



# Stakeholder Kit

## Star Ratings for residential aged care

November 2024

## About this toolkit

This toolkit is designed to support communication with your community about Star Ratings for residential aged care.

The purpose is to help increase awareness of Star Ratings, and how it can help older people and their support networks in the early stages of planning for residential aged care.

Star Ratings helps older people, their families and carers to research and compare aged care homes across a range of areas, including quality of care, safety and services, plus feedback from residents themselves.

Star Ratings was a critical recommendation of the Royal Commission into Aged Care Quality and Safety. Nearly two years since its introduction, Star Ratings is providing transparency and accountability around the quality of aged care homes and is helping to uplift the sector, with more 4 and 5 star homes than ever before.

## What's in this toolkit

- Key messages
- Editorial content
- Social media posts
- Resources for the community
- Images.

We recommend including the following call to action in all communication materials:

- To access Star Ratings and helpful resources, visit [www.health.gov.au/StarRatings](http://www.health.gov.au/StarRatings)

## Key messages

Below are key messages you can use to communicate with your community about Star Ratings.

- Star Ratings helps older people and their support networks to research and compare the quality of care, safety and services of aged care homes nationally.
- Comparing aged care homes with Star Ratings can help you feel more informed about the options available.
- Aged care homes get an Overall Star Rating based on four sub-categories:
  - Residents' Experience
  - Compliance
  - Staffing
  - Quality Measures.
- Aged care homes receive an Overall Star Rating of between 1 and 5 stars - the more stars, the better the quality and safety of care.
- Star Ratings is based on views from residents themselves, specific formal regulatory decisions made by the Aged Care Quality and Safety Commission and data collected from aged care providers. Star Ratings was a critical recommendation of the Royal Commission into Aged Care Quality and Safety, providing greater transparency on the performance of aged care homes and helping to uplift the sector.
- The introduction of Star Ratings has driven significant uplift in sector performance, with reporting indicating a 30 per cent increase in the number of aged care homes with 4 and 5 stars.
- Across Australia, 69 per cent of all homes are now rated as delivering good or excellent care.
- Resources are available to help you start searching and comparing aged care homes.
- Resources have been translated into six languages: Arabic, Cantonese, Greek, Italian, Mandarin and Vietnamese.
- For more information on Star Ratings and for access to helpful resources visit:  
[health.gov.au/StarRatings](https://health.gov.au/StarRatings)

## Editorial / website content

Below is suggested content for your printed newsletter, e-newsletter and/or website news section.

Star Ratings for aged care homes helps make your choice easier

Are you or a loved one considering an aged care home? Star Ratings can help you research and compare homes near you.

Starting the journey to aged care can be difficult and it's important to find an aged care home that best meets your needs.

Star Ratings is a great place to start your research to help you make a more informed choice – you can compare the quality of care, safety and services of aged care homes across Australia.

### How do Star Ratings work?

Each home receives an Overall Star Rating based on four sub-categories:

- **Residents' Experience** is based on how people feel about the care they get. Around 20 per cent of all residents are surveyed each year about their overall experience at their home.
- **Compliance** is how well the home is meeting its obligations to provide safe, quality care and services.
- **Staffing** measures the amount of care provided to residents by nurses and care workers – this is compared with the minimum average care targets set by the Australian Government.
- **Quality Measures** look at five crucial areas that are important indicators of care quality: falls and major injury, unplanned weight loss, pressure injuries, how medicines are used and the use of restrictive practices such as physical restraint.

Based on performance, aged care homes receive an Overall Star Rating of between 1 and 5 stars - the more stars, the better the quality and safety of care.

### Where you can find Star Ratings

You can find Star Ratings for aged care homes on the [Find a provider](#) tool.

Using the tool, you can filter homes by rating as well as the things that are important to you, like specialised care, health support, language and faith.

In addition to using Star Ratings for your research, you can also contact each home directly for more information on yours or your loved one's specific needs and to check availability.

To find out more about Star Ratings and access information and resources to help you get started, visit [www.health.gov.au/StarRatings](http://www.health.gov.au/StarRatings).

