

I am opposed to argumentum ad hominem. So I used this de-identified tweet to make a point. As aged care advocates we must provide reasoned arguments, not abuse.



**AgedCareMatters** @AgedMatters · Feb 21

Aged care advocates must play the ball not the man. @CEO\_LASA's comments should be contested not ridiculed. Nasty tweets add nothing to the debate. Do you agree @Stewart17Oakden @anmf\_federal ?

Here he goes again! After his comments on 4corners I'm surprised this geezer is still employed & was called to speak at the RC. How embarrassing for @LASANational. @agedcarecrisis @KenWyattMP @CorpGovResearch @anmf\_federal @JulieCollinsMP #AgedCareRC

**From:** Jane Seaholme < >

**Subject:** Twitter

**Date:** 6 March 2019 at 3:21:22 pm AEDT

**To:** Sarah Russell < >

Sarah,

A couple of aged care advocates alerted me to the screen shot of my tweet about [Name] on your Twitter. They were not impressed with what you have done. And I'm staggered that you'd do that- it's just really nasty.

Like every other advocate and advocacy group, your advocacy in the broader sense has not been affective. Meetings with ministers, agedcare providers and peak body groups has amounted to pretty much nothing. It was 4corners who where instrumental in forcing a royal commission,not you. So perhaps try a different tact??

Putting a screen shot up of my tweet was a dog act Sarah, I'm bitterly disappointed and angry.

also you are completely wrong about filters. With people you love they are absolutely necessary. With friends, if you are upset them it's totally different, they can avoid you for a month. Friends are not invested . Perhaps listen to Alain de Botton again.

Jane

**From:** Sarah Russell < >  
**Subject: Re: Twitter**  
**Date:** 6 March 2019 at 3:49:46 pm AEDT  
**To:** Jane Seaholme < >

I attach the tweet - As you will see, I de-identified it.

I thought your tweet was nasty and disrespectful towards [Name]. It made me furious - perhaps because it reminded me of the emails you sent me.

In my opinion, tweets like this and comments on FB by people like Heather Mansell Brown are doing a major disservice to the consumer cause.

In fact providers, government and bureaucrats tell me that your petition is not being taken seriously because Heather Mansell Brown is not respected, nor taken seriously.

Happy to talk about this - but not today. I have done 5 radio interviews, and 3 TV interviews. Heading into Southbank now to be on a panel discussion for ABC News 24.

**From:** Jane Seaholme < >  
**Subject: Re: Twitter**  
**Date:** 6 March 2019 at 4:01:18 pm AEDT  
**To:** Sarah Russell < >

poor [Name]. Responsible for the mistreatment of the elderly for many years. He should be in prison. I'm not sure you're taken seriously either! Thanks for writing that down about the government not taking the petition seriously. I'll talking to the media and the government about that! And tweeting it!

**From:** Sarah Russell < >  
**Subject: Re: Twitter**  
**Date:** 6 March 2019 at 4:08:36 pm AEDT  
**To:** Jane Seaholme < >

" I'm not sure you're taken seriously either!"

And you say you're not nasty

FYI - Coverage of my latest research report today  
<https://www.theage.com.au/politics/federal/aged-care-s-new-front-line-our-own-homes-20190305-p511u2.html?fbclid=IwAR3B2Q2mwddP2UhiIQ07EiCRKZpvBzF5erayOiXVgovaNfzhUAUgi6rBiqE>  
[https://mobile.abc.net.au/news/2019-03-06/at-home-aged-care-report-finds-fee-gouging/10871152?pfmredir=sm&fbclid=IwAR2W8vnR4qvI98k\\_2Fv1-3xG4XZQ9QZ1Gy60EHeolzfpzjck\\_aMIfGiDyk](https://mobile.abc.net.au/news/2019-03-06/at-home-aged-care-report-finds-fee-gouging/10871152?pfmredir=sm&fbclid=IwAR2W8vnR4qvI98k_2Fv1-3xG4XZQ9QZ1Gy60EHeolzfpzjck_aMIfGiDyk)

