A Life Changing Life

## Supporting the growth of the care and support sector

### Aboriginal and Torres Strait Islander Stakeholder toolkit

Clinto and Denise sitting on a bench


Image : Denise, NDIS participant and Clinton, Disability support worker

Australian Government logo

QR cord tto website

## One People, One Fire **by Wayne Connolly (Yarrabah)**

### The Way of My People

#### Artwork story

In the beginning, way, way back in the Dreamtime, Guyiiburra (Great Spirit in the Sky) or as we would say, ‘Ngangin Bimbi’, meaning – ‘our father created the land and sea and all the people’, taught my ancestors the way of the Warrior. Life was good. Everyone played their part. The men would teach the boys the ways their ancestors passed down to them and the women would show the girls. I remember the old people would shout in a loud voice, “Guyiiburra or Ngangin Bimbi, send us your blessing so that we may catch something to eat”, and whatever they caught, it would be shared amongst the people of the tribe.

How people used to live together, One People, One Fire, they would say in that way, no one was ever left behind. Everyone would look after one another, especially the Elders, women, children and special ones who needed special care. I remember the stories the old people used to tell was at night while sitting around the campfire. Even if someone was having problems or in need, they would talk to the Elders of that tribe and find ways to help that person because there was always someone there to lend a helping hand. That’s what made our people strong, by sticking together and helping one another through the good times and the hard times. So always remember, stick together.

Artwork - One People, One Fire



Image : Artwork

Clinton sitting on a bench



Image : Clinton, Disability support worker

## Introduction

**The growth of the National Disability Insurance Scheme (NDIS) and our ageing population means the care and support workforce will grow quickly over the coming years.**

We are looking for people with the right skills and qualities to meet the ongoing needs of people with disability, older people and our veterans.

The Australian Government’s **A Life Changing Life** campaign aims to raise awareness of these opportunities and increase Aboriginal and Torres Strait Islander people’s interest in joining the care and support sector. It aims to encourage students, job searchers and professionals who have the qualities or skills the sector needs to apply for these positions.

We need your help to share the information and key messages of the **A Life Changing Life** campaign to:

* raise awareness of jobs in the care and support sector for mob who are looking for engaging, meaningful and flexible work
* help promote the pathways into the sector, and
* help change the lives of people with disability, older people and veterans.

The campaign was developed by the Department of Social Services, in collaboration with the Department of Health and the Department of Veterans’ Affairs.

It was developed after research with potential workers, current care and support workers, employers and stakeholders, Aboriginal and Torres Strait Islander people, and people with disability, older people and veterans.

This kit includes information and resources that will help attract mob with the qualities and skills the care and support sector needs.

## About the campaign

**Research shows that the main reason people enjoy working in the sector is the warm relationships they develop with the people they support and the benefits this brings to both of them.**

The Australian Government’s **A Life Changing Life** campaign shares the stories of these rewarding relationships to:

* increase community knowledge about the wide range of jobs and career options in the sector
* increase understanding of what the work involves
* show the value and benefits of the work, and
* overturn outdated ideas about care and support.

The campaign features real people — care and support workers, and the people they support.

It aims to raise awareness of the job opportunities in the sector and encourage potential workers to apply for these roles.

Through the campaign and other actions, the goal is to attract around 140,000 people to the care and support sector by 2024.

Potential workers (the campaign’s primary audiences) include:

* tertiary students studying related fields
* young people who are looking for meaningful work
* job seekers who are interested in this sector
* people returning to the workforce, including carers
* professionals who could transfer their skills to the sector
* recent arrivals to Australia
* Aboriginal and Torres Strait Islander people
* people from culturally and linguistically diverse (CALD) backgrounds.

The campaign includes advertising (television, radio, outdoor, digital), public relations and social media as well as information and resources specifically designed for Aboriginal and Torres Strait Islander people.

The campaign also has a strong focus on encouraging community leaders, stakeholders, employers, existing workers and influential people to share the campaign with target audiences.

