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UBERCARE MAKES A SPLASH AT INTERNATIONAL AGEING WELL REVOLUTION IN ADELAIDE

South Australian company, Ubercare - which developed a world-first app allowing people to request a qualified care worker at the press of a button - was a big hit at the Ageing Well Revolution international conference in Adelaide last week.

The fledgling company won the **People's Choice Award** out of the winners of the **Premier's Ageing Well Innovation Challenge** where it was "overwhelmed" by interest from overseas and interstate delegates.

Earlier this year, Ubercare presented its business model to an international panel of experts as part of the Premier's Ageing Well Innovation Challenge. Ubercare was selected as one of the winners for "showing significant export potential; being commercially viable and scalable as well as innovative and disruptive".

Ubercare allows subscribers to access carers at short notice at any time of the day or night and has a database of hundreds of approved and qualified carers who can usually arrive at a client's address within 15-30 minutes of a request.

"We were really humbled by the award and the interest shown by those attending," said Renae Sullivan, Ubercare's General Manager.

"Ubercare is ideal for family members with elderly loved ones as it removes the stress of when they can't always be there to help them.

"As our ageing population increases, it will be particularly important to find new ways to connect elderly with the support they need in order to prevent isolation.

"We've had approaches from people and organisations all over the world – who love the Ubercare concept and want it in their city.

"Clients are so grateful to have their spontaneity back – they tell us they want help to do the things they want or need to do now, not next week or at a specified time," she said.

For more information about Ubercare, visit www.ubercare.com or download the app.