

Neglect and Financial Abuse Animation Videos Communications Toolkit





Dear colleagues,

I am pleased to share two new animation videos from the **NSW Ageing and Disability Commission (ADC)** to help recognise and respond to **neglect** and **financial abuse**.

Designed for older people, adults with disability, community members and frontline workers, these videos reinforce that everyone has the right to be safe and supported. They provide practical examples to help people recognise neglect and financial abuse, and how to respond safely and access support.

These short videos explain:

- What neglect and financial abuse can look like
- Why people may not seek help
- What to do if you are concerned for yourself or someone you know.

To support promotion, this communications toolkit has ready to use content to help you share these resources with your networks and communities. These videos can also be used alongside our other resources, including ADC factsheets and Easy Reads.

You can watch and share the videos here:

- [Neglect](#)
- [Financial abuse](#)

We encourage you to:

- Share the videos on your social media
- Include them in your newsletter or website
- Share with people you support, as well as family, friends and community members
- Use them in team meetings or training sessions.

Thank you for helping raise awareness of abuse, neglect and exploitation of older people and adults with disability. Together, we can help build communities where everyone feels safe, supported and free from harm.

Warm regards,

Jeff Smith
NSW Ageing and Disability Commissioner



Access the videos



Access the videos by scanning the QR codes or clicking the links below.



Financial Abuse

<https://youtu.be/SwSm6-Rcurw?si=Z8DdxivqRm4sHRVJ>



Neglect

https://youtu.be/mfR6LAhRk98?si=lp6nmxhBp1_9Xml2

To download the videos, please contact the NSW Ageing and Disability Commission Communications and Engagement team by emailing training@adc.nsw.gov.au

How to raise awareness



Online

- Use this toolkit to promote the videos across social media, in e-Newsletters, or other channels available to you.
- You can share this content from our [LinkedIn](#) and [Facebook](#) pages.

In the workplace

- Integrate the videos into your organisation's staff induction and training.
- Encourage your colleagues and peers to use these resources and tools to raise awareness within the workplace, particularly in organisations that support older people and adults with disability in their family, home, and community.
- Learn more about how to safeguard older people and adults with disability from abuse, neglect, and exploitation in their family, home, and community by completing our free [e-learning modules](#).

In the community

- Share ADC information and resources at community events, community centres, and in other public places
- Connect with us to establish an [Abuse Prevention Collaborative](#) in your local government area.

Social Media: Financial Abuse



Help raise awareness by posting the animated videos to your organisation's social media account, or by sharing posts from our [LinkedIn](#) and [Facebook](#) pages.

When sharing, please tag @AgeingDisabilityCommission on Facebook and LinkedIn.

Caption 1:

Financial abuse is when someone misuses or controls a person's money or assets without their consent.

It can involve pressure, manipulation, or misuse of the adult's money, assets and trust.

For videos, resources and more information visit:
<https://ageingdisabilitycommission.nsw.gov.au/tools-and-resources/for-the-community/what-is-abuse-and-neglect/financial-abuse.html>

In an emergency call 000.

Caption 2:

Everyone has the right to feel safe and supported.

Watch this video from the NSW Ageing and Disability Commission to learn about financial abuse, what to look out for and what you can do.

For videos, resources and more information visit:
<https://ageingdisabilitycommission.nsw.gov.au/tools-and-resources/for-the-community/what-is-abuse-and-neglect/financial-abuse.html>

In an emergency call 000.

Caption 3:

People don't always seek help if they are experiencing abuse or neglect. They may feel afraid, ashamed, or worried about losing support or causing trouble.

If something doesn't feel right, trust your instincts.

Talk to someone you trust or seek professional advice.

For videos, resources and more information visit:
<https://ageingdisabilitycommission.nsw.gov.au/tools-and-resources/for-the-community/what-is-abuse-and-neglect/financial-abuse.html>

In an emergency call 000.

Social Media: Neglect



Help raise awareness by posting the animated videos to your organisation's social media account, or by sharing posts from our [LinkedIn](#) and [Facebook](#) pages.

