



Australian Government  
Department of Health  
and Aged Care

**medicare**



# Medicare Benefits Campaign Stakeholder information kit

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## About this kit

This stakeholder kit contains information and resources from the Department of Health and Aged Care (the Department) designed to help you promote greater community awareness on the range of benefits available under Medicare including bulk billing, urgent care, mental health services, and dental services for eligible children.

### This kit includes:

- Background
- Key messages
- Frequently Asked Questions
- Social media posts
- Resources

### Useful links

- Media release: [Supporting Australians to know how to access affordable health care](#)
- Medicare Benefits Campaign website: [medicare.gov.au/stronger](https://medicare.gov.au/stronger)

# Background

Medicare is Australia's health care system, giving all Australians access to a wide range of health services at low or no cost since 1984.

In 2024 Australia celebrated 40 years of Medicare – a cornerstone of everyday life that ensures people can access health care when they need it, regardless of their income or where they live.

According to the Australian Bureau of Statistics, 3 in 10 Australians delayed or did not go to their GP when they needed to during the 2022-23 financial year.

Twice as many Australians delayed or deferred seeing a GP because of cost in 2022-23, with 7 per cent of people doing so, compared to 3.5 per cent in 2021-22.

This kit highlights a range of benefits available through Medicare that are already helping support access to affordable care, including bulk billed services and free walk-in health care available every day across growing national networks of Medicare Urgent Care Clinics and Medicare Mental Health Centres.

## Key messages

- Medicare gives you access to a wide range of health and hospital services at low or no cost, so you can get care when you need it, regardless of your income or where you live.
- Medicare is being strengthened so it can meet the changing health care needs of Australians.
- More than 11 million Australians now have access to free GP services through new bulk billing incentives.
- The growing networks of Medicare Urgent Care Clinics and Medicare Mental Health Centres provide free walk-in services for urgent medical care and mental health support, reducing the pressure on emergency departments. These facilities make healthcare more accessible to all, no matter your situation.
- Medicare means you can access:
  - free or lower cost services from doctors and other health professionals who offer bulk billing
  - free, walk-in mental health care through a growing network of Medicare Mental Health Centres
  - free, walk-in urgent care through a growing network of Medicare Urgent Care Clinics
  - part or all the cost of basic dental services for eligible children, under the Child Dental Benefits Schedule.

There are also many other Medicare benefits, to learn more about these visit the [Services Australia website](#).

# Frequently Asked Questions

## Who can access Medicare?

You're eligible for Medicare if you live in Australia and you are:

- an Australian or New Zealand citizen
- an Australian permanent resident
- applying for permanent residency (conditions apply)
- a temporary resident covered by a ministerial order
- a citizen or permanent resident of Norfolk Island, Cocos (Keeling) Islands, Christmas Island, or Lord Howe Island.

You're also eligible for Medicare if you're visiting Australia from a country with a Reciprocal Health Care Agreement (conditions apply).

## How can I enrol in Medicare?

There are three ways you can enrol in Medicare:

- online through the [myGov website](#)
- complete a Medicare enrolment form and submit your form including supporting documents by mail or email, or
- visit a Services Australia service centre.

## What are Medicare Urgent Care Clinics and what do they offer?



Medicare Urgent Care Clinics offer free, walk-in health care for urgent but not life-threatening injuries and illnesses across Australia. They are open early and late every day and you don't need a referral – just walk in and wait to be seen.

## What are Medicare Mental Health Centres and what do they offer?

Medicare Mental Health Centres offer free, walk-in support for mental health and well-being across Australia. No appointment, referral, Medicare enrolment or Medicare card is needed, and you don't need to be an Australian citizen to access support.

## Social media content

The hashtags #Medicare, #MedicareUrgentCareClinic, #MedicareMentalHealthCentre are associated with this topic.