The website [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/) is the campaign hub, with links to job search services, personal stories, employer resources, types of roles, entry requirements, training and development, pathways into the work, and careers. Information for mob can be found at [careandsupportjobs.gov.au/information-indigenous](http://careandsupportjobs.gov.au/information-indigenous)

## About the toolkit

**This toolkit is for community leaders, Elders, Aboriginal and Torres Strait Islander organisations, health, aged care and disability support organisations and staff, and anyone who wants to help grow the care and support sector and support mob to find engaging and meaningful employment.**

Aboriginal and Torres Strait Islander people and groups may look to you for information. This toolkit will help you to work with individuals, Elders and communities to:

* raise awareness of the care and support sector and its job opportunities and career paths
* communicate current information about the opportunities and increase understanding about the work
* encourage students, job searchers and professionals, who have the qualities and skills the sector needs, to consider working in the sector.

This **A Life Changing Life** toolkit contains approved content to use on your website, in newsletters, on social media channels and in your conversations with Aboriginal and Torres Strait Islander people. The information, tips and resources can be used to suit the needs of your community and help you to promote the opportunities and rewards that caring and supporting people with disability, older people and veterans can bring.

Tips are provided below on how to use the resources. Materials and information will be updated as the campaign progresses.

The toolkit has been designed as a printable pdf so it can be used in electronic or hard copy format.

The kit includes the following:

* tips on how you can help
* key messages
* resources and content for you to use when communicating with mob, to include in your newsletter and upload to your website including:
* newsletter / website copy
* fact sheets
* video case studies
* written case studies
* social media content
* links to [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/) for more information and resources

## How you can help

**Every action you take to support the campaign, no matter how small, can help to change the lives of people with disability, Elders and other older people, and veterans. It can also help mob to find engaging, meaningful and rewarding work in a growing sector.**

Resources are available to download from the website.   
Go to [careandsupportjobs.gov.au/resources/indigenous](http://careandsupportjobs.gov.au/resources/indigenous)

### Print and share the messages and material

* Post the resources provided in this kit at your local Aboriginal Medical Service (AMS), in health clinics, around workplaces and at local community noticeboards. Make sure to have a few printed copies of the key messages for community members and clients.
* Put them up at your local airport, remote technology centre, your local youth hostel, at the entrance to your community sports hall, petrol station, community store, art centre etc.
* Print this toolkit and have copies available at the front counter of your organisation or community centre. You can also email the online copy to local community leaders, organisations and service providers.
* Share copies of the fact sheets that provide information on the opportunities, benefits and how to find jobs.

### Start a conversation about the campaign

* Use the key messages to support conversations with mob about the campaign, and the jobs and careers available in aged care, disability and veterans’ support.
* Provide information and key messages about the campaign at staff meetings and/or community meetings using the key messages. You can also print and distribute the other resources for people to take.
* Start a conversation with service providers, potential workers, students, people considering a career change, job searchers, or your wider community.
* Use the campaign videos and case studies to start conversations.
* Encourage people you work with to share the campaign’s messages and materials with their own networks.
* Ask people who already work in the sector to share their stories of the most rewarding aspect of their job and why they recommend working in the sector.

### Use your organisation’s website

* Publish a description about the campaign on your organisation’s website and include an image icon that clicks through to the campaign website.
* Look for opportunities to post the campaign’s key messages on your website.

### Post about the campaign on social media

* Use your social media presence to share information about the campaign and the available opportunities. You will find some social media tiles and videos you can share in the resources section. Make sure to share these to online community noticeboards too! Use **#CareandSupportJobs #CareandSupportChangesLives #ALifeChangingLife**
* Follow the campaign’s Facebook page [(@CareAndSupportAus)](https://www.facebook.com/CareandSupportAus) to read and share the stories of people who work in the care and support sector and the people they support.
* Publish messages through your professional social media channels. Use any or all of the included hashtags for your social media posts, attach a campaign image or video to each post, and link to the campaign website.

### Share your story

* Let your community know how these jobs can benefit mob. You might like to create a video to share on social media. Be sure to use the hashtag **#CareandSupportJobs** and tag the campaign Facebook page [@CareandSupportAus](https://www.facebook.com/CareandSupportAus).

### Share information about the campaign in your Newsletter

* Include information in local newsletters to community organisations, service providers and local leaders.
* Include editorial, case studies and the campaign’s short films in your newsletters, publications and other relevant communication channels.

### Let people in your community know how these jobs can benefit them

* Send them a digital postcard via text message, instant message or social media.
* Send them a link to the careandsupportjobs.gov.au website where they can search for jobs and find out more.

