# 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 TV, digital, social media and specialist media channels during February/March 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.

Find out more about foster care, including the different types of care available and how to apply. Visit [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare)

Facebook content – foster carers **Lou and Amelia’s** story

“It’s been by far the most rewarding thing I’ve ever done and may ever do.”

Lou and Amelia had always wanted the experience of caring for a child, but nothing felt right until they discovered foster caring. They did their training and with ongoing financial support and a care team behind them, they’ve been caring for a young girl ever since.

For others thinking about fostering, Lou says, “There are so many beautiful little souls who just need that safe space, a home, and a hug. If you can offer that for a night, a week, month, year, then do it.”

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

Facebook content – foster carers **Tahnee and Shailen’s** story

Tahnee and Shailen have been fostering children for many years and are now also caring for two young children of their own.

With training and support provided, as well as ongoing financial assistance, the couple say they thoroughly enjoy fostering and if they could take on more children, they would.

“If you can change the life of one child, it's worth it,” Tahnee says.

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

Facebook – 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/fostercaret) 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 (formerly known as Twitter) – **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. Find out more [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare).

X – foster carers **Lou and Amelia’s** story

Knowing there are many children who need a safe space was the reason why couple Lou and Amelia became foster carers. They now say it’s been the most rewarding thing they’ve ever done. To discover their story and to find out more about foster caring, visit [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare).

X content – foster carers **Tahnee and Shailen’s** story

Tahnee and Shailen have fostered children of all ages and are now also caring for two young children of their own. They say the positive impact they have on just one child is worthwhile. Discover their story and find out more about foster caring via [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare).

X content – 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

**We need more foster carers, like you** (any image is appropriate)

There are more than 6,000 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.

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

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, 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.