



AHCWA NDIS Business Solutions Program

**Marketing Project -
Implementation Guide**

WA ACCHS Marketing Project

Project Implementation Guide

The NDIS Marketing project is a combination of resources developed to help the Aboriginal community-controlled sector showcase National Disability Insurance Scheme (NDIS) and Aged Care services they offer in their communities.

The resources have been developed by the Aboriginal Health Council of Western Australia (AHCWA) in partnership with Member Organisations who are disability or aged care-delivering organisations.

What's the project about?

To enable Aboriginal Community Controlled Health Services (ACCHS) market their NDIS service in contemporary ways.

To provide guides and resources that will assist ACCHS increase awareness and understanding around Disability and Aged care services they offer.

What's included in the Project?

Social Media Tiles (Facebook and Instagram)

Communication Toolkit – the NDIS marketing toolkit will provide examples on implementing the social media resources developed through the project.

Brochures – Digital and Print

- Print additional copies using your printer or professionally in similar dimensions.
- Request specific illustrations in Vector format for personalisation.

Marketing Framework – to support organisations' planning and implementation of marketing strategies.

Organisational Success Story – Broome Regional Aboriginal Medical Service.

Social Media Tiles

AHCWA has created a suite of social media tiles encompassing the NDIS fee for services, grant based services and relevant aged care services.

Who is this for?

These tiles can be used by any organisations that wishes to showcase their services via social media, print or digital platforms.

How to Implement

Complete the Marketing Framework attached and identify suitable resources included in the campaign.

Brochures

AHCWA has created four Brochures to assist staff in showcasing and sharing disability and aged care services offered by their respective organisation.

Who is this for?

These resources may be used by organisations (staff and community members) where there is a preference for physical resources.

How to Implement?

Brochures could be used to aid patient interactions and help them understand service offerings at the ACCHO/AMS outside of clinical care.

Marketing Framework

This consolidates evidence-based marketing frameworks attributed to current practices across WA ACCHS.

Who is this for?

Aboriginal Community Controlled organisations that wish to increase community and stakeholder engagement and to build awareness around their NDIS or aged care services.

How to Implement

Complete the marketing framework to help identify the organisational position with NDIS services and utilise the available resources to attain desirable outcomes.





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