

**Media Release**  
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**Missing the picture: the election is about work AND family**

(Sydney) – With a national uniform swing of 5% required to change Government at the next federal election the most recent Newspoll commissioned by the Taskforce on Care Costs, shows conclusively that whichever side of politics addresses the issue of care effectively will win government. At this stage both the Coalition and Labor have not fully grasped this opportunity.

On the weekend of the 13th and 14th of October a random national sample of 1,234 Australians aged over 18 said that support for carers is a vote winner. The survey showed that nearly 1 in 3 voters (or 29%) would be a lot more likely to vote for a particular party if that party made a commitment to provide additional support to carers of the aged and people with a disability.

“For voters, this election is not just about IR policies or interest rates, it is also about family. And the key issue here is helping working carers by providing access to quality and affordable care,” says Juliet Bourke, Chair of the Taskforce on Care Costs.

Support was particularly high in the 50+ age group at 36 percent. This is an important statistic because both Labor and the Coalition need to win this demographic if they are to govern.

“The current focus on workers with childcare responsibilities needs to be expanded. Given Australia’s ageing demographic, who ever governs needs to be strategic about support for workers with elder care as well,” says Ms Bourke.

TOCC is supportive of all employees with caring responsibilities. TOCC, together with Carers Australia and Families Australia, is currently finalising a research project to identify policy and workplace solutions to assist workers with caring for the aged or people with a disability. TOCC anticipates releasing its findings in the first week of November.

“The solution is not just about a top up to carer payments, or tinkering with tax brackets. This is the time to commit to developing a long term strategic approach to work and family,” says Ms Bourke.

### **About TOCC**

TOCC is supported by over 40 high profile business and non-government organisations. TOCC was established in 2003 to investigate the relationship between work and the cost of care, and propose sustainable and fair solutions to give carers choice. TOCC has concluded that the work/cost of care dynamic is a critical national issue with strong leadership and immediate intervention required to improve the situation. For more information visit [www.tocc.org.au](http://www.tocc.org.au)

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