Cleanbill

Blue Report

National General Practitioner Listings

January 2026

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 options and their costs before making a booking.

So, Cleanbill shows you just that.

What we do

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

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

You can then search Cleanbill to find every single healthcare provider around you and filter those providers by the price of their basic services. In one simple, free search on Cleanbill, you can find a provider who meets all of your affordability and availability criteria without ever having to pick up the phone.

You can also access aggregated data from any of Cleanbill's collections through Cleanbill Data.

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 contacting every GP clinic we could find across Australia and listing their information in our database.

We were the only ones doing this on a national scale. And it was groundbreaking. But, at the end of that year, we did something truly unprecedented.

We contacted 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 update their information.

We now publish the aggregated findings from these yearly collection rounds in our annual Blue Report, with each Report showing what's happened to GP accessibility on a year-by-year basis since we first started collecting data.

And this year's Blue Report is the most interesting yet.

Following the release of our 2025 Blue Report, the Government announced a major expansion of the Bulk Billing Incentive to improve access to bulk billed GP care for non-concession patients. Taking effect from 1 November 2025, the expansion encouraged GP clinics to become fully bulk billing by providing them with additional incentives.

And we were keen to see how effective it had been.

So, between 1 November and mid-December 2025, we researched and contacted every GP clinic we could find across Australia (6,877 clinics) to see how the Bulk Billing Incentive expansion had impacted their pricing. This Report compares our findings from this collection to the same data from our 2023, 2024 and 2025 Reports, providing the first major insights into the effect of the Bulk Billing Incentive expansion on GP accessibility nationwide.

What the data means

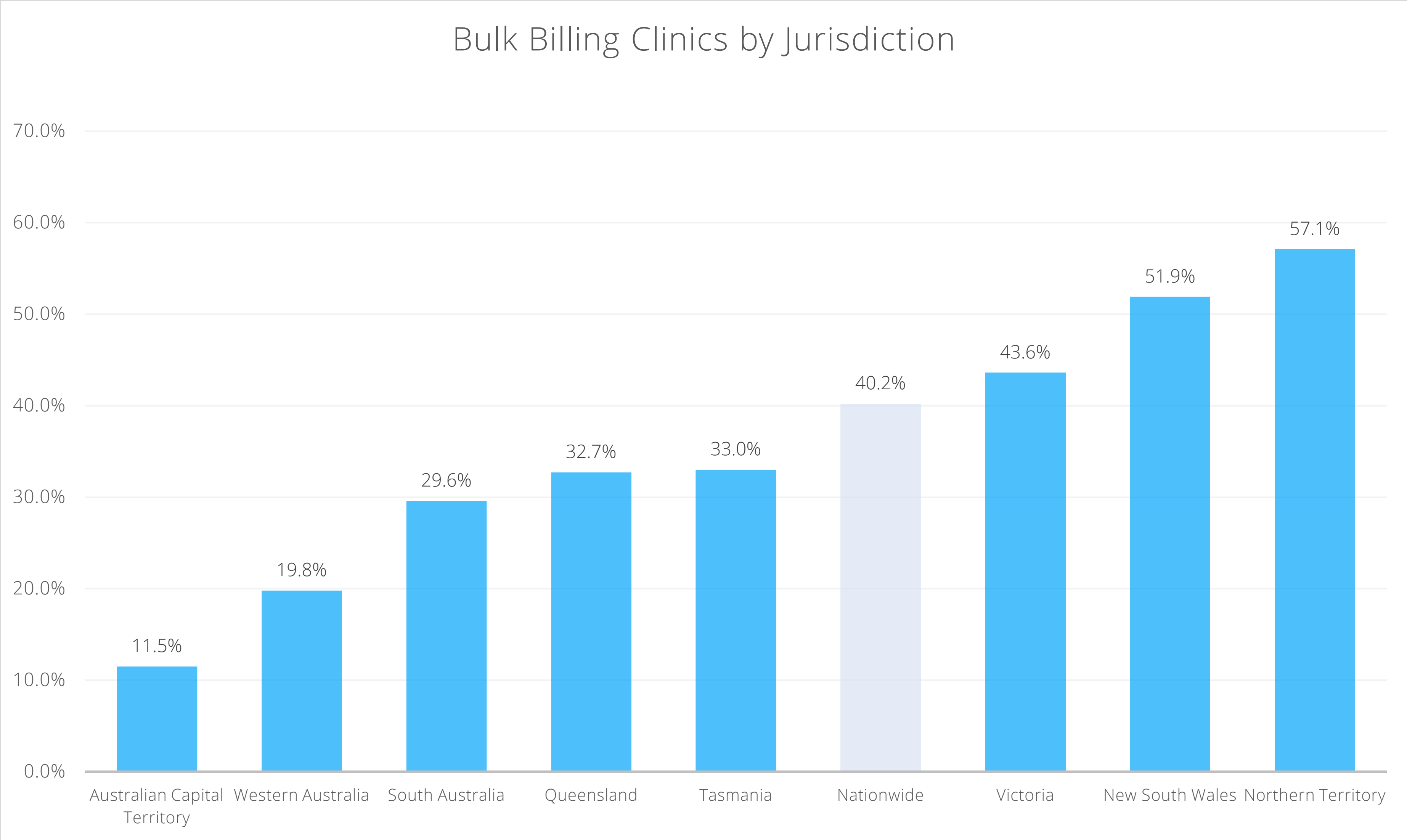
Cleanbill's data reflects its listings; it aims to provide the best understanding of what every GP clinic around you would say if you, as an adult without concessions, asked for their pricing and availability information for a standard consultation during regular, weekday business hours. With this in 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 during regular business hours to be considered in-scope for the Blue Report (refer to Note i[i] for further information on inclusions and exclusions).
- Available Clinics – this is the total number of clinics in the jurisdiction that were taking on new patients when we called, divided by the total clinics that provided a quote (this is slightly less than the Total Clinics; refer to Note ii[ii]).
- Bulk Billing Clinics – this is the number of clinics that have stated they are a fully bulk billing clinic divided by the total number of available clinics in the jurisdiction (refer to Notes iii[iii] and iv[iv] for further information).
- 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 Clinics.

