

**Senate Community Affairs Committee**  
**ANSWERS TO ESTIMATES QUESTIONS ON NOTICE**  
**SOCIAL SERVICES PORTFOLIO**  
**2013-14 Additional Estimates Hearings**

**Outcome Number:** 8

**Question No:** 561

**Topic:** Residential Care changes

**Hansard Page:** Written

**Senator Polley** asked:

Please provide a communication plan to outline and explain the changes to the aged care pricing arrangements to consumers, including copies of any advertising, publications and links to any materials on the website.

**Answer:**

The aged care financial reforms will provide more choice and flexibility for people who need care, which means aged care providers may need to adapt their business strategies, prices and services to remain strong and competitive into the future.

The Department regularly engages the sector about aged care reform. This includes explaining aged care pricing changes to aged care stakeholders. Communication products are being developed which include fact sheets, case studies, and face-to-face stakeholder engagements.

Communication efforts will increase leading up to 1 July 2014, when new financial arrangements come into effect. The primary method for communicating with consumers is through MyAgedCare at [www.myagedcare.gov.au](http://www.myagedcare.gov.au) and the contact centre. Fact sheets and frequently asked questions will be available on the MyAgedCare website along with new “fee estimators”.

The aged care reform website provides aged care stakeholders with access to the most up to date information on the aged care reforms including frequently asked questions, fact sheets, consultation papers and new program guidelines. This website is located at [www.dss.gov.au/agedcarereform](http://www.dss.gov.au/agedcarereform).