



Australian High Commission
Malaysia

AUSTRALIA SUPPORTS MALAYSIA'S NEW POLICY FRAMEWORK FOR CARE ECONOMY

KUALA LUMPUR, 5 NOVEMBER 2025 – Australia, as a natural friend and partner, is pleased to support Malaysia on the launch of its *Care Strategic Framework and Action Plan 2026-2030* (the 'Policy Framework').

The Policy Framework is aimed to boost national care services sector and increase women's labour force participation, in line with the 13th Malaysia Plan and Malaysia's National Ageing Blueprint. The Framework and Action Plan is also aligned to the United Nations Sustainable Development Goals (SDGs) and the World Economy Forum's Care Economy White Paper to promote and foster care economy models that can support the needs of the country and region.

The development of this Policy Framework was supported through the Australia-Malaysia Reform Partnership (AMRP), delivered by The Asia Foundation. The Australian Government also supported the Care Economy Conference, otherwise known as the *New Frontiers in the Care Economy Conference* (the 'CareCon 2025' or the 'Conference'), a global platform that aims to transform and shape sustainable, inclusive, responsive, and equitable care models for Malaysia and the broader region.

The CareCon 2025, commencing from 4 – 6 November 2025 in Kuala Lumpur, Malaysia, is hosted by Malaysia's Ministry of Women, Family, and Community Development (KPWKM). It is a flagship event under Malaysia's ASEAN Chairmanship and seeks to position Malaysia as a regional hub for the care economy, fostering collaboration across government, private sectors, and civil society. The inaugural Conference is intended to serve as a catalyst for inclusive growth, expand regional partnerships, and enhance ASEAN's global standing as a model for equitable and responsible care systems.

Her Excellency Ms Danielle Heinecke, Australian High Commissioner to Malaysia said, "Australia is proud to support this Care Economy Conference, which builds on our ongoing support to care economy reforms across ASEAN. Strengthening care economies is a shared



challenge – and as such, opportunities for regional exchange and momentum-building are essential. Everyone – from government, business to civil society – has a role to play in expanding innovative and effective care solutions. As such, collaboration and investing in a sustainable care economy together are important to the broader economic prosperity in our region.

Australia is also pleased to extend our congratulations to Malaysia for the launch of its *Care Strategic Framework and Action Plan 2026-2030*. We look forward to continuing supporting Malaysia in advancing the care economy in the region.”

Across the region, the economy and workplaces have long been built around traditional, gendered divisions of labour. Today, access to quality care remains the greatest barrier to women’s full and equal participation in the workforce. According to the International Labour Organization^[1], unpaid care work keeps approximately 708 million women out of the labour market globally, and women do an average of four times more unpaid care work than men. In addition, a study^[2] by the Institute of Strategic and International Studies (ISIS) Malaysia found that unpaid care and domestic work would contribute RM379 billion to Malaysia’s GDP, demonstrating the care economy is also a potential driver of economic growth.

The Australian Government continues to be a strong advocate for a more inclusive care economy. In line with Australia’s International Gender Equality Strategy launched in February 2025, and Australia’s new International Development Strategy launched in August 2023, Australia continues to support care economy reforms and technical exchanges across the ASEAN region. Australia is also supporting the development of the care economy through its international development program, such as support to the World Bank’s Global Childcare Incentive Fund, as well as Investing in Women (IW) programs in Indonesia, Vietnam and the Philippines.

End.

Media imagery can be found here: [Care Economy Conference 2025 – for Media](#)

