

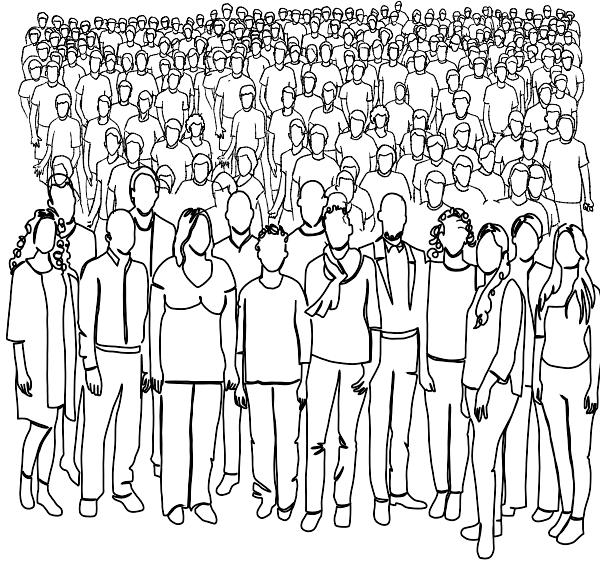


**CARE FOR A CARER:
MAKING CARERS VISIBLE**

Sunday 11 October to
Saturday 17 October 2026

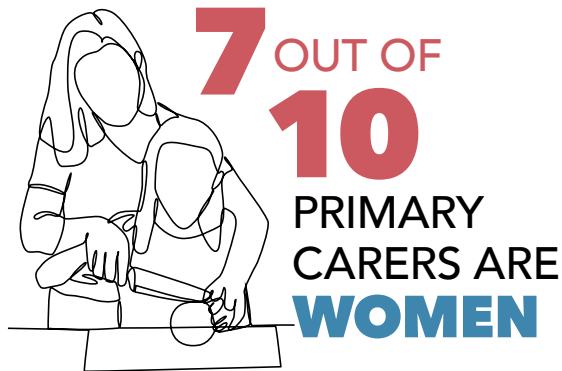
**2026
TOOLKIT**

Australian carers by the numbers:



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

*2024 Carer Wellbeing Survey



7 OUT OF
10
PRIMARY
CARERS ARE
WOMEN

CARERS ARE
TWICE AS LIKELY
TO EXPERIENCE **HIGHER**
PSYCHOLOGICAL
DISTRESS THAN
THE GENERAL
POPULATION



THERE IS **AT LEAST ONE**
YOUNG CARER IN EVERY
AUSTRALIAN CLASSROOM



CARERS ARE NEARLY **HALF AS**
LIKELY TO HAVE HEALTHY LEVELS
OF WELLBEING **COMPARED TO THE**
AUSTRALIAN POPULATION

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 2026 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 (11 to 17 October 2026), 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, know, 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.

Joanna Cave

Carers Australia CEO



ABOUT NATIONAL CARERS WEEK 2026

National carers week recognises and celebrates the 3 million family and friend carers in Australia.

In 2026 we are calling on Australians to Care for a carer: Making carers visible. This week aims to recognise family and friend carers' role in supporting our health and community services, families and our economy. National Carers Week runs from Sunday 11 October to Saturday 17 October 2026 and is an opportunity to identify and recognise the carers in your club, workplace or community group and make a positive difference in their lives. This year we are encouraging random acts of kindness for carers, aiming to raise awareness celebrate friend and family carers and foster a more supportive community for those who provide care.



WHAT YOU CAN DO TO SUPPORT CARERS

This National Carers Week we are encouraging you to care for a carer with random acts of kindness.

- ✓ Drop in some groceries or a meal
- ✓ Offer to mow the lawn or run other errands
- ✓ Where appropriate, go and sit with the person they care for so they can have some time to themselves
- ✓ Identify the carers in your club, team, office or community group and make a special effort to acknowledge their contribution.
- ✓ Put a note on social media, send a card, have a morning tea.
- ✓ Plan a social activity – even going for a walk together, gives carers an opportunity to take a break.
- ✓ Ask them about their caring role
- ✓ Encourage them to chat about their experience if that's helpful to them
- ✓ Let them know you are available to listen
- ✓ Ask them how you can help and encourage them to accept help
- ✓ Help them identify peer support groups which can provide social connections, opportunities to talk to people who understand their caring role and provide ideas and knowledge

Support is available:

- ✓ There is free support via Carer Gateway
- ✓ If you are an employer, consider flexible work arrangements, take the Carer Inclusive Workplace Initiative assessment to understand how well your workplace supports carers.
- ✓ Share health and wellbeing apps and support groups information

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
-  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

Recognise the carer in your life – drop in a coffee, go for a walk, offer a listening ear. Carers need to be cared for too. 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:

carersweek.com.au/resources



Email footer



 LinkedIn cover photo



 Facebook cover photo



DL flyer



A4 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](#).