

MEDIA

KIT

SALT

Inaugural

SALT DIRECTORY

www.saltdirectory.com.au
info@saltdirectory.com.au





HELLO,

We're excited to share SALT Directory's story.


This media kit provides a quick overview of our brand, values, and offerings, as well as key assets to help introduce us to your audience.

Please contact us to discuss next steps and how we can collaborate further. Thank you for joining us on this exciting journey!

Karen T & Karen K



 info@saltdirectory.com.au

 PO Box 185, Carina, QLD, 4152

FOUNDERS



Karen Keynes (KK)

Positive and Uplifting,
Compassionate, Kind,
Resilient and Supportive,
Dynamic Problem Solver,
Passionate About Aged Care.

Karen K

Karen Taylor (KT)

People Centric, Empathetic
Leader, High Emotional
Intelligence, Values-driven,
business orientated,
fulfilled by helping others.

Karen T



WHO WE ARE

The Senior & Aged Care Living Transition (SALT) Directory is where you go.

It provides a single, central location to connect vetted businesses with Seniors and their families across Australia. Operating since 2022, Website live June 2023.



HOW WE HELP

- Easing the transition overwhelm for Seniors and their families.
- National organisation with vetted member businesses.
- Growing number of partner businesses, not for profits and peak bodies.



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📍 PO Box 185, Carina, QLD, 4152



WHAT MAKES OUR MEMBERS UNIQUE.

- Specialists in supporting Seniors transitioning.
- Operate with the right intent in that they are relatable and usually have a lived experience with a loved one that drives their passion to do what they do.
- Agree to and abide by the SALT Code of Ethics.
- Deliver their services with care, compassion & empathy.
- A community of like-minded people.
- The Founders know each and every one of their members and engage regularly with them.
- They value providing education to the community around navigating the journey from active senior through to end of life.



OPPORTUNITIES

The % of the population over 50 is growing each year. The increased desire for information and education aligns with the increase in the tech savvy Seniors entering this phase of life.



SENIORS ARE SEEKING

**Based on our conversations in the community and at expos*

- Access to education sessions about transitioning – downsizing, in home care, retirement living and aged care.
- Opportunities to ask questions of specialists and experts in this space.
- Where to find businesses with the right intent who genuinely care, this includes not for profits, peak body organisations, accommodation providers, home care providers, community care providers, allied health services and more.





WHAT IS IN IT FOR YOU?

Leads to your organisation, company or association to be seen as an expert in your industry.

Build a trusted network with other businesses who are also supporting this important sector for the right reasons.

Encourage earlier conversations around ageing and be part of a bigger voice to help this become reality.

Other options:

- Future options are planned with regard to sponsoring and being involved in the production of articles, podcasts & blogs.
- Attending local and national 'SALT Dished Up' events (where SALT hosts or co-hosts events) throughout the year.
- Get involved in 'SALT at the Table' events (where SALT is an exhibitor).
- Awards Night attendance – This is where we get to recognise and appreciate the members, and you get the opportunity to sponsor an award, become an esteemed judge alongside other industry experts, national organisations and the Co-Founders of SALT Directory.



REACH & ENGAGEMENT



400K+
TOUCH POINTS



7K +
ATTENDEES





5+
STATES



13+
EVENTS



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SALT MEMBERS.

