



**Carers  
Australia**

**NATIONAL  
CARERS  
WEEK  
2018  
14-20 OCTOBER**

# #Carers2018

Tell Us Why You Care

Host an event

Send us your photos

Celebrate carers

Fundraise for carers

Put up posters

Call the media

**Tweet**

Talk to your council

Put on a stall

Raise awareness

Meet other carers

#WhyWeCare

# National Carers Week 2018

## Why We Care

National Carers Week 2018 runs from 14 – 20 October and is a time to celebrate and recognise the 2.7 million Australians who provide care and support to a family member or friend with a disability, mental illness, chronic condition, terminal illness, or who is frail aged.

We encourage all Australians to be active during National Carers Week and help raise awareness by engaging with the media, local ministers, friends, colleagues and family, and by holding carer-focused events.

To help you with your own promotion, this [#Carers2018](#) toolkit provides tips on how to host a successful event, write a media release and write a letter to your local parliamentary representative.

Visit the [National Carers Week website](#) for a range of information on this year's campaign and how you can get involved. Most importantly, remember to 'Tell Us Your Story' via the official website, whether you're an unpaid carer or just someone who wants to relay why it is you value those who perform a caring role. By collecting authentic personal stories from a range of Australians, we'll be able to raise awareness of the reality of unpaid caring and help build a carer-friendly Australia!

You can show your support for the 2.7 million carers in Australia by hosting or participating in National Carers Week events; it could be anything - from morning teas to movie nights. If you have any questions regarding local promotion, contact your state or territory Carers Association via [1800 242 636](#)

You can follow all National Carers Week social media activity via Facebook, Twitter, Instagram and YouTube - find out how on Page 8.

In this kit you will also find tips on how you can fundraise on behalf of Carers Australia and the state and territory Carers Associations to help us maintain and expand our services to support more carers across the country.

Thank you for your contribution to our community, and for ensuring this year's National Carers Week will be a success across Australia.

Best wishes,



ARA CRESSWELL

CEO Carers Australia



There are 2.7 million carers in Australia

Around 1-in-10 carers are under the age of 25

The replacement value of unpaid care in 2015 was over \$1 billion per week

618,000 carers are over the age of 65

Carers provide unpaid care and support to family members & friends who have a disability, mental illness, chronic condition, terminal illness, or who are frail aged



Around 856,000  
carers are primary  
carers

# Celebrate Carers

## Host an Event

National Carers Week is a great opportunity to raise awareness within your local community, so why not host your own event to celebrate local carers? You can register your event on the official National Carers Week website via [www.carersweek.com.au](http://www.carersweek.com.au) to help get the word out.

Your local community event could take many forms, such as:

- a morning/afternoon tea
- a trivia night
- a movie night
- an auction
- a luxurious lunch
- a Karaoke night
- a local sausage sizzle
- a pyjama day at work; or
- a bake sale

It's important to get your message out there and get as many people involved as possible. As well as registering your event on the [National Carers Week website](http://www.carersweek.com.au), the site also has promotional posters available for download free of charge.

Why not enlist local community businesses, schools, respite centres and media to promote your event? Ask them to put a poster on their wall or hand out flyers on your behalf.

You can also use social media platforms such as Facebook and Twitter to help with promotion. Create an event via your Facebook profile and invite all your friends and any community organisations you may be involved with with one simple click.

You may wish to have a speaker attend the event to assist in your awareness-raising. We recommend inviting your nearest Commonwealth Respite Carelink Centre, or contacting your local Carers Association for assistance. If there is a particular topic you would like to discuss, for example sector reforms, health and wellbeing, or self-advocacy, make sure you let any invited speakers know prior to the event.

Lastly, remember to record your event so that we can publicise it and help raise awareness further afield than your local community. Take pictures and send us photos, tell us stories and let us know how successful it was.

Share your event on the National Carers Week website by using the hashtag **#Carers2018** if you post images to Twitter, and tag Carers Australia and your local Carers Association when you share via Facebook.

You can email us via [caa@carersaustralia.com.au](mailto:caa@carersaustralia.com.au) or contact us via Twitter on [@CarersAustralia](https://twitter.com/CarersAustralia), Facebook on [facebook.com/CarersAus](https://facebook.com/CarersAus) or Instagram via [@carers\\_australia](https://www.instagram.com/carers_australia)

Find out more on pages 8 and 9.

