

4 September 2025

{{full_salutation}}

{{salutation}}

I am writing to brief you on the **CARE Index 2025** - critical new research that directly impacts your constituents and presents immediate policy opportunities.

The Challenge

The CARE Index 2025 (Caregiving and Ageing Readiness Evaluation) is Australia's first comprehensive assessment of our national preparedness for a rapidly ageing population. This landmark study commissioned by Violet reveals a critical finding: Australia scored just 23.1 out of 100 across five key pressure points - preparedness, planning, emotional toll, relationship strain, and competing demands. We are dangerously underprepared for what lies ahead.

Why This Matters

This result directly impacts your constituents and presents immediate policy opportunities.

- **{{percentage_electorate}} of your constituents** are "Sandwich Generation" voters managing competing care responsibilities for elderly parents and their own children while attempting to remain in the workforce.
- **88% feel unprepared and overwhelmed** by current or anticipated caregiving demands.
Submissions from your constituents have been provided in this package.
- **Almost 60% of Australians are already caring or will be within a decade**, with two-thirds being women who face a 42% lifetime earnings gap while performing the equivalent of a 31.7 hour unpaid second job.
- **\$6+ billion annual economic impact** from inappropriate care settings, preventable hospitalisations and low-value care due to inadequate planning, guidance and family support.
- **Mental health crisis among family caregivers** is creating workplace absence, relationship breakdown, and financial hardship, affecting hundreds of thousands of voters.

Why Act Now

Australia will experience a 400% increase in people reaching 85 years by 2031. We have proven solutions ready for immediate implementation through existing infrastructure like the Carer Gateway (over \$1 billion invested) and Violet's technology-enabled platform already serving 30,000+ Australians.

The Opportunity

This research provides you with media-ready solutions for high-priority constituent concerns, evidence-based policy frameworks, and the first comprehensive national data on Australia's fastest-growing voter issue.

I would welcome the opportunity to brief you further on how the CARE Index findings can support your advocacy for constituents facing these challenges.

Yours sincerely,

Kate Carnell AO
Chair, Violet