

Personal care in Adelaide City

Eastern Adelaide service district · Data as of 1 Oct 2026 · Official figures: June 2026 quarter

What stands out

No one advertises in Google results for personal care in Adelaide City.

Balance Home Services ranks highest of the largest holders of the top-10 results for “ndis home care providers”: #3 on average, in 1 of 2 neighbourhoods.

About 70 Google searches a month for personal care in City of Adelaide.

Market

Participants in Adelaide City, then the market around it: the Eastern Adelaide service district, where the figures are published. Providers are those paid for Core supports, which include personal care.

Participants, Adelaide City

606

↑ +17 (+2.9%) since 31 Mar 2026

+65 (+12.0%) on a year earlier

■ OFFICIAL · NDIA · June 2026 quarter

Eastern Adelaide service district

Participants, Eastern Adelaide

5,551

■ OFFICIAL · NDIA · June 2026 quarter

Core providers, Eastern Adelaide

134

■ OFFICIAL · NDIA · June 2026 quarter

Participants per Core provider

41

■ OFFICIAL · NDIA · June 2026 quarter

Share of Core payments to the 10 largest providers

22.0%

■ OFFICIAL · NDIA · June 2026 quarter

Competitors

Providers offering personal care in Adelaide City: register service areas listed here, Google Maps listings with a postcode here, and providers in the area’s search results for personal care.

Providers offering personal care, Adelaide City

128

115 with a service area or Google listing here, 13 more seen in search here. 108 registered, 20 not found in the NDIS provider register.

■ OFFICIAL
· Register and Google search · 28 Sept 2026

Adelaide City and neighbouring areas



Providers offering personal care · Register, Google Maps and Google search · 28 Sept 2026

Tiles show where areas sit relative to each other, not their boundaries. Colour steps: 0-4, 5-14, 15-29, 30-59, 60-99, 100-149, 150+ providers.

The 10 most visible of 128

Provider	Register	Register service areas	Search visibility	Map pack share	Google ads	Directories
HOPE HELP AND CARE PTY LTD Google rating 4.7 (41 reviews) Website Google listing	Registered	-	-	24.2%	No	Carevo
ALL AROUND FAMILY CARE PTY LTD Google rating 5.0 (7 reviews) Website Google listing	Registered	-	-	24.2%	No	Carevo

Provider	Register	Register service areas	Search visibility	Map pack share	Google ads	Directories
Welcome Home Care Services Google rating 5.0 (4 reviews) Website Google listing	Registered	-	-	24.2%	No	Clickability (Shown as NDIS registered)
TIBII PTY LTD Google rating 4.9 (526 reviews) Website Google listing	Registered	1	-	9.1%	Yes	Carevo
ROSS CARE PTY LTD Google rating 4.8 (56 reviews) Website Google listing	Registered	-	-	9.1%	No	Carevo, Clickability (Shown as NDIS registered)
Koala Life Care Google rating 5.0 (14 reviews) Website Google listing	Registered	-	-	9.1%	No	Carevo, Clickability
HOMEAID SERVICES PTY LTD Google rating 4.8 (119 reviews) Website Google listing	Registered	-	8.1% AI summary 12.1%	-	Yes	Clickability (Shown as NDIS registered)
VANA CARE PTY LTD Google rating 4.8 (79 reviews) Website Google listing	Registered	-	8.1% AI summary 12.1%	-	No	None found

Provider	Register	Register service areas	Search visibility	Map pack share	Google ads	Directories
Care Assure Google rating 4.1 (13 reviews) Website  Google listing 	 Registered	–	8.1%	–	Yes	Carevo
Home Caring Pty Ltd Compliance notice ⚠ in force since 10 May 2024 Details  Compliance notice ⚠ in force since 12 Dec 2023 Website 	 Registered	–	8.1%	–	Yes	Karista

Register service areas: how many of the service areas a provider lists in the NDIS provider register are in Adelaide City (counted, never shown as addresses). Search visibility and map pack share: its share of the top-10 results and of the map pack for personal care searches across Adelaide City. AI summary: its share of the sources Google’s AI summary cites for them. Google ads: whether it runs Google ads anywhere in Australia, for any service; the Advertising section shows whose ads appear in these searches.

