



Australian Government

Department of Health, Disability and Ageing



Communication toolkit

My choices, my decisions, my aged care

August 2026

This toolkit provides materials to help aged care providers, community groups and advocates communicate with older people, their families and carers on the benefits of safe, high-quality care, rights and protections, clear information, choice and decisions, continuous improvement, advocacy.

What's in this toolkit

- key messages
- editorial content
- social media posts
- videos
- resources

Audience

- Older people, their families and carers

Call to action

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

You are the centre of your aged care, find out what systems are in place to make sure that your rights, safety, health and wellbeing come first: myagedcare.gov.au/making-aged-care-better.

Key messages

Use these key messages to communicate with older people, their families and carers and answer their questions.

Overarching

You are the centre of your aged care. Your rights, safety, health and wellbeing come first.

There are systems in place to make sure that:

- aged care providers deliver safe, quality care
- aged care providers innovate and continually improve their services
- you know your rights and see your rights in your aged care services
- you can access information and support to help you make decisions about your aged care.

Safe, quality care

- Quality, rights-based aged care in Australia supports you to live well as you age.
- Aged care providers must work towards delivering safe and high-quality care.
- Providers must be registered, meet requirements, innovate and continually improve their service.
- The Australian Government monitors providers to help them understand what's working well and what they need to improve. There are steps the government can take to ensure providers are providing safe and quality care.

Rights and protections

Your aged care needs come first.

If you are receiving government-funded aged care, your rights are protected. You have the right to:

- make your own decisions about your own life
- have your decisions not just accepted, but respected
- get information and support to help you make decisions
- communicate your wishes, needs and preferences
- feel safe and respected
- have your culture and identity respected
- stay connected with your community.

Clear information, choice and decisions

You can access the information you need to choose an aged care provider that is right for you.

The My Aged Care website has information about aged care homes and in-home services.

You can compare providers and see how well a home performs.

There are Star Ratings for:

- resident experience
- compliance
- staffing
- quality measures.

You can also see how aged care providers operate and manage finances, including:

- what they spend on care
- how they charge for services.

Compare providers on the [Find a provider tool](#) on the My Aged Care website.

Continuous improvement

The government works with providers to continually improve the quality and safety of aged care.

Providers that perform well get good [Star Ratings](#).

Providers must:

- be registered with the [Aged Care Quality and Safety Commission](#)
- [comply with their obligations](#)
- be audited against the applicable [Quality Standards](#)
- deliver services in line with the [Statement of Rights](#).

Advocacy

An advocate can help you with the information and support you need for better aged care.

They can help make sure your rights are upheld and your wishes are met, whether you are living independently at home or in residential care.

If you don't feel comfortable talking to your provider or making a complaint via the Aged Care Complaints Commissioner, you, your family, carer or registered supporter can ask the [Older Persons Advocacy Network \(OPAN\)](#) for help if you:

- are finding it difficult to access aged care services
- have a concern about your aged care services

- feel that your aged care service is not meeting your needs
- want to make a complaint.

OPAN's advocacy services are free, confidential, and independent.

Editorial content

The content in these articles can be used on your website or in an email, printed newsletter or e-newsletter.

Main article

My choices, my decisions, my aged care

Aged care in Australia is stronger than ever. A series of [real life stories](#) show how recent changes are making a big difference for older people ensuring they are listened to, respected, and supported to live the life they chose.

BJ's story: being heard and valued

[BJ has lived in an aged care home](#) for the past 8 years and has seen huge improvements since the introduction of the new aged care act.

'A lot has improved since the Act. We are listened to. I get the care and attention here. Aged care is somewhere you go to live, and to live the best life.'

When aged care providers are committed to listening, addressing concerns and involving older people in decisions about their care, lives like BJ's are what's possible.

Aunty Ruth's story: staying connected to culture and community

After years of advocating for reconciliation, [Aunty Ruth now feels safe and supported](#) in her own home.

'We were the battlers. we can be appreciated now.'

When older people are respected, listened to and supported to make their own choices, they can stay connected to their culture, community and way of life.

Noel's story: the value of advocacy

Noel receives Support at Home services and [speaks about the benefits of working with OPAN](#).

'Organisations like OPAN can offer suggestions to perhaps where the system can be improved. I think it shows the maturity of the system.'

An aged care advocate can give you free, confidential and independent information and support to help you understand, manage or raise concerns about aged care.

