Cleanbill

Blue Report

National General Practitioner Listings

January 2025

Who we are

Cleanbill is a healthcare directory with one simple aim: to increase healthcare accessibility.

We believe that healthcare is at its most accessible when you can see all your healthcare options and their costs before making a booking.

So, Cleanbill shows you just that.

What we do

We collect basic background, pricing, availability, location and contact information for every single healthcare clinic of a given speciality in a given area.

Then we put it all on cleanbill.com.au.

Users in that area can then search Cleanbill to find every single healthcare practitioner around them and filter those results by the price of their basic services. So, in one simple, free search on Cleanbill, users can find a practitioner who meets all their affordability and availability needs without ever having to pick up the phone.

What this report is

On 16 April 2023, Cleanbill released its 2023 Health of the Nation Report. The Report outlined the bulk billing and out-of-pocket cost trends we'd observed from calling every GP clinic we could find across Australia and listing their information in our database.

We were the first to do this on a national scale and it was groundbreaking stuff. But, at the end of that year, we did something truly unprecedented.

We called them all again.

A lot of GP clinics update their pricing and availability information at least once a year. So, each year we go back, find every GP clinic we can, and call them to update their information.

We now publish the aggregated findings from these calling rounds in our yearly Blue Report. And because we do this each year, the Blue Reports show what has happened to GP accessibility on a year-by-year basis since we first started collecting data.

This Blue Report is no exception.

Between October 2024 and January 2025, we found and called 6,925 GP clinics across Australia. This Report details the aggregate national billing and availability data we collected from these clinics. It also compares this data to the same data we collected for the 2024 Blue Report and 2023 Health of the Nation Report to provide insight into the trends impacting primary healthcare accessibility in Australia.

What the data means

Cleanbill's data reflects its listings; it aims to provide the best understanding of what every GP clinic around you would say if you, as an adult without concessions, asked for their pricing and availability information for a standard consultation during regular, weekday business hours. With this in mind, the definitions of the terms in this Report are as follows:

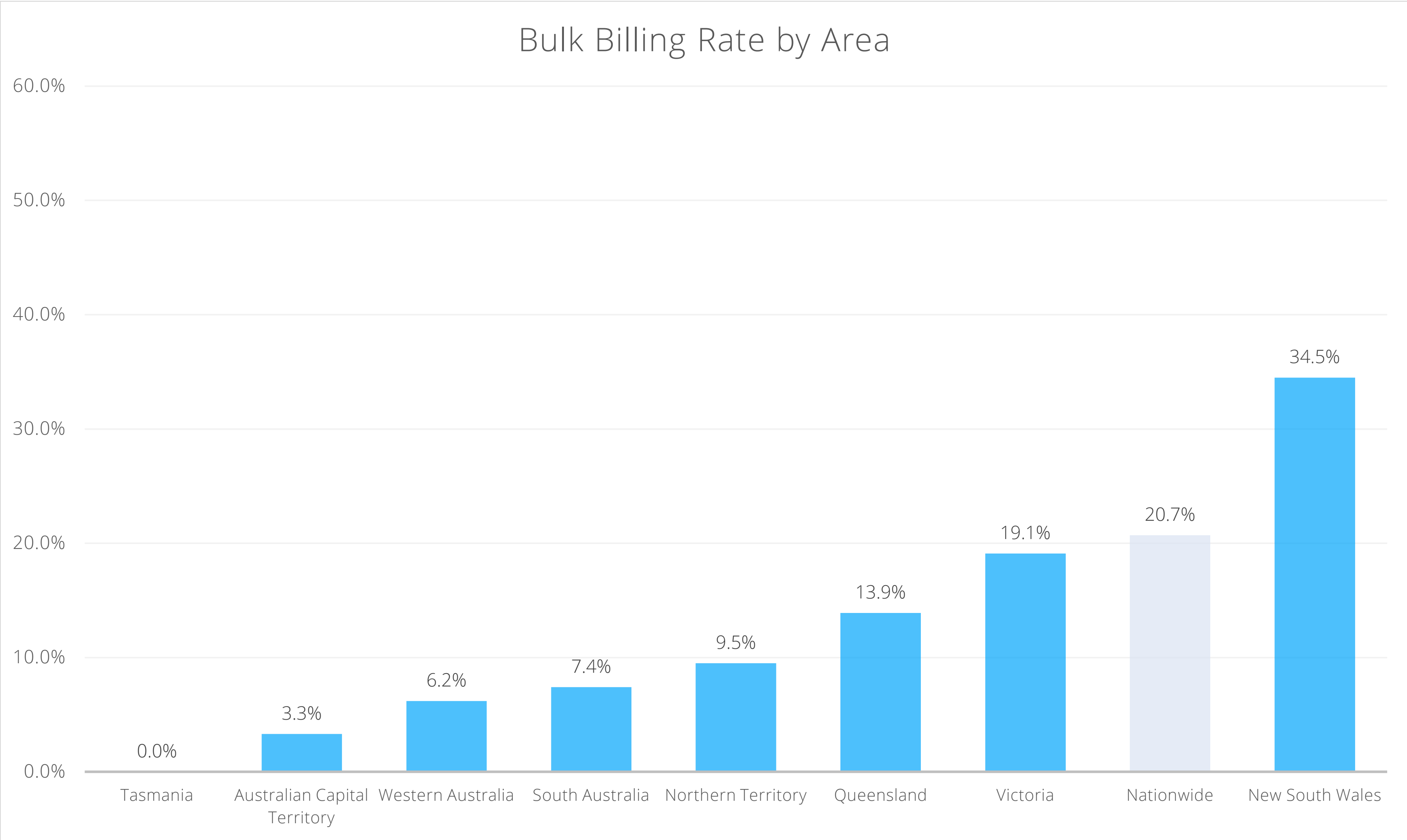
- Total Clinics – this is the number of in-scope GP clinics Cleanbill lists in its database. A clinic must have at least one general practitioner offering standard consultations (MBS Item 23) to the general public to be considered in-scope for the Blue Report (refer to Note i for further information on inclusions and exclusions).[i]
- Availability Rate – this is the total number of clinics in the area that were taking on new patients when we called, divided by the total clinics for which we were able to get a quote (this is slightly less than the Total Clinics – refer to Note ii).[ii]
- Bulk Billing Rate – this is the number of clinics that will bulk bill a new adult patient without concessions who attends for a standard consultation (MBS Item 23) during regular, weekday business hours, divided by the total number of available clinics in the area (refer to Note iii for further information).[iii]
- Average Out-of-pocket Cost – this is the average out-of-pocket cost of a standard consultation (MBS Item 23) for an adult patient without concessions who attends during regular, weekday business hours, amongst all clinics in the area not listed as bulk billing.

