



Brightwater

We see what others don't



Corporate
Partnerships
with Brightwater



The business of caring



Brightwater is a leading not-for-profit provider of aged care, disability and retirement services that has been part of the Western Australian community for over 100 years.

We are committed to supporting the community through their health and wellbeing challenges, while maintaining their dignity and providing an environment that offers them independence.

Our team has garnered respect from clients, industry and research stakeholders alike due to our approach of care. We see it as our responsibility to enable our clients to lead their most fulfilling lives – but, more than that, we see it as our privilege.

About Brightwater

Our considerable experience has built an organisation with expertise in aged care, dementia, Huntington's disease, disability support, and acquired brain injury rehabilitation. This expertise is shared with our clients.

At Brightwater we support people of all ages to live a better quality of life. With a track record that dates back to 1901, care is at our core.

We stand behind our clients during times of personal change, using experiences and understanding to be the support they need.

We also know how important it is for us to keep learning. Our in-house research team enables us to innovate, trial and measure outcomes. The Brightwater Research Centre collaborates with industry partners and universities to ultimately deliver new ways to improve the wellbeing of so many.

We value all of our supporters and rely on the community and corporate supporter's generosity to enable us to deliver extras to the people we support.

Our vision



Our vision for the future is to ensure everyone in our care is able to pursue independence and to constantly improve and enhance our clients experience.

To excel in the areas of research, to ensure we age well, to create programs and services that enhance the well-being of the community and to expand our rehabilitation services for the good of all.

This needs considerable resources. As a not-for-profit organisation, Brightwater relies in part on community and corporate generosity to enable us to deliver extras in many different ways to the people we support. We continue to be inspired by the willingness of individuals and businesses in WA. Funds raised and corporate support is and always will be directed to the extra things that an organisation like ours would not normally be able to fund, such as life experiences for our clients, special equipment and programs or vital research.

This is where our Corporate Partners can and will make a difference, by providing their time, their talent and their resources. YOU can be part of our journey and our client's future and in the process engage your staff, enhance your brand and become part of the process that makes people's lives better.

Our locations



Residential aged care

- 1 Joondalup
- 2 Oxford Gardens, Joondalup
- 3 Kingsley (transition care)
- 4 Madeley
- 5 The Village, Inglewood
- 6 Birralee, Innaloo (transition and permanent care)
- 7 Onslow Gardens, Subiaco
- 8 Redcliffe
- 9 South Lake
- 10 Huntingdale
- 11 The Oaks, Waikiki
- 12 The Cove, Mandurah

Disability services

- 13 Marangaroo
- 14 Balcatta
- 15 Maylands
- 16 Kailis House, Belmont
- 17 Ellison House, Carlisle
- 18 Oats Street, East Victoria Park
- 19 Cannington
- 20 Bentley
- 21 Manning
- 22 Warnbro

Retirement

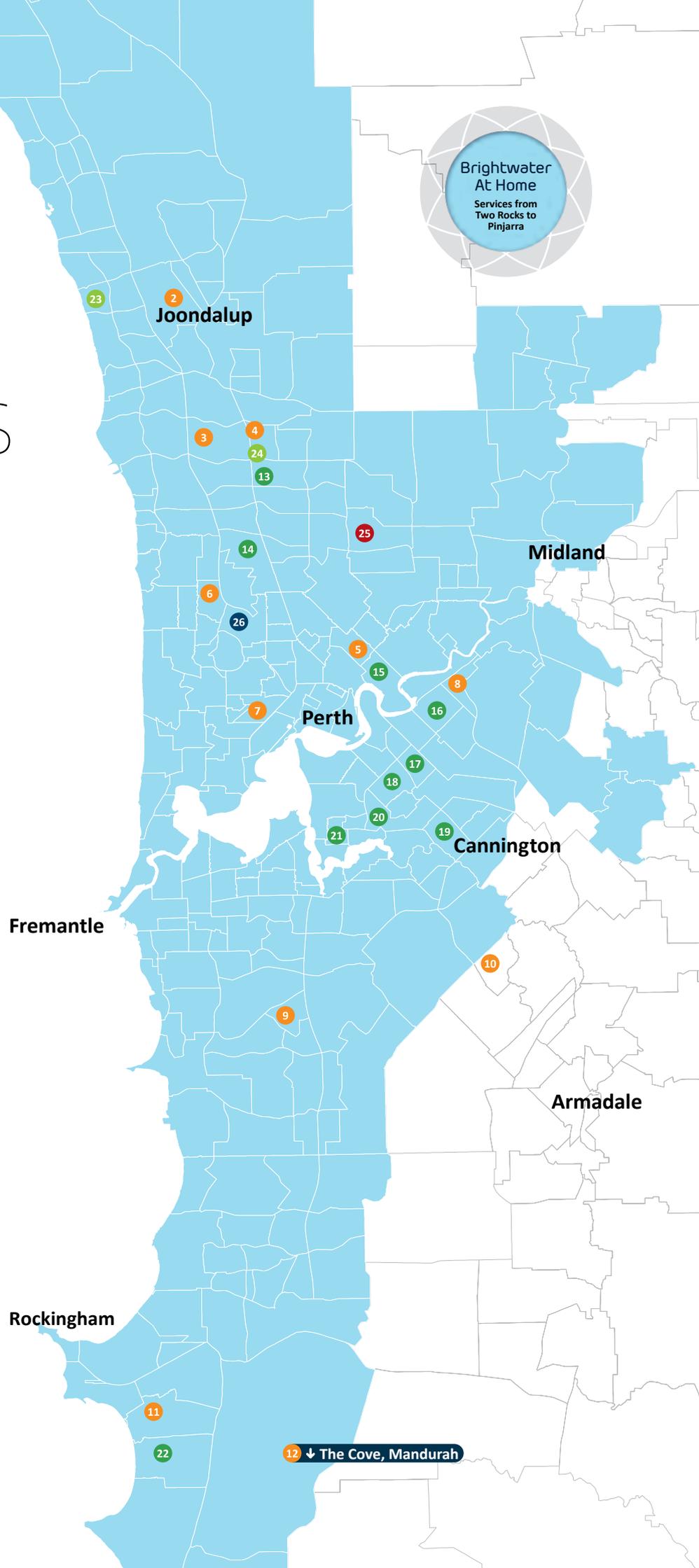
- 23 Odyssey Residences, Iluka (proposed 2021)
- 24 Kingsway Court, Madeley

