



# MILLIONS OF REASONS TO CARE

15-21 OCTOBER 2023

#Carers2023Toolkit



NATIONAL

CARERS  
WEEK



MILLIONS  
OF REASONS  
TO CARE

CARERSWEEK.COM.AU

# 2023

2.65 MILLION CARERS IN AUSTRALIA

## ACCORDING TO THIS YEAR'S CARER WELLBEING SURVEY

**58%**

of carers have  
**LOW WELLBEING.**



**6**  
**OUT OF 10**

carers regularly have difficulty  
affording groceries.



**ALMOST**  
**TWO**  
**THIRDS**

aren't satisfied with their  
ability to work.

**ONLY**  
**HALF** (52%)

of carers found being  
a carer satisfying.



Australia's carers face an uncertain future. The rising cost of living has placed unprecedented pressure on a group already reporting lower financial prosperity.

**WE MUST ACT NOW TO IMPROVE THE  
OUTCOMES FOR AUSTRALIA'S UNPAID CARERS.**



## A MESSAGE FROM OUR CEO

Once again Australia's unpaid carers have faced another difficult year.

Carers are known to experience poorer wellbeing compared to other Australians. Sadly, this year their wellbeing has taken an even bigger hit as the growing cost of living crisis continues to place unprecedented financial stress on many carers.

According to our annual Carer Wellbeing Survey, carers were almost twice as likely (58.3%) to report low wellbeing compared to adults living across Australia (30.4%).

They continue to report higher than average rates of psychological distress compared with the general population, and their general health has declined.

Now more than ever, carers need our help. They continue to do a tremendous job despite silently coping and often putting their own needs last.

This is why we are taking time this National Carers Week to acknowledge the contribution of carers. To the economy. To their communities. To their family and relationships. To friends and workplaces and education, and in every facet of Australian life. Australian carers are often the glue that keep families and communities functioning. Carers are an essential part of Australia's social infrastructure.

National Carers Week 2023 runs from 15 to 21 October and is a chance to recognise, celebrate and thank Australia's 2.65 million unpaid carers for the incredible work they do.

The National Carers Week website is the place to go for information on this year's campaign and how you can help a carer. This toolkit provides tips and ideas on how you can promote the week within your networks and support carers in your community.

Thank you for your contribution to National Carers Week and we hope you join us in celebrating Australia's unsung heroes.



**Jane Bacot-Kilpatrick**  
Carers Australia CEO

# THE POWER OF SOCIAL MEDIA

As we gather to celebrate National Carers Week we invite you to show you care by sharing a post online. Make sure you've liked and followed our platforms – we're on Facebook, Instagram and X (formerly known as Twitter).

 [facebook.com/CarersAus/](https://facebook.com/CarersAus/)

 [instagram.com/carers\\_australia](https://instagram.com/carers_australia)

 [twitter.com/CarersAustralia](https://twitter.com/CarersAustralia)

Tag a friend and encourage them to join the campaign by sharing posts, pictures and updates.

To help make this as easy as possible for you, we have designed a number of ready-to-go tiles for you to use. These can be found on our website alongside this toolkit.



**Alternatively, why not copy and paste these pre-written messages onto your wall, grid or story.**

“Did you know there are 2.65 million unpaid carers across Australia? Some are as young as 12. This National Carers Week let's recognise Australia's unpaid carers. Carersweek.com.au”

“Do you know someone who provides care to a family member or friend? Tell them about National Carers Week and help raise the profile of unpaid carers across Australia.”

“Carers provide 2.2 billion hours of care each year. They do this for free. Support carers this National Carers Week.”

**Don't forget to tag us and use hashtags - #NCW2023 #NationalCarersWeek #CarersSupport #CarersAustralia #MillionsOfReasonsToCare**



**NATIONAL  
CARERS  
WEEK**



**MILLIONS  
OF REASONS  
TO CARE**

**#NationalCarersWeek #MillionsOfReasonsToCare**

**CARERSWEEK.COM.AU**

Carers Australia is the national peak body representing Australia's unpaid carers, advocating on their behalf to influence policies and services at a national level.

© Carers Australia Ltd

This work is copyright. Apart from any use as permitted under the Copyright Act 1968, all other rights are reserved.  
National Carers Week is an initiative of Carers Australia and is funded by the Australian Government.