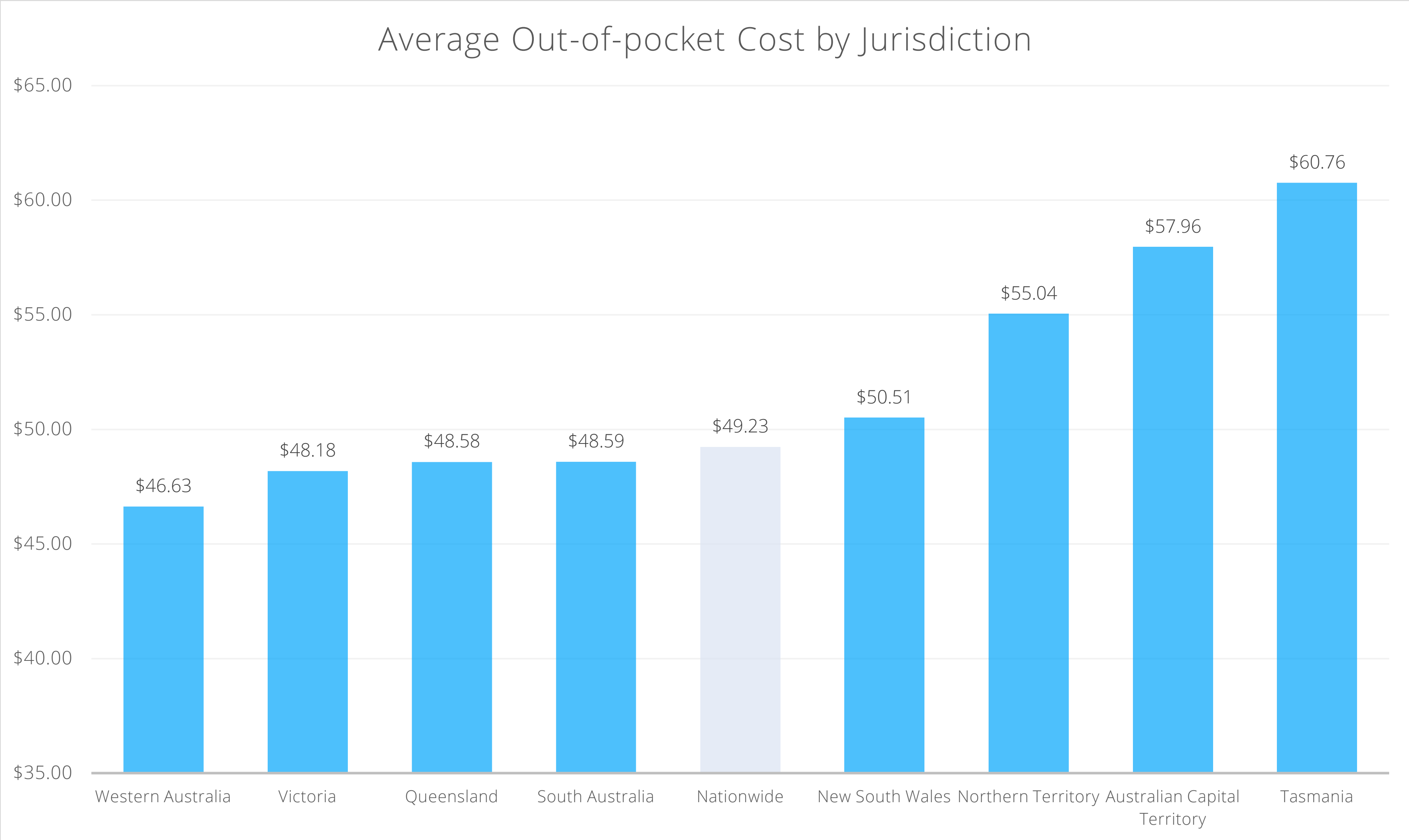
2026 Overview

Jurisdiction	Total Clinics	Available Clinics	Bulk Billing Clinics	Average Out-of-pocket Cost
Nationwide	6,877	93.9%	40.2%	$49.23
New South Wales	2,342	92.6%	51.9%	$50.51
Victoria	1,793	94.8%	43.6%	$48.18
Queensland	1,361	95.2%	32.7%	$48.58
Western Australia	657	95.2%	19.8%	$46.63
South Australia	446	92.0%	29.6%	$48.59
Tasmania	132	88.2%	33.0%	$60.76
Australian Capital Territory	101	96.0%	11.5%	$57.96
Northern Territory	45	97.7%	57.1%	$55.04

