# 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 statewide television, digital, social media and specialist media channels during May 2025. 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 Families, Seniors, Disability Services and Child Safety — [www.linkedin.com/company/fsdscs](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.families.qld.gov.au/campaign/foster-care-recruitment/resources>

*We encourage you to include an image description at the bottom of your post.*

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.

There are different types of family-based care which may suit you, your family and your lifestyle. While many foster carers provide long-term care, some foster carers provide short breaks for long-term foster and kinship carers, such as on weekends or during school holidays.

Visit [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare) to view the stories of real foster carers, find answers to top questions, learn more about foster care, and submit an expression of interest.

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 content – foster carers **Karyn and Ron’s** story

When applying to foster a child, the very first question Ron was asked was, “Why do you want to do this, why do you want to become a foster carer?”

His answer?

“Every child deserves a chance. A chance at education, a roof over their head, clothes on their back, shoes on their feet, food in their belly. Something that I had all my life, so it was a given for me. And stepping into this world – not every child has that.”

Karyn, Ron’s partner, describes the experience of fostering as life changing. “You can show them trust and love and give them ambition and drive and show them the future – what’s available in the world. It’s just amazing to see them glow and grow and progress.”

Visit [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare?fbclid=IwZXh0bgNhZW0CMTAAAR4fpTqA3R8P5go7tp8fFJb2g6fPaKOHOCBXW28V8UH0zDYFoD7xADyqBoxjNg_aem_e5BH803Sfowuk2M1vRdlig) to discover Karyn and Ron’s whole story, because we need more foster carers, like you.

Facebook content – foster carers **Melissa and Scott’s** story

Melissa and Scott had five kids of their own when they decided to become foster carers.

While a little nervous at first, fostering soon became second nature to the whole family, and after many years, Melissa and Scott have seen just how nurturing their own children have been towards the foster children.

As Aboriginal foster carers, the couple knows first-hand the importance of building and nurturing a connection to culture and remaining connected with family.

“We try to keep strong connections with the kids’ biological families and their background, for Indigenous children in particular,” Melissa explains. “It’s important for them to be raised in culture, so it’s not taught to them from the outside coming in — it needs to be part of their everyday life.”

We need more foster carers, like you. Visit [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare) 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 – **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. We need more foster carers, like you. Find out more at [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 – foster carers **Karyn and Ron’s** story

“Every child deserves a chance. A chance at education, a roof over their head, clothes on their back, shoes on their feet, food in their belly. And stepping into this world – not every child has that.” We need more foster carers, like you. Find out more at [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare)

X – foster carers **Melissa and Scott’s** story

Melissa and Scott had five kids of their own when they decided to become foster carers. The couple feel a sense of pride knowing fostering has helped their own children to become better adults. Discover their whole story at [www.qld.gov.au/fostercare](http://www.qld.gov.au/fostercare)

### Newsletter content

*Any image is appropriate.*

**We need more foster carers, like you**

There are many wonderful 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.

## 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.

There are different types of family-based care which may suit you, your family and your lifestyle. This includes short-term, long-term and emergency care, as well as short breaks care – where foster carers provide short breaks for long-term foster and kinship carers, such as on weekends or during school holidays.

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, find answers to top questions, 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.