<https://www.michaelwest.com.au/home-care-operators-snipping-50pc-fees-from-the-elderly-in-home-care/?fbclid=IwAR37QrFa87xUDb6iqat7Gtrvnl6GzY08yprBvFJsK--Ifp-0Ram4fvMsJY>

Also - 5 radio interviews in every capital city  
Channel 7 and ABC news tonight, and a panel discussion on ABC news 24 at 8.15pm

Oh yes - and an invitation to speak with Royal Commissioner solicitors tomorrow

I reckon the evidence suggests that I am taken seriously

**From:** Jane Seaholme < >  
**Subject:** Re: Twitter  
**Date:** 6 March 2019 at 4:57:03 pm AEDT  
**To:** Sarah Russell < >

As I said no advocates have been taken seriously. And as much as you talk and write, nothing has changed. You're very good at what you do of course, but I'm not sure you have any influence.

Heather mansell Brown said she has been interviewd five Times today, me only once. Haha Linda probably 10 times!

People are sceptical and think  
You are "captured" because of you flip-flopping re ratios, and being paid by estia and having lunches with peaks bodies and thinking. Gary Barnett, [Name] and [Name] decent people.

You don't think the screen shot was a horrible thing to do?? doesn't matter that you de identified it, two people knew it was mine. Poor form, sarah. Also you have a problem with saying sorry.

**From:** Sarah Russell < >  
**Subject:** Re: Twitter  
**Date:** 6 March 2019 at 5:04:01 pm AEDT  
**To:** Jane Seaholme < >

Not reading sorry.

Meeting with [Name] and your mate [Name] soon. Also spoke with Ken Wyatt's office yesterday. Advocates need to engage with those with power.

I also tweeted a reply to you - I don't agree with ratios.

Happy to discuss but not via email or twitter.

And perhaps best when you are feeling less (fill in adjective)

**From:** Jane Seaholme < >  
**Subject:** Pot shots at grass roots advocates  
**Date:** 6 March 2019 at 5:25:26 pm AEDT  
**To:** Sarah Russell < >

**From:** Sarah Russell < >  
**Subject:** Juvenile  
**Date:** 6 March 2019 at 5:29:29 pm AEDT  
**To:** Jane Seaholme < >

this is bringing back memories of how you responded to my earlier emails

If you'd like to discuss our different points of view LIKE AN ADULT, phone me next week. Otherwise fuck off.

**From:** "janeyx (via Twitter)" <notify@twitter.com>  
**Subject:** janeyx (@janeyx) has sent you a Direct Message on Twitter!  
**Date:** 6 March 2019 at 11:01:26 pm AEDT  
**To:** Sarah Russell < >



janeyx sent you a Direct Message.

Fancy telling people from aged care matters group you're nearly broke! You own a house in r [REDACTED] and a house in r [REDACTED]. Yep, you're struggling! That's so offensive to people who are broke. I won't write to you again and will happily fuckoff! 😏

Reply

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My reply: I can't eat a house

**From:** "janeyx (via Twitter)" <notify@twitter.com>  
**Subject:** janeyx (@janeyx) has sent you a Direct Message on Twitter!  
**Date:** 7 March 2019 at 3:20:58 am AEDT

To: Sarah Russell < >



janeyx sent you a Direct Message.

Sell a house

Reply

I've just counted the number of times you've told me you won't write to me again (7). Nearly as many times as you've told me I took advantage of a vulnerable woman (10)!



**From:** "janeyx (via Twitter)" <notify@twitter.com>

**Subject:** janeyx (@janeyx) has sent you a Direct Message on Twitter!

**Date:** 7 March 2019 at 4:11:17 am AEDT

**To:** Sarah Russell < >



janeyx sent you a Direct Message.

