

Carer Gateway

Help for those who might never ask

Stakeholder Kit

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.



Australian Government



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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

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.

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.

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](https://www.carergateway.gov.au) to find out what we can do for you.

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](#).

Are you a carer?

Do you take care of or support someone close to you?
 There are almost 2.65 million unpaid carers in Australia. That's 1 in 9 people!
 Yet, many people don't see themselves as carers.
 They are simply children, parents, partners, relatives, or friends supporting someone close to them.

What makes someone a carer?
 Every caring situation is different.
 A carer can care for anyone.
 A carer can be young or old.
 A carer can look after someone who lives with disability, a medical condition, has a mental health condition or is frail due to age.
 A carer might help someone with shopping, housework, cooking or transport.
 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.
 If this sounds like you, you might be an unpaid carer. You can get support through Carer Gateway.

Key facts

- **Two thirds** of carers spend up to 3 hours a day providing care and support.
- **Just over half** of all carers are primary carers. That means they're the only person looking after the person they care for.
- **Over a third** of all carers live with disability themselves.
- **About half** of primary carers in Australia have a chronic illness or condition.

Carer Gateway is here to support you

It is important to have support when you're caring for someone. Carer Gateway was designed by carers for carers. We provide a range of free support and local services to give carers the help they need.

Call Carer Gateway on 1800 422 737 or go to CarerGateway.gov.au to find out what we can do for you.

If you are more comfortable having a conversation in a language other than English, you can use the Translating and Interpreting Service (TIS). TIS is available 24 hours a day, 7 days a week, and is accessible from anywhere in Australia for the cost of a local call on 131 450.



Do you know a carer who might need support?

Carers manage best when they have help and support.
 There are almost 2.65 million unpaid carers across Australia. A carer can look after someone who lives with disability, a medical condition, has a mental health condition or is frail due to age.

Looking after someone else can be tough. Helping carers get the support they need can make a big difference to their lives and improve their overall health and wellbeing.

Most carers don't ask for help. The most common reasons people don't ask for support are:

- they don't have enough time
- they don't know that there is support available
- they are proud and don't like to ask for help
- they are worried about privacy.

How can you support a carer

Many carers are comfortable reaching out to friends and family for support. You can support a carer by letting them know that it's ok to ask for help and telling them about Carer Gateway.

Tips for talking to a carer about getting support

Prepare for the conversation
 You can do some research on Carer Gateway to find information about what services are available and how they can get help. You don't have to have all the answers. If you point them towards Carer Gateway, we can help from there.

Have information on hand
 You can pull information from the Carer Gateway website, a factsheet or brochure, or Carer Gateway contact information to help your conversation.

Think about the best time and place
 Asking for help can be hard but accepting help that you haven't asked for can be even harder. Think about where to have the conversation. Make sure you have it away from the person they care for and at a time that is convenient.

Be okay if they aren't ready to talk
 This might be an overwhelming conversation for them. It's ok if they don't want to talk about it right now. This doesn't mean you should give up. Try talking with them again another time.

Carer Gateway is here to support you

Carer Gateway was designed by carers for carers. It provides a range of free support and local services to give carers the help they need.

Call Carer Gateway on 1800 422 737 or go to CarerGateway.gov.au to find out what we can do for you.

If you are more comfortable having a conversation in a language other than English, you can use the Translating and Interpreting Service (TIS). TIS is available 24 hours a day, 7 days a week, and is accessible from anywhere in Australia for the cost of a local call on 131 450.



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.





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?

<p>There are 2.65 million unpaid carers in Australia. That's 1 in 9 people!</p> <p>Many unpaid carers don't see themselves as carers. They're just children, parents, partners, relatives or friends supporting someone close to them.</p> <p>Carer Gateway is dedicated to supporting unpaid carers.</p> <p>Reach out to Carer Gateway today to find out how they can help and support you.</p> <p>Call 1800 422 737 between 8am and 5pm Monday – Friday or visit carergateway.gov.au</p>	
<p>Do you care for a friend, relative, neighbour, or partner? You might be an unpaid carer.</p> <p>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.</p> <p>Carer Gateway can help carers get the support that is right for them.</p> <p>For more information call Carer Gateway on 1800 422 737 between 8am and 5pm Monday – Friday or visit carergateway.gov.au</p>	

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



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.

Do you support someone close to you?

Many people don't see themselves as carers.
There are **2.65 million** unpaid carers living in Australia. That's **1 in 9 people.**

More than **235,300** carers are under the age of 25

Every caring situation is different

- 37%** of unpaid carers care for a **parent**
- 27%** of unpaid carers care for a **partner**
- 20%** of unpaid carers care for a **child**

As an unpaid carer, you may help with:

- Shopping
- Housework
- Transport
- Cooking
- Home maintenance

Carer Gateway is here to support you

Call Carer Gateway on **1800 422 737** or go to **CarerGateway.gov.au** to find out what we can do for you.
If you speak a language other than English, use the Translating and Interpreting Service (TIS). TIS is available across Australia.

Carer Gateway
An Australian Government Initiative

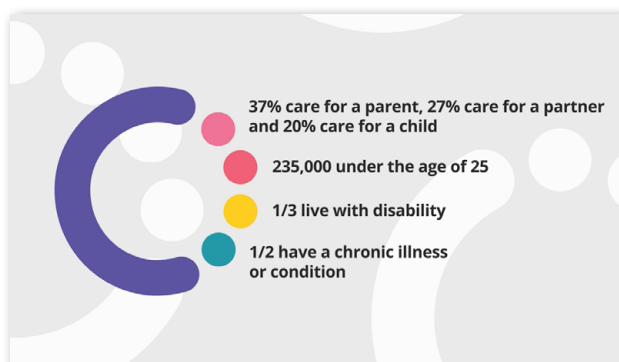
Animation

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&badge=0&autoplay=0&player_id=0&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.



Further information

For unpaid carers

- Website: [CarerGateway.gov.au](https://www.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](https://www.carergateway.gov.au/campaign)
- Email: carersupport@dss.gov.au