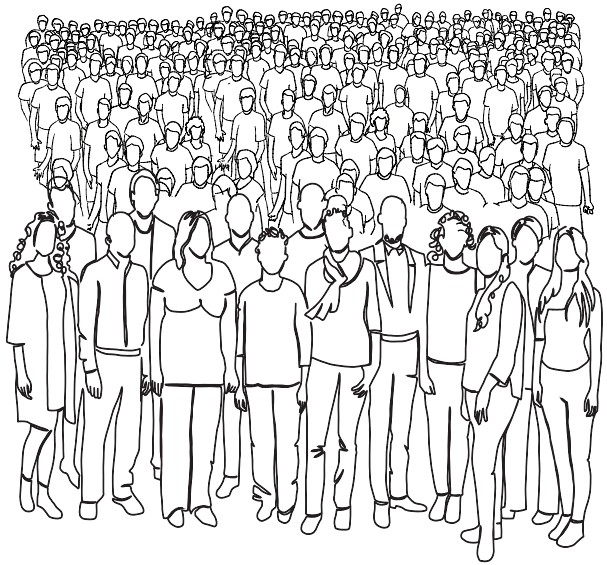
NATIONAL CARERS WEEK

YOU ARE ONE,
KNOW ONE,
OR WILL BE ONE

12-18 OCTOBER 2025

2025 TOOLKIT

Australian carers by the numbers:



THERE ARE **MORE THAN**
3 MILLION
CARERS ACROSS AUSTRALIA

7 OUT OF **10**
PRIMARY CARERS ARE **WOMEN**

HALF OF ALL AUSTRALIAN CARERS EXPERIENCE **HIGH OR VERY HIGH PSYCHOLOGICAL DISTRESS***

THERE ARE **UP TO**
THREE YOUNG CARERS
IN EVERY AUSTRALIAN CLASSROOM

HALF OF ALL CARERS EXPERIENCE
FINANCIAL STRESS*

NATIONAL CARERS WEEK

A message from our CEO

Family and friend carers continue to do it tough – more than 3 million carers in Australia have a significant caring responsibility and deserve recognition and support.

Carers continue to experience lower wellbeing than the general population, and the gap is widening.

Our soon-to-be-released 2025 Carer Wellbeing Survey results reveal an even starker contrast, with carers falling behind others on key wellbeing indicators, including loneliness, psychological distress and financial hardship.

Despite these challenges, family and friend carers continue to provide a staggering quantity of informal care. The contribution of Australia's carers was estimated to be $78 billion in annual replacement care costs in 2020. Today, that equates to $110 billion or 98% of the Australian Government's health spend for 2024-25.

Carers are an unseen workforce that subsidise formal health care systems; a glue holding our communities and families together.

But this role comes with significant costs to their own physical, mental and financial wellbeing, creating a critical need for greater recognition and support.

That's why this National Carers Week (12 to 18 October 2025), we are asking everyone to take a moment to recognise, appreciate and support the carers in their lives.

The National Carers Week theme – 'You are one, know one, or will be one' – highlights the likelihood of each of us becoming, knowing or needing a carer in the future. Caring affects all of us.

This toolkit offers ideas to help you spread the word and take meaningful action.

I also encourage you to share the National Carers Week website and contact your local carers organisation in the National Carer Network to find out how you can get involved and discover ways to support carers in your community.

Thank you for being part of National Carers Week.

Annabel Reid
Carers Australia CEO

About National Carers Week 2025

NATIONAL CARERS WEEK RECOGNISES AND CELEBRATES THE 3 MILLION FAMILY AND FRIEND CARERS IN AUSTRALIA.

It is a chance to recognise the essential role carers play in our health and care systems, in our communities and families and in our economy.

National Carers Week runs from Sunday 12 to Saturday 18 October 2025.

During National Carers Week 2025, we want everyone in Australia to recognise, appreciate and support carers, and make a positive difference in carers' lives.

How you can support carers this National Carers Week

Show carers you care this National Carers Week through any of these small, but powerful, actions:

CHECK-IN REGULARLY

Show your support for carers by checking-in on them regularly. **You can:**

- ✓ Encourage carers to chat about their experience if it's helpful to them.
- ✓ Validate their feelings without judgment.
- ✓ Avoid discussing sensitive matters in front of the person they care for – it could make them uncomfortable.

OFFER A BREAK

Offer to provide carers with a break and take time for themselves to recharge. **You can:**

- ✓ Run errands for them.
- ✓ Help with household chores like laundry, cleaning, cooking, budgeting and shopping.
- ✓ Plan a social activity together – it could be as simple as going for a walk or grabbing a coffee.

ACKNOWLEDGE AND APPRECIATE

Recognise the exceptional role carers play in the lives of those they care for.

You can:

- ✓ Express gratitude with a simple, personalised note or video message on social media.
- ✓ Be a compassionate and empathetic listener.
- ✓ Let them know you see everything they do and recognise their efforts.
- ✓ Have a cuppa with a carer.

