Promotion and Information Pack

Carers Australia

NATIONAL CARERS WEEK

13-19 OCTOBER

2019
INTRODUCTION

National Carers Week 2019 runs from 13 – 19 October and aims to raise awareness of unpaid carers and their caring role in Australia.

The theme for the 2019 campaign is *Why We Care*, with the central call to action asking people to visit the website and *Tell Us Why You Care*. This provides 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 raise awareness of carers and demonstrate community support.

By using the promotional material in this information pack, you can encourage the broader Australian community to *Tell Us Why You Care*, and help us build a carer-friendly Australia by highlighting the invaluable 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 a video TVC; and
- carer-related statistics

We hope you are able to help us promote this year’s campaign and help ensure that caring becomes a shared responsibility of family, community and government.

SOCIAL MEDIA MESSAGES

With all social media promotion using the hashtag #Carers2019 or #WhyWeCare 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:

- **Do you provide care to a family member or friend?** Tell us why you do it this National Carers Week [http://www.carersweek.com.au/](http://www.carersweek.com.au/) #Carers2019 #WhyWeCare
- **Why We Care** - show your support for Australia’s 2.7 million unpaid carers this National Carers Week [http://www.carersweek.com.au/](http://www.carersweek.com.au/) #Carers2019 #WhyWeCare
• Carers provide over $1 billion of unpaid care each week – show your support, and
#WhyWeCare

Suggested Facebook posts:

• 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 1.9 billion hours of care each year, with a value of over $1 billion per
week. Take a couple of minutes to tell us why you care about unpaid carers and help
• This National Carers Week you can show your support for the 2.7 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:

• We want to hear from all the unpaid carers this National Carers Week! Hit up the link
in our bio to tell us Why You Care and help build a carer-friendly Australia! #Carers2019 #WhyWeCare
• Carers provide 1.9 billion hours of care each year, with a value of $60.3 billion
annually. Take a minute to tell us why you care about unpaid carers and help us build
a carer-friendly Australia. #Carers2019 #WhyWeCare
• This National Carers Week, show your support for the 2.7 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. #Carers2019 #WhyWeCare

And don’t forget to tag us:

Instagram: @carers_australia

Twitter: @CarersAustralia

Facebook: @CarersAus
PROMOTIONAL WEBSITE ARTICLE

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 2019 (13 – 19 October) is a time to recognise and celebrate the outstanding contribution that Australia’s 2.7 million unpaid carers make to our nation.

This year we’re again asking all unpaid carers to Tell Us Why You Care so that we can highlight the realities of caring to all Australians 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, to show community support for all they do.

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

You can also help raise awareness by inviting workmates, friends and family to a National Carers Week event to bring attention to who carers are, what they do and how they can access services and supports. You could organise a morning or afternoon tea, arrange a fundraiser or host a workshop to raise awareness and celebrate carers.

Visit www.carersweek.com.au for more information on how you can Tell Us Why You Care and get involved! You can also help spread the word through your social media channels with the hashtags #Carers2019 and #WhyWeCare
VIDEO RESOURCES

We have a number of video resources available in promotion of National Carers Week and featuring our Ambassadors, AFLW superstar Moana Hope and NRL legend Matt Rogers and his wife Chloe Maxwell. We encourage you to keep an eye on our social media channels for publication over the coming weeks, but you can also view the resources on our YouTube playlist here.

CARER-RELATED STATISTICS

- There are over 2.7 million carers in Australia who provide unpaid care and support to family members and friends with a disability, mental illness, chronic condition, terminal illness or who are frail aged. \(^1\)
- 272,000 carers are under the age of 25, which equates to around 1-in-10. \(^2\)
- It is estimated that carers provided 1.9 billion hours of unpaid in 2015. \(^3\)
- The replacement value of that care (the cost were it provided by paid care workers) is estimated at $60.3 billion – over $1 billion per week\(^4\)
- The demand for unpaid carers is at an all-time high and set to increase in the future \(^5\)
- The weekly median income of primary carers aged 15 – 64 was 42% lower than that of non-carers\(^6\)

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.

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\(^1\) Australian Bureau of Statistics (2015) Survey of Disability, Ageing and Carers


