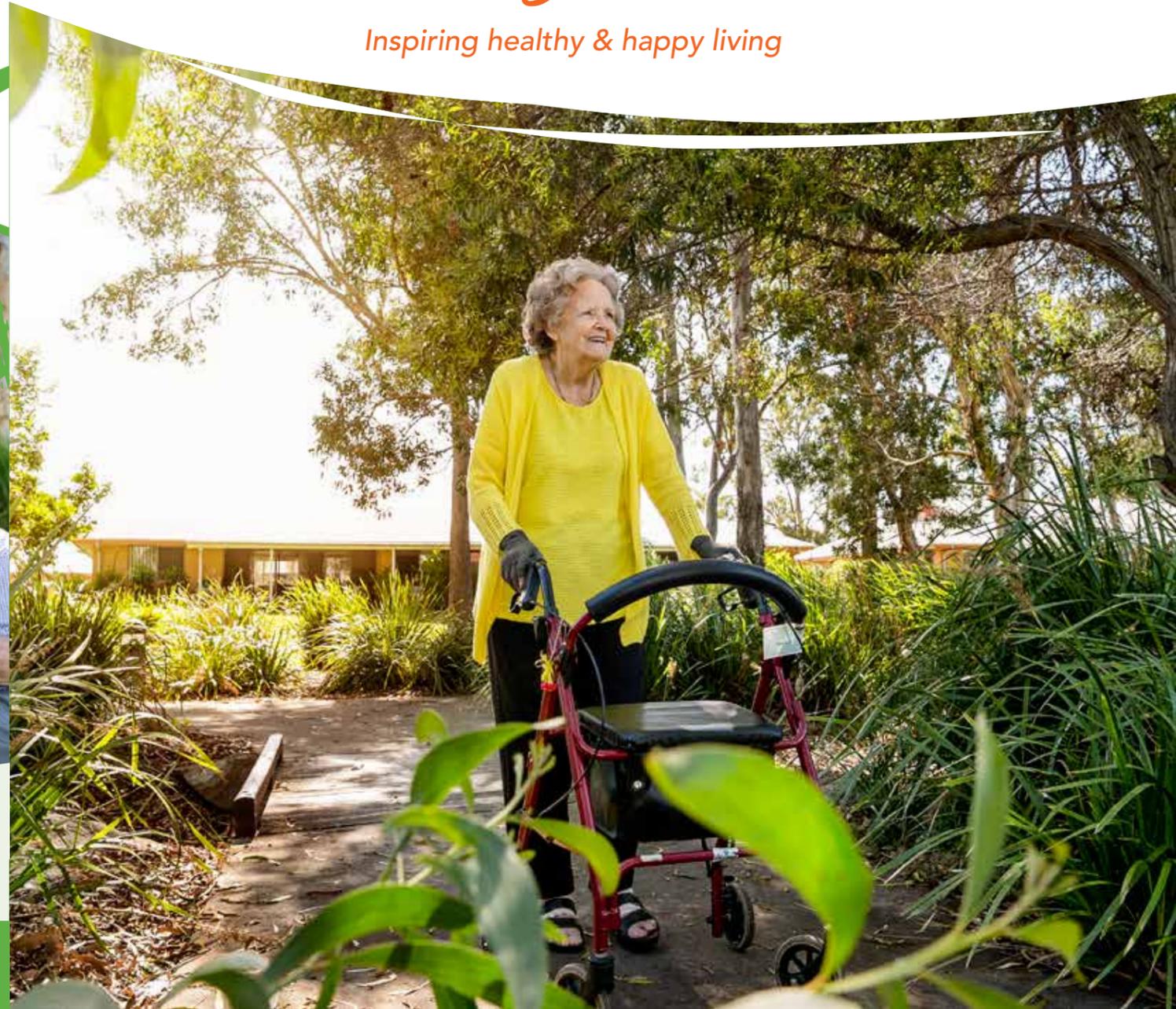
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VILLAGE HOMECARE WELLNESS INSTITUTE

TRANSFORMING AGED CARE THROUGH SONA™



Inspiring healthy & happy living



ABOUT BALLYCARA

BallyCara has a proud 120-year history in health and social service provision across the state of Queensland, Australia. BallyCara Villages, HomeCare and Wellness business streams provide services to seniors across an expanding geographic footprint, including retirement living and residential aged care accommodation, preventative and restorative health services and wide-ranging support and care options.

The BallyCara Institute is our knowledge-based professional services arm providing business-to-business consulting, partnering, and advising on the establishment and management of service and accommodation operations.

WHAT IS SONA™

BallyCara's SONA™ approach is a proven methodology for individualised care and services which was created in 2011 in response to a review of the organisation's unique lifestyle philosophy and our commitment to inspiring healthy and happy living. SONA™ is Gaelic for Happiness, reflecting BallyCara's Irish heritage.

The SONA™ approach consists of the following:

1. Embrace: We have a passion for information and love of wisdom, building in-depth knowledge of our customer's unique backgrounds, and pursuing a continuing investigative journey in our engagement with them.
2. Enhance: Individualised assessment and supported programming based on the individual's passions, strengths, and abilities.
3. Prosper: Injecting motivation, energy, and hope to ensure progressive happiness, realised potential, and ensuring the individual's purpose is met.