I was vulnerable! 11. I will have to block you after the screen shot incident, it was provocative. taking pot shots at grass roots advocates is very poor. And cutting and pasting parts of private messages on twitter frankly looks insane. You seem bitter , vindictive and aggressive. And not in a million years would I have lunch with people who have knowingly protected organisations that have neglected and abused the elderly for years. When are you having lunch with George Pell?! Fucking off now

Reply

**From:** Sarah Russell < >

**Subject:** Re: janeyx (@janeyx) has sent you a Direct Message on Twitter!

**Date:** 7 March 2019 at 6:16:13 am AEDT

**To:** "janeyx (via Twitter)" <notify@twitter.com>

I woke up this morning to several messages via twitter that I deleted before reading.

I shared your comment on twitter:

"People are sceptical and think You are "captured" because of you flip-flopping re ratios, and being paid by estia and having lunches with peaks bodies and thinking. Gary Barnett, [Name] and [Name] decent people." because I believe critiques like this should be discussed publicly. I am sure other nasty advocates like Heather Mansell Brown and Helen Hardy have similar feelings.

Again, I de-identified you. My intention is never to embarrass, but to discuss issues.

We simply have a different style. I don't like yours and you don't like mine. Fair enough. It takes all sorts.

FYI - LASA put out a media release about my recent study. I disagreed with their comments in the media release. But my response was respectful.

**From:** Sarah Russell < >

**Subject:** Facebook post

**Date:** 7 March 2019 at 10:31:01 am AEDT

**To:** Jane Seaholme < >

Jane

Thank you for your critical feedback about my advocacy style. It has prompted some discussion on FB (attached).

I read your twitter messages - you really do say the most ridiculous things. George Pell is a convicted paedophile. [Name], [Name] and [Name] are business people with whom you simply disagree.

The most ridiculous thing you have said (to date) is that sharing your emails was like "like a man sharing nude photos of their ex girlfriend". When I last checked, revenge porn was illegal. Getting relationship advice from a friend is not.

Glad you have blocked me from Twitter. I don't like reading your nasty tweets.



**Sarah Russell**

Admin · 3 hrs

As many members know, I encourage respectful discussion and collaboration between residents, relatives, staff, providers, policy-makers and politicians. However, not everyone agrees with my approach. Yesterday, an x-member of this group was critical about the way I advocate for older people. I welcomed her critical feedback. I accept there are different styles of advocacy - and I believe ALL advocacy is important.

I choose to engage in evidence-based discussions about ratios with providers, peak bodies and government. In my view, this is not "flip-flopping". It is negotiation.

My aim is to get unscrupulous providers out of the aged care sector. The first step, in my view, is to support Aged Care Amendment (Staffing Ratio Disclosure) Bill 2018.

Once providers are transparent with their staffing levels, there will be data. We will be in a stronger position to argue for ratios when we have evidence.

Without evidence, different groups argue/shout their opinions. After reading the Aged Care Workforce Strategy Taskforce report, I am no longer interested in opinions. I want evidence!

People are sceptical and think

You are "captured" because of you flip-flopping re ratios, and being paid by estia and having lunches with peaks bodies and thinking. Gary Barnett, pat sparrow and Sean Rooney decent people.

**From:** Jane Seaholme < >

**Subject:** Re: Facebook post

**Date:** 8 March 2019 at 4:03:42 pm AEDT

**To:** Sarah Russell < >

Oh dear!

Sarah or is it Ruth? Pretty sure you're the same person.

Pell knew about the abuse in the church and did nothing about it. Same as your mates [Name] and [Name] have known about the abuse in aged care for years and have done what?. Misleading of you to suggest I think your mates [Name] and [Name] are paedophiles. Perhaps publish the whole paragraph.

You missed the point. It's about trust. I shared things with you and you decided to share them with someone else. Then recently Photo copying my message and putting it on Facebook. People will be very careful what they write to you. You are exposing yourself as untrustworthy. Someone has already said They'll never contact you by email or personal message or they will be guarded with what they write.

It's naive to think talking to [Name] and [Name] will make a difference, you've already had lunches with them, what changed? ( I don't want a reply), they know exactly what they are doing.

What you have done is much nastier than anything I can ever do or say.

