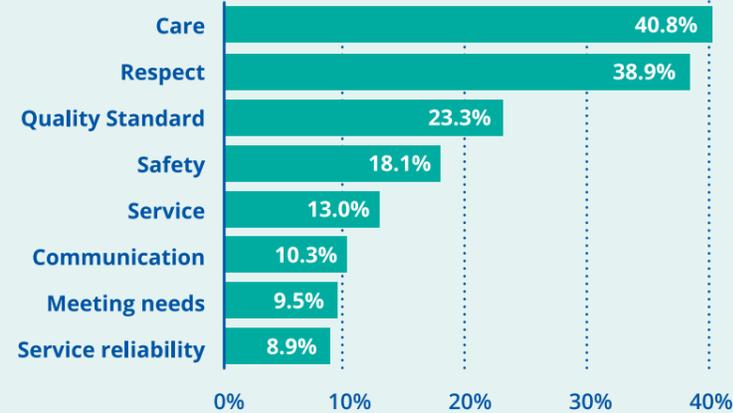


The Aged Care Census Database

Insight # 12: Consumer Expectations – A Workforce Perspective

Most important client/resident expectations

Respondents: 17,315



Aged Care Workers believe that the client/resident's most important expectations centre around Care and Respect

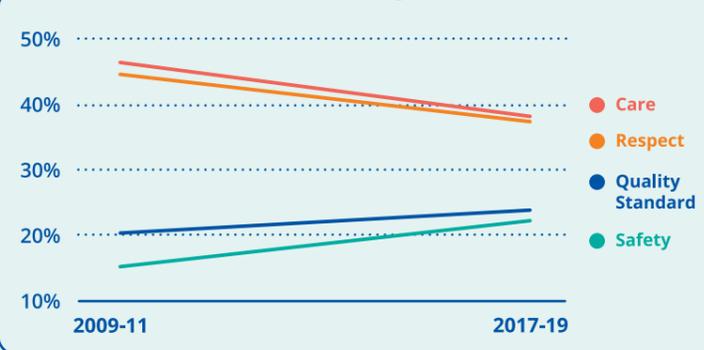
... With an average Satisfaction rating of 71%

Perceived client/resident satisfaction

Respondents: 16,783



Client/resident expectations (2009-2019)



... But, over the last 10 years we can see care and respect starting to drop a little as perceived client/resident expectations, and quality standard and safety starting to increase

	2009-11	2017-19
Care	46.5%	37.9%
Respect	44.7%	37.1%
Quality Standard	20.2%	24.1%
Safety	15.1%	22.5%

NB: This is the Aged Care Workers' perspective. It is yet to be tested against the Consumers' perspective.

Analysis of the insight

The Aged Care Census Database (ACCD) tells us that aged care workers think that aged care consumers' top four priorities are: care, respect, quality standards and safety.

Only two of these perceived consumer priorities – care and respect – are reflected in aged care managers' priorities. Quality standards and safety do not rate in managers' top eight priorities (see Insight # 10 for more information).

Interestingly, the Aged Care Census Database (ACCD) shows us that the increasing importance of quality standards and safety as perceived consumer priorities over the past decade, has resulted in workers placing a reduced priority on care and respect over the same period – even though both 'care' and 'respect' still remain as the top two overall.

The ACCD data also tells us that **over 70% of workers think that consumers are satisfied with their aged care.**

But when we drill deeper, only around 65% of workers across all aged care organisations believe their organisation delivers high quality service to older Australians. It's hard to understand this discrepancy, except to suggest that workers perceive some consumers are satisfied with lower quality services.

That said, the ACCD data also tells us that workers clearly believe that 'service' equates to more than those services delivered by its workers. When asked if everyone in their workplace maintains high quality of standards in their service to consumers, 68-74% of workers said 'yes'.

So, if 68-74% of workers believe that consumers are being given high quality services by its workers, why do only 65% of those same workers believe consumers are receiving high quality care?

This explanation is tested by looking at the ACCD data on public sector aged care providers where the discrepancy is largest: 74% of public sector aged care workers think that everyone in their organisation maintains high quality of standards in their service to consumers but when asked if their organisation delivers high quality service to consumers, only 63.7% agree. This is more than a 10% discrepancy.

Key messages for providers

- There may be a mismatch between the priorities aged care managers are communicating to workers – and what workers believe are consumers' priorities
- There may be a worker perception that whilst those involved in direct care services are maintaining high quality of service, those involved in non-direct aged care services are not.