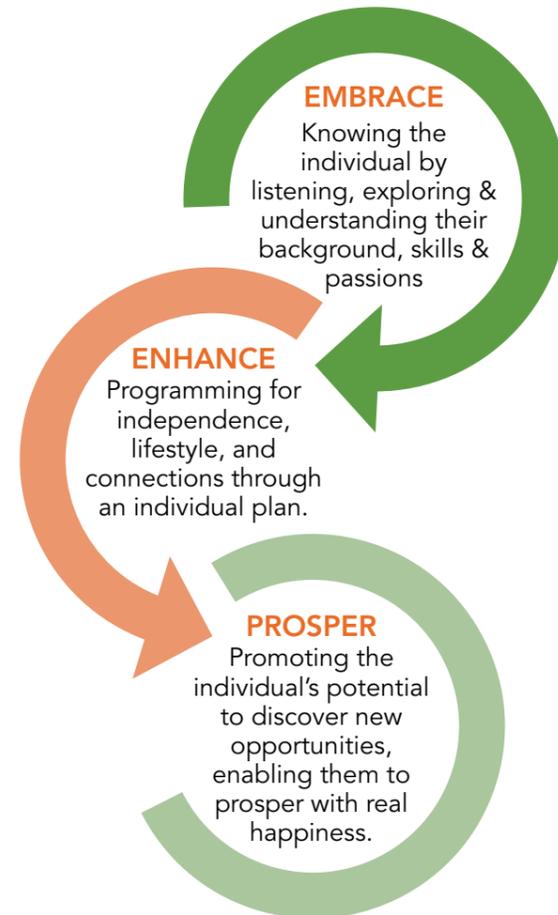


Figure 1. The SONA™ Approach to Health and Happiness

HOW DOES SONA™ WORK? OR THE SONA™ ORGANISATION

At its heart, SONA™ is an organisational commitment to building a culture of changing practice in aged care. It provides an operational management and workforce development methodology backed by independent evaluation by the Queensland University of Technology. Specific protocols have been developed to embed SONA™ in the organisation, including;

- Client Programming: Individualised SONA™ Assessment and Care planning, the essential first step in helping residents approach aged care with a sense of future-mindedness, rather than seeing aged care as a place and home of decline.
- Customer Experience Approach: Ongoing engagement to support clients as they progress, achieve, and develop, regularly updating their own SONA™ Plan, with staff empowered to apply their own initiative.
- Talent Recruitment: Embedding SONA™ into recruitment processes, consciously attracting employees who are most likely to embrace the SONA™ approach.
- Workforce development: Going beyond the client, SONA™ extends to the acknowledgement of the strengths, passions, and ambitions of all staff, integrated into performance management and planning.
- Quality and Compliance: Procedures and reporting that provide high standards of accountability fulfilling, and going beyond the stringent Australian Aged Care Quality Agency standards.
- Operating System: A bespoke, in-house system that underpins the above and allows progress and compliance reporting.
- Organisational Culture: When embedded across an organisation, SONA™ gives an enduring sense of purpose, engaging both staff and residents, and becoming a guiding principle for organisational strategic growth.

OUTCOMES TO EXPECT

SONA™ has been a focus for ground-breaking research over the past four years made possible by an Australian Research Council grant in partnership with Queensland University of Technology. The research findings clearly demonstrate the benefits through the adopted service methodology for individuals and their families as well as positive outcomes for the provider organisation in terms of workforce, market share and delivery on mission and vision.

This research into the impact of SONA™ encompassed our Village residents (Independent Living) and relatives, HomeCare clients, Wellness customers, and high care dementia residents and relatives. Significant outcomes were experienced for the range of clients, as illustrated in Figure 2.

Other outcomes included:

- Incidence of depressive symptoms decreased to 18.2% in residential aged care delivering SONA™ (Compared to 52% of all permanent Australian aged care residents).
- Leads to higher job performance, satisfaction, and morale of front-line service staff through delivering SONA™.
- SONA™ resonated strongly with staff individual motivations for working in aged care.
- The application of SONA™ goes beyond enhancing the day-to-day lives of residents, leading to enriched care practices.

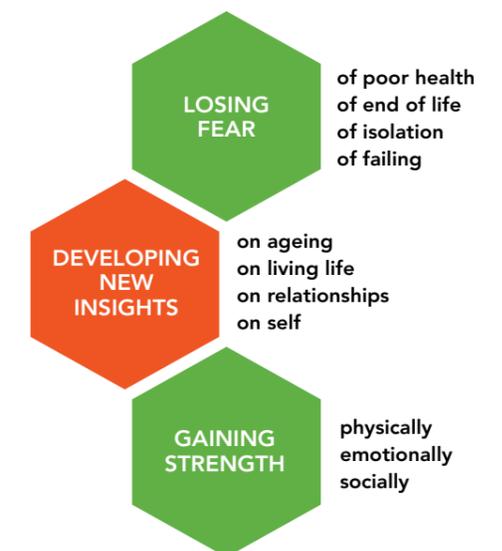


Figure 2. Outcomes of SONA™ Research conducted by Queensland University of Technology, 2015