On directories: of the 128 providers here, Carevo lists 41, Clickability 27, Karista 2, MyCareSpace 2.

Search visibility

Who shows up when people search from across Adelaide City. Shares are of the top-10 results and the map pack, weighted by where people live.

Searches for “ndis home care providers”

Neighbourhoods where Google puts an AI summary above the results

2 of 2

● OBSERVED · Google search · 28 Sept 2026

Share of top-10 results and map pack places held by directories

2.3%

● OBSERVED · Google search · 28 Sept 2026

Top-10 results: largest shares, best average position first

Balance Home Services	8.1%
#3 on average · 1 of 2 neighbourhoods	
HOMEAID SERVICES PTY LTD	8.1%
#4 on average · 1 of 2 neighbourhoods	
Home Caring Pty Ltd	8.1%
#5 on average · 1 of 2 neighbourhoods	
HUMANITY CARE AUSTRALIA	8.1%
#6 on average · 1 of 2 neighbourhoods	
Care Assure	8.1%
#8 on average · 1 of 2 neighbourhoods	

● OBSERVED · Google search · 28 Sept 2026

Map pack: largest shares, best average position first

HOPE HELP AND CARE PTY LTD	24.2%
#1 on average · 1 of 2 neighbourhoods	
ALL AROUND FAMILY CARE PTY LTD	24.2%
#2 on average · 1 of 2 neighbourhoods	
ROSS CARE PTY LTD	9.1%
#2 on average · 1 of 2 neighbourhoods	
Welcome Home Care Services	24.2%
#3 on average · 1 of 2 neighbourhoods	
Koala Life Care	9.1%
#3 on average · 1 of 2 neighbourhoods	

● OBSERVED · Google search · 28 Sept 2026

Businesses Google's AI summary cites (shown above every other result): Balance Home Services (12.1% of its citations), HOMEAID SERVICES PTY LTD (12.1% of its citations), SACARE (12.1% of its citations), SCARLET HOMECARE (12.1% of its citations), VANA CARE PTY LTD (12.1% of its citations).

Directories and platforms, by share of the top-10 results and map pack places: localsearch.com.au (2.3%).

Advertising

Whose Google ads appear in Adelaide City's results for personal care searches, then the ads these providers run across Australia, for any service.

Advertisers in Adelaide City's results for personal care

None seen

Paid results in the searches from 2 neighbourhoods.

● OBSERVED · Google search · 28 Sept 2026

Providers here with Google ads running in Australia (any service)

13

● OBSERVED · Google Ads · 24 Sept 2026

Ads running in Australia, any service: the 5 with the most, of 13

Home Caring Pty Ltd · about 300 ads · last seen 24 Sept 2026

My guardian · 85 ads · last seen 24 Sept 2026

Drake Australia Pty Ltd · 81 ads · last seen 2 Sept 2026
Claro Disability Services · 56 ads · last seen 24 Sept 2026
HCA Healthcare Australia · 20 ads · last seen 26 Aug 2026

Market moves

Changes since 28 Sept 2026, when tracking began, to 1 Oct 2026. Compliance actions cover the 90 days to 1 Oct 2026, dated when they took effect.

Providers entering the area

None

Since 28 Sept 2026, when tracking began.

● OBSERVED · Prodja · 28 Sept 2026

Providers leaving the area

None

Since 28 Sept 2026, when tracking began.

● OBSERVED · Prodja · 28 Sept 2026

New compliance actions

0

In the 90 days to 1 Oct 2026, by effective date.

■ OFFICIAL · Regulator · 27 Sept 2026

Latest

- COMPETITORS · NOTICED 26 SEPT 2026
COORDIM8 PTY LTD is now part of Incluso
● OBSERVED · Prodja · 28 Sept 2026

Demand and supply

Monthly Google searches for personal care, City of Adelaide

70

1 of 8 keywords have no published volume (not counted as zero).