Jim's story: choice and independence

At 96 years old, [Jim, lives in an aged care home](#) and finds it 'a beautiful place to live'.

'There's always something to do, if you want to, so you've got loads of choices to make.'

Aged care in Australia is designed to put older people at the centre of their care, supporting them to understand their options, make informed choices and have their preferences respected.

Rosemary's story: living life on her terms

[Rosemary moved into an aged care home](#) when she needed more support. Since then, her health has improved and she's enjoying life on her own terms.

‘The staff take the time to get to know me and support my independence.’

Her story shows what older people should expect from aged care: services that support your rights, respects your choices and helps you live the life you want.

Read more about [how aged care is changing](#).

Individual articles (based on each video)

BJ's story: living well in aged care

Positive changes across aged care are making a real difference in the lives of older Australians. Real-life stories demonstrate how the changes are improving aged care and helping older people feel heard, respected and supported in their daily lives.

BJ has been living in an aged care home for the past 8 years. Before moving into aged care, she worked as an educator, journalist and has done 'a million things' throughout her life.

'A lot has improved since the Act... We are listened to... I get the care and attention here... Aged care is somewhere you go to live, and to live the best life.'

Her experience shows what can happen when aged care providers focus on listening to older people, addressing concerns and involving older people in decisions about their care. When people are treated with respect and supported to make choices, they can continue to live meaningful and fulfilling lives.

Watch BJ's story and find out [how aged care providers must continually improve their service](#).

Aunty Ruth's story: feeling safe and supported at home

Positive changes across aged care are making a real difference in the lives of older Australians. Real-life stories demonstrate how the changes are improving aged care and helping older people feel heard, respected and supported in their daily lives.

Aunty Ruth has spent many years advocating for reconciliation. Today, she feels safe and supported living at home.

She describes her upbringing as 'We were the battlers... we can be appreciated now.'

For many older people, remaining involved in their community and maintaining cultural connections is an important part of wellbeing.

When older people are respected, listened to and supported to make their own choices, they can stay connected to their culture, community and way of life.

Watch Aunty Ruth's story and learn more about [your rights and protections](#).

Noel's story: value of having a voice

Positive changes across aged care are making a real difference in the lives of older Australians. Real-life stories demonstrate how the changes are improving aged care and helping older people feel heard, respected and supported in their daily lives.

Noel receives Support at Home services, has met a Japanese Emperor and considers himself 'a very fortunate person'.

Noel understands how important it is for older people to have a voice in their care. He values the support provided by advocacy groups like OPAN.

‘Organisations like OPAN can offer suggestions to perhaps where the system can be improved. I think it shows the maturity of the system’.

‘I receive information that OPAN will put on a webinar and I find I’m learning something new each time, which helps me personally.’

An aged care advocate can give you free, confidential and independent information and support to help you understand, manage or raise concerns about aged care.

Watch Noel’s story and learn more about how [advocacy services can help you](#).

Jim’s story: making choices in aged care

Positive changes across aged care are making a real difference in the lives of older Australians. Real-life stories demonstrate how the changes are improving aged care and helping older people feel heard, respected and supported in their daily lives.

At 96 years old, Jim lives at an aged care home and describes it as ‘a beautiful place to live’.

Jim loves work, loves talking and chooses to help at the reception desk at his aged care home. This gives him an opportunity to meet people, contribute to the community and continue doing something he enjoys.

‘I’ve never considered looking to go anywhere else. Although if you wanted to, you’re able to do that. There’s always something to do, if you want to, so you’ve got loads of choices to make.’

Jim’s story highlights the importance of choice and independence in aged care. Aged care in Australia is designed to put older people at the centre of their care, daily activities and living arrangements.

Watch Jim’s story and find information to help you [make informed aged care decisions](#).

Rosemary’s story: living life her way

Positive changes across aged care are making a real difference in the lives of older Australians. Real-life stories demonstrate how the changes are improving aged care and helping older people feel heard, respected and supported in their daily lives.

Rosemary moved into her aged care home when she needed more support. Today, she says her health has improved and she’s enjoying life on her own terms.

For Rosemary, good aged care is about more than receiving help. It’s about being treated as an individual, having her choices respected and being supported to live the life she wants. Rosemary values the care she receives, the staff take the time to get to know her.

‘They want to see us flourish. They want to see us enjoying life.’

Her story shows what older people should expect from quality aged care. Her story shows how person- centred care can make a positive difference.