Channel	Content	Image
Facebook & Instagram	<p><b>A stronger Medicare means access to health care when you need it</b></p> <p>Medicare helps more people access health care when they need it, regardless of their income or where they live.</p> <p>Medicare means you can access:</p> <ul style="list-style-type: none"> <li>• free or lower cost services from doctors and other health professionals</li> <li>• free, walk-in mental health care through a growing network of Medicare Mental Health Centres</li> <li>• free, walk-in urgent care through a growing network of Medicare Urgent Care Clinics</li> <li>• part or all the cost covered of basic dental services for eligible children, under the Child Dental Benefits Schedule.</li> </ul> <p>To find out more about how Medicare can help you, visit <a href="https://medicare.gov.au/stronger">medicare.gov.au/stronger</a></p>	
X	<p>Medicare means you can access:</p> <ul style="list-style-type: none"> <li>• free or lower cost health care</li> <li>• free, walk-in mental health care at Medicare Mental Health Centres</li> <li>• free, walk-in urgent care at Medicare Urgent Care Clinics</li> </ul> <p>To find out more about how Medicare can help you, visit <a href="https://medicare.gov.au/stronger">medicare.gov.au/stronger</a></p>	







# Resources

You can download and share these resources with your community through communications channels, such as social media, newsletters, and your website.

All resources are available to download from [www.health.gov.au/stronger-medicare/resources](http://www.health.gov.au/stronger-medicare/resources). Download links for individual resources are included below.



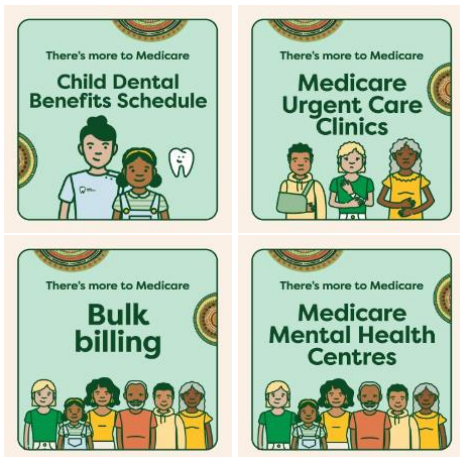
Resource	Title	Preview
DL brochure	<a href="#">There's more to Medicare</a>	
Factsheet	<a href="#">There's more to Medicare</a>	
Poster	<a href="#">There's more to Medicare</a>	

Resource	Title	Preview
Factsheet	<a href="#"><u>Medicare Urgent Care Clinics – there when you need them</u></a>	 <p>Across Australia, a growing network of Medicare Urgent Care Clinics provide free, 24-hour health care for urgent illnesses and injuries, reducing pressure on emergency departments and making it easier to access urgent care when you need it.</p> <p>Medicare Urgent Care Clinics are open early and late at night, and on weekends and public holidays. About 75 per cent of Australians live within 10 minutes drive of a Medicare Urgent Care Clinic.</p> <p>Medicare Urgent Care Clinics are one of the ways the Australian Government is making it easier to make sure Australians have better access to affordable health care, right now and into the future.</p> <p><b>What is urgent care?</b></p> <ul style="list-style-type: none"> <li>Urgent care is when you have an injury or illness, and you need a regular GP appointment but it's not the right time to go.</li> <li>Emergency care is when you have an injury or illness that is life threatening.</li> </ul> <p><b>Can you see a Medicare Urgent Care Clinic?</b></p> <p>Medicare Urgent Care Clinics provide a safe and welcoming place where you can get advice from medical health professionals, services and support. Clinics are open to qualified medical health professionals, staff extended hours, and you don't need a Medicare card or a referral to get the most health support.</p> <p>They also offer Medicare support to people in clinics, including new family and general practice patients. Medicare support helps you get the most from your Medicare card.</p>
Factsheet	<a href="#"><u>Medicare support for mental health</u></a>	 <p>Across Australia, a growing network of Medicare Mental Health Centres provide free, 24-hour support for mental health and wellbeing, making it easier to access confidential support when you need it.</p> <p>Medicare Mental Health Centres are one of the ways the Australian Government is making it easier to make sure Australians have better access to affordable health care, right now and into the future.</p> <p><b>What is a Medicare Mental Health Centre?</b></p> <p>Medicare Mental Health Centres provide a safe and welcoming place where you can get advice from medical health professionals, services and support. Clinics are open to qualified medical health professionals, staff extended hours, and you don't need a Medicare card or a referral to get the most health support.</p> <p>They also offer Medicare support to people in clinics, including new family and general practice patients. Medicare support helps you get the most from your Medicare card.</p>
Factsheet	<a href="#"><u>About bulk billing and Medicare</u></a>	 <p>Bulk billing allows Medicare contributors to receive free health care, making it easier to get the care you need, when you need it.</p> <p>The Australian Government is making it easier to make sure Australians have better access to affordable health care, right now and into the future.</p> <p><b>What is bulk billing?</b></p> <p>Bulk billing means you don't pay anything for the service. Medicare does the billing directly, providing a way to access health care without out-of-pocket expenses.</p> <p><b>How does bulk billing work?</b></p> <ul style="list-style-type: none"> <li>Step 1: Tell your GP or healthcare professional, if your doctor offers bulk billing, you need to tell your Medicare card to your doctor.</li> <li>Step 2: Tell your GP or healthcare professional, if your doctor offers bulk billing, you need to tell your Medicare card to your doctor.</li> <li>Step 3: Tell your GP or healthcare professional, if your doctor offers bulk billing, you need to tell your Medicare card to your doctor.</li> </ul> <p><b>Who is eligible?</b></p> <p>You don't need to apply or register to bulk bill. If you are eligible to bulk bill, you can bulk bill. You can bulk bill if you are eligible to bulk bill. You can bulk bill if you are eligible to bulk bill.</p>
Factsheet	<a href="#"><u>About the Child Dental Benefits Schedule</u></a>	 <p>The Child Dental Benefits Schedule (CDBS) covers just or all the cost of basic dental services for children who are eligible.</p> <p>Children who are eligible for the CDBS can access general dental treatment at a public or community dental clinic.</p> <p>The CDBS is a part of Medicare. Australia's largest public dental provider network is a wide range of public and community dental services.</p> <p><b>Who is eligible?</b></p> <p>You don't need to apply or register to CDBS. If you are eligible to bulk bill, you can bulk bill. You can bulk bill if you are eligible to bulk bill. You can bulk bill if you are eligible to bulk bill.</p> <p><b>Who is eligible?</b></p> <p>You don't need to apply or register to CDBS. If you are eligible to bulk bill, you can bulk bill. You can bulk bill if you are eligible to bulk bill. You can bulk bill if you are eligible to bulk bill.</p>