2026 Breakdown – Bulk Billing Clinics



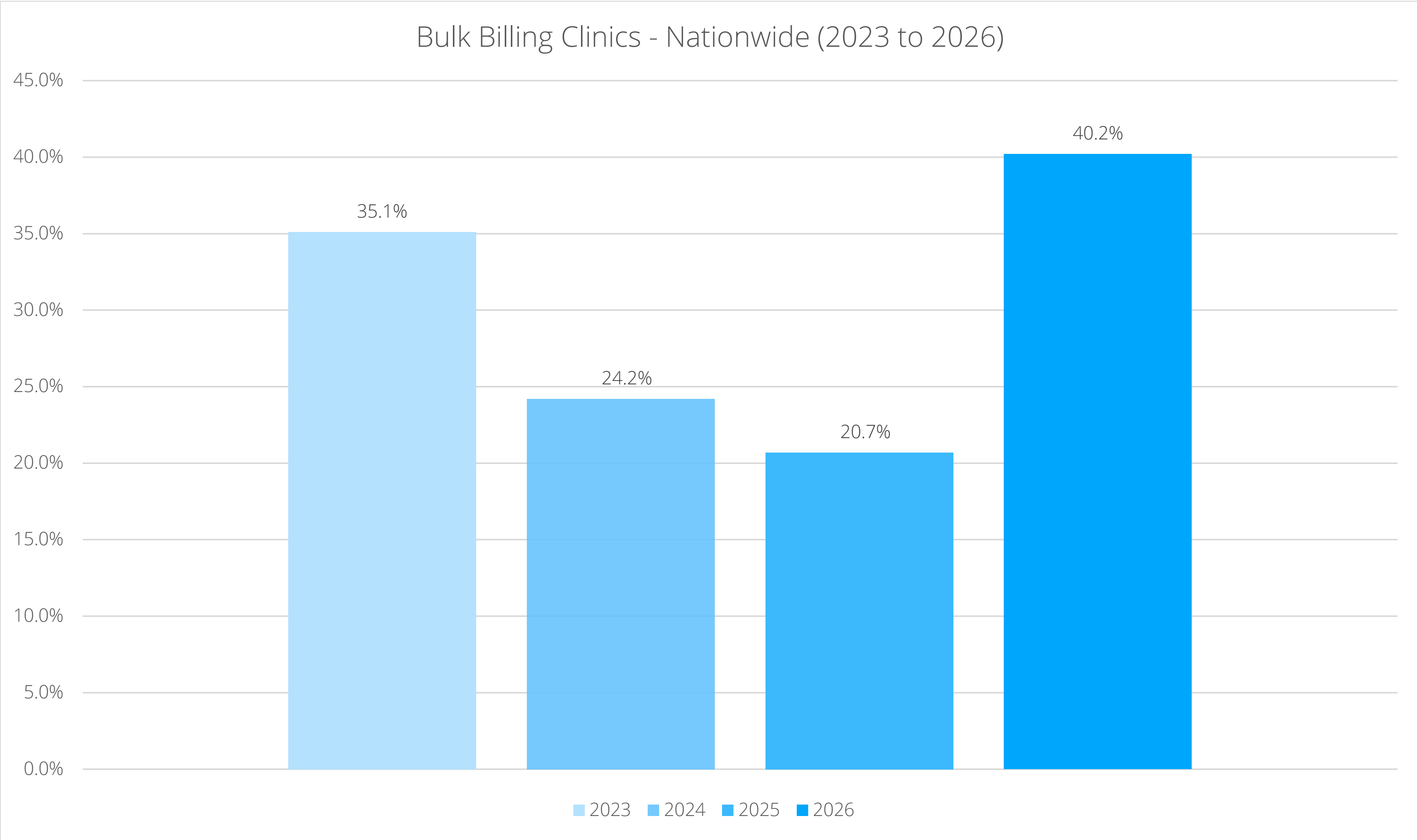
2026 Breakdown – Average Out-of-pocket Cost