You deserve aged care that supports your rights, respects your choices and helps you live the life you want.

[Watch Rosemary's story and learn more.](#)

Social media posts

Below are suggested posts you can publish on your social media channels.

BJs story

Channel	Copy	Social media tile
Facebook	‘Aged care is somewhere you go to live, and to live the best life.’ Former educator and journalist BJ has been living in an aged care home for 8 years. She believes it's important that older people can speak up, share their views and be listened to. Your experiences and feedback matter. You deserve aged care that: ✓ listens to your concerns ✓ respects your choices ✓ involves you in decisions ✓ improves based on what matters to you. See the comments to learn more. 🙌 First comment: 📖 Read more about improvements across aged care: www.myagedcare.gov.au/better-care-more-choice-and-stronger-protections/safe-quality-	Embed short video: https://youtu.be/PdfmfOjDZI4?si=lyi68xEvkqj0eIKf

	care-and-continuous-improvement	
Instagram	‘Aged care is somewhere you go to live, and to live the best life.’ Former educator and journalist BJ has been living in an aged care home for 8 years. She says that having a say and being heard is an important part of her care experience. Whether you're accessing aged care or supporting a family member, your experiences and feedback matter. You deserve aged care that: ✓ listens to your concerns ✓ respects your choices ✓ involves you in decisions ✓ improves based on what matters to you.  Click the link in our bio to learn more. Link: www.myagedcare.gov.au/better-care-more-choice-and-stronger-protections/safe-quality-care-and-continuous-improvement	Embed short video: https://youtu.be/PdfmfOjDZI4?si=lyi68xEvkqj0eIKf

LinkedIn	‘Aged care is somewhere you go to live, and to live the best life.’ Former educator and journalist BJ has been living in an aged care home for 8 years. She says that being able to speak up and be heard is an important part of her aged care experience. BJ’s story highlights the importance of: ✓ listening to older people ✓ acting on feedback and experiences ✓ partnering with older people to improve care and services. See the comments to learn more. 🙌 First comment: 👤 Explore our resources for older people on quality care and continuous improvement: www.myagedcare.gov.au/better-care-more-choice-and-stronger-protections/safe-quality-care-and-continuous-improvement	Embed short video: https://youtu.be/PdfmfOjDZI4?si=lyi68xEvkqj0eIKf
X	BJ's story shows what can happen when providers listen and partner with older people in their care. 👤 Resources to help support older people:	Embed short video: https://youtu.be/PdfmfOjDZI4?si=lyi68xEvkqj0eIKf

	www.myagedcare.gov.au/better-care-more-choice-and-stronger-protections/safe-quality-care-and-continuous-improvement	
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Aunty Ruth's story

Channel	Copy	Social media tile
Facebook	'We were the battlers... we can be appreciated now.' Aunty Ruth raised 5 children and spent years fighting for reconciliation. Today, she feels safe and supported to continue living at home. Your aged care must respect: ✓ who you are ✓ what you believe ✓ the connections that matter to you. This includes your culture, identity, family, community and connection to Country. See the comments to learn more. 🙌 First comment: 👤 Read more about how your rights are protected in aged care: www.myagedcare.gov.au/better-care-more-choice-and-stronger-	Embed short video: https://youtu.be/3fYUTjlwYXY?si=CB2lvpBPwcJGx8Vv

	protections/protecting-your-rights-aged-care	
Instagram	'We were the battlers... we can be appreciated now.' Aunty Ruth raised 5 children and spent years fighting for reconciliation. Today, she feels safe and supported to keep living at home. Everyone deserves aged care that respects who they are and what matters to them. Older people have the right to: ✓ express their culture and identity ✓ make decisions about their care ✓ stay connected to family, community and Country. 🔗 Click the link in our bio to learn more.	Embed short video: https://youtu.be/3fYUTjlwYXY?si=CB2lvpBPwcJGx8Vv
LinkedIn	'We were the battlers... we can be appreciated now.' Aunty Ruth raised 5 children and spent years fighting for reconciliation. Today, she feels safe and supported to continue living at home. Quality aged care is about more than meeting	Embed short video: https://youtu.be/3fYUTjlwYXY?si=CB2lvpBPwcJGx8Vv

	a person's needs. It's also about respecting who they are, their choices and life experiences. Older people have the right to: ✓ express their culture and identity ✓ communicate their wishes and preferences ✓ stay connected with the people, places and communities that matter to them. See the comments to learn more. First comment: 👤 Explore resources for older people on protecting rights in aged care: www.myagedcare.gov.au/better-care-more-choice-and-stronger-protections/protecting-your-rights-aged-care	
X	After years of fighting for reconciliation, Aunty Ruth feels safe and supported at home. Quality aged care respects: ✓ culture ✓ identity ✓ choices ✓ connections.	Embed short video: https://youtu.be/3fYUTjlwYXY?si=CB2lvpBPwcJGx8Vv

