

**LIFE
WITHOUT
BARRIERS**

Sharing is Caring 2025

Corporate Partnering



lwb.org.au

Share your world. Become a foster carer.

The artwork is a complex, colorful composition. It features several large, concentric circles in shades of orange, yellow, and green, some with internal patterns like dots or lines. A prominent rainbow arches across the center. Stylized figures, possibly representing people or spirits, are depicted in teal and white, some with circular faces containing patterns. The background is a mix of dark and light colors, with some areas featuring white dots on a teal background. The overall style is traditional Aboriginal art with a modern, bold aesthetic.

Acknowledgement of Country

Life Without Barriers acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Owners and Custodians of this country and their connection to land, water and community.

We pay our respects to them, their cultures and customs and to their Elders, past and present, and the continuation of knowledge and culture. We believe that reconciliation must live in the hearts and minds of all Australians.

We are committed to an ongoing journey towards truth telling and reconciliation. We recognise and value the contribution of Aboriginal and Torres Strait Islander employees, carers, people we support, peak bodies, organisations, their leaders, and communities across Australia as we continue our reconciliation journey together.

'Empowered Voices' artwork created by
Keisha Leon, Lisa Sorbie Martin and Gilimbaa.

Sharing is Caring

In recent years, Australia has seen a significant reduction in the number of people available to provide foster care. Various factors have been suggested to explain the decline, including increasing cost-of-living pressures, the impacts of an ageing population and changing working dynamics within families. As a result, foster care providers face significant challenges in recruiting and retaining enough carers to support vulnerable children and young people.

The Sharing is Caring campaign is a community-driven initiative by Life Without Barriers aimed at growing the capacity of our communities to provide great care environments for the children and families that need them. The campaign seeks to raise awareness and encourage more people to consider becoming foster carers by leveraging the power of personal networks, local communities, and corporate partnerships.

This campaign is designed to:

- **Increase visibility** of the need for more foster carers across Australia, encouraging people to learn about fostering as the first step.
- **Empower staff and community members** to take small, meaningful actions that can lead to big impacts.
- **Foster a culture of advocacy** for children and young people in need of safe, supportive homes.

Campaign timeframe

- Monday October 13th to Friday October 31st 2025

How corporate partners can assist

Corporate and community partners can support the campaign by:

- Offering **sponsorships or in-kind donations** (e.g., printing, venue space, merchandise, expertise, skills).
- Promoting foster care through **internal communications** or **customer-facing platforms**.
- Hosting **information sessions** or **awareness events** in collaboration with Life Without Barriers.
- Sharing campaign materials through **corporate social media** or **newsletters**.

How community members can help

Community members are encouraged to take simple actions such as:

- Displaying posters in local gyms, cafes, or community centres.
- Distributing postcards or flyers in letterboxes or at events.
- Sharing digital content on social media or in newsletters.
- Having conversations with friends, family, or neighbours about foster care.

We can support you to contribute in this way through providing access to printable collateral. We encourage the taking of selfies to share on social media, along with a # or two, and are happy to cross promote your efforts as corporate partners.





Foster care information session proposal

Life Without Barriers is pleased to offer a tailored information session for your staff, designed to introduce the concept of foster care and the many ways individuals can support children and young people in need.

Purpose of the session

This session will:

- Provide an overview of what foster care is and the different ways people can care
- Outline the process of becoming a foster carer, including eligibility, training, and support.
- Offer guidance for those who may be interested in fostering in the future but are not ready to take the next step just yet.
- **Call to action:** Explore how individuals can help build caring communities through starting conversations within their networks and identifying others who may be well-suited to foster care.

Delivery format

- **Mode:** Online (via Teams or Zoom).
- **Facilitators:** A Life Without Barriers Carer Recruitment Specialist and a current Carer Ambassador who will share their lived experience.

Duration

- **1 hour**, including time for Q&A.

Scheduling

We are flexible and happy to deliver the session at a time that best suits your team—whether during business hours, in the evening, or on weekends.

Customisation

While we offer a standard presentation, we are more than happy to tailor the content and format to align with your workplace culture and the interests of your staff. This could include:

- Industry-specific examples
- Interactive elements
- Focus on community engagement or corporate social responsibility.



Making the most of corporate volunteering

Many large organisations contribute to community through nominated corporate volunteering time. You can support your staff to spread the word about the need for foster carers in their community through that valuable time. We can provide a range of materials that explain the value they can add to this campaign through getting out in their communities during their corporate volunteering time. This could include:

- A 5-minute video to outlining the Sharing is Caring campaign, its purpose and key messaging
- Access to digital and printable materials that they can share within their local area
- An avenue to share any great ideas they might have that could help Life Without Barriers increase awareness in communities of the need for foster carers

Building caring communities together

In 2024, Sharing is Caring brought together the efforts of Life Without Barriers staff to share:

- 430,000 flyers, postcards & magnets handed out in community and through letter box drops
- 5,000 posters visible in community
- 100's of introduction emails, digital ads and posts
- Over 30 events
- 100's of conversation
- Numerous media stories
- Local business partnering
- And a pink Story Bridge in Brisbane to wrap up the event

These efforts saw a rise in engagement with Life Without Barriers digital sites by over 400% and a media reach of over 500,000 people during the period. In 2025 we are asking you to help us to spread the word even further, to make our impact in communities bigger than ever.

LIFE WITHOUT BARRIERS

Contact us

For more information on any of the services provided by Life Without Barriers, please contact us on:

1300 592 227



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