

NATIONAL CARERS WEEK

STAKEHOLDER KIT

This National Carers Week
we celebrate the more than
3 million unpaid carers
in Australia.

#NCW2024 #CareForACarer #CareForCarers
#CarersSupport #CarersVictoria #ShowThemYouCare



NATIONAL **CARERS WEEK**
13-19 OCTOBER 2024

care for a 
CARER

ABOUT NATIONAL CARERS WEEK



National Carers Week, celebrated from 13–19 October 2024, recognises, celebrates and raises awareness of the 3 million Australians providing unpaid care and support to their family members or friends. It shines a light on the profound impact carers have on our communities.

In Victoria, more than 720,000 people are providing unpaid care and support to a family member or friend with disability, mental illness, chronic or terminal illness or an older person with care needs.

Carers Victoria asks everyone in our community — from individuals to organisations and government — to make time this week to “care for a carer” through small, but powerful, actions.

National Carers Week 2024 is an initiative of Carers Australia and funded by the Australian Government.

Celebrating National Carers Week 2024

Carers Victoria is celebrating National Carers Week 2024 through funding a range of events across the state facilitated by Carer Support Groups. This allows carers to be included in an event close to their home. We will also be announcing the government-funded grant recipients for the Connecting Carers in their Community Program, who will provide a broad range of carer connection activities throughout the financial year, with particular focus on regional and remote groups, Aboriginal-led organisations, and groups working directly with First Nations carers, and multicultural and diverse communities.

Light-Up Victoria

With the support of various local councils across the state, we are lighting up key regional and metro landmarks in Carers Victoria’s brand colours of red, white and blue, over National Carers Week. Among these, Moonee Valley Council will be lighting up the Clocktower in Moonee Ponds, and Surf Coast Shire will light up Wurdi Baierr Stadium in Torquay.

As further organisations jump on board, we will update [this page](#), so visit regularly for additional content and updates. The ‘light-up Victoria’ campaign will be supported by public relations activity to increase awareness of unpaid carers and acknowledge their vital role in our community.

ABOUT NATIONAL CARERS WEEK



Care for a Carer Campaign

We're encouraging all Victorians to acknowledge and support carers with the #CareForACarer campaign. A statewide social media campaign to encourage all Victorians to make time to support a carer they know (check in on them, offer them a break, recognise and acknowledge their role, or initiate support). Take an image and post on socials (tagging @CarersVictoria and using #CareForACarer).

For more information, and suggestions on simple actions you can take to care for a carer, visit www.carersvictoria.org.au/CarersWeek

Raise Awareness Of National Carers Week

You can help us raise awareness of National Carers Week and the important contributions of carers by sharing key messages, information and events with your network, and encouraging everyone – carers, community organisations, colleagues, friends and family – to be active and engaged during National Carers Week.



MARKETING TOOLS: COLLATERAL

NATIONAL CARERS WEEK



To view and download the National Carers Week marketing tools such as posters, social media tiles and more, [click here](#).

GENERAL NATIONAL CARERS WEEK POSTER

Download a National Carers Week poster [here](#).

HOSTING AN EVENT?

Submit any free public events via our [Submit Event](#) form and we will add them to our What's On Calendar for carers.

NATIONAL CARERS WEEK LINKS

www.carersvictoria.org.au/CarersWeek

www.carersweek.com.au



MARKETING TOOLS: SOCIAL MEDIA

NATIONAL CARERS WEEK



SOCIAL MEDIA TILES

We have created [these tiles](#) for you to download and use on your social media platforms:

- › Facebook tile
- › Instagram tile
- › LinkedIn tile

SUGGESTED SOCIAL MEDIA COPY

National Carers Week: General Post (Facebook/Instagram/LinkedIn)

National Carers Week, running from 13–19 October, recognises, celebrates and raises awareness of the 3 million Australians providing unpaid care and support to their family members or friends. This includes more than 720,000 Victorian carers.

This National Carers Week, show support, extend a helping hand or simply be there for those who tirelessly give of themselves, day in and day out.

There's a range of different events being held across the state to celebrate. To find out more, visit www.carersvictoria.org.au/CarersWeek.

#NCW2024 #CarersVictoria #CareForACarer

National Carers Week Call to Action Post (Facebook/Instagram/LinkedIn)

It's National Carers Week!

Show support, extend a helping hand or simply be there for those who tirelessly give of themselves, day in and day out.

Care for a carer through any of these small, but powerful, actions:

- › **Show your support** by checking-in on them regularly
- › Offer to **provide carers with a break** and take time for themselves to recharge
- › **Recognise and acknowledge** the exceptional role carers play in the lives of those they care for
- › **Initiate support** – carers often prioritise the wellbeing of the person they care for

For more tips and resources visit www.carersvictoria.org.au/CarersWeek

#NCW2024 #CareForACarer #ShowThemYouCare

SHARE OUR POSTS

Alternatively, follow Carers Victoria on [Facebook](#), [LinkedIn](#), or [Instagram](#) and share our posts and events for National Carers Week on your own social media page.

MARKETING TOOLS: NEWSLETTER

NATIONAL CARERS WEEK



NEWSLETTER IMAGE

[Click here](#) to download a tile for your newsletter.

SUGGESTED NEWSLETTER COPY

National Carers Week, celebrated from 13-19 October 2024, is a time for all Australians to recognise and celebrate the important contributions the 3 million carers around the country make to their families and community.

In Victoria alone, there are over 720,000 carers who look after a family member or friend with disability, mental illness, chronic or terminal illness or an older person with care needs.

Carers Victoria asks everyone in our community — from individuals to organisations and government — to make time to “care for a carer” through small, but powerful, actions, such as:

- › **Show your support** by checking-in on them regularly
- › Offer to **provide carers with a break** and take time for themselves to recharge
- › **Recognise and acknowledge** the exceptional role carers play in the lives of those they care for
- › **Initiate support** – carers often prioritise the wellbeing of the person they care for.

Celebrate this National Carers Week by taking the time to care for a carer you know.

For more information on National Carers Week, visit www.carersvictoria.org.au/CarersWeek



HOSTING AN EVENT

NATIONAL CARERS WEEK



Help raise awareness this National Carers Week by inviting workmates, friends and family to an event to raise awareness of the diversity of carers and caring roles in Australia. Organise a morning or afternoon tea, fundraiser, workshop or online event to help recognise carers, identify what caring looks like, and find out what supports and services are available to carers.

ADD YOUR EVENT

Carers Victoria Website

You can also register your National Carers Week event on Carers Victoria's website here: www.carersvictoria.org.au/submit-event-form

National Carers Week

You can add your own National Carers Week event to the official National Carers Week website and have it promoted Australia-wide.

Register your event here: www.carersweek.com.au/events

Download the National Carers Week event poster template [here](#).



Carers Victoria

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Social Media: @CarersVictoria     



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