Why not get everyone at your event to 'Tell Their Story' via the official website and let Australia know Why We Care!

# Celebrate Carers

## By Fundraising

National Carers Week also provides an opportunity to raise funds in support of Carers Australia and your local Carers Association.

Any money raised can help:

- improve the supports and services provided by the state and territory Carers Associations
- support young carers to engage with one another and learn the skills to advocate on behalf of their peers; and
- influence government policy through continued research and advocacy work

If planning a fundraising event, you will need to consider whether:

- your event clashes with other key dates in your community, eg. other public fundraising events
- you have a suitable venue - is it free of charge? Are there toilet facilities? Is it as accessible as possible?
- there are parking facilities or public transport nearby
- you need permission from the council for the venue
- you can ask friends and family for assistance on or prior to the event
- are you selling something? If yes, will you need a cash float on the day?

**PLAN:** Work out a timeline and research details such as locations, volunteer support and other essential requirements. Choose a fundraising idea or theme that interests you and remember to give yourself a workable timeline.

**DONATIONS:** You can donate directly to Carers Australia via the '[Donate online](#)' section of our website, or create a page on [Everyday Hero](#) and allocate your local Carers Association as your chosen charity. Everyday Hero enables you to create and personalise a page with information specific to your event. It also takes care of all the money handling. People can donate securely online and receive an instant receipt for their donation. All donations over \$2 are tax deductible.

**Cash handling tips:**

If the fundraising activity involves collecting or exchanging cash, you must ensure there are procedures in place to keep cash secure, including:

- Using secure containers if the activity involves coin collecting.
- Two people being present when counting cash. They must sign for the amount counted.
- Making sure cash is counted in a private, secure place immediately after the event. If money is not banked immediately, hold the cash in a lockable petty cash container and store in a secure place.
- Banking the money no later than one week after the event. Do this before making your online donation through Everyday Hero.

# Using social media in National Carers Week

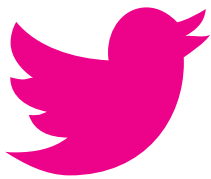


Like the [Carers Australia Facebook page](#) and that of your local Carers Association, and let us know what you are doing by sending us photos or commenting on our Facebook pages.

Add Photos: Click the "Photo/Video" button at the top of your newsfeed. Click on either 'Upload Photos/Video' or 'Create Photo Album' and browse and post photos and videos from your computer or phone.

Tag Carers Australia or your local Association by putting @ before the name, e.g. @CarersAustralia, and selecting from the list - this will enable us to both see and further promote your activity. Your comments or descriptions will be shared with our supporters.

You can also write a comment on the [Carers Australia Facebook page](#), [telling us your story](#) - simply go to our page and click on the 'Write something' square. Find Carers Australia at [facebook.com/carersaus](https://facebook.com/carersaus) or the Young Carers Network at [facebook.com/YoungCarersNetwork](https://facebook.com/YoungCarersNetwork)




If you're on Twitter then we want to hear from you!

[Tell Us Your Story](#) in a 280-character tweet. Include the hashtags [#Carers2018](#) and [#WhyWeCare](#) so your tweet will show on the Social Wall of the official [National Carers Week website](#).

e.g. 'Unpaid carers provide over \$1 billion of care every week! [#Carers2018](#) [#WhyWeCare](#)'

You can also include the Twitter address of your local state or territory Carers Association to ensure they are included.

Support our Twitter account by following [@CarersAustralia](#) and retweet or favourite our tweets by clicking either the arrows for a retweet or the heart for a favourite. Clicking the  retweet button shares our tweet with your followers.

Remember to share your photos with us on Twitter by clicking 'Tweet' and then the camera icon to attach a photo. If you include the hashtags [#Carers2018](#) and [#WhyWeCare](#) your photo will appear on the official Social Wall.



Instagram us: Follow us on Instagram and share all your photos and videos with us - it's a great social media channel to document your life through photos.

To post a photo on Instagram you can access your profile and click on the camera icon – this will give you the opportunity to either snap a new shot or choose from your phone's photo library. Once the photo has been chosen you can pick a filter and then write a caption and tag people.

