

Senate Community Affairs Committee
ANSWERS TO ESTIMATES QUESTIONS ON NOTICE
SOCIAL SERVICES PORTFOLIO
2014-15 Supplementary Estimates Hearings

Outcome Number: 3

Question No: 485

Topic: Aged Care

Hansard Page: Written

Senator Xenophon asked:

What is the public communication strategy that has been developed to ensure that consumers have been 'informed and educated' about the reform changes and who has responsibility for this? How is the strategy being measured in terms of its effectiveness? What are the results so far?

Answer:

The Department of Social Services was responsible for implementing the 'Let's talk about changes to aged care' campaign, designed to raise awareness of the changes to aged care and encourage people to talk about aged care. The campaign's effectiveness will be measured through benchmarking, tracking and evaluation research.

Further information about the campaign is in the answer to Supplementary Estimates question number 132.