When sharing, please tag @AgeingDisabilityCommission on Facebook and LinkedIn.

Caption 1:

Neglect is when a person's basic needs are not met, this can include not having adequate food, water, medical care, and support to stay safe and well.

It's not a normal part of ageing or disability, and it should not be ignored.

For videos, resources and more information visit:
<https://ageingdisabilitycommission.nsw.gov.au/tools-and-resources/for-the-community/what-is-abuse-and-neglect/neglect.html>

In an emergency call 000.

Caption 2:

Everyone has the right to feel safe and supported.

Watch this video from the NSW Ageing and Disability Commission to learn about neglect, what to look out for and what you can do.

For videos, resources and more information visit:
<https://ageingdisabilitycommission.nsw.gov.au/tools-and-resources/for-the-community/what-is-abuse-and-neglect/neglect.html>

In an emergency call 000.

Caption 3:

Neglect is not normal, and should never be ignored.

If you think an older person or adult with disability you know is experiencing neglect, trust your instincts.

Learn more about understanding the signs of neglect and the steps you can take to help:
<https://ageingdisabilitycommission.nsw.gov.au/tools-and-resources/for-the-community/what-is-abuse-and-neglect/neglect.html>

In an emergency call 000.

Newsletter or website copy template



The [NSW Ageing and Disability Commission](https://www.adc.nsw.gov.au) has released two new animation videos to help people recognise and respond to neglect and financial abuse of older people and adults with disability in their family, home and community.

The videos highlight common signs, risks, and the importance of acting early, listening to the adult, and connecting them with support. The videos explain:

- What neglect and financial abuse can look like
- Why people may not seek help
- What to do if you are concerned for yourself or someone you know or support.

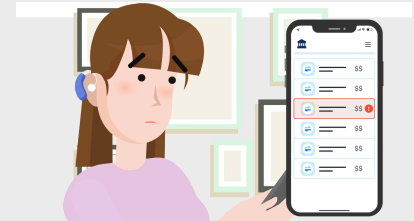
They reinforce that abuse and neglect are not a normal part of ageing or disability, and should never be ignored. They also highlight that everyone has the right to be safe, make their own decisions, and access support.

Watch and share the videos below:

- [Financial abuse video](#)
- [Neglect video](#)

More information and resources are available via the NSW Ageing and Disability Commission website - ageingdisabilitycommission.nsw.gov.au:

- [Financial abuse](#)
- [Neglect](#)



Other related resources



The NSW Ageing and Disability Commission has a range of resources available to help individuals, carers, families, friends, communities and service providers to better understand, recognise and respond to financial abuse, neglect, and other types of abuse.

We encourage you to explore and share our fact sheets, guides, training resources and information on reporting concerns and accessing support services. These resources can help you build awareness, support early intervention and provide practical guidance on what to do if you are concerned about the safety and wellbeing of an older person or adult with disability.

Suggested resources include:

- [What is neglect and how to get help](#)
- [What is financial abuse and how to get help](#)
- [Easy reads on the different types of abuse](#)
- [Revoking \(cancelling\) a Power of Attorney](#)
- [The difference between Powers of Attorney and Enduring Guardians](#)
- [Resources for multicultural communities](#)
- [Wellbeing checklist](#)
- [LGBTQIA+ resources](#)
- [First Nations resources](#)

Suggested training:

- [ADC training module 1](#)
- [ADC training module 2](#)
- [Training modules \(4\) on Domestic, Family and Sexual Violence of Older Women and Women with Disability](#)



The Ageing and Disability Commission acknowledges Aboriginal People as the First Nations Peoples of NSW, and we pay our respects to Elders past, present and future. We acknowledge the ongoing connection Aboriginal people have to this land and recognise Aboriginal people as the original custodians of this land.

For information, support or to report abuse of an older person or adult with disability, call the NSW Ageing and Disability Abuse Helpline on 1800 628 221 (Monday to Friday 9am to 4pm) or [submit an online report via our website](#).

In an emergency, call 000.

For training or other related enquiries, email training@adc.nsw.gov.au