In your caption use [#Carers2018](#) and/or [#WhyWeCare](#) and in the 'tag people' section include [@carers\\_australia](#) or your Carer Association as you would on Facebook. We will then be able to share your photos with our supporters and like your events during National Carers Week.

Do you know what a hashtag is? A hashtag (#) works as a 'subject categoriser' bringing your comments and photos together with other people on social media. You can follow hashtags on Facebook, Twitter and Instagram to see what other people are saying about [#Carers2018](#).



# Why We Care

This year, the theme of our national campaign has changed - we're asking everyone in 2018 to 'Tell Us Your Story', detailing why it is you care. If you are not in a caring role yourself, we want to know why you think unpaid carers should be supported. Individuals and organisations can do this via the National Carers Week website.

By collating authentic stories of unpaid caring in Australia and messages of support for carers, we can raise awareness among all Australians, demonstrate community support and help build a carer-friendly Australia!

We also want to celebrate the diversity of carers and caring roles, and to do this we need you!

We understand that every caring role is different and for some carers each day can bring its own rewards and challenges.

Sharing a snapshot of what you feel best represents you and the different ways you care can help us to promote the challenges and rewards of caring.

You could share a photo of you and the person you care for enjoying a walk, or a poem you may have written about your caring role, perhaps a piece of art you have created which for you captures a feeling associated with caring.

They say a picture paints a thousand words, and by posting these photos and videos on Facebook, Twitter, and/or Instagram we will be able to tell these stories of caring, sharing the differences and embracing the similarities.

During National Carers Week your images will be displayed on the [official website](#) so they can easily be shared with other carers.

By including [#Carers2018](#) [#WhyWeCare](#) or the relevant social media tags of your local Carers Association, you will ensure we can see it and link it to the other images, poems and words that circulate on social media during National Carers Week.

Examples could include:

- A photo of you enjoying time with the person for whom you care
- A poem about your carer experiences or the benefits of hindsight
- A short video of your carer support group coming together

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What other ways can you show carers how much they count? Change your profile picture!

If you are on Facebook or Twitter, why not celebrate [#Carers2018](#) with the National Carers Week Twibbon?

By going to the [Carers Australia Facebook](#) page you can follow the link and join our Twibbon campaign, downloading a National Carers Week 'I Care' icon as your profile picture to show your support.

This is a fun, easy way to tell your Facebook friends and Twitter followers that National Carers Week is important to you. You can also share the link with them via Twitter and Facebook, and ask them to visit the official website!

To find out more visit <https://twibbon.com/Support/national-carers-week-2018>

# Make some noise

## With Media

Why not engage local media in your area to help further promote both your own National Carers Week event and the awareness-raising efforts more generally?

Invite the local newspaper or radio station along to your 'Why We Care' event so that you can spread your carer story among a much wider audience.

Before contacting the local media, you can prepare by asking yourself some simple questions – most journalists will ask for these details so it's good to have them down on paper before starting your media pitch.

- WHO are you? - a carer/a facilitator of a Carer Support Group/a concerned citizen
- WHAT are you saying? - it is National Carers Week, 'Why We Care' and we are celebrating carers
- WHY are you saying it? - 1 in 8 Australians are carers, but many don't recognise or get support for their caring role. We need to raise awareness of unpaid caring and help build a carer-friendly Australia.
- WHEN is the event? - National Carers Week is 14 – 20 October
- WHERE is the event? - Tell them all your event details

Once you have your plan clearly defined, you can contact the media with a letter, email or phone call. Any of these methods is fine – but you must always be concise and clear.

If you're writing to the editor or journalist, make sure to provide them with your own contact details. Be clear that you would like them to follow up with you - even if they're not interested in the beginning, you might be able to find a story they are interested in.

If you're calling the editor or journalist, ask if it is a good time to talk with them before you start your pitch. Journalists are often working to a deadline, and it can be difficult to get their full attention. If they say no, politely give your contact details, a brief explanation of why you're calling, and request that they call you back at their earliest opportunity.