	 Support older people with their rights: www.myagedcare.gov.au/better-care-more-choice-and-stronger-protections/protecting-your-rights-aged-care	
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Noel's story

Channel	Copy	Social media tile
Facebook	'I find I'm certainly learning something new each time, which helps me personally.' Noel receives Support at Home services and says advocacy services help him better understand aged care. He then shares that knowledge to help others in his community. If you're seeking or accessing aged care, you don't have to navigate it alone. An aged care advocate can provide free, confidential and independent support to help you: ✓ understand your rights ✓ make informed decisions about your care ✓ access information and support ✓ raise concerns if something isn't right.	Embed short video: https://youtu.be/1gCUTu3kk?si=tXZsF8TqJARC7cLm

	See the comments to learn more. 🙌 First comment: 👤 Learn how an aged care advocate can support you: www.myagedcare.gov.au/seeking-support-from-advocate	
Instagram	‘I find I’m certainly learning something new each time, which helps me personally.’ Noel receives Support at Home services and says advocacy services help him better understand aged care. He then shares that knowledge to help others in his community. Whether you’re accessing aged care or supporting a family member, support is available. An aged care advocate can provide free, confidential and independent support to help you: ✓ understand your rights ✓ make informed decisions about your care ✓ access information and support ✓ raise concerns if something isn’t right. 🔗 Click the link in our bio to learn more.	Embed short video: https://youtu.be/1gCUTh1u3kk?si=tXZsF8TqJARC7cLm

	Link: www.myagedcare.gov.au/seeking-support-from-advocate	
LinkedIn	Noel understands the value of advocacy in supporting older people to navigate aged care and helping to strengthen the aged care system. ‘Organisations like OPAN can offer suggestions where perhaps the system can be improved. I think it shows the maturity of the system.’ Older people have the right to access free, confidential and independent advocacy support. Advocates can help them: ✓ understand their rights ✓ make informed decisions ✓ raise concerns when needed. See the comments to learn more. First comment:  Explore resources for older people about advocacy: www.myagedcare.gov.au/seeking-support-from-advocate	Embed short video: https://youtu.be/1gCUTh1u3kk?si=tXZsF8TqJARC7cLm

X	Noel values the information available through advocacy services. Aged care advocates can help older people: ✓ understand their rights ✓ make informed decisions ✓ speak up if something isn't right.  Share advocacy webpage with older people: www.myagedcare.gov.au/seeking-support-from-advocate	Embed short video: https://youtu.be/1gCUTh1u3kk?si=tXZsF8TqJARC7cLm
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Jim's story

Channel	Copy	Social media tile
Facebook	'This is my home, and I'm happy to be here.' Jim enjoys meeting people, having a chat and helping out at the reception desk in his aged care home. He feels connected, supported and at home. Jim's story shows how understanding your options can help you make choices about your aged care. Having the right information can help you:	Embed short video: https://youtu.be/bjYPFIHsbng?si=oy2BjNnObzlhCY65

	✓ understand your options ✓ find and compare services ✓ choose the care that's best for you. You can also ask someone you trust to support you in making decisions about your care. See the comments to learn more. 🙋 First comment: 👤 Learn more about making aged care decisions and the support available to help you: www.myagedcare.gov.au/better-care-more-choice-and-stronger-protections/making-informed-aged-care-decisions	
Instagram	‘This is my home, and I'm happy to be here.’ Jim enjoys meeting people, having a chat and helping out at the reception desk in his aged care home. He feels connected, supported and at home. His story shows how understanding your options can help you make choices about your aged care. If you're accessing aged care or supporting a family	Embed short video: https://youtu.be/bjYPFIHsbng?si=oy2BjNnObzlhCY65

	member, having the right information can help you: ✓ understand your options ✓ find and compare services ✓ choose the care that's best for you. 🔗 Click the link in our bio to learn more. Link: www.myagedcare.gov.au/better-care-more-choice-and-stronger-protections/making-informed-aged-care-decisions	
LinkedIn	‘This is my home, and I'm happy to be here.’ Jim enjoys meeting people, having a chat and helping out at the reception desk in his aged care home. He feels connected, supported and at home. Jim's story highlights the importance of understanding aged care options. He says tools like Star Ratings can make it easier to compare aged care homes and understand what's available. Aged care should put older people at the centre of decision-making. They should be able to:	Embed short video: https://youtu.be/bjYPFIHsbng?si=oy2BjNnObzlhCY65

