

Putting Children at the Centre

A DIGITAL TOOLKIT



We have a responsibility to look after every Victorian child. Our future depends on it.

The Centre for Excellence in Child and Family Welfare invite you to join the campaign to make sure the wellbeing of children, young people and families is prioritised this state election on November 24.

In this toolkit you will find:

- Key messages
- Information and facts to arm yourself with knowledge
- Shareable social media and newsletter posts

To start with, there are simple actions you can take to get the ball rolling:

[Like us on Facebook](#)

[Follow us on Twitter](#)

Invite friends to join us

Include us in newsletters

Like, comment and share our content using the hashtag: #VoteforChildren



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#VoteforChildren #VicVotes #SpringSt

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Overview:

In the lead up to this state election, we can work together to look after every Victorian child. We can make sure the incoming government prioritises children.

Children need to be placed at the centre of everything we do. As a community we have a duty of care to make sure our children grow up in safe, stable home environments, connected to family, community and culture, with the care and support needed to advance their health, education, wellbeing and development.

Key Messages:

- The voices of disadvantaged children and young people are all too often ignored.
- Too many Victorian children and families are struggling.
- Demand for family and carer support services is growing at an unprecedented rate.
- The Victorian state government must act early to help children in need; support young people, their families, and carers; and fund what we know will deliver better results through evidence-based models and demand-driven funding.
- Education opportunities need to be prioritised and responsive to these needs.

Announcements so far:

- All parties have supported the Home Stretch campaign to extend the age of care from 18 to 21.
- The Andrews Government will invest almost \$5 billion in the next decade to deliver 15 hours per week of subsidised three-year-old kinder.
- The Andrews Government will fund a \$3.4 million expansion of the LOOKOUT program to help children in out-of-home care access kinder programs and transition to school.
- Homeless and disadvantaged Victorians can now travel for free on public transport under a 12-month government trial of weekly and monthly emergency relief tickets.
- The Andrews Government will invest \$49.5 million to fund an extra 100,000 hours of respite care each year, plus carers will receive half price travel on public transport, with free travel during Carers Week.
- The Andrews Government will invest \$209 million to build 1000 community and public housing properties.

This is a great start, but there is more to be done.

If you'd like to know more about what the Centre is advocating for this November, you can read our full [2018 Election Statement here](#).

Action: First steps

On the following pages we have included sample Facebook posts, Twitter posts, graphics and newsletter posts to help you tell your friends, families and colleagues why children must be placed at the centre of all decision-making.

- **To make a post:** copy and paste text directly to your accounts and tag @cfecfw on Twitter and @CentreforExcellenceInChildAndFamilyWelfare on Facebook.
- **Use the hashtags:** #VoteForChildren, #SpringSt, #VicVotes
- Keep an eye on the Centre's Facebook and Twitter pages, **share our posts** as we make them and add your voice to the cause.
- **To attach graphics:** save images directly from this document or download them via the following link:

[Download graphics here.](#)

Research shows that online users are more responsive to content that is passionate, active, and includes imagery so it's always a good idea to attach graphics when possible.

Action: Sample Facebook Posts

Facebook Post #1:

We know that a little bit of extra support can go a long way. But families in Victoria are struggling to access essential services early enough, and service providers can't keep up with demand.

That's why the next Victorian government must increase funding to meet demand, so that families receive support when they need it. We're joining @CentreforExcellenceinChildandFamilyWelfare in calling for more investment in family support services. #VoteForChildren

Facebook Post #2:

Every young person deserves access to higher education. But young people in out-of-home care often miss out. It's time to raise our expectations, and provide the right kind of support and resources to young people who have spent time in care.

We're calling on the next state government to roll out @RaisingExpectations to all Victorian universities to ensure all young people are given the chance to thrive. #VoteForChildren

Action: Sample Facebook Posts

Facebook Post #3:

Victoria is taking important steps towards Treaty, self-determination, and ensuring that Aboriginal kids stay connected to community and culture.

But Aboriginal children are still fifteen times more likely to end up in out-of-home care in Victoria. The next Victorian government must continue to grow funding for Aboriginal organisations to provide support for families to keep kids connected to kin, country and community.

#VoteForChildren @CentreforExcellenceinChildandFamilyWelfare

Facebook Post #4:

We know that when disadvantaged young people are given the right support, they are less likely to become involved in the justice system.

The next Victorian government must invest in evidence-based programs to ensure that as a state, we are focused on building communities instead of prisons.

#VoteForChildren @CentreforExcellenceinChildandFamilyWelfare

Action: Sample Twitter Posts

Twitter Post #1: Families in Victoria are struggling to access services early enough. The next Vic govt must increase funding for demand-driven family support services.

#VoteForChildren #SpringSt

#VicVotes @DanielAndrewsMP @MatthewGuyMP

Twitter Post #2: The next Vic govt must continue to grow funding for Aboriginal orgs to support families that keep kids connected to kin, country and community. #VoteForChildren #SpringSt

#VicVotes @DanielAndrewsMP @MatthewGuyMP

Twitter Post #3: It's time for Victoria to invest in communities, not prisons. Our most vulnerable young people are those with a care experience, and those in, or at risk of, entering the youth justice system. The next Vic govt must grow funding for diversion programs #VoteForChildren #SpringSt #VicVotes

Twitter Post #4: Young people who spend time in out-of-home care must be empowered with the right support and resources to go on to university. We're joining the call for a statewide roll out of the #RaisingExpectations project #VoteForChildren #SpringSt #VicVotes @DanielAndrewsMP @MatthewGuyMP

Action: Sample Twitter Posts

Twitter Post #5: The Vic govt has more to do to better support children with a disability and their families. #VoteForChildren #SpringSt #VicVotes @DanielAndrewsMP @MatthewGuyMP

Twitter Post #6: Every child deserves to grow up in safe, stable home environments, connected to family, community and culture, with the care and support needed to advance their health, education, wellbeing and development. #VoteForChildren this November. #SpringSt #VicVotes @DanielAndrewsMP @MatthewGuyMP

When possible, you can also tag your local representatives on Facebook and Twitter.