## Social media posts

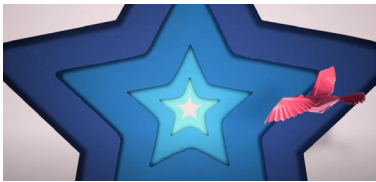




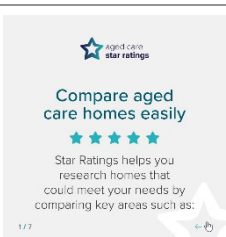
Below are suggested posts to share about Star Ratings on your social media channels.




Channel	Copy	Social media tile
<b>Facebook</b>	<p>Star Ratings is an easy way to research and compare the quality of care, safety and services of aged care homes across Australia.</p> <p>It acts as a helpful guide to shortlist homes that may suit your needs in the early stages of planning for residential aged care.</p> <p>For more information about Star Ratings for residential aged care homes, visit <a href="https://health.gov.au/StarRatings">health.gov.au/StarRatings</a></p>	<p>Share the video from YouTube: <a href="https://youtu.be/zUy3uNL-14A">https://youtu.be/zUy3uNL-14A</a></p> <p>Or download and share one of the below images:</p>  <p><a href="#">1200x1200 (FB)</a></p>  <p><a href="#">1600x900 (X)</a></p>  <p><a href="#">1200x628 (LI)</a></p>
<b>Instagram</b>	<p>Star Ratings is an easy way to research and compare the quality of care, safety and services of aged care homes across Australia.</p> <p>It acts as a helpful guide to shortlist homes that may suit your needs in the early stages of planning for residential aged care.</p> <p>For more information about Star Ratings for residential aged care homes, visit <a href="https://health.gov.au/StarRatings">health.gov.au/StarRatings</a>.</p> <p>#AgedCare #AgedCareHome #ResidentialAgedCare #Star Ratings #AgedCareProviders #OlderAustralians #HealthandAgedCare</p>	
<b>X</b>	<p>Star Ratings makes it easier to research and compare aged care homes' quality, safety &amp; services. It's a helpful guide for shortlisting homes in the early stages of planning for residential aged care. More information: <a href="https://health.gov.au/StarRatings">health.gov.au/StarRatings</a></p>	
<b>LinkedIn</b>	<p>Star Ratings helps older people to research and compare the quality of care, safety and services of aged care homes across Australia.</p> <p>It is helping to uplift the sector by encouraging continuous improvement in aged care quality. Ratings are informed by robust data, are updated regularly and can change if homes are not performing to standard.</p> <p>To learn more about Star Ratings and to access resources to help communicate with older people and their support networks about residential aged care planning, visit <a href="https://health.gov.au/StarRatings">health.gov.au/StarRatings</a></p>	




# Resources

The table below outlines the resources available to help people find and use Star Ratings.

Resource	Preview	Link	Suggested use
30 second ad		Watch <a href="#">here</a> .	Share on your website or social media channels from YouTube.
15 second ad		Watch <a href="#">here</a> .	Share on your website or social media channels from YouTube.
Animation – “How to use Star Ratings”		Watch <a href="#">here</a> . Also available in: <a href="#">Arabic</a> <a href="#">Cantonese</a> <a href="#">Greek</a> <a href="#">Italian</a> <a href="#">Mandarin</a> <a href="#">Vietnamese</a>	Share on your website or social media channels from YouTube.
Poster		Download <a href="#">here</a> . Also available in: <a href="#">Arabic</a> <a href="#">Cantonese</a> <a href="#">Greek</a> <a href="#">Italian</a> <a href="#">Mandarin</a> <a href="#">Vietnamese</a>	Print and display in reception or waiting areas.
Postcard		Download <a href="#">here</a> . Also available in: <a href="#">Arabic</a> <a href="#">Cantonese</a> <a href="#">Greek</a> <a href="#">Italian</a> <a href="#">Mandarin</a> <a href="#">Vietnamese</a>	Print and display in reception or waiting areas.
Social Carousel Tiles		Download <a href="#">here</a> . Also available in: <a href="#">Arabic</a> <a href="#">Cantonese</a> <a href="#">Greek</a> <a href="#">Italian</a>	Share on your social media channels.