Australia Wide



Help Seniors

Gender



Female



Male

Age



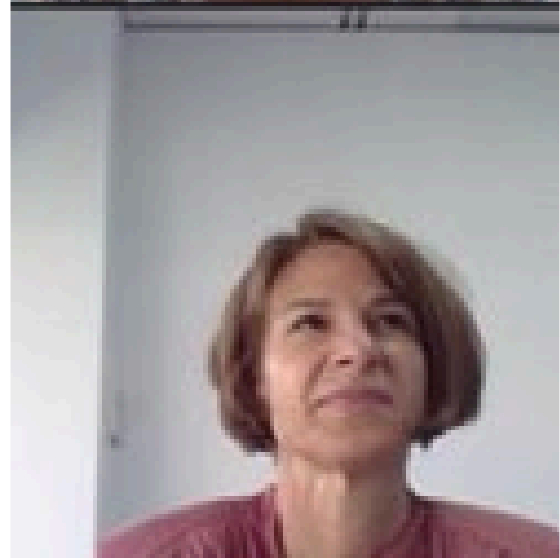
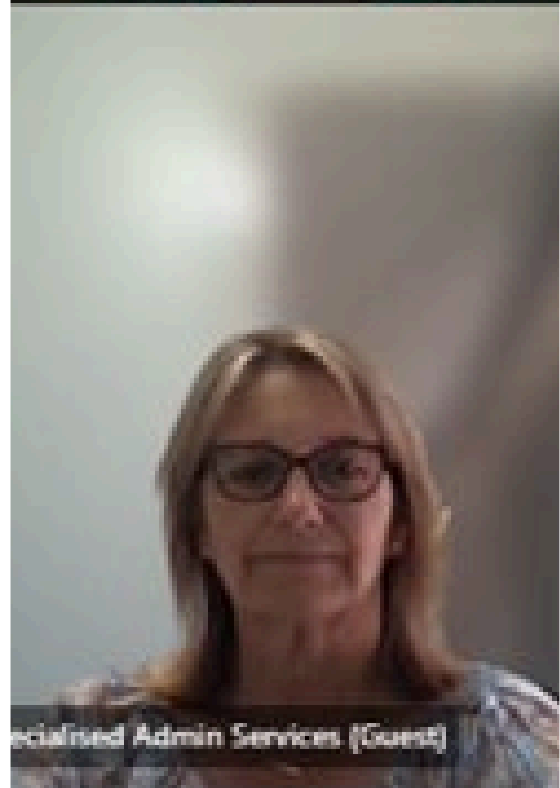
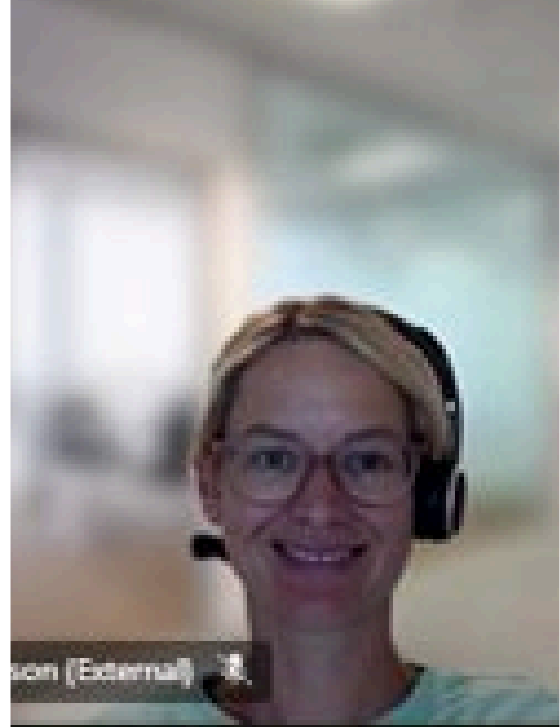
80+

65-80

50-65



*Indicative demographics





BRAND OVERVIEW

Brand Guidelines

Logo Usage: All Members, Partners, Panelists and brand use the same logo.

Colour Scheme: Black, White, Gold and Brown.



MARKETING MATERIAL.

SALT
Directory



SALT
Directory

AGEING
SUPPORT
SERVICES
WITH
SALT

episode 76

SALT
Directory

The Senior & Aged Care Living Transition
(SALT) Directory... Highlights a group of professional experienced
dedicated businesses specialising in the care of seniors during the later
stages of life and those needing new living arrangements from active
living to retirement living to aged care and dreamtime.

Within the SALT Directory, you'll discover a comprehensive array of
essential businesses aimed at easing this emotional and challenging
process.

From cleaners and decluttering services to removalists, real estate
agents, placement consultants, financial planners, solicitors, end-of-life
services, and beyond, you'll find everything you need in one convenient
location.

