



**Carers
Australia**

**NATIONAL
CARERS
WEEK
2019
13-19 OCTOBER**

#Carers2019

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 2019

Why We Care

National Carers Week 2019 runs from 13 – 19 October and is a time to 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 us to raise awareness by engaging with the media, local ministers, friends, colleagues and family, and by attending or holding events.

To help you with your own promotion, this [#Carers2019 Toolkit](#) provides tips on how to host a successful event, write a media release and write a letter to your local parliamentary representative.

The [National Carers Week website](#) is *the* place to go for information on this year's campaign and how you can get involved. Help us collect authentic carer stories by taking part in the 'Tell Us Why You Care' call-to-action, whether you're an unpaid carer yourself or just value the work they do. By doing so you'll help us raise awareness of the reality of unpaid caring and help build a carer-friendly Australia!

Host your own National Carers Week event or participate in one near you; it could be anything - from morning teas to movie nights. You can search for events near you via the website or use it to advertise an event you are a part of.

Turn to page 8 for information on how you can follow all National Carers Week social media activity via Facebook, Twitter, Instagram and YouTube.

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 provide services to support more carers.

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 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 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](#), the site also has promotional posters available for download.

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 community organisations 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, such as sector reforms, health and wellbeing or self-advocacy, make sure you let any speakers know prior to the event.

Lastly, remember to record your event so we can publicise it and help raise awareness beyond your local community. Send us photos from your event, share your stories with us and let us know how successful the event was.

Share your event on the National Carers Week website, use the hashtag **#Carers2019** if you post images to Twitter, and tag Carers Australia and your local Carers Association when you share it on Facebook.

You can email us via caa@carersaustralia.com.au or contact us via Twitter on [@CarersAustralia](#), Facebook on facebook.com/CarersAus or Instagram via [@carers_australia](#)

Find out more on pages 8 and 9.

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 at www.carersaustralia.com.au, 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

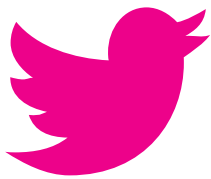


Like the [Carers Australia Facebook page](#) to keep up with everything that's happening for National Carers Week.

Share photos by clicking the 'Photo/Video' button at the top of your newsfeed. You can then post photos and videos from your computer or phone by selecting either 'upload photos/videos' or 'create photo album'.


Tag Carers Australia in your posts by putting @ before the name, e.g. @CarersAustralia, and selecting from the list - this will enable us to see and share your activity.

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 or the Young Carers Network at facebook.com/YoungCarersNetwork



[Tell Us Your Story](#) in a 280-character tweet. Include the hashtags [#Carers2019](#) 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! [#Carers2019](#) [#WhyWeCare](#)'

Support our Twitter account by following [@CarersAustralia](#) and share our tweets by clicking the  retweet button or click the heart icon to favourite our tweets.

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 [#Carers2019](#) and [#WhyWeCare](#) your photo will appear on the official Social Wall on our National Carers Week website.

You can also include the Twitter account of your local state or territory Carers Association.



Follow us on Instagram and share your photos and videos with us.

To post a photo on Instagram, go to your profile and click on the camera icon – you can then snap a photo or share one from your phone's library. Once the photo has been chosen you can pick a filter, write a caption and tag people.

In your caption use [#Carers2019](#) and/or [#WhyWeCare](#) and in the 'tag people' section include [@carers_australia](#). We will then be able to share your photos with our supporters and like your events during National Carers Week.

See how others are celebrating National Carers Week by following [#Carers2019](#) on Facebook, Twitter and Instagram!

Why We Care

This year, we're asking everyone to share **Why We Care**. It's a great opportunity for carers to share their experiences and tell their caring story. If you're not in a caring role yourself, we want to know why you support unpaid carers. Individuals and organisations can share their stories via the National Carers Week website.

By gathering 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 by sharing a snapshot of yourself and the different ways you care, you can help us promote the challenges and rewards of caring.

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

By posting your photos, videos and stories on Facebook, Twitter and/or Instagram and including **#Carers2019 #WhyWeCare** we will be able to share these stories of caring.

During National Carers Week your images and stories will also be displayed on the [official website](#) so they can easily be seen by other carers.

Get involved: Change your profile pictures for National Carers Week!

If you are on social media, why not celebrate **#Carers2019** with the National Carers Week Twibbon?

Head to the Carers Australia Facebook page and follow the link to join our Twibbon campaign - you'll be able to download 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-2019>

Make some noise

With Media

Engaging with the local media in your area is a fantastic way to promote your National Carers Week event and spread awareness about carers.

Invite your 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 your local newspaper or radio station, ask yourself a few simple questions - most journalists will ask you these questions so it's a good idea to have your answers written down beforehand.

- WHO are you? - A carer/a facilitator of a Carer Support Group/someone who carers about carers.
- WHAT are you saying? - It's National Carers Week 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 13 - 19 October.
- WHERE is the event? - Tell them all your event details

Once you know the answers to these questions, you can contact the media via letter, email or phone. Make sure your message is always clear and concise.

If you're writing to an 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 - don't be discouraged if they're not interested at first, you might be able to find a story they are interested in.

If you're calling an editor or journalist, ask if it's a good time to talk before you start your pitch. Journalists are often working to a deadline, and it can be difficult to get their full attention. If they're not able to talk, politely give your contact details, a brief explanation of why you're calling, and request they call you back at their earliest opportunity.

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. Remember nothing is off the record; don't say anything you wouldn't want made public.
5. Be confident in your approach; you're the expert in caring and you can ask the interviewer to stop at any time.

Make some noise

With Advocacy

We need to make carers' voices as loud as possible in order to influence politicians, councillors and policy.

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 tell your stories to get our messages across. This National Carers Week, we want you to get in touch with politicians and councillors to share your story and invite them to your events.

To know who is the most relevant politician or councillor for you to approach, you'll need to head to www.gov.au. This will allow you to access information about Federal, State and Local Governments, as well as see a description of each politician's portfolio and their contact details.

Here are some tips for inviting your chosen politician or councillor to your event:

1. Address the invitee by the correct name and title.
2. Write your/your group's name and address, and include a logo for your group (if you have one).
3. Begin by stating your reason for writing. Be specific and courteous.
4. Use your own words to say how your caring situations 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 impact the whole community.
6. Sign 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 this should be followed up by a telephone call or letter.

On the next two pages, you'll find examples of invitations and media releases to help you promote your event for National Carers Week.

Why We Care: Don't forget to share your story on the National Carers Week website!

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 13 – 19 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 Why You 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 that of 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.



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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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