

## Foster carer recruitment campaign 2021-22

The Queensland Government is implementing an advertising campaign to encourage more people to become foster carers. This is the next phase of a successful campaign and features a series of new advertisements and videos that share the stories of real foster carers.

The campaign — *We need more foster carers, like you* — will run on television, digital, social media and specialist media channels from May 2021 through to June 2022. 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.

The statewide television advertising will run in bursts during May/June 2021, September/October 2021, February 2022 and May/June 2022. Digital advertisements will appear frequently during the whole campaign on various channels including YouTube, catch-up TV, news websites, Facebook, Instagram and Google. Advertisements will also appear in *Koori-Mail* and *QNews*.

People who are interested in becoming a foster carer are encouraged to visit the website at [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare), where they can view the stories of the carers, learn more about foster care and submit an expression of interest, or contact Queensland Foster and Kinship Care on 1300 550 877.

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](https://www.facebook.com/childfamilyqld)
- Twitter: Children, Youth Justice and Multicultural Affairs — [www.twitter.com/ChildrenQld](https://www.twitter.com/ChildrenQld)
- LinkedIn: Department of Children, Youth Justice and Multicultural Affairs — [www.linkedin.com/company/dcyjma](https://www.linkedin.com/company/dcyjma)

This promotional pack includes YouTube links to the new foster carer videos and social media tiles and content to support you with your own foster care promotions.

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

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## Social media content

### Facebook content

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)

### Twitter content

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).

## Images and YouTube links to videos

*Images can be copied by right clicking the Facebook images below.*

*All images are available via Dropbox:*

<https://www.dropbox.com/sh/upsp2y3w02g1wrz/AAA0akG9IX5I9BS-vaB8HBHXa?dl=0>

### Joy and Anthony

<https://youtu.be/qneydKwALRk>



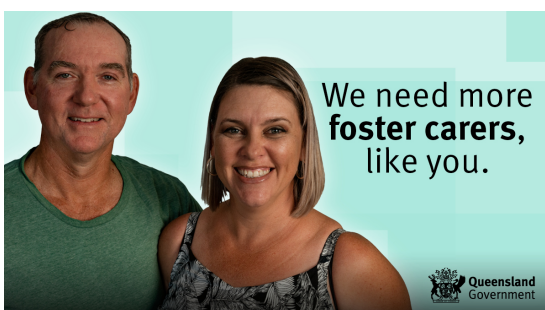
### Justin

<https://youtu.be/zvKKBaFiig8>



### Sandra and Rick

<https://youtu.be/KMeAyMU-2ec>



**Uncle Allan and Cheryl**  
<https://youtu.be/9SvFSZjryVI>



**Jodie**  
[https://youtu.be/Tlr\\_g2D-aFo](https://youtu.be/Tlr_g2D-aFo)



**Karyn and Ron**  
<https://youtu.be/oRoXq6q1yC4>



**Melissa and Scott**  
[https://youtu.be/F6\\_dAThfKx0](https://youtu.be/F6_dAThfKx0)



## Michael and Scott

[https://youtu.be/AlAxn3F\\_WrE](https://youtu.be/AlAxn3F_WrE)