**If you are an employer, refer to the separate** [**‘Employer toolkit’**](https://www.careandsupportjobs.gov.au/resources/employer-resources/campaign-supporter-kit-employers) **for information.**

## Key messages

**You might like to use these key messages in your conversations and communication with mob about the A Life Changing Life campaign, and the jobs and careers available in aged care, disability and veterans’ support.**

You could include these messages in any of the activities listed above.

### Messages for Aboriginal and Torres Strait Islander people

* There are job opportunities for mob and pathways into the care and support workforce.
* Support work is engaging, meaningful, rewarding and flexible.
* Aboriginal and Torres Strait Islander people of all ages and experience are supported to succeed in these roles.
* Aboriginal and Torres Strait Islander people can be unsure about accepting help from people they don’t know and would often prefer to have their care and support services provided by mob.
* Recruiting more Aboriginal and Torres Strait Islander people into the disability and aged care workforce can encourage mob to access these services and supports.
* Caring for others in the community is an integral part of Aboriginal and Torres Strait Islander cultures. You can bring a unique perspective and life experience to this work.
* Your experience and knowledge can be transferred to the care and support sector and help to enrich the experience of others.
* Mob who have experience providing community services have relevant skills and experience that are valued in this sector.
* You can often work at times that suit you and still meet family, community and cultural responsibilities.
* You can set yourself up as an independent NDIS support worker and provide care and support to mob in your community.
* Care and support work can be a great opportunity to give back to community.
* Traineeships are available for formal learning with on-the-job experience and mentoring/peer support in a culturally safe work environment.
* There are identified positions for Aboriginal and Torres Strait Islander support workers.

### Other messages

* The care and support sector is now hiring.
* With a job in aged care, disability or veterans’ support, you will learn, grow and change lives.
* Are you ready for a life changing life in aged care, disability or veterans’ support? The care and support sector is now hiring. With opportunities to work hours that suit you and your community, and learn and grow across a variety of roles, you will change lives – as well as your own.
* There are job and career opportunities for people with a wide range of skills and backgrounds who want to make a difference for people with disability, older people and veterans.
* The care and support sector is a dynamic, growing industry with a wide range of roles and opportunities for people with a wide range of skills, experiences and backgrounds.
* Care and support roles are as different as the people and communities we work with.
* You will learn and grow with on-the-job training, mentoring, peer support, and clients who match your skills and experience.
* Whether you want to build a career, transfer your skills and experience, are looking for work while you study, or would like flexible work that’s also interesting and meaningful – the care and support sector might have what you’re looking for.

For flexible, meaningful and rewarding work that makes a difference, visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/)

Lisa watching Greg paint a picture.



Image : Greg, NDIS participant and Lisa, Disability support worker

### Additional messages

#### About the campaign

* The Australian Government’s **A Life Changing Life** campaign aims to raise awareness of employment opportunities in the care and support sector, and encourage consideration and take-up among potential workers.
* Over the next few years, our goal is to attract around 140,000 people to the care and support sector.
* **A Life Changing Life** showcases a key reason why people work in the care and support sector – the warm and mutually beneficial relationships they develop with the people they support.
* **A Life Changing Life** shares the stories of care and support workers and the people they support, and shows the diversity, value and impact of the work.
* **A Life Changing Life** aims to reach students, young people looking for meaningful work, professionals looking to transfer the skills into the sector, and people who bring lived experience to support a diverse range of people.
* Visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/) for job search services, personal stories, employer resources, and information about the diverse types of roles, entry requirements, training and development, pathways into the work, and jobs and careers.

#### NDIS National Workforce Plan: 2021-2025

* The campaign is an initiative under the NDIS National Workforce Plan: 2021-2025.
* The NDIS National Workforce Plan is designed to attract workers with suitable skills, values and attributes, while also improving existing workers’ access to training and development opportunities.
* The initiatives in the NDIS National Workforce Plan will not only support quality and growth in the disability sector, but also in aged care and support for our veterans.
* Visit the [DSS website](https://www.dss.gov.au/disability-and-carers-publications-articles/ndis-national-workforce-plan-2021-2025) for more information about the NDIS National Workforce Plan.

#### Aged care workforce reforms

* The campaign also supports the Australian Government’s aged care reforms announced in the 2021-22 Budget.
* One area of focus for aged care reform is to grow, upskill and attract the right workers to the aged care workforce, to drive improvements to the quality and safety of care for senior Australians.
* Visit the [Department of Health website](https://www.health.gov.au/initiatives-and-programs/aged-care-reforms) for more information about aged care reform.

