Carer Gateway

Help for those who might never ask

Stakeholder Kit

[www.CarerGateway.gov.au](http://www.CarerGateway.gov.au)

There are more than 2.65 million unpaid carers in Australia. That’s 1 in 9 people!

Yet, most people don’t see themselves as carers.

They are simply children, parents, partners, relatives or friends supporting someone close to them. Carer Gateway is where the care and wellbeing of carers comes first.

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**Introduction / How you can help**

**Introduction**

Of the almost 2.65 million unpaid carers in Australia, most don’t see themselves as carers.1 They are simply children, parents, partners, relatives or friends supporting someone close to them.

More than half of unpaid carers in Australia feel they can’t manage all their caring responsibilities.2 But, many carers don’t ask for help, or they wait until there is an emergency.

A two-year national marketing and advertising campaign was launched on 16 October 2022 to:

* help people identify that they are carers
* normalise asking for help
* raise awareness of the benefits of getting support, and
* promote the support and services available to carers through Carer Gateway.

**How you can help**

It’s important that people caring for someone have support. Support and services can help carers manage in tough times.

Your organisation has been identified as dealing directly with people in Australia who may be unpaid carers. You can help by sending this message and encouraging your community to call Carer Gateway or visit the website.

In this kit, you will find resources focused on helping unpaid carers recognise that they are carers.

These resources include fact sheets, electronic newsletter copy, an infographic, social media posts and an animated video.

Additional resources about normalising asking for help, the benefit of getting support and the services available through the Carer Gateway will be developed and shared over the course of the campaign.

1 Survey of Disability, Ageing and Carers - SDAC, 2018.

2 Developmental Research Report, 2021

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**About Carer Gateway**

**About Carer Gateway**

Almost 2.65 million Australians care for someone with disability, a medical condition, mental health condition or someone who is frail due to age.

Of the total number of Australian carers, 235,000 are under the age of 25.3

Research tells us that helping carers manage their daily challenges can make a big difference to their lives and improve overall health and wellbeing.

That’s why the Australian Government is committed to helping Australia’s unpaid carers get the support they need before reaching crisis point.

Developed by carers, for carers, Carer Gateway is the single biggest reform to carer services in more than a decade.

Carer Gateway is the Australian Government’s national approach to providing services, support and advice to Australia’s unpaid carers.

Services are delivered in-person, online and over the phone, and are available free of charge to all carers no matter where they live in Australia.

Carers can access Carer Gateway services by calling Carer Gateway on 1800 422 737, Monday to Friday, 8am-5pm local time, or visiting the website at CarerGateway.gov.au

Help with accessing emergency respite is available 24 hours a day, 7 days a week by calling 1800 422 737.

3 Disability, Ageing and Carers, Australia: Summary of Findings, 2018, Australian Bureau of Statistics.

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**About Carer Gateway**

**Support services available**

**Coaching**

With Coaching you can learn new skills to assist you in your caring role and improve your wellbeing and resilience. Speak to a coach or access self-guided coaching online.

**Counselling**

If you feel stressed, sad or angry, it can help to talk to a counsellor. Trained counsellors are there to listen and offer advice in person or over the phone.

**Planned and emergency respite**

Respite is available when you need someone else to look after the person you care for. You might use respite so you can have a break, take time for other activities, or if you get sick or hurt.

**Connect with other carers**

We can help you meet other carers online or who live nearby. By sharing stories and experiences, you can learn from and support each other.

**Online skills courses**

Our free courses are full of information to help you as a carer. Get tips on providing care, communication, or even how to improve your sleep.

**Tailored support packages**

We tailor our support and services packages to suit your needs as a carer. This might include transport, cleaning, or support with your education.

There are two types of Tailored Support Packages:

1. one-off practical support in the form of equipment or an item to assist carers in their role.
2. a range of ongoing practical supports such as planned respite or transport. This type of support can be used multiple times over a twelve- month period.

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**Key messages**

**Key messages**

A sample of key messages have been included below to:

* support communication activities
* help unpaid carers recognise that they are carers
* introduce Carer Gateway.

**Self-identification as an unpaid carer**

* Anyone may become an unpaid carer, even temporarily – you don’t plan for it, it just happens.
* You may be an unpaid carer if you care for/support/help a family member or friend with disability, a medical condition, mental illness or who is frail due to age.
* Carers can be any age and could be caring for anyone – a parent, friend, child, sibling, or a neighbour.
* Unpaid carers provide care in many different ways. Some carers may look after somebody 24 hours a day and help with daily living, while others look after people who are fairly independent but sometimes need help.

**Introducing Carer Gateway**

* Carer Gateway is a free Australia-wide service dedicated to supporting the almost 2.65 million unpaid carers living in Australia.
* Designed by carers for carers, Carer Gateway provides a range of free support and local services to improve carer wellbeing, skills and knowledge.
* Carer Gateway provides free support tailored to your needs.
* Carer Gateway service providers operate Australia-wide to deliver Carer Gateway support and services to all carers, no matter where they live.
* Carer Gateway services are free and available in-person, online and over the phone.
* Call Carer Gateway on 1800 422 737 Monday to Friday, 8am to 5pm, or go to **CarerGateway.gov.au** to find out what we can do for you.