ESTIMATE · Google Ads · 24 Sept 2026

Registered providers per 1,000 participants, by registration group

Registration group	Adelaide City	SA median
Assist Personal Activities High	39.6	6.5
Assist-Personal Activities	46.2	9.4

MODEL · Register · 28 Sept 2026 Registered providers with a service area here per 1,000 participants; participants are not published by service, so every group is compared with all participants.

Sources and methods

- Google Ads Transparency Center · Observed · 24 Sept 2026
- Google Business Profiles · Observed · 24 Sept 2026
- Google Ads keyword volumes (monthly searches) · Estimate · 24 Sept 2026
- Google search results and map packs, checked across the area · Observed · 28 Sept 2026
- Providers found on Google and websites, checked by Prodja · Inferred · 28 Sept 2026
- Changes detected by Prodja between data snapshots · Observed · 28 Sept 2026
- NDIA, active providers by service district · Official · 22 Sept 2026
- NDIA, market concentration by service district · Official · 22 Sept 2026
- NDIA, participants by area (quarterly) · Official · 22 Sept 2026
- Compliance actions published by the NDIS Quality and Safeguards Commission · Official · 27 Sept 2026
- NDIS provider register · Inferred, Model, Official · 28 Sept 2026

What the labels mean

- OBSERVED Seen directly, such as a search result, a map listing or an ad.

⊗ ESTIMATE	A third-party estimate, such as search volume.
○ INFERRED	Our reading of indirect signs, such as a service line found on a website.
■ OFFICIAL	Published by a government source.
◇ MODEL	Our own calculation from published figures.

Providers we could not match to the register are shown as “Not found in the NDIS provider register”: a missed match is not a fact about the business. Service areas are counted, never shown as addresses. How each measure is made is set out in the appendix.

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Provider registration data: NDIS Quality and Safeguards Commission, NDIS Provider Register.

Generated 1 Oct 2026 by Prodja.

Appendix: how each measure is made

NDIS measures as used in Prodja snapshots. The latest version of each is at prodja.com.au under Methodology.

Participants ■ OFFICIAL

The number of participants living in the area, as the agency publishes it.

The agency publishes participant numbers each quarter by ABS area (the 2016 boundaries). Where the boundaries changed in 2021, we share the numbers out by population to the current areas and say so.

Keep in mind: Small numbers are withheld by the agency to protect privacy; an area with a withheld part shows no total.

Sources: NDIA, participants by area (quarterly).

Participant growth ■ OFFICIAL

How much the number of participants in the area changed since the last quarter and the same quarter last year.

Calculated from the agency's quarterly participant numbers for the area (see Participants).

Keep in mind: Follows the agency's figures, including any revisions it makes.

Sources: NDIA, participants by area (quarterly).

Participants per provider ■ OFFICIAL

How many participants there are for each active provider in the service district.

The agency publishes active providers by service district. We divide the district's participants (the agency's area figures, added up by district) by that number.

Keep in mind: A district-wide figure; it doesn't split by service type.

Sources: NDIA, active providers by service district; NDIA, participants by area (quarterly).

Market concentration ■ OFFICIAL

The share of payments that goes to the ten largest providers in the service district.

As the agency publishes it, by service district.

Keep in mind: Payments only; it says nothing about quality or reach.

Sources: NDIA, market concentration by service district.

Compliance actions ● OBSERVED

Compliance actions the regulator has published against a provider.

We read the regulator's published compliance actions and match them to providers by ABN, then by name.

Each action counts in the month it took effect, and is marked as in force until it ends.

Keep in mind: Only what the regulator publishes; actions it doesn't publish can't appear.

Sources: Compliance actions published by the NDIS Quality and Safeguards Commission.

Visibility share ● OBSERVED

The share of Google's first ten ordinary results a provider holds when people in the area search for a service.