## Information for your website

**You might like to publish a description about the campaign on your website and include an image that clicks through to the campaign website.**

### Description

Are you ready for a life changing life? The care and support sector is now hiring people for rewarding jobs in aged care, disability and veterans’ support. The flexible working hours can fit in with your life, your family, your community and cultural responsibilities. And you can learn and grow across a variety of roles. You will change lives – as well as your own. Visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/)

### Longer description

Are you ready for a life changing life?

The care and support sector is now hiring people for rewarding jobs in aged care, disability and veterans’ support.

The hours are flexible to fit in with your life, your family, your community and cultural responsibilities. And you can learn and grow across a variety of roles. You will change lives – as well as your own.

Visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/) for links to job search services, personal stories, employer resources, and information about the types of roles, entry requirements, training and development opportunities, pathways into the work, jobs and careers.

June laughing


Image : June, Aged care recipient

## Products to download

You might like to include the products below in your newsletters, publications and other communication.

You might also like to use the key messages on page 9 and page 10 to develop your own news items for your mob about the **A Life Changing Life** campaign, and the jobs and careers available in the care and support sector.

[Factsheet for job seekers](https://www.careandsupportjobs.gov.au/resources/campaign-resources/working-care-and-support-sector)



Image : Factsheet for job seekers

[Factsheet for employers](https://www.careandsupportjobs.gov.au/resources/employer-resources/developing-culturally-safe-work-environment)

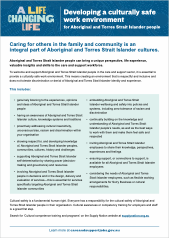


Image : Factsheet for employers

[Posters](https://www.careandsupportjobs.gov.au/resources/indigenous)



Image : Denise and Clinton poster

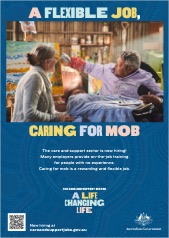


Image : Greg and Lisa poster

[Postcards](https://www.careandsupportjobs.gov.au/resources/indigenous)



Image : Denise and Clinton postcard



Image : Greg and Lisa postcard

[Disability support worker case study](https://www.careandsupportjobs.gov.au/resources/campaign-resources/disability-support-worker-case-study-clinton-and-denise)



Image : Denise and Clinton

Videos

[Social media video 30 seconds - Denise](https://www.careandsupportjobs.gov.au/resources/campaign-resources/social-media-video-30-seconds-denise)



Image : Denise

[Social media video 18 seconds - Denise](https://www.careandsupportjobs.gov.au/resources/campaign-resources/social-media-video-18-seconds-denise)



Image : Denise

[Social media video 17 seconds - Clinton](https://www.careandsupportjobs.gov.au/resources/campaign-resources/social-media-video-17-seconds-clinton)



Image : Clinton

Resources are available to download from the website.   
Go to [careandsupportjobs.gov.au/resources/indigenous](http://careandsupportjobs.gov.au/resources/indigenous)

### Mobile exhibition pack for events and public spaces

You can request an **‘A Life Changing Life’** mobile exhibition pack for:

* A community event, expo or conference
* Employee induction or training
* Employer event e.g. breakfast seminar
* Student common areas
* Public spaces e.g. library, foyer, orientation week or shopping centre.

The **‘A Life Changing Life’** mobile exhibition promotes the campaign, and shares the stories of care and support workers and the people they support.

The mobile exhibition pack includes:

* Exhibition stands
* Pull-up banners
* Video image loops
* Digital background (for virtual meetings/conferences)
* Posters
* Postcard – digital or printed
* Presentation template
* Branded pens
* Pull-up banners for Aboriginal and Torres Strait Islander audiences
* Pens for Aboriginal and Torres Strait Islander audiences

The exhibition pack is easy to set-up and pack-down.

#### More information and to book

We encourage you to book well in advance. To discuss your needs, contact   
[careandsupportworkforce@dss.gov.au](mailto:careandsupportworkforce@dss.gov.au)



Image : Clinton, Disability support worker

## Content for your social media

### Join us on Facebook

The campaign’s Facebook page [@CareAndSupportAus](https://www.facebook.com/CareandSupportAus) is a community dedicated to sharing the stories of people who work in the care and support sector and the people they support. It also highlights the wide range of work and people in the sector.

