



The Hon Ken Wyatt AM, MP

**Minister for Aged Care
Minister for Indigenous Health
Member for Hasluck**

MEDIA RELEASE

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Innovation has Older Australians Sharing in Better Caring

An Australian-first online marketplace linking independent care and support workers with clients highlights the promise of innovation to improve the lives of our ageing population.

Officially opening the new and expanded headquarters of Better Caring today, Aged Care Minister Ken Wyatt said the start-up company reflected the Turnbull Government's vision of individual choice and control in a consumer driven market.

"Better Caring's success foreshadows an exciting future for ageing Australians," the Minister said. The Better Caring model is founded on consumer preferences being respected and care being delivered where and when the consumer requires it.

At today's event, Minister Wyatt met 102-year-old Eileen Kramer, an ambassador for the Arts Health Institute, who uses Better Caring to connect with independent care workers and to personalise the support she receives, under her Level 4 Home Care Package.

Like Eileen, we must change our mindset about age being a barrier and looking at ageing as something to be celebrated," he said.

"Health technology means many more of us will live to 100-plus, and cutting edge care development will be crucial to ensure we live well.

"That is why I have just announced \$34 million in grants for innovation research.

"Aged and disability care are growing markets as our population gets older".

Over 20, 000 people have signed up to the Better Caring website.

"This site is a prime example of the power of technology to directly connect people and services," said Minister Wyatt.

Over the next five years, the Turnbull Government will invest \$99.3 billion in aged care.

By 2050, it is estimated a workforce of more than 800,000 people will be needed to deliver services to 3.5 million older Australians, mainly in their own homes.

“While new ideas for services that provide more options and tailored support are important for older Australians, they will be critical to improving the efficiency and sustainability of our aged care system,” Minister Wyatt said.

Media contact: Nick Way, Media Adviser 0419 835 449