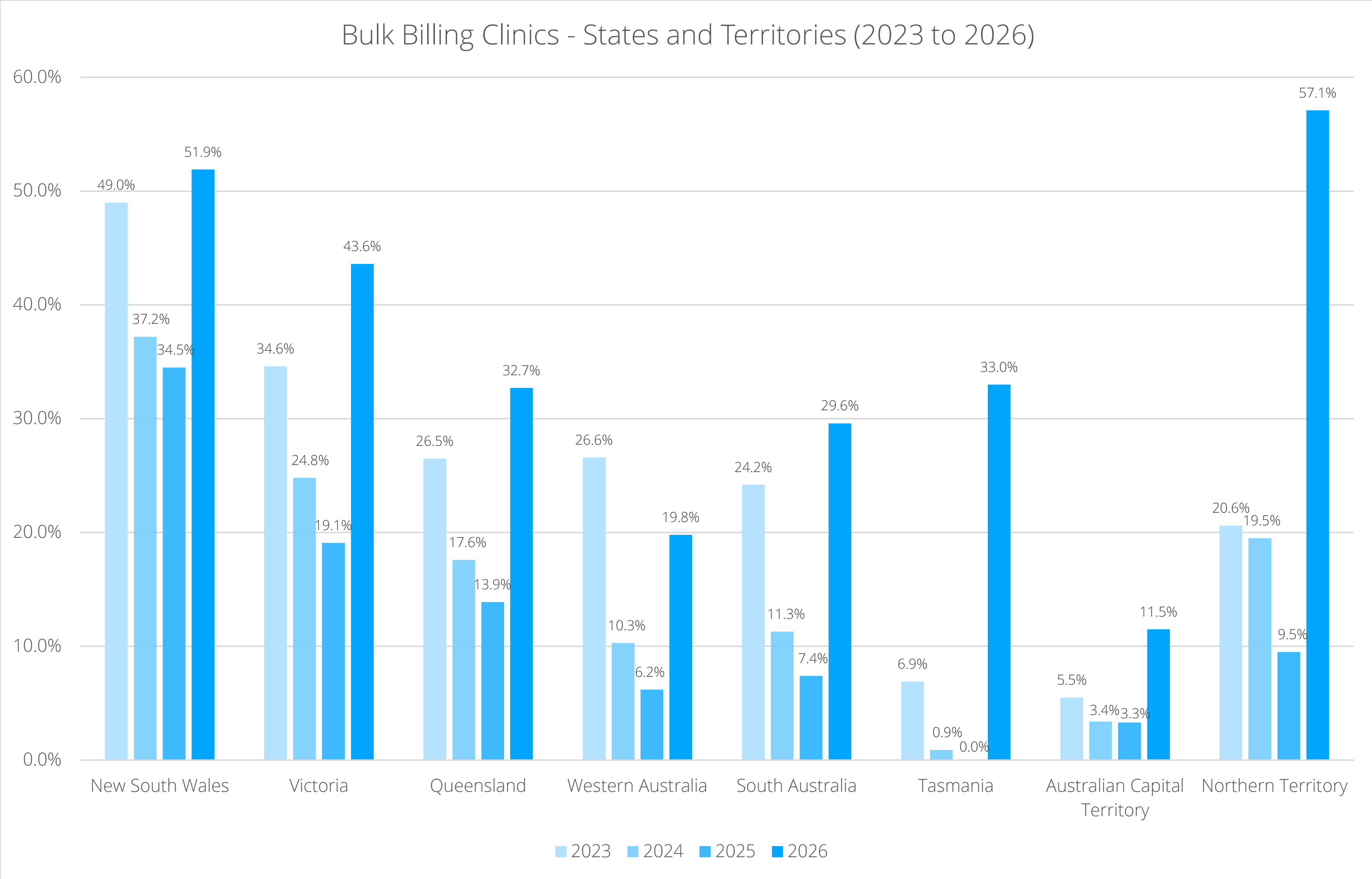


Historical Overview – 2025 to 2026

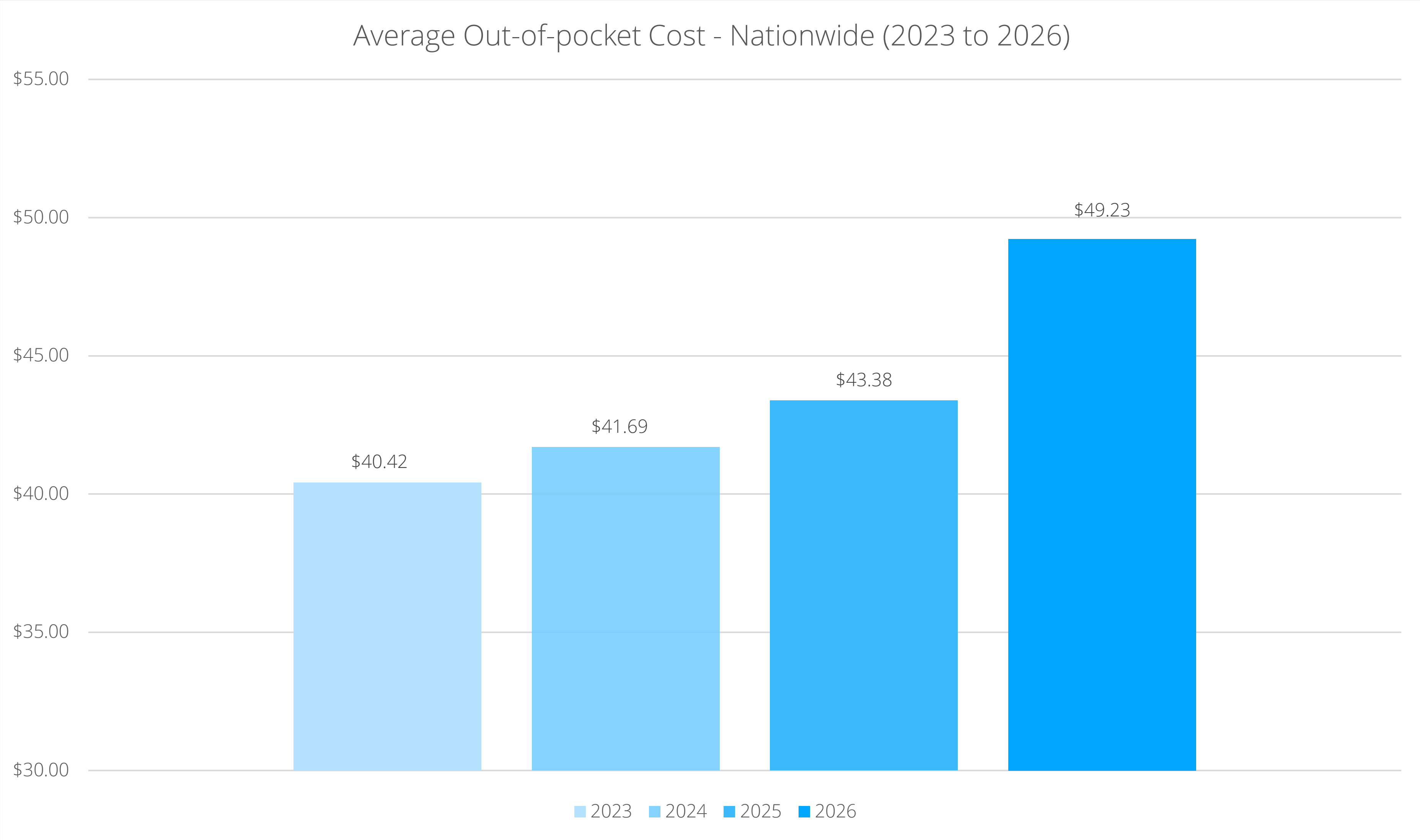
Jurisdiction	Bulk Billing Clinics			Average Out-of-pocket Cost		
	2025	2026	Change	2025	2026	Change
Nationwide	**20.7%**	**40.2%**	**+19.5%**	**$43.38**	**$49.23**	**+13.5%**
New South Wales	34.5%	51.9%	+17.4%	$44.05	$50.51	+14.7%
Victoria	19.1%	43.6%	+24.5%	$42.01	$48.18	+14.7%
Queensland	13.9%	32.7%	+18.8%	$43.33	$48.58	+12.1%
Western Australia	6.2%	19.8%	+13.6%	$42.66	$46.63	+9.3%
South Australia	7.4%	29.6%	+22.2%	$41.61	$48.59	+16.8%
Tasmania	0.0%	33.0%	+33.0%	$54.26	$60.76	+12.0%
Australian Capital Territory	3.3%	11.5%	+8.2%	$51.84	$57.96	+11.8%
Northern Territory	9.5%	57.1%	+47.6%	$43.86	$55.04	+25.5%