Action: Sample Twitter Posts



Attach photos to the above Facebook and Twitter posts, add your comment, hashtag

#VoteforChildren and tag @cfecfw and your local representatives

[Download images here.](#)



Action: Sample Twitter Posts



Everyone who works with children and young people in out-of-home care should have comprehensive training about the effects of trauma, far beyond just an understanding of what the word 'trauma' means

- Aedan

#VoteforChildren



Every child deserves access to demand-driven, evidence-based services that support their wellbeing.

WE CAN CHANGE OUR SOCIETY TO PUT CHILDREN AT THE CENTRE.



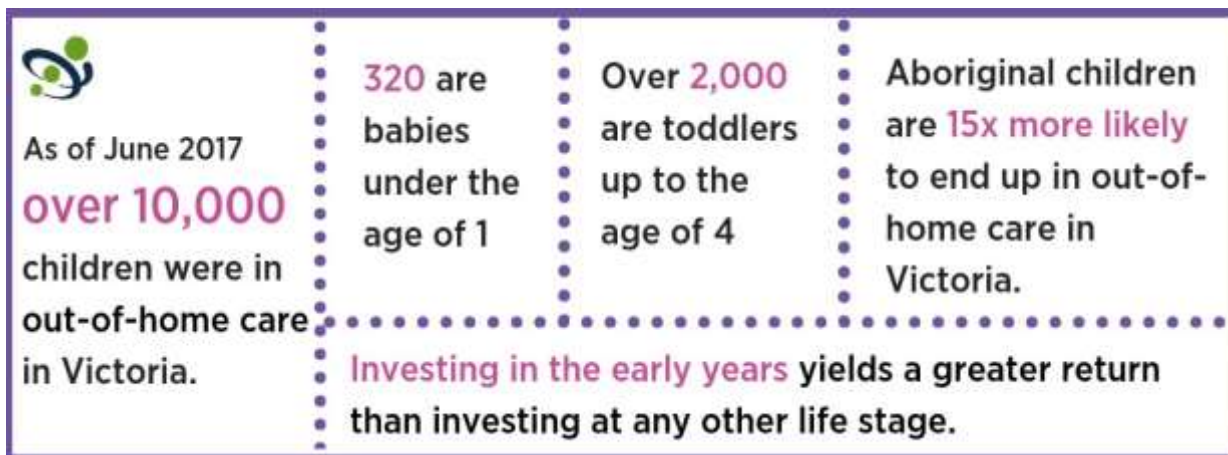
We need more support for young people who are from culturally and linguistically diverse backgrounds and who identify as LGBTQI+.

- Lawrence

#VoteforChildren



Action: Social Media Infographics



Download infographics here.

Action: Newsletter Inclusions

- 1** The Centre for Excellence in Child and Family Welfare have released their election statement, calling on the Victorian government to put children at the centre and invest in families. Take a look at [their election statement](#), and join the campaign on Twitter and Facebook.
- 2** We're joining the Centre for Excellence in Child and Family Welfare in calling for [Raising Expectations](#) to be rolled out across the state. Young people who go through the care system must be empowered to go on to university or TAFE, and have the chance to thrive. Join Raising Expectations on [Facebook](#) and [Twitter](#) and help us raise expectations of young people in care.
- 3** The Centre for Excellence in Child and Family Welfare invite you to join the campaign to [put children at the centre](#) in the lead up to the Victorian state election. We know that the right kind of support can make all the difference to struggling families in Victoria. Join us and [#VoteForChildren](#) at the next State Election.

Action: Newsletter Inclusions



We know that a little bit of extra support can go a long way. But, families in Victoria are struggling to access essential services early enough, and service organisations are not receiving enough support.

That's why the next Victorian government must increase funding based on demand, so that families receive support when they need it. We're joining the Centre for Excellence in Child and Family Welfare in calling for more investment in family support services. Take a look at their election statement, and join the campaign on [Twitter](#) and [Facebook](#).



During the buzz of an election and the political cycle, the voices of children and young people often get lost. It's time that we listen to the voices of young Victorians, and take action.

We are joining the Centre for Excellence in Child and Family Welfare in calling for a government that puts [children at the centre of decision-making](#). Join the campaign and help us amplify the voices of children and young people.



Centre for Excellence
in Child and Family Welfare Inc.

The Centre acknowledges that our offices sit on the traditional land of the Kulin Nation and we acknowledge the Wurundjeri people who are the traditional custodians of this land. We pay respects to community members and elders past and present. We appreciate and celebrate diversity in all its forms. We believe diversity of all kinds makes our teams, services and organisation stronger and more effective.

For over 100 years, the Centre has advanced the rights and wellbeing of children, young people and families in Victoria.

We advocate for the rights of children and young people to be heard, to be safe, to access education and to remain connected to family, community and culture. We represent over 100 Victorian organisations working across the continuum of child and family services, from prevention and early intervention to the provision of out of home care. Our members are at the forefront of supporting children, young people and families.



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