Commercial services

- 25 Linen and Catering, Malaga

Head office

- 26 Osborne Park



What we do



At Home
65+

Services to support health and happiness

1000+ clients
18+ services available



Residential
65+

Round the clock care in a Brightwater home

12 homes
2 for after-hospital care



Disability
18 - 65

NDIS and specialist support for younger people

11 supported homes
2 for Huntington's disease
1 for brain injury rehabilitation



Retirement
+55

Lifestyle communities for the young at heart

1 suburban village
+1 coming soon



Linen

Our business to business laundry service

3500sqm facility
800,000kg cleaned per month



Catering

Our business to business meal service

1000sqm kitchen
600,000 meals per year



Dementia Specialist Support

Australia's 1st Specialist Dementia Care unit established in Brightwater's The Village

8 specialist beds for 8 clients
1 unique unit
Potential to help 1000's



Volunteers

Providing assistance and companionship to clients

550 volunteers
of 40 nationalities



Employment

Where employment is more than a job, it's a chance to be part of the broader community

11 year partnership with the Autism Association
Employing 12 autistic men and women at Brightwaters commercial laundry
100% valuable contribution to Brightwater

Research

Conducting research that uncovers solutions to make a difference to the lives of our clients and those in the broader community

49 projects underway



Key research domains



Acquired brain injury



Ageing well



Dementia



Continence



Nutrition



Palliative care

Impact report

Our impact reaches far and wide into the community we live, but also has a far wider impact across state, territories and the world at large through Brightwaters numerous programs and services. In the last 12 months in collaboration with our supporters and partners we have achieved the following:



Life's Possibilities

Over 100 client's dreams have come true through our Life's Possibilities program. Many members of the Brightwater family deal with reduced possibilities in their own lives due to the effects of ageing, Huntington's disease, neurological conditions, disability or acquired brain injury.

The benefit of Life's Possibilities is enormous and provides the socialisation and wellbeing of clients and residents – individuals and groups – to enjoy outings, in-house events, new programs and experiences.



Music Pharmacy

Over 300 residents and carers across our sites have experienced the joy of our music therapy sessions. The program has provided our residents and clients with strategies that use music as a tool to support health and well being.



Downer Getaway Camps

Over 78 clients have attended the Downer Getaway Camps which has enabled clients with disabilities to participate in a range of adventurous activities that they'd otherwise not have the opportunity to do.



Research

At the Brightwater Research Centre, we are conducting research with community, industry and academia that uncovers solutions to make a difference to the lives of our clients and those in the broader community. Working on 49 projects with 35 partners & collaborators in the areas of acquired brain injury, ageing well, continence, nutrition, dementia and palliative care and have been represented in 17 publications and presentations.



Volunteers

550 volunteers from all walks of life have volunteered their time across 25 sites. We provide training opportunities to volunteers including sessions on dementia, disability services and acquired brain injury.



Specialist Dementia Support

The Federal Government offered Brightwater the privilege of running a pilot program at our specialist dementia care unit. The program has the potential to help thousands of Australians in the future.



Oats Street Brain Injury Rehabilitation Centre

We are internationally recognised for the services we provide and have supported 48 clients on their rehabilitation journey.



Kings College London

We formed a 10 year alliance with Professor Lynne Turner Stokes at King's College London to further our research into brain injury rehabilitation.



Granting access to those most in need

Through grant funding we are able to empower some of the most vulnerable in our community, providing additional training to staff to enable us to support Aboriginal members of our community and those who are homeless.



Transitional Care for Young People

Through our transitional care services we have seen first hand the body's incredible ability to recover, learn and thrive long term with 23 transitional care places available for young people affording them a stepping stone to independence.

