

## FOR IMMEDIATE RELEASE

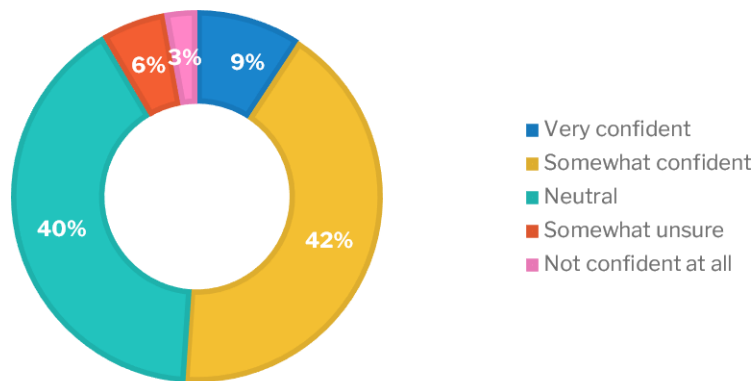
### Survey reveals key aged care accommodation strategy challenges ahead of 2025 RAD changes

(Sydney, Australia – 14.02.2025) – A recent survey conducted by Mirus Australia has shed light on the concerns and priorities of aged care providers in adapting their accommodation strategies ahead of the 2025 Refundable Accommodation Deposit (RAD) changes. The online poll, capturing insights from 174 respondents across 119 organisations—including 86 executives, board members, and senior managers—highlights the complexity of aligning pricing strategies with market expectations and regulatory demands.

The findings, gathered as part of the registration process for Mirus' upcoming webinar on Effective Accommodation Strategies, reveal that while some providers feel prepared, many face uncertainty in key areas:

- **Confidence in pricing strategy alignment:** Only 9% of respondents are very confident that their current accommodation pricing strategy aligns with consumer expectations and market demand, while 42% are somewhat confident. A significant 40% remain neutral, and 9% lack confidence entirely.

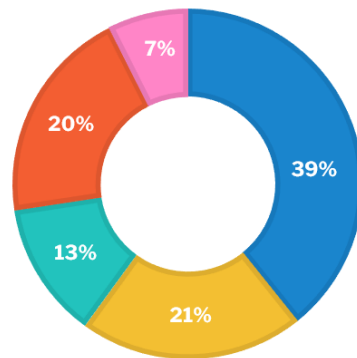
## How confident are you that your current accommodation pricing strategy aligns with consumer expectations and market demand?



Represents 174 responses

- **Biggest challenges in preparing for 2025 RAD changes:** The top concern for 39% of respondents is understanding and complying with new regulatory requirements, followed by setting competitive and transparent pricing (21%). Forecasting market trends (20%) and assessing room features and amenities (13%) also pose significant hurdles.

## Which area do you find most challenging when preparing for the 2025 RAD changes?

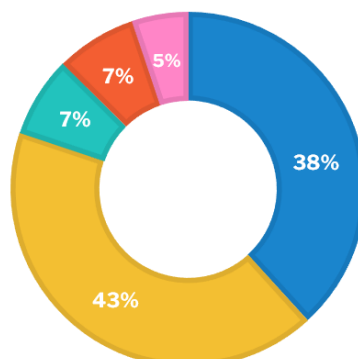


- Understanding and complying with new regulatory requirements
- Setting competitive and transparent pricing
- Assessing the value of room features and amenities
- Forecasting market trends and regional demand
- Communicating changes effectively to residents and families

Represents 174 responses

- **Primary focus in reviewing accommodation strategies:** Providers are prioritising financial sustainability (38%) and maintaining competitive pricing without compromising occupancy (43%). Other areas of focus include customer satisfaction (7%), budgetary constraints (7%), and immediate compliance needs (5%).

## What is your facility's primary focus when reviewing accommodation pricing strategies?

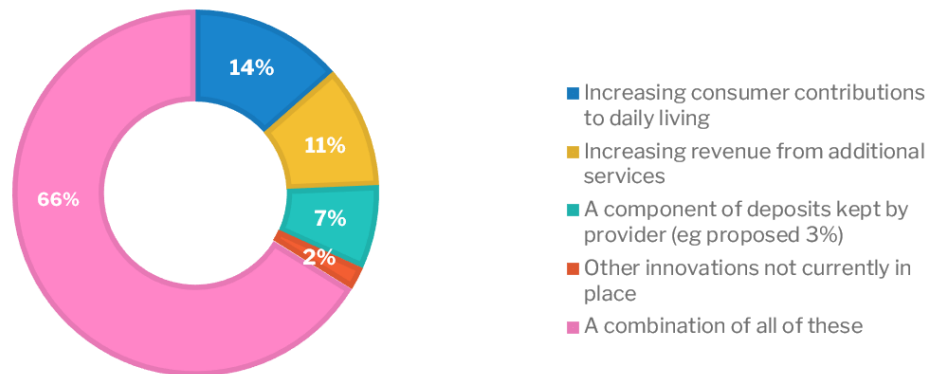


- Preparing for long-term financial sustainability
- Maintaining competitive pricing without compromising occupancy
- Enhancing consumer satisfaction and service quality
- Budget requirements to offset the costs of hotel services, maintenance & depreciation
- Addressing immediate compliance and operational needs

Represents 174 responses

- **Key factors in future profitability beyond care funding:** A resounding 66% of respondents believe that a combination of increasing consumer contributions, additional service revenue, and a portion of deposits retained by providers will be essential for financial viability.

## Apart from care funding, the most important factors to future profitability will be:



Represents 174 responses

Andrew Farmer, CEO of Mirus Australia, acknowledged the challenges providers are facing but remains optimistic about the sector’s ability to adapt:

"The aged care industry is dealing with a significant amount of change, and these survey results highlight both the challenges and opportunities ahead. Providers are working hard to ensure their accommodation strategies remain sustainable while meeting consumer expectations."

He further emphasised the importance of strategic planning and informed decision-making:

"We understand that adjusting to regulatory changes while maintaining competitive pricing and financial stability is not an easy task. That’s why it’s crucial for providers to have access to the right data and insights to make confident, well-informed decisions."

To support providers through this transition, Mirus Australia is committed to delivering data-driven insights, market analysis, and advisory services tailored to the evolving needs of the sector.

"Aged care providers have always shown resilience and adaptability. By leveraging the right strategies and insights, the sector can navigate these changes effectively and continue delivering quality care to older Australians," Farmer added.



The full insights from this survey will be discussed in Mirus Australia's upcoming webinar, Effective Accommodation Strategies on the 27<sup>th</sup> of February, providing attendees with actionable guidance to navigate the 2025 RAD changes successfully.

For more information or to register for the webinar, visit:

<https://www.mirusaustralia.com/effective-accommodation-strategies-for-2025/>

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### **About Mirus Australia**

Mirus Australia is a leading provider of advisory services, technology solutions, and data analytics to the aged care sector. Our mission is to improve the financial sustainability and operational performance of aged care providers, enabling them to deliver the highest quality of care to their residents. For more information, visit [www.mirusaustralia.com](http://www.mirusaustralia.com)

### **Media Contact:**

Andrew Farmer, CEO, Mirus Australia

Email: [andrew.farmer@mirus.group](mailto:andrew.farmer@mirus.group)