#SALT IS WHERE YOU GO
Find what you need, When you need it

WWW.SALTDIRECTORY.COM.AU

Maggy's Recipe for Life

WIN
WAR
with Ma

In this exclusive extract from Maggy
Australian chef has teamed up with
one of the most debilitating d...
that help provide the residents of
The proceeds from this book will be
Foundation and the Lions Aid
These recipes are extracted
published by Simon & Sch

SALT
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This Senior & Aged Care Living
Transition Directory... (SALT) Show-
cases a cohort of professional
experienced dedicated businesses
specialising in the transition of Seniors
needing new living arrangements, the
SALT Directory gives you a One-stop
Shop for all the incidental and
necessary businesses to help make
this emotional and arduous task
easier, find Cleaners, Decluttering
Services, Removalists, Real Estate
agents, Placement Consultants,
Financial Planners, Solicitors, and
many more.

SALT DIRECTORY
WWW.SALTDIRECTORY.COM.AU

WHERE TO GO WHEN YOUR
JOURNEY STARTS



SALT
Directory

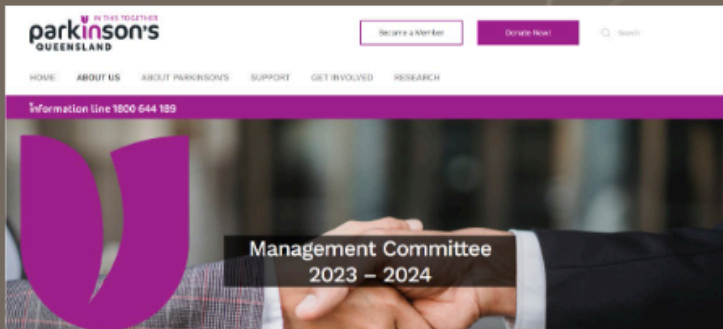
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Recognised
by Industry
for making a
difference in
the business
world



AWARD NOMINATIONS



Karen Taylor


Secretary

Karen Taylor, a seasoned professional with experience in Business management, Finance, Project Management and Digital Transformations. With a passion for innovation and a track record of delivering impactful solutions, Karen is dedicated to driving organizational success. Her expertise spans multiple industries, and she has a proven ability to lead teams through complex projects with clarity and precision. Known for her strategic vision, big picture visionary and high level of emotional intelligence, Karen is committed to guiding businesses towards modernization and growth. As a trusted advisor and partner, she embodies integrity, professionalism, and a relentless pursuit of excellence.

"With over 30 years of professional experience, I offer a wealth of diverse perspectives and insights that are uniquely mine. I am committed to bringing this fresh outlook to PQI, ensuring that I am fully present and engaged for its members whenever the opportunity arises. Rest assured, I will strive to make a meaningful contribution to the organization's success"



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BUILDING AWARENESS

Inclusee have developed a program for their participants to be educated by the members each week over 12 week blocks.


SALT Directory and COTA ACT have partnered to provide an interactive space in the Seniors ACT Expo held every September, where there is an expected 3000+ Canberrans that will visit for information and guidance in the aged care journey.

SALT Directory and Pop Up Health have joined together to provide an interactive space in the Seniors DAL Expo South Australia held every year, where there is an expected 3000+ visitors that will attend.

SALT & Avanti Health Centres co-host senior expos each year across 8 locations in Qld and Vic, members in Canberra with SALT hold 2 education sessions over the year and members of SA come together once a year to hold education expos.



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PARTNERS & AFFILIATED INDUSTRY BODIES.



