

CARER RECRUITMENT CAMPAIGNS

July 2022 – June 2023



Overview

The following calendar outlines the My Forever Family NSW carer recruitment campaigns to be undertaken for July 2022 to June 2023 year, which supplements the sector's carer recruitment.

Collateral and messaging for each campaign will be advertised state wide, however there will be particular emphasis on geographical areas dependent on the campaign and location of corresponding information sessions. Select campaigns will include a CALD focus.

Campaigns

- Each campaign will include information sessions in selected districts. Venues to be advised closer to the time.
- The campaign to support the recruitment of Aboriginal kinship and foster carers will take the form of a series of Yarn Sessions, delivered with consultation and involvement from Aboriginal organisations and local ACCOs.
- Each campaign will include content and collateral available for sharing, plus a mix of media (broadcast, print, digital or outdoor).

DATE	CAMPAIGN	TARGET AUDIENCE	EVENT
10 Aug – 7 Sep 2022	Emergency Care	Potential carers in NSW who would consider emergency care, with an emphasis on CALD carers	Information Sessions
			25 Aug Parramatta Western Sydney
			30 Aug Port Macquarie Mid North Coast
12 Sep – 21 Oct 2022	Foster & Kinship Care Week - Permanency	Celebrating carers in NSW and highlighting the need for permanency for children and young people	Foster & Kinship Care Week Picnic
			Sunday 18 Sep Location TBA
			Information Session
Oct 2022 – Feb 2023	Aboriginal Campaign: Yarn Sessions	Potential Aboriginal kinship and foster carers in NSW	13 Oct Wollongong Illawarra/Shoalhaven
			Yarn Sessions (exact locations TBA)
			21 Oct Western NSW
			25 Nov Illawarra/Shoalhaven
			2 Dec Sydney
Mar 2023	Caring for Siblings	Potential carers in NSW who may consider caring for sibling groups	3 Feb Northern NSW
			17 Feb Far West NSW
			Information Sessions
May 2023	Caring for Tweens and Teens	Potential carers in NSW who are interested in caring for older children aged 9+	14 Mar Penrith Nepean/Blue Mountains
			21 Mar Bourke Western NSW
			Information Sessions
Jun 2023	Part-time Care (Respite)	Potential carers in NSW who would consider care one weekend a month and during school holidays, to become part of a child or young person's support network	11 May Gosford Central Coast
			18 May Byron Bay Northern NSW
			Information Sessions
			20 Jun Armidale New England
			22 Jun Marrickville Sydney

Dates and locations may be subject to change .

Please contact communications@myforeverfamily.org.au for campaign collateral.



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