

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

**Outcome Number: 8**

**Question No: 411**

**Topic:** My Aged Care

**Hansard Page:** Written

**Senator Polley asked:**

Please provide a breakdown of visitors to the My Aged Care website and those using the contact centre. Please include: demographics, geographical (states and territories, urban, regional etc.), nature of the inquiry.

**Answer:**

Limited demographic information is currently available from the My Aged Care website and Contact Centre. Geographic data on the location of website users relates only to the server location of the internet service provider, not the individual and is therefore not a reliable measure.

It is not compulsory for a person calling My Aged Care to provide personal details. Although the contact centre seeks to collect demographic information, the amount of individual data collected is proportionate for the level of assistance being sought (i.e. more data is captured to facilitate a referral for services or assessment than a general information enquiry).

A total of 53,643 calls were received by My Aged Care from 1 July 2013 to end of October 2013, out of which 48,365 contact records with demographic details were created. Geographic data on call origins by state and territory, caller types, and data on call outcomes are provided below.

**Demographic Data - Caller Type**

Caller type	1 July 2013 – 31 October 2013	Percentage
Consumer	32,110	66%
Carer	8,999	19%
Service provider	3,840	8%
Unspecified	2,884	6%
Assessor	440	1%
Media	92	< 1%
Total	48,365	100%

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

**Geographic Data – Call Origin**

State	1 July 2013 – 31 October 2013	Percentage
NSW	16,274	30%
QLD	11,983	22%
VIC	11,622	21%
WA	8,307	15%
SA	3,892	7%
ACT	1,310	2%
TAS	1,307	2%
NT	266	< 1%
Total*	54,965	100%

\*Calls originating from the boundaries between states/territories may be recorded twice, therefore the number of calls per origin exceeds the number of calls received.

**Nature of Inquiry – Call Outcomes**

Call Enquiry Type	1 July 2013 – 31 October 2013	Percentage
Referrals <i>(Service Provider, Access Point, Assessment, Respite, Carer Support, Other)</i>	24347	44%
General Aged Care Information	11899	22%
Other Information	6562	4%
Wrong Number/User Error	4403	8%
Assessment Processes Information	3765	7%
Financial Estimate Information	3498	6%
Complaints/Escalations	541	1%
Emergency Situation	128	< 1%
Cold Transfers	13	< 1%
Other	5290	8%
Total*	60446	100%

\* Calls may have multiple call outcomes, therefore the number of call outcomes exceeds the total number of calls received.