You might like to follow the page and share posts with your own social media communities.

### Publish your own posts

Here are some posts you might like to publish on your own social media channels.

You can:

* Tailor these posts to suit your mob’s interests and needs – for example, you can choose to focus on a specific sector (aged care, disability support or veterans’ support); change the language to suit your mob; or shorten it for Twitter.
* Use any or all of the included hashtags for your social media posts.
* Attach a campaign image or video to each post.
* Link to the campaign website [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/)



Image : Denise, NDIS participant and Clinton, disability support worker

#### Click to download these social tiles and share to your network to let them know the care and support sector is now hiring.

[Facebook and Instagram tiles](https://www.careandsupportjobs.gov.au/resources/indigenous/social-media-tiles)



[Twitter tiles](https://www.careandsupportjobs.gov.au/resources/indigenous/social-media-tiles) [Facebook and Instagram story tiles](https://www.careandsupportjobs.gov.au/resources/indigenous/social-media-tiles)



Resources are available to download from the website.   
Go to [careandsupportjobs.gov.au/resources/indigenous/social-media-tiles](https://www.careandsupportjobs.gov.au/resources/indigenous/social-media-tiles)

### Social media copy

#### Care and support sector is now hiring!

* There are job opportunities for mob and pathways into the care and support workforce. Find out more at: [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).   
  **#ALifeChangingLife  
  #CareandSupportJobs   
  #CareandSupportChangesLives  
  #CaringForMobIsLifeChanging**
* Recruiting more Aboriginal and Torres Strait Islander people into the disability and aged care workforce can encourage mob to access these services and support. Find out more at [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).   
  **#ALifeChangingLife  
  #CareandSupportJobs   
  #CareandSupportChangesLives**
* The care and support sector is now hiring! A job in aged care, disability or veterans’ support can provide you with career pathways and flexible hours while helping to care for mob. Find out more at [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/). **#ALifeChangingLife   
  #CareandSupportJobs   
  #CareandSupportChangesLives**

#### Care and support workforce is a rewarding career

* Caring for others is what we do. It’s part of Aboriginal and Torres Strait Islander cultures. You can bring a unique perspective and life experience to care and support work. Find out more at [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).   
  **#ALifeChangingLife  
  #CareandSupportJobs   
  #CareandSupportChangesLives**
* You can work the times that suit you and still meet family, community and cultural responsibilities. Find out more at [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).   
  **#ALifeChangingLife  
  #CareandSupportJobs   
  #CareandSupportChangesLives**

#### Culturally safe services provided for mob by mob

* Mob can be unsure about accepting help from people they don’t know and often prefer to have their care and support services provided by mob. Find out more at [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).   
  **#ALifeChangingLife   
  #CareandSupportJobs  
  #CareandSupportChangesLives**
* Care and support work can be a great way to give back to mob. Find out more at [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).   
  **#ALifeChangingLife   
  #CareandSupportJobs  
  #CareandSupportChangesLives**

#### Flexible work environment

* Caring for mob is a rewarding career with flexible working hours. Jobs in aged care, disability and veterans’ sectors mean you can help care for mob using the skills you have. Find out more at [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/). **#ALifeChangingLife.   
  #CareandSupportJobs   
  #CareandSupportChangesLives**
* Aboriginal and Torres Strait Islander people of all ages are supported to succeed in the care and support sector. Find out more at [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/). **#ALifeChangingLife   
  #CareandSupportJobs  
  #CareandSupportChangesLives**
* Traineeships are available for formal learning with on-the-job experience and mentoring/peer support. Find out more at [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/). **#ALifeChangingLife.**   
  **#CareandSupportJobs   
  #CareandSupportChangesLives**

#### Messages for students

* The care and support sector is now hiring. With a job in aged care, disability or veterans’ support, you will find career pathways and work flexible hours while you learn. For a flexible and meaningful job, visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).   
  **#ALifeChangingLife   
  #Care&SupportJobs  
  #Care&SupportChangesLives**
* Working in the care and support sector while you study gives you practical, hands-on experience to give you the edge when you graduate. Visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/) to find out more and to search for jobs in your area. **#ALifeChangingLife   
  #Care&SupportJobs   
  #Care&SupportChangesLives**
* Graduates are in demand for roles across the care and support sector, including aged care, disability and veterans’ support. To find out more, visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).   
  **#ALifeChangingLife   
  #Care&SupportJobs  
  #Care&SupportChangesLives**