Partnering with Brightwater

**We seek partnerships
with leading corporations
who are philanthropic
and strategic in their
thinking, who recognise
that corporate social
responsibility not only
feels good, but is good
for business.**

We offer an array of opportunities for companies who want to make a real difference in the community they live.

Your business has unique qualities and different business goals. Every company is different and we appreciate this. We are willing to work with you to create a unique partnership that works specifically for your business. We will help you realise your goal, connect to what's unique about your business and what resonates with you.

We seek partners who are looking for a long term relationship and who can also help us achieve our goals. We rely on corporate support to do this. Our success lies in our ability to work in true partnerships where collaboration is key.

We see it as our responsibility to enable clients to lead their most fulfilling lives, but more than that we see it as our privilege. We hope you see that too.

How you can partner

There are many different ways you can partner with Brightwater:



Donations

Let's match you with a Brightwater service or program that aligns with your business interest, work with us every step of the way and see the difference your support will make first hand. All donations are tax deductible.



Event Sponsorship

We have various sponsorship opportunities available including our inaugural key note address series.



Workplace Giving

There are many ways for your staff to get involved in workplace giving. Employees can commit to Brightwater on a regular basis, which can then be matched by the employer, with donations taken from pre tax pay with the tax benefit for the employee immediate.



Chosen Charity

Choose Brightwater as your chosen charity for a particular fundraising activity throughout the year, or consider us as your preferred charity partner for the year.



Fundraising Events

Partner with an existing fundraising event that asks you to align with a particular charity and choose Brightwater. Or create your own fundraising event.



Lunch & Learn Sessions

Inform and engage your staff with a session from Brightwater on ground breaking research or how a life has been impacted for the better through a particular rehabilitation program.



Boardroom Networking Events

Hold a boardroom function to inspire and promote your involvement with Brightwater to your stakeholders and valuable business network, while listening to an impactful presentation from the team at Brightwater.



Volunteering

Get your staff involved and support a Brightwater service, whether it be getting out and about with our residents, or giving the garden a makeover, our volunteers make a real difference. Not only will your employees develop new skills but they will in turn improve the well being of our clients.



Workplace Buddy

Consider our clients for any work placements that may assist in their rehabilitation process, affording them a potential pathway back into the workforce.



Brightwater Christmas Appeal

Our annual appeal asks for donations to our Lifes Possibilities program. Use this special time of year to donate to a cause that offers our clients the opportunity to enjoy experiences that we take for granted. Our aim is to grant 250 wishes this year through our Brightwater Christmas Appeal.



Make a Meal/Team Time

Get a group of employees together and work with our clients to cook up a storm in the kitchen, throw some hoops or another team activity to not only build your team but also the spirit and well being of our residents.

Corporate partner benefits

Brightwater offers corporate supporters a number of commercial benefits including networking opportunities, exclusive event invitations, logo placement, acknowledgement on our website to name but a few. We work with you to closely develop a uniquely designed partnership that meets your business objectives



Your logo on our corporate partners page and a partner story to feature on our partners@brightwater page with a link to your website.



Social media posts on our Facebook and LinkedIn accounts announcing the partnership, with regular follow up posts on progress of the partnership.



Individual partner story to feature in our quarterly newsletter Brightlife, our e-newsletters, plus communications to staff and volunteers, with a combined distribution of 6000.



Brightwater speaker to attend a lunch and learn session at your workplace.



Brightwater to actively seek media opportunities pertaining to the partnership.



Invitation to our business events program, where our corporate supporters will be acknowledged on the event collateral.



Tours of our sites.



Staff volunteering / employee engagement.



Certificate of appreciation.



Featured in our annual report on our corporate supporters pages.

Our partnerships at work

Existing corporate partners who have worked with Brightwater have helped us to realise significant milestones as well as engaging their staff in the process. This is real collaboration at work.



The *Downer* Getaway Program was established in 2017 and enables clients with disabilities to participate in a range of adventure activities they'd otherwise not have the opportunity to do. Clients with moderate to high care needs enjoy a four day residential camp thanks to the *The Downer Group* who have continued to provide financial assistance and volunteers to help at the camp.

◀ *Oats Street* client *Erron Haley-McCracken* who sustained an acquired brain injury and is rebuilding his skills.

Oats Street Brain Injury Rehabilitation Centre has been helping people with an acquired brain injury for over 20 years. Our rehabilitation approach is unique. Thanks to *Lotterywest* funding, we were provided with the opportunity to develop a range of resources that explain what happens at Oats Street and the remarkable difference the centre makes in people's lives.

Mark, former Oats Street client who featured in the campaign. ▶



In 2018 *The Insurance Commission of WA* funded significant research through the Brightwater Research Centre that looked to improve independence and reduce the cost of continence care for people with an acquired brain injury. The research trial was a success and as a result Brightwater has developed an approach to continence that has been rolled out across all Brightwater sites and made available more widely to the sector.

To talk about a partnership with
Brightwater please contact:

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