



AGED CARE INDUSTRY COUNCIL

Peak Council of Australia's Aged Care Providers



Embargoed until 12.30pm, Thursday March 29.

PRESS RELEASE FROM THE AGED CARE INDUSTRY COUNCIL

Thursday March 29 2007

AGED CARE - PREPARE FOR OUR FUTURE TODAY.

Australia's aged care sector is facing a looming crisis and will not be able to deal with the demands of a rapidly ageing population, a senior aged care industry executive warned today.

Greg Mundy from the Aged Care Industry Council (ACIC) made the comment while launching the Council's mobile billboard campaign for major long term industry reform.

"The aged care sector is facing an impending crisis as an army of ageing people march towards a system that will be incapable of coping with the increasing level of demand," Mr. Mundy said.

"At the start of the 20th Century just four per cent of Australia's population was 65 or over and that figure will increase to 21 per cent by 2040," he said.

The mobile billboard will tour Canberra and marginal federal seats in New South Wales over the coming months, highlighting the desperate need for increased funding.

"The prospects of a long term crisis in aged care are so real and so dire, that Australia's two peak aged care bodies ACSA and ACAA have joined forces to form the ACIC to actively campaign for major industry reforms.

"Recent increases in funding are welcome, but they are not enough to ensure our ageing population gets the care they so richly deserve."

Mr. Mundy said funding for home care clients was so limited that on average it allows for just 10 minutes of care each day.

"This means that a carer has only 10 minutes to assist home care clients to get out of bed, shower and dressed and ready for the day. They deserve better," he said.

Funding is not the only issue that needs to be addressed. The Federal Government must also take a critical look at service levels, workforce development, services for disadvantaged older people and people in rural and remote Australia.

A key component of the campaign will be a series of postcards to MPs with the following messages

Will you still need me
Will you still feed me
When I'm 74?

Ten minutes of care.
Is that all she/he deserves?

Isn't it time we repaid them?

“It is absolutely vital that as well as providing sufficient funding now, the next Government quickly develop and introduce an indexation formula for aged and community care which reflects the real costs of providing a quality service,” Mr. Mundy said.

The Campaign launch will take place today at:

Southern Cross Homes 7 Boake Place, Garran, ACT

TIME: 12.30pm

Senator Jan McLucas, Shadow Minister for Ageing, Disabilities and Carers, has confirmed she will attend and speak at the launch.

Board members and senior executives of ACSA and ACAA will attend.

The Mobile Billboard will be present at the launch, before heading for marginal seats in NSW.

Copies of the postcards and posters are available on www.agedcare.org.au

Greg Mundy is available for interviews on 0416 203 065.

Rod Young is available for interviews on 0419 264 178.

For further information: Karen Mundine 0401 119 998 or Bill Forwood 0427 052 945