

Promotion and Information Pack



**Carers
Australia**

**NATIONAL
CARERS
WEEK
2020
11-17 OCTOBER**

#WhyWeCare

#Carers2020

INTRODUCTION

National Carers Week 2020 runs from 11 – 17 October and aims to raise awareness of unpaid carers and their caring role in Australia.

The theme for the campaign is *Why We Care*, with the call-to-action asking people to visit the website and *Tell Us Why You Care* – providing a means for unpaid carers to tell Australia why they fulfil a caring role, and for non-carers and organisations to publicly acknowledge and celebrate unpaid carers. All submissions will be logged and listed on the site so we can paint an authentic picture of caring in Australia as well as demonstrate community support.

By using the promotional material in this information pack, you can encourage the broader community to *Tell Us Why You Care*, and help build a carer-friendly Australia by highlighting the incredible contribution that unpaid carers make to the nation.

To assist you this National Carers Week, you will find included in this pack:

- a variety of social media messages
- a promotional website article
- links to video resources; and
- carer-related statistics.

Help us promote this year's campaign and play your part to ensure that caring becomes a shared responsibility of family, community, business and government.

KEY MESSAGES

- 1) Unpaid carers have played a major role in flattening the curve of COVID-19 infections by sheltering at home and keeping vulnerable Australians safe.
- 2) The impacts on the wellbeing of unpaid carers have been compounded by the COVID-19 pandemic.
- 3) There are 2.65 million unpaid carers in Australia who provide unpaid care and support to family members and friendsⁱ.
- 4) It is estimated that carers will provide 2.2 billion hours of unpaid care in 2020ⁱⁱ.
- 5) The replacement cost of that care if it were to be provided by a paid workforce is estimated to be almost \$78 billion, or just under \$1.5 billion per weekⁱⁱⁱ.
- 6) The rate of employment among primary carers (those who provide the most care for an individual) is 47.3%, compared with the Australian average of 65%^{iv}.
- 7) The estimated forgone earnings of all unpaid carers is \$15.2 billion, or 0.8% of GDP^v.

- 8) 60% of all unpaid carers are female, a figure which increases to 70% when considering only primary carers^{vi}.
- 9) Over a third of all primary carers fall within the lowest socioeconomic quintiles 1 and 2^{vii}.

SOCIAL MEDIA MESSAGES

By using the hashtags #WhyWeCare and #Carers2020 in your social media promotions, you will ensure that your output is pulled through to the Social page of the official [National Carers Week website](http://www.carersweek.com.au).



Suggested Twitter posts:

- This National Carers Week help to paint an authentic picture of caring in Australia by sharing your caring story with the community. <http://www.carersweek.com.au/tell-us-why-you-care/> #WhyWeCare #Carers2020
- Do you provide care to a family member or friend? Tell us why you do it this National Carers Week and help raise awareness of unpaid carers across Australia. <http://www.carersweek.com.au/> #Carers2020 #WhyWeCare
- Why We Care - show your support for Australia's 2.65 million unpaid carers this National Carers Week. <http://www.carersweek.com.au/> #Carers2020 #WhyWeCare
- The value of unpaid care in Australia is almost \$1.5 billion per week. Show your support and Tell Us Why You Care about carers. <http://www.carersweek.com.au/> #Carers2020 #WhyWeCare



Suggested Facebook posts:

- This National Carers Week, Tell Us Why You Care.
1 in 8 Australians provide unpaid support to a family member or friend – by sharing your stories, we hope to paint an authentic picture of caring in Australia. Head over to the official website to get involved and tell your story <http://www.carersweek.com.au/tell-us-why-you-care/>
- We want to hear from all the unpaid carers out there this National Carers Week. Tell Us Why You Care so that we can help build a carer-friendly Australia. <http://www.carersweek.com.au/>
- Carers provide 2.2 billion hours of care each year, with a value of almost \$1.5 billion per week. Take a couple of minutes to tell us why you care about unpaid carers and help build a carer-friendly Australia. <http://www.carersweek.com.au/>

- This National Carers Week you can show your support for the 2.65 million carers in Australia who provide unpaid care and support to family members and friends by visiting the National Carers Week website. <http://www.carersweek.com.au/>



Suggested Instagram posts:

- This National Carers Week, share #WhyWeCare to paint an authentic picture of caring in Australia and highlight the incredible work that unpaid carers do. Head to the link in our bio to tell your story. #Carers2020
- Carers provide 2.2 billion hours of care each year, with a value of \$77.9 billion annually. Take a minute to tell us why you care about unpaid carers and help us build a carer-friendly Australia. #Carers2020 #WhyWeCare
- This National Carers Week, show your support for the 2.65 million carers in Australia who provide unpaid care and support to family and friends by visiting the National Carers Week website – find the link in our bio. #Carers2020 #WhyWeCare



And don't forget to tag us

Instagram: @carers_australia

Twitter: @CarersAustralia

Facebook: @CarersAus

PROMOTIONAL ARTICLE FOR WEBSITES OR NEWSLETTERS

Why We Care.

Help raise awareness this National Carers Week by visiting the National Carers Week website and telling us why you care.

National Carers Week 2020 runs from 11 – 17 October and is a time to recognise and celebrate Australia's 2.65 million unpaid carers and all they do.

This year we're asking all unpaid carers to *Tell Us Why You Care* so that we can highlight the realities of caring and help build a carer-friendly Australia. We also ask all non-carers, businesses

and organisations to *Tell Us Why You Care* about unpaid carers and show your support. By painting an authentic picture of caring in Australia, we will raise awareness of the incredible contribution that unpaid carers make to our nation.

1-in-8 Australians provide unpaid care and support to family members or friends with a disability, mental illness, chronic condition, terminal illness, an alcohol or other drug issue or who are frail aged. Unpaid carers make an enormous contribution to our community as well as our economy and National Carers Week gives everyone a chance to show their appreciation.

Visit www.carersweek.com.au for more information on how you can [Tell Us Why You Care](#) and [Get Involved](#) with this year's campaign – whether that be hosting a physical or digital event, or making a buzz on social media, spreading the word through your social media channels by using the hashtags #Carers2020 and #WhyWeCare

VIDEO RESOURCES

We have a number of video resources available in promotion of National Carers Week and featuring our Ambassadors, singing duo The Veronicas, otherwise known as Jess and Lisa Origliasso. We encourage you to keep an eye on our social media channels for further promotion over the coming weeks, but you can also view the resources on our YouTube playlist [here](#).

We encourage you to use the content above in the promotion of National Carers Week, both in the lead-up to and during the week itself.

Please contact the Carers Australia Office on (02) 6122 9900 or via caa@carersaustralia.com.au should you require any further assistance.

ⁱ Australian Bureau of Statistics (2018) *Survey of Disability, Ageing and Carers*

ⁱⁱ Deloitte Access Economics (2020) *The Economic Value of Informal Care in Australia 2020*

ⁱⁱⁱ *ibid*

^{iv} *ibid*

^v *ibid*

^{vi} *ibid*

^{vii} *ibid*