# 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 catch-up television, digital, social media and specialist media channels during February 2025. 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 Families, Seniors, Disability Services and Child Safety — [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 **Debbie and Steve’s** story

“Seeing our own children grow up in this environment, it’s been an amazing experience for them along the way too.”

As well as raising five kids of their own and juggling shift work, Debbie and Steve have been fostering for more than two decades. They say while there’s been ups and downs along the way, they wouldn’t change a thing.

If you think you could make a difference in a child’s life, like Debbie and Steve, visit [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare) to take the next step.

Facebook content – foster carers **Joy and Anthony’s** story

“If you have space in your life for even just one little person, even if it’s for a short period of time, we need carers to invest in the lives of these young people.”

After spending time in the foster care system herself as a teenager, Joy and her husband Anthony have now been fostering for many years and say it’s opened their own children’s eyes to the meaning of community.

When people ask Anthony, “Why do you do it?” He replies with, “Well, if I don't do it, who will? We feel like we're doing the right thing. And I think that's what it should be about.”

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

Facebook content – foster carer **Aunty Karmen’s** story

Being a single, working mum to a biological child with a disability, Aunty Karmen was worried how her family dynamic would change with the addition of foster children. But she says she was more worried than she needed to be.

“Sometimes it’s not easy, but the reward at the end of it is seeing the changes in the kids. Just seeing them shine and smile and just laugh and be happy again.”

For others thinking about fostering, Aunty Karmen says, “If you’ve got that room in your heart, and that open mind, and just that willingness to want to help somebody, just do it. They’re going to melt your heart.”

Visit [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare) to find out 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 **Debbie and Steve’s** story

Debbie and Steve are used to a busy home. As well as raising 5 kids of their own and juggling shift work, they’ve fostered for many years and say it’s about opening up your heart and your lives to children and doing the best you can do. Discover their story [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare)

X – foster carers **Joy and Anthony’s** story

After spending time in the foster care system herself as a teenager, Joy and her husband Anthony have now been fostering for many years and say it’s opened their own children’s eyes to the meaning of community. Discover their story at [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare)

X – foster carer **Aunty Karmen’s** story

Being a single, working mum to a child with a disability, Aunty Karmen was worried how her family dynamic would change with the addition of foster children. But she says she was more worried than she needed to be. Discover her whole story 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 6,200 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.