INITIATE SUPPORT

Carers often prioritise the wellbeing of the person they care for over their own needs. They might struggle to seek assistance due to a sense of guilt, shame or fear of being judged. **You can:**

- ✓ Ask them how you can help them.
- ✓ Listen to what they need – don't assume you know!

ENCOURAGE SELF-CARE

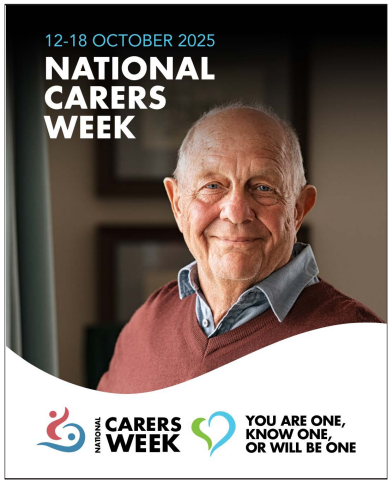
Remind carers to take care of themselves and prioritise their own physical and mental health. **You can:**

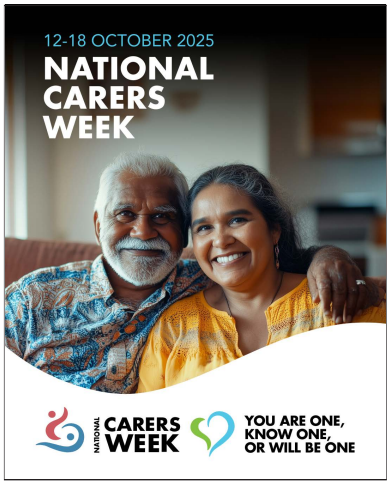
- ✓ Remind them about the free support available through Carer Gateway
- ✓ Share helpful resources such as health and wellbeing apps and support groups.
- ✓ Help them get outside by going for a walk with them.
- ✓ If you are an employer, offer carers flexible work arrangements.

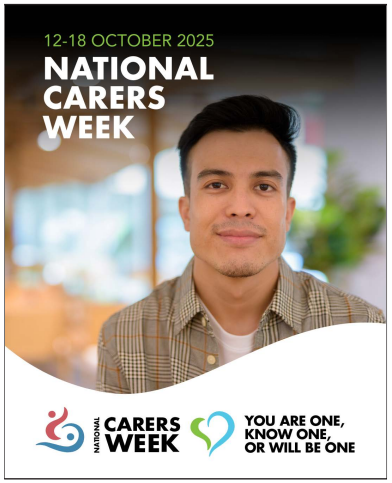
Visit www.carersweek.com.au to learn more about how you can show them you care this National Carers Week.

The power of social media

SHOW AUSTRALIA'S UNPAID CARERS YOU CARE THIS NATIONAL CARERS WEEK BY SHARING A POST ON SOCIAL MEDIA.







Follow us on socials:

- facebook.com/CarersAus
- instagram.com/carers_australia
- x.com/carersaustralia (formerly Twitter)
- linkedin.com/company/carers-australia

Tag a friend and encourage them to give their support by sharing posts, pictures and updates. To make this as easy as possible, we have designed some ready-to-go social media tiles and a social media video for you to share. These can be downloaded on our website: carersweek.com.au/resources

Copy and paste these pre-written captions alongside the tiles:

Celebrate the 3 million family and friend carers in Australia providing unpaid care and support. Visit carersweek.com.au #NationalCarersWeek #CarersAustralia

Do you know someone who provides care to a family member or friend? Show them you care this #NationalCarersWeek. Visit carersweek.com.au #CarersAustralia

At some point in every Australian's life, we will either know, be, or need a carer. Show unpaid carers you care this #NationalCarersWeek. Visit carersweek.com.au #CarersAustralia

Don't forget to tag us and use hashtags #NationalCarersWeek #CarersAustralia

Resource templates

You can use these resources to share the message of National Carers Week.

Add the email footer to your email signature, switch over your Facebook and LinkedIn cover photo to the Carers Week cover photos asset here, and use the flyer and poster in the office, at venues and events.

RESOURCE TEMPLATES:

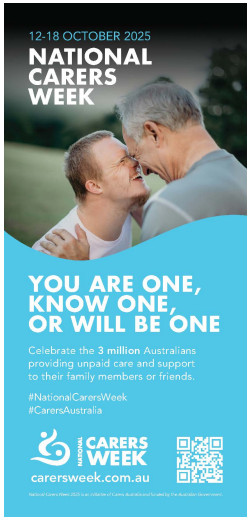
- Email footers
- LinkedIn cover photos
- Facebook cover photos
- DL flyers
- Posters

Download these resources at:
https://carersweek.com.au/resources

Email footer

LinkedIn cover photo

Facebook cover photo



DL flyer

Poster

Online meetings

We encourage you to show carers you care by using our special online meetings backgrounds.

Set the background during your virtual meetings throughout Carers Week to demonstrate your support.

Webinar/Teams/Zoom background

To change a **Teams background**, here's a quick guide.

To change a **Zoom background**, follow this guide.