These definitions are true for both the 2025 Overview data and the Historical Overview data. Our methodology for collecting pricing and availability information did not materially change between data collection points.

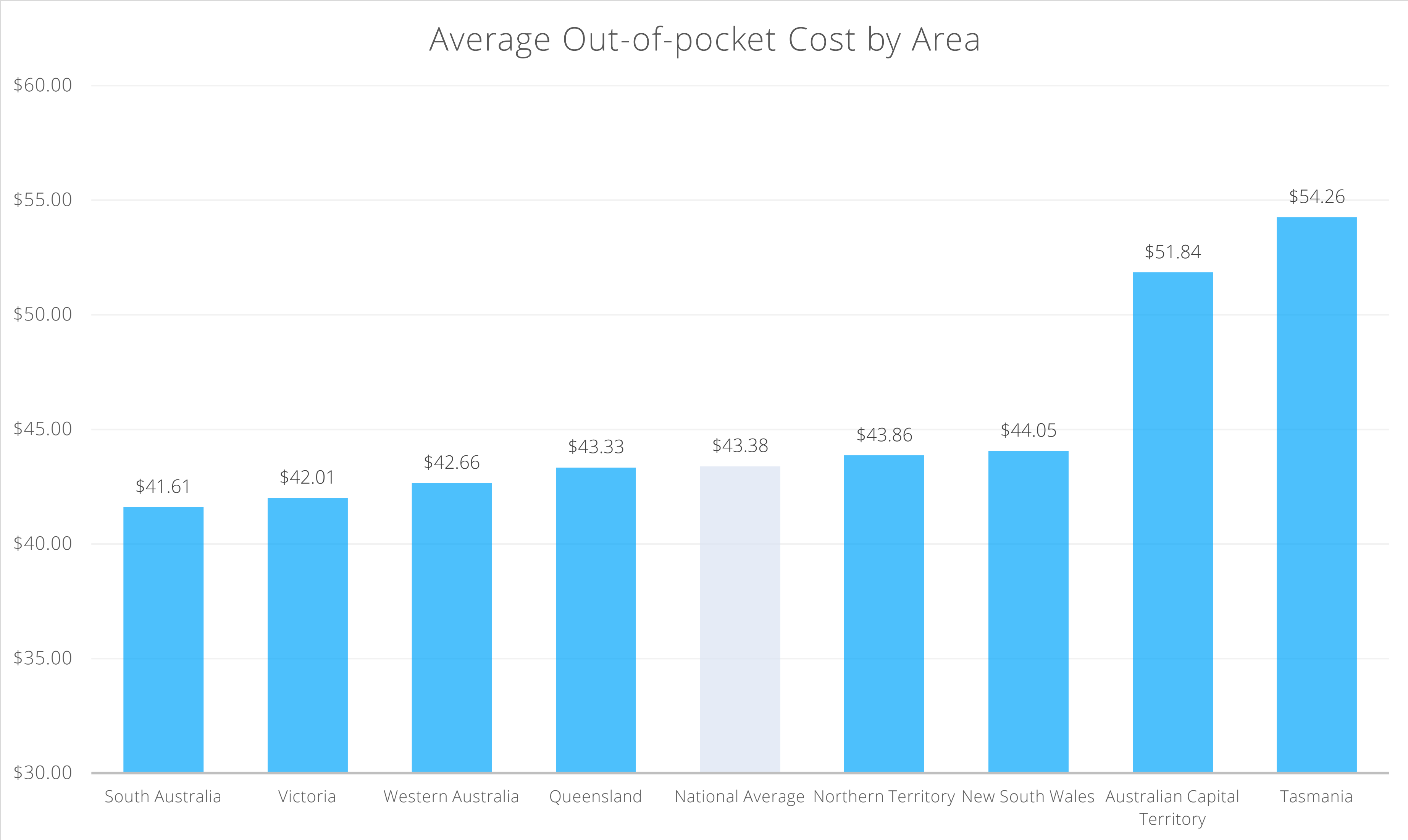
2025 Overview

Area	Total Clinics	Availability Rate	Bulk Billing Rate	Average Out-of-pocket Cost
National	**6,925**	**89.7%**	**20.7%**	**$43.38**