Each month we run the searches from a point in every neighbourhood of the area (ABS SA2), on a mobile, and read the first page of Google results. Services chosen from anywhere in the state (plan management, support coordination) are searched with the state's capital city too ("ndis plan manager adelaide"), and each search is shown on its own. Neighbourhoods count by their number of residents (2021 census), so a busy suburb weighs more than an industrial one. For each group of searches, we count the ordinary (organic) results in the top ten that belong to each provider and divide by all top-ten results. Results are matched to providers by their website or Google listing. Directories, platforms and public sites are counted separately and never as a provider.

Keep in mind: A reading of the results on the day we searched. Google's results change from day to day and person to person; we search signed out, without history. Paid ads, the map pack and AI Overviews are measured separately.

Sources: Google search results and map packs, checked across the area.

Organic position ● OBSERVED

Where a provider ranks on average in Google's first ten ordinary results when people in the area search, and in how many neighbourhoods it appears there.

Each month we run the searches from a point in every neighbourhood of the area (ABS SA2), on a mobile, and read the first page of Google results. Services chosen from anywhere in the state (plan management, support coordination) are searched with the state's capital city too ("ndis plan manager adelaide"), and each search is shown on its own. Neighbourhoods count by their number of residents (2021 census), so a busy suburb weighs more than an industrial one. In each neighbourhood we take the provider's best place among the ordinary (organic) top ten, 1 being the top, then average those places, weighting neighbourhoods by residents. Its reach is the number of neighbourhoods where it appears in the top ten. Results are matched to providers by their website or Google listing. Directories, platforms and public sites are counted separately and never as a provider.

Keep in mind: The average covers only the neighbourhoods where the provider appears, so read it with its reach. Paid ads, the map pack and AI Overviews are measured separately.

Sources: Google search results and map packs, checked across the area.

Local pack share ● OBSERVED

The share of places in Google's map pack (the map and the listings under it) a provider holds for searches in the area.

Each month we run the searches from a point in every neighbourhood of the area (ABS SA2), on a mobile, and read the first page of Google results. Services chosen from anywhere in the state (plan management, support coordination) are searched with the state's capital city too ("ndis plan manager adelaide"), and each search is shown on its own. Neighbourhoods count by their number of residents (2021 census), so a busy suburb weighs more than an industrial one. For each group of searches, we count the map-pack listings that belong to each provider and divide by all map-pack listings. Listings are matched to providers by their Google listing, then by their website.

Keep in mind: The map pack depends heavily on where the search is made, which is why we search from every neighbourhood.

Sources: Google search results and map packs, checked across the area.

AI Overview citation share ● OBSERVED

The share of the sources cited in Google's AI Overviews that belong to a provider, where Google shows an AI Overview.

Each month we run the searches from a point in every neighbourhood of the area (ABS SA2), on a mobile, and read the first page of Google results. Services chosen from anywhere in the state (plan management, support coordination) are searched with the state's capital city too ("ndis plan manager adelaide"), and each search is shown on its own. Neighbourhoods count by their number of residents (2021 census), so a busy suburb weighs more than an industrial one. Where Google shows an AI Overview, we read the sites it cites and count each provider's share of the citations. Results are matched to providers by their website or Google listing. Directories, platforms and public sites are counted separately and never as a provider.

Keep in mind: Google shows AI Overviews for some searches only, and sometimes without citations; those count as an AI Overview but add no citations.

Sources: Google search results and map packs, checked across the area.

Directory dominance ● OBSERVED

How much of the first page of results and the map pack goes to directories rather than to providers' own sites.

Each month we run the searches from a point in every neighbourhood of the area (ABS SA2), on a mobile, and read the first page of Google results. Services chosen from anywhere in the state (plan management, support coordination) are searched with the state's capital city too ("ndis plan manager adelaide"), and each search is shown on its own. Neighbourhoods count by their number of residents (2021 census), so a busy suburb weighs more than an industrial one. We count the top-ten results and map-pack places that belong to directories (sites listing many providers) and divide by all of them. Which sites are directories is decided by our analysts and kept in a list that grows as new ones appear.