Please do not contact me again or I will call the cops.

**From:** Sarah Russell < >  
**Subject:** Re: Facebook post  
**Date:** 8 March 2019 at 4:41:01 pm AEDT  
**To:** Jane Seaholme < >

jane

I thought I had been crystal clear. I am not reading any more emails from you.

If you want to communicate with me, ask me out for lunch. Your shout. I have left aged care advocacy - Your George Pell comment was the last straw. Plus I am "broke" - even someone who owns 2 houses needs cash in the bank. Fortunately [REDACTED] phoned me yesterday with a job offer. You may be interested in Ken Wyatt's response to my retirement. Other bad people (the [Name]-[Name]-Gary [REDACTED] type people) sent similar messages. They may make you vomit but that is your problem, not mine.  
"Thanks for your work and advocacy, Sarah. Your honesty has been highly valued and I wish you well. Your work has and will make a difference."

**From:** Sarah Russell < >  
**Subject:** Re: Facebook post  
**Date:** 8 March 2019 at 6:05:01 pm AEDT  
**To:** Jane Seaholme < >

I can't resist reading your messages

I did what you asked (attached)

What time shall I expect the police? I'll put the kettle on!



**AgedCareMatters** @AgedMatters · 32s

Jane Seaholme has asked me to publish her entire email, not just the paragraph I shared recently. So here it is.

As I said no advocates have been taken seriously. And as much as you talk and write, nothing has changed. You're very good at what you do of course, but I'm not sure you have any influence.

Heather mansell Brown said she has been interviewd five Times today, me only once. Haha Linda probably 10 times!

People are sceptical and think  
You are "captured" because of you flip-flopping re ratios, and being paid by estia and having lunches with peaks bodies and thinking. Gary Barnett, pat sparrow and Sean Rooney decent people.

You don't think the screen shot was a horrible thing to do?? doesn't matter that you de identified it, two people knew it was mine. Poor form, sarah. Also you have a problem with saying sorry.

**From:** Sarah Russell < >  
**Subject:** Filters  
**Date:** 8 March 2019 at 7:24:54 pm AEDT  
**To:** Jane Seaholme < >

Bunnings has a 2 for 1 deal over long weekend. Interested?

I feel genuinely sad to think my doppelgänger (who I loved) turned out to be my nemesis.

**From:** Sarah Russell < >  
**Subject:** If you stop emailing, I will stop posting  
**Date:** 8 March 2019 at 9:11:27 pm AEDT  
**To:** Jane Seaholme < >



**From:** Jane Seaholme < >  
**Subject:** Re: If you stop emailing, I will stop posting  
**Date:** 8 March 2019 at 10:20:35 pm AEDT  
**To:** Sarah Russell < >

Your a complete and utter moll

Take that down at once or I will truely expose you for the person you are.

I said to print the paragraph about George Pell.

**From:** Jane Seaholme < >  
**Subject:** Re: If you stop emailing, I will stop posting  
**Date:** 8 March 2019 at 10:26:33 pm AEDT  
**To:** Sarah Russell < >

I will be filing for an intervention order on Monday. Frankly I'm scared of you. Stalking my twitter, taking screen shots. Posting private messages.

Plus I've handed the quote you sent me re Heather mansell Brown not being taken seriously to change.org. They are following it up and will be doing a press release. They said they are going to make a mountain out of it. And your name will be mentioned of course, Because the info came from you. Thanks for that nugget.

Probably not a good look posting all that stuff, you look like a mad woman.

**From:** Sarah Russell < >  
**Subject:** **Re: If you stop emailing, I will stop posting**  
**Date:** 9 March 2019 at 2:22:22 am AEDT  
**To:** Jane Seaholme < >

You said you would stop contacting me.

So please stop.