Resource	Title	Preview
Easy read factsheet	<a href="#"><u>What is Medicare</u></a>	
Easy read factsheet	<a href="#"><u>About bulk billing</u></a>	
Easy read factsheet	<a href="#"><u>Child Dental Benefits Schedule</u></a>	
Poster	<a href="#"><u>Your child could be eligible for dental benefits</u></a>	

Resource	Title	Preview
Animation	<a href="#">Understanding Medicare bulk billing</a>	
Animation	<a href="#">How Medicare can help you</a>	
Animation	<a href="#">What is the Child Dental Benefits Schedule</a>	
First Nations Factsheet	<a href="#">There's more to Medicare</a>	
First Nations poster	<a href="#">There's more to Medicare</a>	

Resource	Title	Preview
First Nations animation	<a href="#">There's more to Medicare</a>	
First Nations social messaging guide	<a href="#">First Nations social messaging guide</a>	
First Nations social tiles	<a href="#">Child Dental Benefits Schedule social tile</a> <a href="#">Medicare Urgent Care Clinics social tile</a> <a href="#">Bulk billing social tile</a> <a href="#">Medicare Mental Health Centres social tile</a>	
Translated materials	A range of translated resources are available <a href="#">here</a> .	<p>Languages include:</p> <ul style="list-style-type: none"> <li>العربية (Arabic)</li> <li>简体中文 (Simplified Chinese)</li> <li>繁體中文 (Traditional Chinese)</li> <li>Ελληνικά (Greek)</li> <li>Italiano (Italian)</li> <li>한국어 (Korean)</li> <li>Tiếng Việt (Vietnamese)</li> <li>Русский (Russian)</li> <li>Српски (Serbian)</li> <li>Español (Spanish)</li> </ul>

Resource	Title	Preview
		<ul style="list-style-type: none"> <li>• Khmer</li> <li>• Hrvatski (Croatian)</li> <li>• Македонски (Macedonian)</li> <li>• ਪੰਜਾਬੀ (Punjabi)</li> <li>• Türkçe (Turkish)</li> </ul>