

Re: Caring for Older Australians, submission in relation to Chapter 8; Section 8.1

An aged care gateway: information, assessment and care coordination

There are private companies who provide excellent information to older people, their families and carers and the premier company is DPS Publishing Pty Ltd.

The information discussion in the draft report only reports on information provision provided by Government agencies, NGO's or church and charitable organizations. This excludes a significant private sector which provides high quality, reliable and accurate information to older people and their families and therefore will not be accurate in analysis of information services.

For example many Aged Care Assessment Teams, Commonwealth Respite and Carelink Centres as well as Public Hospital discharge planners rely solely on the DPS Guide to Aged Care and the website [www.AgedCareGuide.com.au](http://www.AgedCareGuide.com.au) because they have found it to be the most accurate source of information and easy to use.

### **DPS Publishing Pty Ltd**

DPS Publishing Pty Ltd is a private company that has been dedicated to providing information to older people and their families so that they can make informed choices about aged care services.

The company began in the late 1990's and was an initiative of David Baker, Social Worker in the Public Health System within South Australia, to provide information that was not readily available.

DPS Publishing produces the printed DPS Guide to Aged Care for each state and territory (attached a recent series).

### **DPS Guides to Aged Care**

The DPS Guide to Aged Care is a printed publication, one for each State of Australia with the NT incorporated into the SA version and the ACT incorporated into the NSW version.

The DPS Guide comprehensively lists a range of details on each commonwealth subsidised aged care facility, community aged care package provider and other residential and community services.

The DPS Guide is given to older people and their families free of charge by the Aged Care Assessment Teams, Commonwealth Respite and Carelink Centres, Hospital Social Workers and many other groups. A total of 148,000 copies are dispatched annually.

### **[www.AgedCareGuide.com.au](http://www.AgedCareGuide.com.au)**

The corresponding website [www.AgedCareGuide.com.au](http://www.AgedCareGuide.com.au) provides accurate and up to date information to older people and their families as well as health professionals. More people use the website than use [www.agedcareaustralia.com.au](http://www.agedcareaustralia.com.au). The website is independently audited by the Circulations Audit Board via a Nielsen Survey and Google have recorded more than 116,000 visitors per month.

Information is gathered daily from aged care providers Australia wide and our data administration staff ensure at least an annual review of all information. Information is only updated by our staff after it has been verified by a third party.

### **Hidden Agendas**

Incorporated NGO's and Government Agencies to the exclusion of private companies are oft quoted in the draft report, for example COTA.

The analysis and recommendation by COTA is not without a hidden agenda. Such incorporated bodies rely on Government grants and funding to continue to provide their services.

COTA along with most other agencies quoted in the report know full well the extent of usage of the DPS Guide to Aged Care yet fail to mention this as a crucial information source.

### **Information for the Future**

Throughout life people gather information and are provided with quality information both by the public sector and the private media sector. For example when dealing with health, real estate, financial, education and other life issues the private media and publishing sector has been doing a great job for decades.

DPS Publishing is a private media company providing quality information for older people and their families. It would be a dis-service to the needs of older people and their families if the private media and publishing sector were excluded from the decision making process. In addition the impact of decisions made by the Australia Government about the management of information services will have a significant impact on companies such as DPS.

The private media and publishing sector are able to meet the information needs of older people and their families at a fraction of the cost of government funded agencies.

### **Recommendation**

The private media and publishing sector should be considered as a valid disseminator of information for the aged and community care sector.

Private publishing companies with a long history of providing information to the consumer have as much expertise and ability to continue to provide such information at a fraction of the cost of Government agencies, NGO's, Associations and Church & Charitable Groups.

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Web : [www.agedcareguide.com.au](http://www.agedcareguide.com.au)

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