

Care Opinion Australia

Listening well is where real change begins. At Care Opinion, we make space for these stories — valuing each person as a partner in care, not just a data point.

***Where every story shared says:
“Here is my experience. This is what
mattered to me.”***

A story is more than feedback.

Who we are

Independent. Safe. Person-centred.

Care Opinion Australia is a registered charity and not-for-profit, independent platform where people can safely share their experiences of care — anonymously, in their own words, and with confidence.

We support health, aged care, disability, and community service providers to engage with consumer voices openly, constructively, and meaningfully.

Our mission: to make feedback safe, visible, and actionable — so everyone can see how services are listening, learning, and responding.

How it works

Care Opinion makes it simple for people to share their stories and for services to listen and respond. We do the heavy lifting, so you can focus on listening, learning, and improving. Here's how it works:

Step 1: Share a story

Consumers, carers, families, and friends share experiences online, by phone, or via leaflet.

Step 2: Moderation for safety and respect

Every story is moderated by our trained Australian team to protect privacy, support constructive dialogue, and ensure fairness.

Step 3: Notify the right people

Services receive real-time alerts, ensuring feedback reaches the people who can listen and respond.

Step 4: Respond and engage

Services respond publicly to show they are listening — sharing reflections, commitments, and actions.

Step 5: Learn and improve

Insightful reports and thematic analysis support learning, reflection, and service improvement across teams, leadership, and governance.

What does 'transparent' mean at Care Opinion?

When someone shares their story, and when a service responds, that conversation is visible to the public on the Care Opinion website. This openness encourages respectful, honest dialogue — and shows your consumers, staff, and community that feedback is genuinely being heard, valued, and acted upon.

What we offer

Care Opinion is more than a platform — we are your partner in engagement, learning, and improvement.

We do the heavy lifting, providing the tools, insights, and support your organisation needs to create a safe, constructive, and low-burden approach to feedback.

Your subscription includes:

Full implementation plan — Our structured 5-phase implementation approach ensures successful adoption, shared ownership, and momentum from day one — even through staff changes. This includes onboarding, staff training, and tailored rollout support.

Australian-based moderation and support team — Our experienced Australian team moderates every story, ensuring safety, respect, and fairness. You also have access to responsive support whenever you need assistance.

Real-time alerts and notifications — Feedback reaches the right people, at the right time. Smart alerts and criticality tagging ensure urgent issues are flagged early.

Comprehensive reporting and insights

- Thematic analysis and tagging
- Sentiment tracking and engagement data
- Criticality breakdowns and flags for stories where change is planned or made
- Scheduled reports and weekly digests for leadership and boards
- Visual data tools to monitor themes, trends, and risks across your services
- Evidence of learning and improvement activities for governance and accreditation

PREMs survey option — Capture both narrative and quantitative experience insights, with easy-to-use integrated PREMs survey tools.

Story sharing tools and engagement support — Customisable invitations, QR codes, leaflets, phone-assisted storytelling, and website integration. We help you encourage story generation and support your staff to respond well.

Ongoing partnership and expert guidance — From training on effective response writing to strategic support for embedding relational feedback into your quality systems — we are here to walk alongside you at every step.

Proven impact

The impact of listening well speaks for itself. Services using Care Opinion report measurable results:

Services report fewer formal complaints and stronger consumer relationships.

Positive stories lift staff morale and retention.

Early identification of safety issues supports timely action and service recovery.

Trend reporting and insights inform smarter, targeted improvements.

Why it matters

Care Opinion creates value at every level of your organisation — for consumers, staff, and leadership alike.

What makes Care Opinion different?

Independent and neutral: Not tied to government or providers.

Moderated and safeguarded: Stories are reviewed with care and fairness.

Public and transparent: Dialogue is open, accountable, and focused on shared learning.

Relational, not transactional: Feedback becomes partnership — not process.

Low burden for your teams: We handle moderation, alerts, reporting, and story processing — so your focus remains on engaging and improving.

Partner with us

We walk alongside you as you build a culture of listening and learning.

Whether you're beginning your feedback journey or strengthening what's already in place, Care Opinion offers expert support at every step.

We'd love to explore how Care Opinion can support your organisation. Let's start the conversation.



www.careopinion.org.au



partnering@careopinion.org.au



07 3354 4525