

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

Outcome Number: 8

Question No: 510

Topic: My Aged Care website

Hansard Page: Written

Senator Polley asked:

Please outline the formal arrangements in place to consult with stakeholders in relation to these changes, including a list of stakeholders involved.

Answer:

Consultation for My Aged Care Website

The My Aged Care website was launched on 1 July 2013, as a consumer focused website aimed at making the aged care system easier to understand and navigate.

Development of the My Aged Care website was done in close consultation with the National Aged Care Alliance. It was supported by market research into the information needs of potential users of aged care services and used consumer centric design principles, including consumer testing sessions. The consumer testing of the final design resulted in a high Usability Score of 79.2 (68.5 is considered the level at which people are likely to recommend the website). Participants of the testing described the website positively with phrases such as, “comprehensive”, “useful”, “accessible” and “satisfying”.

The Department is currently developing new information for the My Aged Care website to advise consumers of the aged care reforms changes for 1 July 2014. This process ensures that information on the website is clear and reliable, and presented in a user friendly format and language.

Consultation for Consumer Directed Care Changes

Development of consumer directed care policy was done in close consultation with the National Aged Care Alliance. The Department also consulted stakeholders as part of the national aged care reform roadshow in 2013, and by releasing the draft Home Care Packages Program Guidelines, which included Consumer Directed Care policy for public consultation before they were published.