New South Wales	2,377	89.3%	34.5%	$44.05
Victoria	1,796	88.9%	19.1%	$42.01
Queensland	1,373	89.7%	13.9%	$43.33
Western Australia	661	91.0%	6.2%	$42.66
South Australia	448	91.1%	7.4%	$41.61
Tasmania	128	88.2%	0.0%	$54.26
Australian Capital Territory	98	95.8%	3.3%	$51.84
Northern Territory	44	97.7%	9.5%	$43.86

2025 Breakdown – Bulk Billing Rate



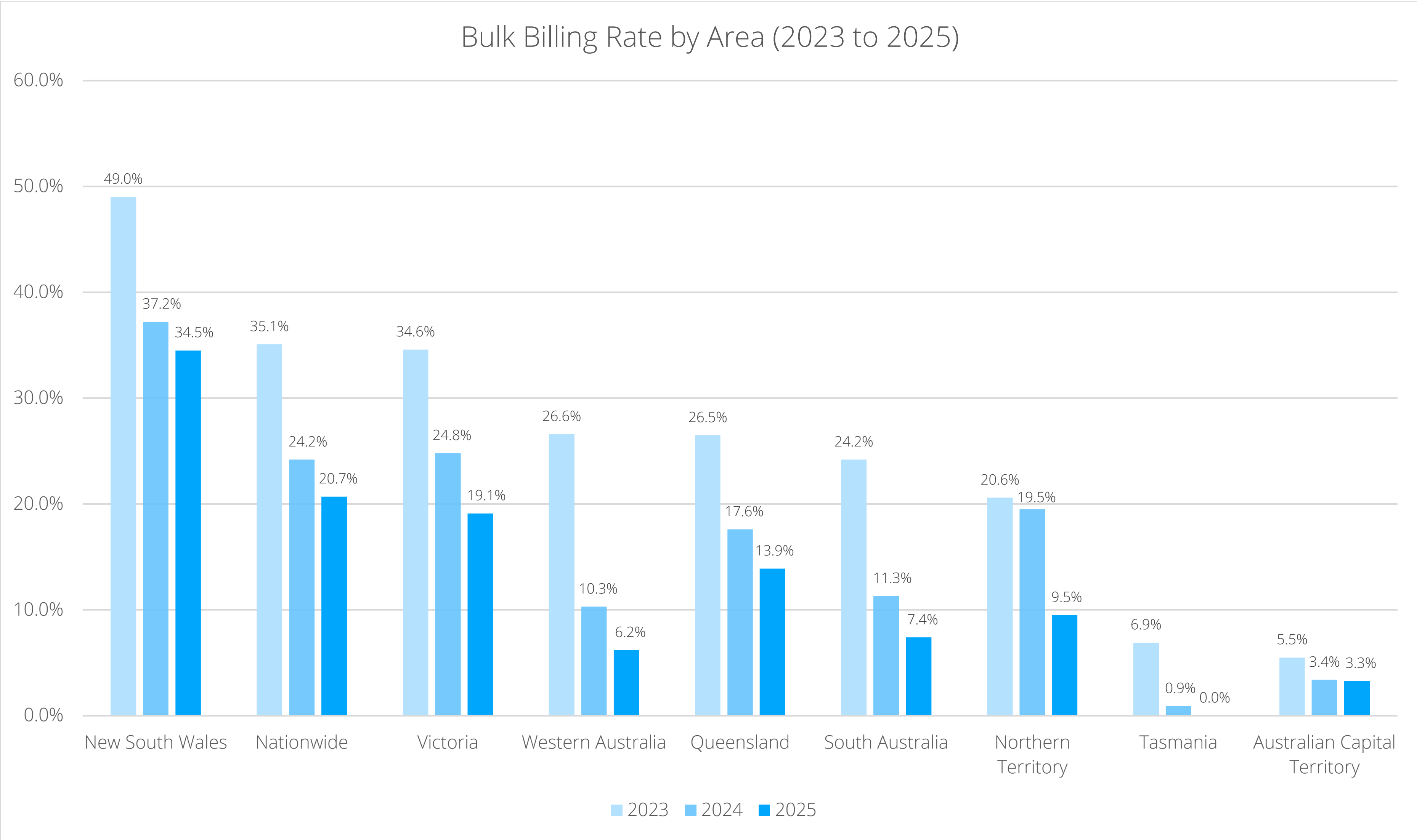
2025 Breakdown – Average Out-of-pocket Cost