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**Available resources**

**Available resources** click here to access the full range of resources

**Fact Sheets**

Two fact sheets have been developed which highlight useful information to help people in caregiving roles identify that they are unpaid carers and that support is available through Carer Gateway. The topics include ‘Are you an unpaid carer?’ and ‘Do you know a carer who might need support?’.

The fact sheets will empower you with understanding and awareness about unpaid carers, which you can share with your community.

The fact sheets can be used electronically or printed and displayed. Translated fact sheets are also available in a range of languages on the

Carer Gateway website.

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**Available resources**

**Newsletter and website copy**

Here is some pre-written copy for you to share on your website and in your newsletter.

The copy will help unpaid carers self-identify as carers and introduces Carer Gateway as the place to go to for support.

The copy can be used as is or tweaked to suit your editorial style.

Images can be provided upon request by emailing carers@horizoncg.com.au

**Do you provide care or support for someone close to you?**

Across Australia there are more than 2.65 million unpaid carers, that’s 1 in 9 people!

Unpaid carers look after someone who lives with disability, a medical condition, has a mental health condition or is frail due to age.

You can become a carer at any time. Many people don’t consider themselves a carer. They are simply children, parents, partners, relatives, or friends supporting someone close to them.

A carer might look after someone 24 hours a day and help with daily activities. Or, they might look after someone who only needs a little bit of help. Responsibility, care, compassion, and love are all reasons why someone will step forward to provide unpaid care. Most unpaid carers primarily help with tasks like shopping, housework, cooking, home maintenance and providing transportation.

**Carer Gateway is here to support you.**

Carer Gateway was designed by carers for carers. We offer a national approach to providing reliable services, support and advice to carers in Australia. Services available include tailored support packages, counselling, coaching, peer support, emergency respite and online skills courses.

Call Carer Gateway on 1800 422 737 Monday to Friday, 8am to 5pm or go to CarerGateway.gov.au to find out what we can do for you.

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**Available resources**

**Social media posts**

The four social media posts below and accompanying tiles have been created using key facts and insights to help support identification as an unpaid carer and to introduce Carer Gateway.

These can be copied directly, adapted, or the original posts on the Carer Gateway **Facebook page** can be shared on your channels.

Hashtag: #CarerGateway #HelpForThoseWhoMightNeverAsk

**Are you an unpaid carer?**

There are 2.65 million unpaid carers in Australia. That’s 1 in 9 people!

Many unpaid carers don’t see themselves as carers. They’re just children, parents, partners, relatives or friends supporting someone close to them.

Carer Gateway is dedicated to supporting unpaid carers.

Reach out to Carer Gateway today to find out how they can help and support you.

Call 1800 422 737 between 8am and 5pm Monday – Friday or visit carergateway.gov.au

Do you care for a friend, relative, neighbour, or partner? You might be an unpaid carer.

Carers provide care in many different ways. A carer might look after someone 24 hours a day and help with daily activities, or they might look after someone who only needs help some of the time.

Carer Gateway can help carers get the support that is right for them.

For more information call Carer Gateway on 1800 422 737 between 8am and 5pm Monday – Friday or visit carergateway.gov.au

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**Available resources**

**Introducing the Carer Gateway**

Designed by carers, for carers, Carer Gateway offers a range of free support and local services to provide carers the help they need.

This includes counselling, tailored support packages, help with accessing emergency respite and coaching. They can even connect you with other carers through peer support groups or the online carer community forum.

To find out more about Carer Gateway and the support services available for you, visit carergateway.gov.au

Have you heard of Carer Gateway?

Carer Gateway is a free Australia-wide service for unpaid carers. Carer Gateway service providers offer supports and services that meet carers individual needs and circumstances.

Carer Gateway is here to help, no matter where you live or who you care for.

Call 1800 422 727 between 8am and 5pm Monday to Friday, or visit carergateway.gov.au

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**Available resources**

**Infographic**

An infographic visually showcasing key facts and insights to help support identification as an unpaid carer has been designed.

This can be posted on your website and/or social media channels. It can also be printed and displayed on noticeboards and any other relevant display areas.

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**Available resources**

**Animation**

An animated video has been developed to illustrate the supportive role Carer Gateway plays for unpaid carers, while helping those who don’t identify as carers to recognise that they are.

The animated video can be located and linked to here when shared on your website

and social media channels. It can also be embedded using this code:

<div style=”padding:56.25% 0 0 0;position:relative;”><iframe src=”https://player.vimeo.com/video/760096623?h=806644e5bb&amp;badge=0&amp;autopause=0&amp;player\_id=0&amp;app\_id=58479” frameborder=”0” allow=”autoplay; fullscreen; picture-in-picture” allowfullscreen style=”position:absolute;top:0;left:0;width:100%;height:100%;”title=”CarerGateway\_Animation\_SelfIdentification\_ Subs”></iframe></div><script src=”https://player.vimeo.com/api/player.js”></script>

For reference, please see sample stills below.

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**Further information**

**Further information**

**For unpaid carers**

* Website: CarerGateway.gov.au
* Facebook: <http://www.facebook.com/carergateway/>
* Phone: 1800 422 737 Monday – Friday, 8 am – 5 pm local time, or 24 hours, 7 days a week for help with accessing emergency respite.

**For stakeholders and intermediaries**

* Website: CarerGateway.gov.au/campaign
* Email: carersupport@dss.gov.au

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