#### Messages for job searchers

* The care and support sector is now hiring. A variety of flexible roles are available in aged care, disability or veterans’ support, and you’ll learn and grow with on-the-job training. For more information and to search for jobs available now, visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).   
  **#ALifeChangingLife   
  #Care&SupportJobs  
  #Care&SupportChangesLives**
* Would you like a job that lets you choose your hours and helps you to learn and grow with on-the-job training? The care and support sector is now hiring. Find out more at [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).   
  **#ALifeChangingLife  
  #Care&SupportJobs.   
  #Care&SupportChangesLives**
* If you are looking for a meaningful job that offers on-the-job training and lets you work the hours you choose, consider a role in the dynamic care and support sector. For more information and to search for jobs available now, visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).   
  **#ALifeChangingLife.   
  #Care&SupportJobs  
  #Care&SupportChangesLives**

#### Messages for people looking to transfer into the sector

* Are you thinking about getting back into the workforce? Think about the care and support sector, which offers a variety of roles, flexible hours, and on-the-job training. Visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/) to find out more.   
  **#ALifeChangingLife  
  #Care&SupportJobs  
  #Care&SupportChangesLives**
* The care and support sector needs people with different skills and experience to help support people with a disability, older people and veterans. If you’re thinking about switching jobs or careers, find out more at [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).   
  **#ALifeChangingLife  
  #Care&SupportJobs  
  #Care&SupportChangesLives**
* Looking for a new role? The care and support sector is a dynamic and growing industry that offers rewarding opportunities for people who want to transfer their skills and experience into a role that makes a difference. To find out more, visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).   
  **#ALifeChangingLife  
  #Care&SupportJobs  
  #Care&SupportChangesLives**

#### Messages for employers

* The support people receive in the first weeks and months in a new job can make a big difference. To find out how you can support new staff through induction, training and mentoring, visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).
* The growth of the NDIS and Australia’s ageing population means there are lots of opportunities in the care and support workforce now and in the future. We need a workforce with the right skills and qualities to meet the changing needs of people with disability, veterans and older people. For more information and to search for jobs available now, visit [careandsupportjobs.gov.au](http://careandsupportjobs.gov.au/).   
  **#ALifeChangingLife  
  #Care&SupportJobs  
  #Care&SupportChangesLives**

## Advertisements and campaign materials

Advertisements and campaign materials are available to view and download on the campaign hub website at [careandsupport.jobs.gov.au/campaign](http://careandsupport.jobs.gov.au/campaign)

### TV ads and videos

* 30-second video (campaign’s main TV advertisement)
* 15-second video – Emily and Tai, disability sector
* 15-second video – Geoff and Ruwan, veterans / aged care sector
* 15-second video – Greg and Lisa, disability sector
* 15-second video – Paul and Dani, disability sector
* 15-second audio



Image : Denise, NDIS participant

### Materials for Aboriginal and Torres Strait Islander people

Tailored resources, videos and radio advertisements for Aboriginal and Torres Strait Islander audiences are available too at [careandsupportjobs.gov.au/resources/indigenous](http://careandsupportjobs.gov.au/resources/indigenous)

* 30-second video – Clinton, Disability support worker
* 17-second video – Clinton, Disability support worker
* 30-second video – Denise, NDIS participant
* 18-second video – Denise, NDIS participant
* 30-second audio (radio advertisement – English)
* 30-second audio (radio advertisement – Yolgnu Matha)
* 30-second audio (radio advertisement - Yumpla Tok)
* 30-second audio (radio advertisement - Arrernte)
* 30-second audio (radio advertisement - Pitjantjartjara)

### Video case studies

* Disability support – Clinton and Denise

### Fact sheets

* For job seekers: Working in the care and support sector
* For employers: Developing a culturally safe work environment for Aboriginal and Torres Strait Islander people

### Social media tiles

* Facebook images (1080x1080px)
* LinkedIn images (1200x1200px)
* Instagram images (1080x1080px)
* Twitter images (1200x675px)

## A Life Changing Life