Resource	Preview	Link	Suggested use
		<a href="#">Mandarin</a> <a href="#">Vietnamese</a>	
Factsheet for older people		Download <a href="#">here</a> . Also available in: <a href="#">Arabic</a> <a href="#">Cantonese</a> <a href="#">Greek</a> <a href="#">Italian</a> <a href="#">Mandarin</a> <a href="#">Vietnamese</a>	Share online or print and hand out to your community.
Factsheet for support people		Download <a href="#">here</a> . Also available in: <a href="#">Arabic</a> <a href="#">Cantonese</a> <a href="#">Greek</a> <a href="#">Italian</a> <a href="#">Mandarin</a> <a href="#">Vietnamese</a>	Share online, or print and hand out to your community
Easy Read Factsheet		Download <a href="#">here</a> .	Share online, or print and hand out to your community

Resource	Preview	Link	Suggested use
Frequently asked questions	<p>Language</p> <p></p> <p><b>Frequently Asked Questions about Star Ratings</b> For older people and their families, carers and decision makers</p> <p>Moving into an aged care home is a big decision. It can be challenging for the older person and their family, friends and carers. If you or your loved one is considering residential aged care and needs your help to look at options, you can use Star Ratings to research and compare the quality of care, safety and services of aged care homes. This resource is designed to help explain what Star Ratings is, how to access it and how to use it to consider if an aged care home is suitable for you or your loved one.</p> <p><b>What is Star Ratings?</b> Star Ratings is an online tool that helps you research and compare aged care homes. Aged care homes get an overall rating between one and five stars. They also get ratings for 4 sub-categories – Residents' Experience, Compliance, Staffing and Quality Measures. Star Ratings can help you understand the quality of care in aged care homes.</p> <p>To access Star Ratings, visit <a href="http://health.gov.au/starratings/translated">health.gov.au/starratings/translated</a> and click through to the 'Find a provider' tool to search for homes by location. If you need language support to navigate Star Ratings, you can use the Translating and Interpreting Service (TIS) by calling <b>131 450</b> and asking for My Aged Care on <b>1800 200 422</b>. Alternatively, you can reach out to your family or a friend to help you with your research.</p> <p><b>What is the 'Find a provider' tool?</b> Star Ratings is accessed via the 'Find a provider' tool on the My Aged Care website. It lets you look up aged care homes by name or by location and filter by the things that are important to you. If you want to see the Star Rating of a home that you or your loved one is considering living in, or is already living in, you can search for that home by name.</p> <p>Type in the suburb or postcode of the area you want to find a home in.</p> <p>Select Aged care homes.</p> <p>Search for a provider that can help me</p> <p>Pick your preferred room type – you can choose between a single or shared room and a private or shared bathroom.</p> <p>You can refine your results according to your language preferences, faith and any specialised care needs and health supports (including dementia, terminal illness, etc.)</p>	<p>Download <a href="#">here</a>.</p> <p>Also available in:</p> <p><a href="#">Arabic</a></p> <p><a href="#">Cantonese</a></p> <p><a href="#">Greek</a></p> <p><a href="#">Italian</a></p> <p><a href="#">Mandarin</a></p> <p><a href="#">Vietnamese</a></p>	Hand out to older people considering aged care, their families and carers.
Brochure	<p>Star Ratings makes it simple to compare the health, safety and services of aged care homes across Australia. Here's how you can use them to make an informed decision.</p> <p><b>How to find the right aged care home for you</b></p> <ol style="list-style-type: none"> <li>Visit the Star Ratings website</li> <li>Search for aged care homes</li> <li>Compare Star Ratings</li> <li>Make your choice</li> <li>Check the aged care rates that best meets your needs for residential care, nursing, respite and more.</li> <li>Need help?</li> </ol> <p>Use Star Ratings to compare the quality of care in aged care homes.</p> <p>Choose your aged care home with Star Ratings</p> <p>health.gov.au/StarRatings</p>	Download <a href="#">here</a> .	Print and display in reception or waiting areas. Hand out to older people, their families and carers.



## Imagery

Visit our [image gallery](#) for a selection of images that can be used to illustrate articles, web content, presentations and social media posts.



## More information

For more details about Star Ratings for residential aged care homes, visit [health.gov.au/StarRatings](https://health.gov.au/StarRatings)

If you need further assistance, please contact The Department of Health and Aged Care at [communication.agedcare@health.gov.au](mailto:communication.agedcare@health.gov.au).