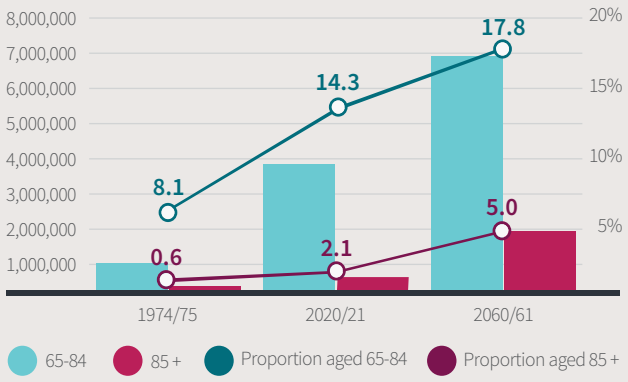
The growing need for aged care advice

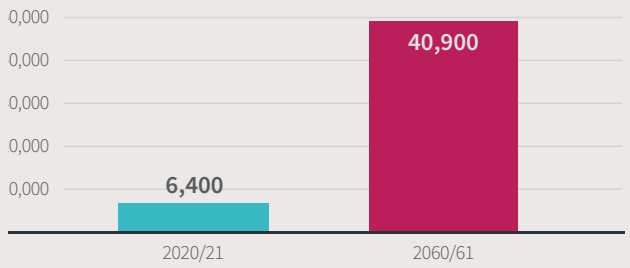
The emerging trend

The number of Australians over age 65 will more than double over the next 40 years. The number of Australians over age 85 will more than triple. This ageing population will drive the future of financial planning and transform Australia economically and socially. **Aged care advice presents a growth opportunity that you can't afford to miss.**

Proportion of the population aged 65 and over*



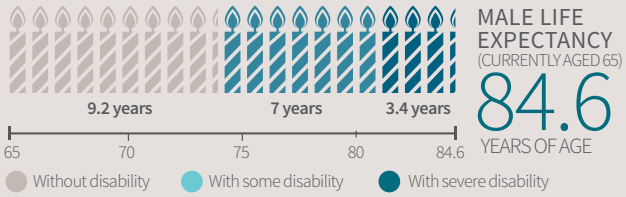
The growth in the number of Australian centenarians*

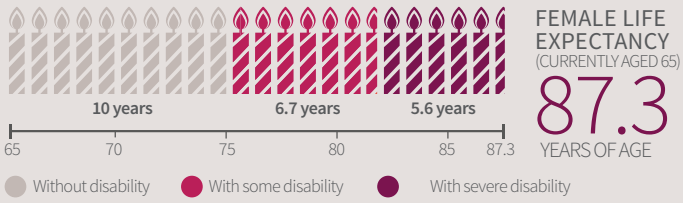


* Source: The Commonwealth of Australia. 2021 Intergenerational Report. Australia over the next 40 years.

The opportunity

Life expectancy is increasing which means Australians are more likely to reach an age where disabilities will require access to aged care services and advice.^





The proportion of your client base aged 65 and over is likely to increase rapidly. Clients aged over 85 years will also drive a greater need for aged care advice. **Are you equipped for the opportunity?**

Value of providing aged care advice

1. Attract new clients
2. Expand services and value to existing clients
3. Intergenerational wealth transfer
4. Retain funds by building relationships with the children of clients
5. Create new relationships with professional referrers

^ Source: Australian Institute of Health and Welfare – Selected health expectancies at age 65, by sex, 2015

Did you know?+

At aged 65, a client's chance of needing aged care during their lifetime is...

♀ 68%

♂ 48%

+ Source: Australian Government Productivity Commission Inquiry Report. Caring for older Australians, 20 June 2011

Our support

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Practical training and accreditation

Advice generator software
Develop advice documents

Business toolkit
Practical tools to build your business and give advice

Aged care paraplanning
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Aged Care Steps provides a suite of tools and support materials to support the full advice process for aged care
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