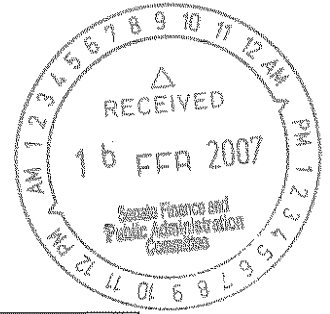


Access Card
Audio-Visual Script
Final



Audio	Video
<p>Voiceover: The Australian government is about to improve the way it delivers health benefits, veterans' and social services.</p> <p>We're following overseas examples of moving towards chip-based smartcard technology to improve service delivery, better protect customer identity and information, and reduce fraud.</p> <p>From April 2008, people will be able to register for the new Access Card which will replace the Medicare card and a range of other cards.</p>	<p>Opening animation, ending with cards merging into title: Introducing the health and social services Access Card.</p>
<p>The existing system must be upgraded.</p> <p>The cards currently in use are paper, cardboard or have outdated magnetic strips.</p> <p>This exposes the system to fraud. Federal police estimate that fake Medicare cards are used in over 50 per cent of all fraud cases.</p> <p>We must improve our current system, to protect customers' privacy, their identity and the cost of this fraud on taxpayers</p> <p>At the same time, the access card will streamline the current system and improve customer service. The card will be a reliable way of ensuring the right people get the right services and payments.</p>	<p>Marie / overlay of old system/overlay of fake cards</p>
<p>Legislation will ensure it will not be compulsory to carry the card, other than for accessing health benefits, veterans' and social services. The proposed legislation also explicitly states the access card is not a national identity card. And vests ownership of the card with the individual</p>	<p>Voiceover</p>
<p>Voiceover: The surface of the card will display the card owner's name and photo on</p>	<p>Animation of card surface layout</p>

<p>the front, with their signature, card number and expiry date on the back.</p> <p>The card can also be personalised.</p> <p>Card owners can choose to have their preferred name on the card – and choose to have their date of birth printed on the card.</p> <p>In recognition of Australia’s veterans, Department of Veterans’ Affairs customers can continue to have gold, orange and white cards, unless they choose otherwise. Veterans’ total and permanent incapacity status may also be printed on the Card, if they choose.</p>	
<p>Voiceover: The card’s chip contains two types of information – Commonwealth and owner controlled. The card and chip will not be linked to Tax File Number or health records.</p> <p>The Commonwealth’s area will include the card owner’s legal name, gender and address; their Medicare and social services agency file number; digital versions of their photo and signature; and details of their concession status.</p>	<p>Animation of microchip data storage</p>
<p>Voiceover: The card owners area has the option to store health alerts, blood type, allergies, emergency contact details and organ donor status.</p> <p>It will even be possible, in situations such as natural disasters, for emergency relief payments to be directly accessible using the card.</p>	<p>Overlay – ambulance / emergency</p>
<p>Voiceover: The card will also be extremely difficult to copy through the use of sophisticated tamper-resistant features similar to those used to protect bank notes, credit cards and passports.</p>	<p>Animation</p>
<p>Voiceover: Registration for the Access Card is a simple two-step process.</p> <p>The first step involves making the initial</p>	<p>Vision of registration process</p>

<p>application either online; by phone, mail, fax; or in person.</p> <p>The next step is an interview where the customer will provide their proof of identity documents, have their signature scanned and a high resolution photo taken.</p> <p>In certain circumstances, people, such as patients in hospices, will be granted an exemption from having their photo taken. In those cases where genuine customers applying for an access card are not able to provide the full range of identity documents, they will still be able to receive the benefits they are entitled to subject to a few checks.</p>	
<p>Voiceover: One of the most valuable features of the Access Card is that people will be unable to register more than once so we can crackdown on identity fraud.</p> <p>This is because biometric photo technology will be used to match any duplicate photos in the system.</p> <p>Biometric technology creates a mathematical algorithm of each image, which is unique to each individual.</p> <p>Post-registration checks will ensure that if an algorithm matches one already in the system that person will be denied registration.</p>	<p>Animation of biometrics</p>
<p>Interview locations will be made available throughout Australia, at Medicare, Centrelink Department of Veterans' Affairs and Australia Post offices, and at mobile registration offices in rural and remote locations.</p> <p>Children under the age of 18 will be included on their parents' card unless they are entitled to a card in their own right.</p>	<p>Face of Medicare</p>
<p>Voiceover: The card will be part of a secure system known as the Access Card system.</p> <p>One of the most important points about this new system is that existing agency databases will not be amalgamated.</p>	<p>Animation of system showing separate databases</p>

<p>Centrelink, Medicare and Department of Veterans' Affairs customer information will still be located separately on each agency's individual database.</p> <p>The Access Card system is simply a way of streamlining the customer authentication and information management process.</p>	
<p>Even if you only access Medicare benefits at this stage in your life, should your circumstances change, you will not have to re-establish your identity for any health benefits, veterans' and social services you may need in the future, including emergency payments.</p>	<p>Overlay</p>
<p>Face of Centrelink: Rather than bringing in a range of identity documents when a customer interacts with an agency, customers will simply dock their access card into a terminal and the system will authenticate them and their card.</p> <p>Agency staff will only be able to view information relevant to the service or benefit the customer is accessing.</p> <p>All access to customer records, including card transactions, will be logged and audited, and specific offences will apply to inappropriate access.</p>	<p>Face of Centrelink / overlay of new system</p>
<p>Voiceover: Customer information will be stored in the secure Customer System, a new database held completely separately from existing agency databases.</p> <p>Customer information held in the Customer System will include a duplicate of the data on the Commonwealth's area of the microchip, plus the biometric photo data.</p>	<p>Graphic showing 3-pronged system with Card Management System highlighted.</p> <p>Now Customer System highlighted.</p> <p>Animation into Customer System to show data held</p>
<p>KPMG estimate the access card will save the taxpayer up to \$3 billion over 10 years in health and social services fraud.</p> <p>The access card will be a win for customers and a win for taxpayers.</p>	<p>Marie piece to camera</p>
<p>Music</p>	<p>Closing animation</p>