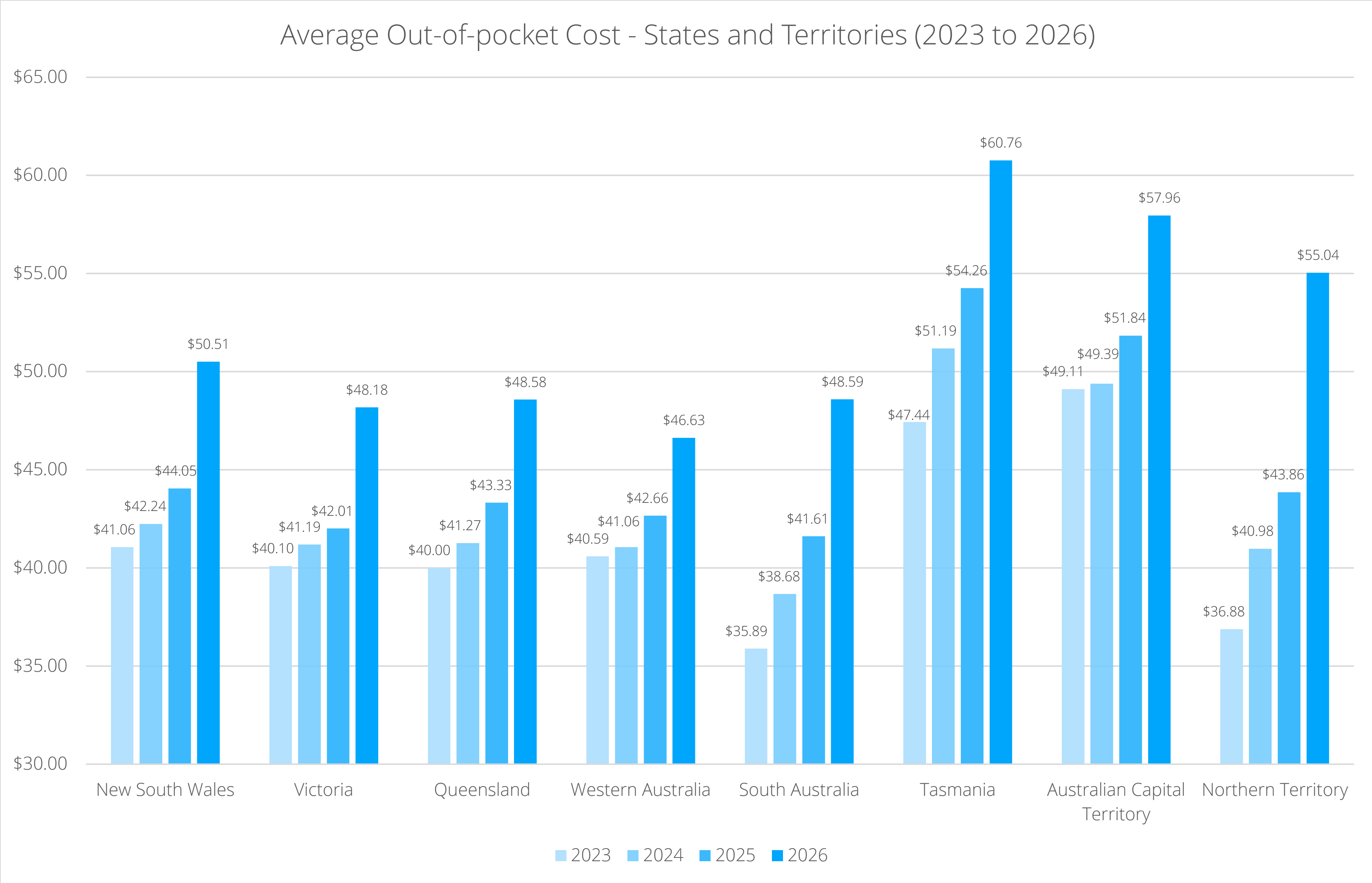
Historical Breakdown – Bulk Billing Clinics (2023 to 2026)




Bulk Billing Clinics - States and Territories (2023 to 2026)
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
49.0%
37.2%
34.5%
51.9%
34.6%
24.8%
19.1%
43.6%
26.5%
17.6%
13.9%
32.7%
26.6%
10.3%
6.2%
19.8%
24.2%
11.3%
7.4%
29.6%
6.9%
0.9%
0.0%
33.0%
5.5%
3.4%
3.3%
11.5%
20.6%
19.5%
9.5%
57.1%
New South Wales
Victoria
Queensland
Western Australia
South Australia
Tasmania
Australian Capital Territory
Northern Territory
2023
2024
2025
2026

