

How aged care advice could benefit you and your clients

Most older Australians don't have a plan in place for the aged care they want¹. Not only does this mean thousands of Australians are facing an insecure future, it also represents an opportunity for financial advisers to deliver quality advice and better outcomes for our ageing population.

The growing need for aged care

There's no doubt Australians are enjoying a longer retirement. Our life expectancy has risen by more than a year in the last 10 years alone². But as we live for longer, we need the right support to make informed decisions and provisions for our aged care needs – both personal and financial.

Demand for aged care is growing fast. Latest figures show 229,500 people entered aged care services in 2017-18, an increase of 42% when compared to 2008-09³. And yet many older Australians aren't clear on what their preferred care is going to cost. Two in three expect to spend less than \$400 a week⁴ even though costs can be more than double that amount, depending on means test outcomes⁵.

The value of advice in making positive decisions

The complexity around costs and other choices – like what to do with the family home – can be overwhelming and many people find themselves under pressure when navigating these options. Two in five Australians making care arrangements for parents spent less than a month exploring options. In a quarter of cases, they wish they could change their decision⁶.

As a financial adviser, you already have a trusting relationship with clients and are a natural fit to offer guidance on aged care decisions. But in many situations where aged care advice is needed, it can be the parents or adult children of existing clients who need your support, giving you the opportunity to provide services to both generations. By offering a forum that brings facts and figures to this confronting subject, you can support both new and existing clients, and their families in finding the strategies and solutions to address their many questions.

Advice relationships that go the distance

As well as helping clients and families in a time of need, aged care advice can boost outcomes for your business. It presents an opportunity to demonstrate value, with aged care including a whole range of tasks and deliverables. Whether you decide to provide services like placement for residential care facilities or limit your offer to financial outcomes and affordability for different scenarios, there are clear objectives financial advisers can meet for a fair fee.

The [Challenger aged care advice wheel](#) offers a comprehensive view of potential services to help you decide what suits your practice and clients.

By supporting the entire family through this life event, you can service clients for longer and potentially begin a new working relationship with other family members.

By offering aged care advice and support you can bring greater peace of mind to the entire family. With a suite of services ranging from exploring aged care options to cash flow strategies, you can take many burdens of responsibility off the shoulders of both generations.

Discover how Challenger can support you in developing aged care advice for your clients



Call the Challenger Adviser Services team on 1800 621 009 or speak to your [Challenger BDM](#)



Log in or register for [AdviserOnline](#) to access our aged care resources.

1 McCrindle/Absolute Health & Care study 2018
2 ABS, Life expectancy at birth 2016-18
3 AIHW, Gen Aged Care Data, 2017-18
4 McCrindle/Absolute Health & Care study 2018

5 Department of Health – Schedule of Fees and Charges for Residential and Home Care 20 September 2018
6 McCrindle/Absolute Health & Care study 2018