



CHF welcomes commencement of bulk billing incentive, flags critical need to address GP shortage

Saturday 1 November 2025

The Consumers Health Forum of Australia (CHF) today welcomed the commencement of the Australian Government's Bulk Billing Practice Incentive Program (BBPIP). The program, which starts today, 1 November 2025, requires participating General Practices to bulk bill all Medicare-eligible patients, thereby improving affordability for millions of Australians.

CHF has long advocated for measures that reduce the financial barriers to primary healthcare, and any increase which makes it easier and cheaper for people to see a bulk billing GP is a vital step in improving the health of the healthcare system and all Australians.

"Affordability remains one of the most significant hurdles for consumers accessing the care they need. The data in our [National Consumer Sentiment Survey 2024](#) (NCSS) confirmed this, showing that during 2024, more than one in ten respondents (10.4%) reported being unable to afford the medical care they needed. We know that consumers want the cost of care to come down," said CHF CEO, Dr Elizabeth Deveny.

Dr Deveny said that making more Australians and Medicare card holders eligible for bulk billing through the BBPIP is a great thing for families and individuals nationwide. However, the NCSS showed us that while reducing the cost of care was a very high priority for consumers, their absolute top concern to improve the healthcare system was addressing the dire need for more doctors and nurses.



“While this incentive is a powerful tool to help people better afford the care, we cannot forget the fundamental workforce issue driving at people’s access. For this incentive to work there first has to be a GP in the area, and one who is taking new patients,” said Dr Deveny.

There are two main ways consumers can find out if their GP is taking part in the BBPIP. Consumers can search on [Healthdirect](#) for practices in their area listed as bulk billing only and all participating practices must put up signage promoting their participation.

CHF looks forward to seeing a positive impact on bulk billing rates soon and urges the Government to continue its focus on primary care reform, ensuring that future policy is firmly geared toward tackling the twin challenges of affordability and access through strategic investment in the health workforce.

Media contact

Benjamin Graham – Public Affairs Manager CHF

0461 545 395

b.graham@chf.org.au