Historical Breakdown – Average Out-of-pocket Cost (2023 to 2026)




Average Out-of-pocket Cost - States and Territories (2023 to 2026)
$65.00
$60.00
$55.00
$50.00
$45.00
$40.00
$35.00
$30.00
$41.06
$42.24
$44.05
$50.51
$40.10
$41.19
$42.01
$48.18
$40.00
$41.27
$43.33
$48.58
$40.59
$41.06
$42.66
$46.63
$35.89
$38.68
$41.61
$48.59
$47.44
$51.19
$54.26
$60.76
$49.11
$49.39
$51.84
$57.96
$36.88
$40.98
$43.86
$55.04
New South Wales
Victoria
Queensland
Western Australia
South Australia
Tasmania
Australian Capital Territory
Northern Territory
2023
2024
2025
2026

Conclusion

This Report is the first to provide a comprehensive look at how the recent Bulk Billing Incentive changes have impacted GP billing practices across the country.

The trends it outlines are mixed but encouraging.

On the bulk billing side, we're now seeing a complete reversal of the trends we've observed over the last 3 years.

The percentage of fully bulk billing clinics has almost doubled to over 40% nationally, with this rate surpassing 50% in New South Wales and the Northern Territory. Tasmania, which had no available bulk billing GP clinics in January 2025, now has 37. And 1,007 clinics nationwide have switched from private/mixed billing to fully bulk billing since the start of last year.

For any adults not being bulk billed, however, average standard consultation costs have surged. Almost all jurisdictions have observed a double-digits percentage increase in out-of-pocket costs since 2025[v] and the average total cost of a standard consultation in the ACT and Tasmania now exceeds $100.

This is also the first Blue Report where we've observed a net decline in the number of GP clinics nationally, with a significant number of clinic consolidations and closures being recorded.

In this environment, it's critically important that Australians have access to clear, up-to-date information on where all the GP clinics around them are, which of those clinics will bulk bill them, and how much it will cost to visit those that won't.

Cleanbill has been providing this crucial information through our free directory since 2022 and remains committed to continuing this vital service for the Australian community into the future.

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 they are attached to are still considered GP clinics.

[ii] Occasionally Cleanbill contacts clinics and is not provided with any information. This is because:

- The clinic refuses to provide any pricing or availability information when contacted; or
- Cleanbill can confirm the clinic exists but has not been able to reach it despite multiple attempts 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 analysis purposes, these clinics are removed from the Total Clinics in an area before calculating that area's Available Clinics. In our data collection at the end of 2025, there were 286 clinics nationally that fell into this group.

[iii] The following clinics are considered Bulk Billing Clinics for the purposes of this Report:

- Clinics with at least one doctor who is taking on new patients and established as fully bulk billing; and
- Clinics that fully bulk bill without charging a one-off, yearly, or monthly fee to access bulk billing.

[iv] Prior to 1 November 2025, the designation of a clinic as "fully bulk billing" did not exist as a formal concept. To enable a historical comparison, Cleanbill considers any clinic that bulk billed non-concession patients prior to 1 November 2025 to have been a Bulk Billing Clinic.

[v] The significant increases in average out-of-pocket costs are partially due to the increased number of fully bulk billing clinics. Clinics that previously charged lower out-of-pocket fees are more likely to have switched to fully bulk billing. As these less expensive clinics switch, their lower out-of-pocket costs are removed from the average calculations, driving up averages nationwide. It should be noted, however, that this is not the sole driver of higher average out-of-pocket costs. Even once newly fully bulk billing clinics have been controlled for, average out-of-pocket costs have still increased by 6.8% nationwide since 2025, more than 65% higher than the 4.1% increase observed between 2024 and 2025.