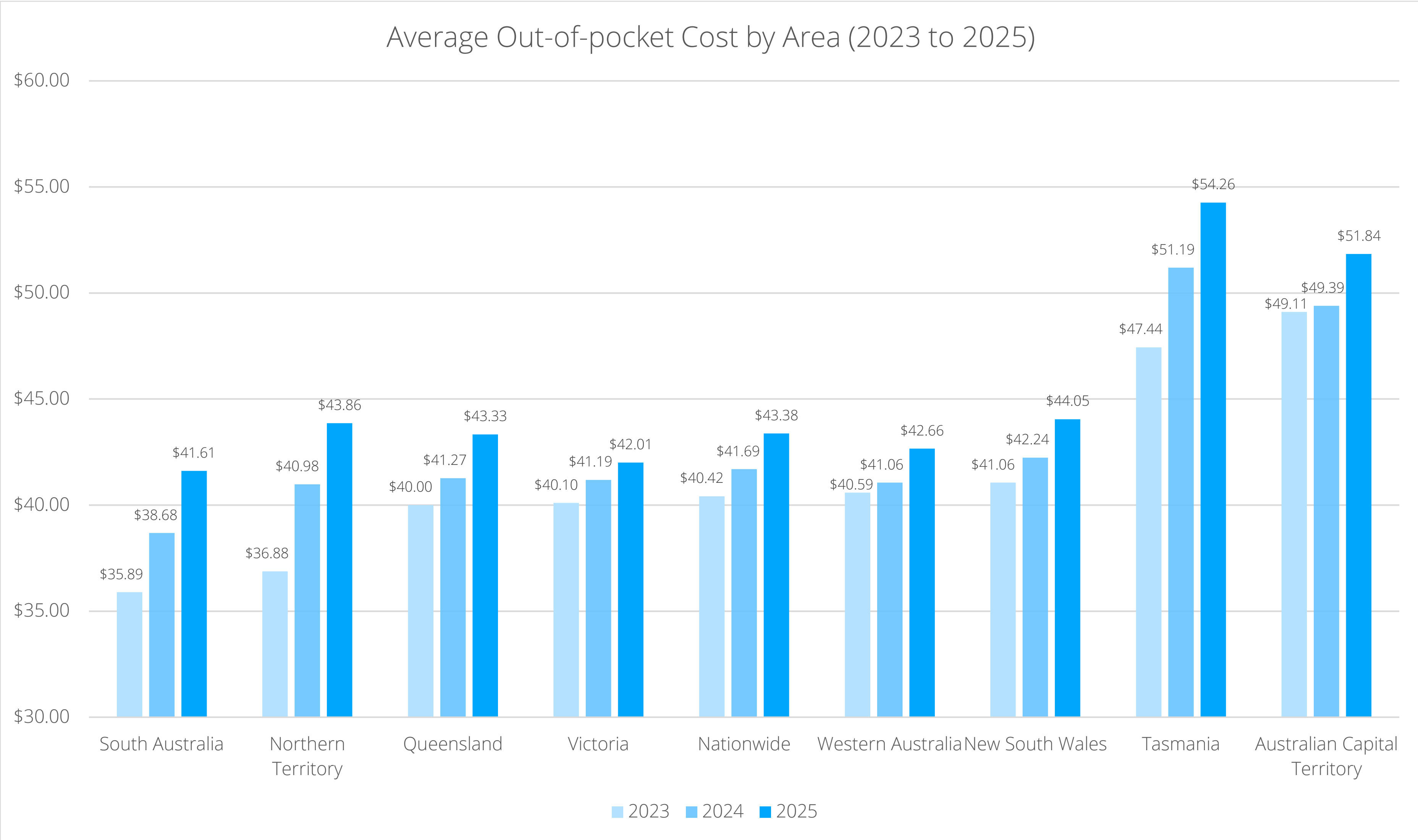
Historical Overview – 2024 to 2025

Area	Bulk Billing Rate			Average Out-of-pocket Cost		
	2024	2025	Change	2024	2025	Change
National	**24.2%**	**20.7%**	**-3.5%**	**$41.69**	**$43.38**	**+4.1%**
New South Wales	37.2%	34.5%	-2.7%	$42.24	$44.05	+4.3%
Victoria	24.8%	19.1%	-5.7%	$41.19	$42.01	+2.0%
Queensland	17.6%	13.9%	-3.6%	$41.27	$43.33	+5.0%
Western Australia	10.3%	6.2%	-4.1%	$41.06	$42.66	+3.9%
South Australia	11.3%	7.4%	-3.9%	$38.68	$41.61	+7.6%
Tasmania	0.9%	0.0%	-0.9%	$51.19	$54.26	+6.0%
Australian Capital Territory	3.4%	3.3%	-0.1%	$49.39	$51.84	+5.0%
Northern Territory	19.5%	9.5%	-10.0%	$40.98	$43.86	+7.0%

Historical Breakdown – Bulk Billing Rate (2023 to 2025)



Historical Breakdown – Average Out-of-pocket Cost (2023 to 2025)



Conclusion

This Report is the first in Australian history to provide a nationwide insight into GP billing arrangements across multiple years.

The trends it outlines paint a concerning picture for healthcare accessibility in Australia.

While the decline in bulk billing has slowed, rates have continued to slide, with almost 80% of available Australian GP clinics no longer offering bulk billing to adult patients. And the remaining bulk billing clinics are largely concentrated in New South Wales, meaning that states like Western Australia now have one available bulk billing clinic for every 46,639 adults.

For those adults who cannot access bulk billing, average out-of-pocket costs are also climbing at an accelerating rate. In Tasmania, where there are no longer any clinics available to bulk bill them as new patients, adults are spending over $54 on average for a doctor's visit, $7 more than 2 years ago.

In these circumstances, it's easy to see why over 1.5 million Australians didn't go to see a GP in 2023-24 because of concerns surrounding cost; up 25% from 2022-23.

This should not be happening.