**From:** Jane Seaholme < >  
**Subject:** **Re: If you stop emailing, I will stop posting**  
**Date:** 9 March 2019 at 6:44:52 am AEDT  
**To:** Sarah Russell < >

Put the kettle on

**From:** Jane Seaholme <janeseaholme@gmail.com>  
**Subject:** **Re: If you stop emailing, I will stop posting**  
**Date:** 8 March 2019 at 10:26:33 pm AEDT  
**To:** Sarah Russell <sarahrussell@comcen.com.au>

I will be filing for an intervention order on Monday. Frankly I'm scared of you. Stalking my twitter, taking screen shots. Posting private messages.

Plus I've handed the quote you sent me re Heather mansell Brown not being taken seriously to change.org. They are following it up and will be doing a press release. They said they are going to make a mountain out of it. And your name will be mentioned of course, Because the info came from you. Thanks for that nugget.

Probably not a good look posting all that stuff, you look like a mad woman.

**From:** Sarah Russell < >  
**Subject:** **Re: If you stop emailing, I will stop posting**  
**Date:** 9 March 2019 at 7:16:03 am AEDT  
**To:** Jane Seaholme < >

I will be filing for an intervention order on Monday.

[Monday is a public holiday. Best to do it Tuesday](#)

Frankly I'm scared of you.

[I'm bored with you. Does that make us even?](#)

Stalking my twitter,

I don't even know what that means. I saw your tweet about [Name], and used it to make my point about advocates who play the man not the ball.

taking screen shots.

I took a screen shot because I did not want to re-tweet - and embarrass you. I wanted to de-identify you.

Posting private messages.

Like many people, I make abusive messages public. This is one method activists use to achieve social change.

Plus I've handed the quote you sent me re Heather mansell Brown

Thank you. I look forward to her posting abuse about me on her illiterate, aggressive and rude Facebook page.

not being taken seriously to change.org.

Heather is not take seriously, particularly after she compared aged care to the Holocaust

They are following it up and will be doing a press release.

Excellent. That should help older people get better care in aged care homes!

They said they are going to make a mountain out of it.

Yep, Heather has been making mountains out of molehills for 3 years.

And your name will be mentioned of course,

Of course

Because the info came from you. Thanks for that nugget.

Fool's gold

Probably not a good look posting all that stuff, you look like a mad woman.

Pot calling kettle, in my view.

My final comment (which you may also want to give Heather) The aged care sector will improve when residents, relatives, staff, providers, bureaucrats and politicians collaborate to ensure older people in aged care homes and in-home

care have the best possible quality of life.

**From:** Jane Seaholme < >

**Subject:** Holocaust

**Date:** 9 March 2019 at 8:39:03 am AEDT

**To:** Sarah Russell < >

<https://mobile.abc.net.au/news/2013-07-16/shocking-claims-elderly-being-mistreated-in-nursing-homes/4821492>

9th August 2019



**Sarah Russell** I feel compelled to add (for the record) this spiteful conversation that was sent to me over the weekend. The topic of conversations is HelloCare - an industry publication that is doing such good work to achieve positive aged care reform. The "entitled... [See More](#)

...

**Jane Hilary Seaholme Heather Mansell Brown** they lost me when I found out they advertise nestle products and make money by providing services and our information to advertisers.  
Like Reply 5d 2

**Jane Hilary Seaholme Heather Mansell Brown** would not trust them as far as I could kick them.  
Like Reply 5d 2

**Jane Hilary Seaholme Heather Mansell Brown** I'd suggest not commenting on any of their posts they use it for information.  
Like Reply 5d

**Helen Hardy Jane Hilary Seaholme** found that out about 18mths ago.  
Like Reply 5d 1

**Jane Hilary Seaholme Helen Hardy** I actually thought they were good. I wrote to them a couple of times...no reply, they keep rehashing the same articles too. They are definitely a money making organisation and the aged care providers are their clients.  
Also they allow their contributors to write lies and then allow them to continue to contribute. Go figure! It's a bit of a club, me thinks. Entitled white women.  
Like Reply 5d

**Helen Hardy Jane Hilary Seaholme** ,one wonders which peak providers are tangled up with this crew also and how much they are pandered to and how much they control content printed  
Like Reply 5d

Like · Reply · 15h · Edited