# Foster carer recruitment campaign

## Toolkit for government

The Queensland Government’s advertising campaign to recruit more foster carers features advertisements and videos that share the stories of real foster carers.

The campaign — *We need more foster carers, like you* — continues to run on television, digital, social media and specialist media channels during September 2024. It includes foster carers from all walks of life including single, married or in de-facto relationships, and with or without their own biological children. These carers provide authentic and useful insights about what it’s like to be a foster carer.

This toolkit includes:

* social media content
* newsletter content
* links to campaign images and videos.

The department will be regularly publishing foster care content on its social media channels should you wish to share these posts on your own channels. Departmental channels include:

* Facebook: Child and Family Queensland — [www.facebook.com/childfamilyqld](http://www.facebook.com/childfamilyqld)
  + The Foster Carer Stories Facebook video playlist can be found at: <https://www.facebook.com/watch/100068822996026/610162610658841>
* LinkedIn: Department of Child Safety, Seniors and Disability Services — [www.linkedin.com/company/dcyjma](http://www.linkedin.com/company/dcyjma)

For further information about the campaign, please contact the project team:

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### Social media content

*Video links and downloadable images are available at:* [*https://www.dcssds.qld.gov.au/campaign/foster-care-recruitment/resources*](https://www.dcssds.qld.gov.au/campaign/foster-care-recruitment/resources)

Facebook content – **general**

Foster carers come from all walks of life, but no matter who they are, they all have one thing in common. Foster carers have a place in their heart for a child who needs support and understanding. Fostering starts with care. It’s not always easy, but training and support is available.

Fostering needs people with extraordinary hearts. People just like you.

There are different types of family-based care which may suit you, your family and your lifestyle. While many foster carers provide long-term care, some foster carers provide short breaks for long-term foster and kinship carers, such as on weekends or during school holidays.

Visit [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare) to view the stories of real foster carers, find answers to top questions, learn more about foster care, and submit an expression of interest.

Facebook content – foster carers **Sandra and Rick’s** story

Just knowing that there were children in need of a home and stability was the reason Sandra and her husband Rick became foster carers over a decade ago.

Their advice for anyone thinking about becoming a foster carer is that the reward can outweigh any of the fears you had at the beginning.

“When you look back, you'll think, wow – I could have done a million things with my time, but what I've chosen to do to help these children, well money can't buy that,” says Rick.

We need more foster carers, like you. Visit [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercaret) to find out more about Sandra and Rick’s story and how you can become a foster carer.

Facebook content – foster carers **Justin’s** story

“It’s definitely worth doing. It’s been life changing for me and I wouldn’t change it now.”

As a single, full-time worker, Justin found the idea of being a foster carer daunting in the beginning. But his advice for others is to take the leap. “It’s worth it for you and it’s worth it for them.”

If you think you could make a difference in a child’s life, like Justin, visit [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercaret) to take the leap.

Facebook content – foster carers **Uncle Allan and Cheryl’s** story

“Kids need you. They need a safe place. They need a bit of love in their life.”

Uncle Allan and Cheryl have been foster carers for decades, after recognising the need in their local area.

They’re passionate about providing care to Aboriginal children to ensure they grow up in culture and they say they’re lucky enough to remain in contact with a lot of the kids they fostered who are now grown. Uncle Allan even walked two of his foster children down the aisle.

It doesn’t matter what age you are, Cheryl says. “It’s a journey and I’m not ready to retire yet.”

Visit [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercareF) to find out more about Uncle Allan and Cheryl’s story and how you can become a foster carer.

The Foster Carer Stories Facebook video playlist can be found at:

<https://www.facebook.com/watch/100068822996026/610162610658841>

X – **general**

Foster carers come from all walks of life, but no matter who they are, they all have one thing in common. Foster carers have a place in their heart for a child who needs support and understanding. We need more foster carers, like you. Find out more at [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare)

X – foster carers **Sandra and Rick’s** story

Just knowing that there were children in need of a home and stability was the reason Sandra and her husband Rick became foster carers over a decade ago. Discover their whole story and find out more about foster caring at [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare)

X – foster carers **Justin’s** story

As a single, full-time worker, Justin found the idea of being a foster carer daunting in the beginning. But his advice for others is to take the leap. “It’s worth it for you and it’s worth it for them.” Visit [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercaret) to discover his story and take the leap.

X content – foster carers **Uncle Allan and Cheryl’s** story

“Kids need you.” Uncle Allan and Cheryl have been foster carers for decades and are passionate about providing care to Aboriginal children to ensure they grow up in culture. Discover their whole story and find out more about foster caring at [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare)

### Newsletter content

*Any image is appropriate.*

**We need more foster carers, like you**

There are more than 6,100 foster and kinship carer families in Queensland who provide a safe and stable home to vulnerable children and young people. Home-based care is the best option for children and young people who cannot safely remain at home.

## Foster carers come from all walks of life, but no matter who they are, they all have one thing in common. Foster carers have a place in their heart for a child who needs support and understanding. Fostering starts with care. It’s not always easy, but training and support is available.

Fostering needs people with extraordinary hearts. People just like you.

There are different types of family-based care which may suit you, your family and your lifestyle. This includes short-term, long-term and emergency care, as well as short breaks care – where foster carers provide short breaks for long-term foster and kinship carers, such as on weekends or during school holidays.

If you are interested in becoming a foster carer visit [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare), where you can view the stories of foster carers, find answers to top questions, learn more about foster care, and submit an expression of interest. If you would like to speak to someone about becoming a foster carer call Queensland Foster and Kinship Care on 1300 550 877.