	✓ understand their options ✓ compare services ✓ choose the care that's best for them. See the comments to learn more. First comment:  Explore our resources for older people about making informed decisions: www.myagedcare.gov.au/better-care-more-choice-and-stronger-protections/making-informed-aged-care-decisions	
X	Jim feels connected, supported and at home. His story shows how having the right information can help older people: ✓ understand their options ✓ make informed decisions.  Share resources to help older people navigate aged care: www.myagedcare.gov.au/better-care-more-choice-and-stronger-protections/making-informed-aged-care-decisions	Embed short video: https://youtu.be/bjYPFIHsbng?si=oy2BjNnObzlhCY65

Rosemary's story

Channel	Copy	Social media tile
Facebook	‘They want to see us flourish. They want to see us enjoying life.’ Since moving into her aged care home, Rosemary says her health has improved and she's able to do more for herself. Good aged care supports you to live the way you choose. You deserve aged care that: ✓ helps you feel safe and supported ✓ respects your rights and choices ✓ supports your independence ✓ involves you in decisions about your care. See the comments to learn more. 🙌 First comment:  Learn more about aged care supports and protections: www.myagedcare.gov.au/making-aged-care-better	Embed short video: https://youtu.be/OeuPiotTbcA?si=mA_E3ip9RZV-g0Wp
Instagram	‘They want to see us flourish. They want to see us enjoying life.’ Since moving into her aged care home, Rosemary says her health has improved and she's able to do more for herself. If you're accessing aged care or supporting a family member,	Embed short video: https://youtu.be/OeuPiotTbcA?si=mA_E3ip9RZV-g0Wp

	it's important to know what good aged care looks like. You deserve aged care that: ✔ helps you feel safe and supported ✔ respects your rights and choices ✔ supports your independence ✔ involves you in decisions about your care.  Click the link in our bio to learn more. Link: www.myagedcare.gov.au/making-aged-care-better	
LinkedIn	‘They want to see us flourish. They want to see us enjoying life.’ Since moving into her aged care home, Rosemary says her health has improved and she’s supported to maintain her independence. Older people deserve: ✔ safe, quality aged care ✔ respect for their rights and choices ✔ access to information, support and advocacy ✔ a say in decisions about their care. Quality aged care supports older people to continue living the way they choose.	Embed short video: https://youtu.be/OeuPiotTbcA?si=mA_E3ip9RZV-g0Wp

	Link in comments. First comment: Explore resources for older people: https://www.myagedcare.gov.au/making-aged-care-better	
X	Rosemary says her health has improved and she's able to do more for herself. Quality aged care supports: ✓ independence ✓ choice ✓ wellbeing.  Resources to help older people understand their rights and options: www.myagedcare.gov.au/making-aged-care-better	Embed short video: https://youtu.be/OeuPiotTbcA?si=mA_E3ip9RZV-g0Wp

Resources

You can show these videos to older people, their families and carers, and staff to help them understand.

Videos

- [My choices, my decisions, my aged care](#)
- [Aunty Ruth's video](#)
- [Rosemary's video](#)
- [Noel's video](#)
- [Jim's video](#)
- [BJ's video](#)

Click the drop down for languages

- [Your aged care rights video](#)
- [Supported decision-making video](#)
- [Complaints in aged care video](#)

- [My protections video](#)
- [My dignity and diversity video](#)
- [My choice and my decisions video](#)
- [I am the centre of my aged care video](#)

Printed

- [Statement of Rights](#) – plain language, Easy Read and 33 languages
- [Registered supporters in aged care](#)

Websites

- [My Aged Care](#)
 - [Find a Provider](#)
 - [How Star Ratings are calculated](#)
 - [Aged Care Quality Standards](#)
 - [Know your rights](#)
 - [Resident's Experience Survey](#)

[Aged Care Quality and Safety Commission](#)

[Older Persons Advocacy Network \(OPAN\)](#)