If out-of-hospital primary healthcare is to be accessible for all Australians, a service that helps people find affordable, available doctors around them is no longer a luxury; it's a necessity.

Without Cleanbill, no such service exists.

Notes

[i] The following clinics are not counted as GP clinics for the purposes of the Blue Report:

- Clinics where GP-like services are provided by non-GPs (e.g. State-funded nurse practitioner clinics);
- Clinics that are only accessible to certain segments of the population (e.g. university GP clinics accessible only to staff and students); and
- Clinics that are attached to GP clinics, but which do not operate as GP clinics (e.g. Medicare Urgent Care Clinics). The clinics that they are attached to are still considered GP clinics.

[ii] Occasionally Cleanbill calls clinics and is not provided with pricing or availability information. This is because:

- The clinic refuses to provide any pricing or availability information when called; or
- Cleanbill can confirm the clinic exists but has not been able to reach it despite multiple calls during regular business hours.

Clinics that fall into this group are taken to have not provided a quote and are indicated as such on their Cleanbill listing. For data aggregation purposes, these clinics are removed from the total clinics in an area before calculating that area's availability rate. In our listing data collection at the end of 2024, there were 64 clinics nationally (<1%) that fell into this group.

[iii] Under the definition of bulk billing on page 4, the following clinics are considered bulk billing for the purposes of this Report:

- Clinics with at least one doctor who is taking on new patients and established as bulk billing, even if the clinic has other doctors that do not bulk bill.
- Clinics that are bulk billing during regular, weekday business hours, but which do not bulk bill outside of these hours.
- Clinics that bulk bill without charging a one-off, yearly, or monthly fee to access bulk billing.