Keep in mind: A site we haven't classed yet counts as not a directory until it is.

Sources: Google search results and map packs, checked across the area.

Platform share ● OBSERVED

Each directory's and matching platform's share of the first page of results and the map pack in the area.

Each month we run the searches from a point in every neighbourhood of the area (ABS SA2), on a mobile, and read the first page of Google results. Services chosen from anywhere in the state (plan management, support coordination) are searched with the state's capital city too ("ndis plan manager adelaide"), and each search is shown on its own. Neighbourhoods count by their number of residents (2021 census), so a busy suburb weighs more than an industrial one. For every directory and matching platform, we count the top-ten results and map-pack places it holds and divide by all of them: the same places as directory dominance, so the directories' shares add up to it. Search engines and reference sites are not counted as platforms.

Keep in mind: Covers the platforms that appear in results; a platform with no search presence scores zero.

Sources: Google search results and map packs, checked across the area.

Local pack position ● OBSERVED

A provider's best place in Google's map pack, per neighbourhood and search.

Each month we run the searches from a point in every neighbourhood of the area (ABS SA2), on a mobile, and read the first page of Google results. Services chosen from anywhere in the state (plan management, support coordination) are searched with the state's capital city too ("ndis plan manager adelaide"), and each search is shown on its own. Neighbourhoods count by their number of residents (2021 census), so a busy suburb weighs more than an industrial one. For each neighbourhood and search, we keep the provider's highest place in the map pack (1 is the top).

Keep in mind: Absent from the map pack means no position, not a low one.

Sources: Google search results and map packs, checked across the area.

Google ads active ● OBSERVED

Whether a provider had Google ads running in the month, with when they were first and last seen.

Each month we look up providers' websites in Google's Ads Transparency Center, which lists the ads an advertiser has run. A provider with at least one ad shown in the month counts as active.

Keep in mind: Google doesn't publish spend, clicks or where in Australia an ad was shown, so neither do we. Ads run under another business's account (for example an agency's) may not be linked to the provider.

Sources: Google Ads Transparency Center.

New entrants ● OBSERVED

Providers that started serving the area in the month.

We compare each refresh of the provider register with the one before: a new registration, or a new service area in the area, counts. A provider we find on Google or its website that isn't on the register counts only when it is a new business: its ABN became active in the period.

Keep in mind: Dated by when we saw the change, which can trail the real change by a week or more. A new business without an ABN we can check isn't counted.

Sources: NDIS provider register; Providers found on Google and websites, checked by Prodja; Changes detected by Prodja between data snapshots.

Exits ● OBSERVED

Providers that stopped serving the area in the month.

We compare each refresh of the provider register with the one before: a revoked registration, or a service area removed from the area, counts.

Keep in mind: Dated by when we saw the change. Closures and takeovers confirmed by our review appear as moves but are not yet counted here.

Sources: NDIS provider register; Changes detected by Prodja between data snapshots.

Search demand ☼ ESTIMATE

About how many Google searches a month there are for a service in the area's search market.

We add up Google's monthly search volumes for the searches in each service group, in the search market that covers the area (a council or a town). Searches Google withholds are counted as missing, not as zero, and the figure says how many were missing.

Keep in mind: Google's own estimates, rounded, with a floor of 10 a month, and published about a month behind. A search market can be larger than the area.

Sources: Google Ads keyword volumes (monthly searches).

Providers per 1,000 participants ◇ MODEL

How many registered providers offer a type of service in the area for every 1,000 participants.

We count the registered providers with a service area in the area for each registration group. We divide by the area's latest participant number, per 1,000. Services delivered remotely across the state (plan management, support coordination) are measured for the whole state instead: registered providers with a service area anywhere in it, per 1,000 of its participants. An area's figure would mostly show where their offices are.

Keep in mind: Participant numbers have no breakdown by service, so every service is compared with all participants: a guide to relative supply, not demand for that service. Service areas are counted, never shown as addresses.

Sources: NDIS provider register; NDIA, participants by area (quarterly).