Handy tips and tricks for preparing for an interview:

1. Have your 'key messages' on hand; these are the main messages you want the journalist to walk away with
2. Think about the questions you're likely to be asked and how you'd like to answer
3. Ask about the article – what's the journalist's angle?
4. Nothing is off the record. Even if a journalist says a conversation is 'off the record', do not say anything that you wouldn't want made public
5. You are the expert on caring and you are in control of the interview - you can ask the interviewer to stop at any time

The old saying 'the squeaky wheel gets the grease' is very apt when it comes to advocacy. In order to influence politicians, councillors and policy, we need to make carers' voices as loud as we can, both nationally and locally.

As a carer, you have your own voice and your own power. When Carers Australia or the Carers Associations meet with Federal and State politicians, we are often telling your stories as an effective means of getting our messages across, so why not write a letter and invite a politician or councillor to your National Carers Week event and tell them yourself?

To identify which politicians or councillors you want to influence, you need to know who is the most relevant to talk to. You can access information about Australian, State and Local Governments on the website [www.gov.au](http://www.gov.au) including a description of each politician's portfolio and their contact details.

Here are some tips for making your letter of invitation sharp and professional:

1. Address the receiver by the correct name and title – and make sure it's the appropriate person.
2. Write your/your group's name and address, and include a logo for your group. If you don't have a logo, write your name in a strong font.
3. Begin by stating your reason for writing. Be specific and courteous.
4. Use your own words to say how your caring situation affects you, or members of your group.
5. State some of the carer facts from page 4 of this booklet - this helps politicians and councillors see how carer issues are also 'whole of community' issues.
6. Use your name, or if appropriate sign on behalf of your carer group.
7. Letters should ideally be typed, but can be handwritten.
8. Consider sending the letter by courier or registered post as proof of delivery. Keep a copy of the letter.
9. You can communicate via e-mail, but remember emails have varying success and should be followed up by a telephone call or letter.

Invitation to Politician  
[Today's Date]

Dear [insert name of politician or councillor],

I'm writing today to invite you to our National Carers Week event in [city name] on [Day, Month, Year].

There are 2.7 million carers in Australia, or 1-in-8 of the Australian population. They provide unpaid care and support to family members and/or friends who have a disability, mental illness, chronic condition, terminal illness, who are frail aged.

We want to help build a carer-friendly Australia by raising awareness this National Carers Week and letting all Australians know 'Why We Care'

This year [organisation/carer support group] is putting on a [describe your event] to highlight the contribution carers make to the [city name] community.

It would be a tremendous honour to welcome you as one of our guests, and we very much hope that you are able to join us.

I look forward to hearing from you soon.

Best wishes,

[Your name]

On behalf of [your local organising group]  
[Your contact details]

HINT: Include your Carer Support Group/Organisation logo if you have one.

Media Alert  
[Today's Date]

## NATIONAL CARERS WEEK EVENT

### WHAT:

In celebration of National Carers Week on 14 – 20 October, [Enter organisation/Carer Support Group name] is hosting [event name]. [Event Name] is a chance to highlight the contribution carers make to our community.

There will be [name activities/entertainment/special guest] and more than [XX] people in attendance, including carers, those they are caring for and their families.

Providing unpaid care brings challenges and rewards for Australia's 2.7 million unpaid carers, and National Carers Week is a chance for all Australians to 'Tell Us Your Story' of 'Why We Care' and help build a carer-friendly Australia.

WHEN: [Enter time and date]

WHERE: [Enter location]

IN ATTENDANCE: Local Member of

INTERVIEW OPPORTUNITIES: Carer Support Group President/Facilitator

MEDIA CONTACT: [Enter name, position, mobile number]

There are 2.7 million carers in Australia - one-in-eight of the Australian population. They provide unpaid care and support to family members and/or friends who have a disability, mental illness, chronic condition, terminal illness, or who are frail aged.

# Supporting Carers

Your [local Carers Association](#) offers a range of supports and services to help you maintain your own health and wellbeing, as well as the person for whom you care.

Call the Carer Advisory Service on [1800 242 636](tel:1800242636) to be put in touch with [your local Carers Association](#) and find out about the services and supports available to you.



# Carers Australia

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Carers Australia is the national peak body representing and advocating on behalf of Australia's carers to influence policies and services at a national level. It works collaboratively with partners and its member organisations, the Network of state and territory Carers Associations, to deliver a range of essential national carer services and supports.

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