Partners:

ACCPA QLD

COTA ACT

COTA Aust

COTA Qld

Dementia Aust

Inlusee

Meaningful Ageing Australia

National Seniors Aust

Palliative Care Aust

Parkinson's Queensland

Pop Up Health

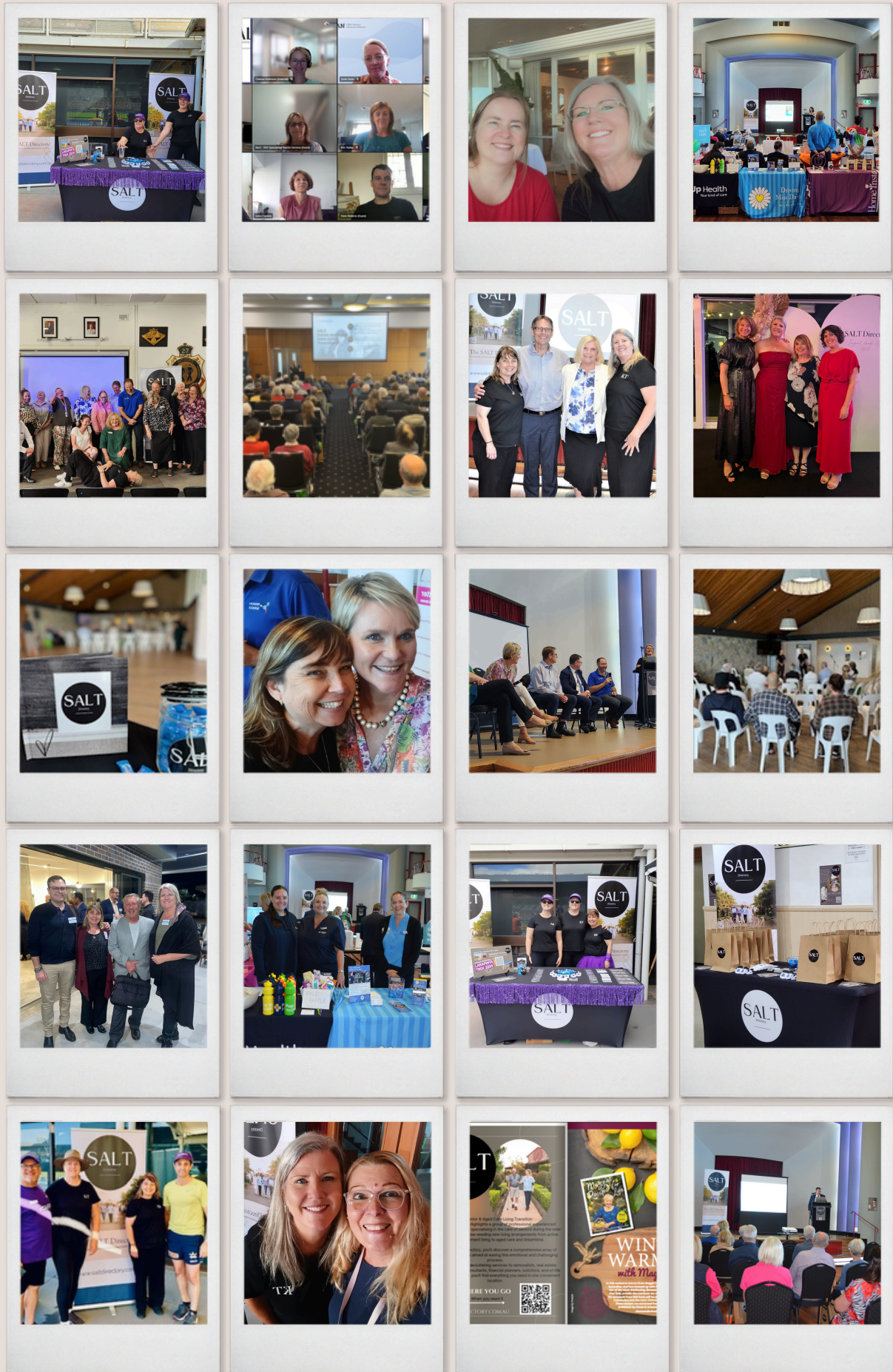
U3A



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OUT N ABOUT



✉ info@saltdirectory.com.au

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COMMUNICATION CHANNELS



80+

MEMBERS



170+

FOLLOWERS




614+

FOLLOWERS



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CONTACT US.

Email info@saltdirectory.com.au

Website www.saltdirectory.com.au

Linkedin

<https://www.linkedin.com/company/79487066>


Facebook

<https://www.facebook.com/DirectorySALT>

KK and KT



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