

CARER RECRUITMENT CAMPAIGNS

July 2023 – June 2024



Overview

The following calendar outlines the My Forever Family NSW carer recruitment campaigns to be undertaken from July 2023 to June 2024, which supplement the carer recruitment efforts of the sector.

Collateral and messaging for each campaign will be advertised statewide, however there will be particular emphasis on geographical areas dependent on the campaign and location of corresponding information sessions.

Campaigns

- Each campaign will include information sessions in selected districts. These information sessions may be either in-person or online. In-person session venues to be advised closer to the time.
- Each campaign will include content and collateral available for download and sharing, plus a mix of media (broadcast, print, digital or outdoor).
- Select campaigns will include a culturally and linguistically diverse (CALD) focus and/or engagement with local Aboriginal Community Controlled Organisations (ACCOs). These campaigns are specified below.

DATE	CAMPAIGN	TARGET AUDIENCE	EVENT
10 Jul – 31 Aug 2023	Emergency Care	Potential carers in NSW who would consider emergency care. *Engagement with local ACCOs	Information sessions: 7 Aug Broken Hill Far West 24 Aug Online State-wide
1 Sep – 30 Sept 2023 Foster and Kinship Care Week: 10 Sep – 16 Sept 2023	Foster and Kinship Care Week Campaign	Celebrating carers in NSW and highlighting the need for carers for children and young people.	Foster & Kinship Care Week Picnic Sun 10 Sept TBA Information Sessions: 13 Sept Mudgee Western NSW 21 Sept Online State-wide
12 Oct – 30 Nov 2023	Permanency	Potential carers in NSW who would consider caring for kids in caring roles across the permanency continuum, from restoration care through to kinship care, guardianship and adoption.	Information Sessions: 9 Nov Online State-wide 30 Nov Online Statewide
19 Feb – 23 Mar 2024	Caring for Siblings	Potential carers in NSW who may consider caring for sibling groups. *Engagement with local ACCOs	Information Sessions: 28 Feb Online State-wide 12 Mar Wagga Wagga Murrumbidgee 21 Mar Maitland Hunter
1 April – 3 May 2024	Caring for Teenagers	Potential carers in NSW who are interested in caring for older children aged 9+, with an emphasis on CALD carers.	Information Sessions: 16 Apr Online Nepean/Blue Mountains 30 Apr Online State-wide
20 May – 30 Jun 2024	Part-time Care	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.	Information Sessions: 6 Jun Online Illawarra/Shoalhaven 13 Jun Tamworth New England 27 Jun Online State-wide

Dates and locations may be subject to change.

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



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