Institute of Open Adoption Studies

Barriers and motivations to recruiting carers for children and young people in care aged 9+

Commissioned research for My Forever Family NSW

Acknowledgement of country

University of Sydney and My Forever Family NSW acknowledge and honour Aboriginal people as our First Nations People of New South Wales.

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Executive Summary

Feedback from the sector has indicated greater challenges in recruiting carers for children aged nine years and older in New South Wales, which is supported by Australian and international research. Yet there is currently no Australian research which specifically explores the recruitment of carers for children aged 9+. Only one carer recruitment campaign, that focused on older children, was identified in Australia in the previous 10 year period. This literature review examines motivations and barriers to caring for children aged 9+ years, and recruitment strategies that have been used in campaigns in Australia and internationally.

According to children in care, someone who provides love, care and support is the most frequently mentioned characteristic of a good carer. This accords with reasons carers report as key motivators to care for children. The most commonly cited motivation is altruism focused on children (such as achieving positive outcomes for children). Other significant motivators include community responsibility, personal relationship to the child (more common in kinship care) and religious or faith-based values. The most common barrier which prevents people from becoming a carer is personal circumstances, such as full-time work, not feeling prepared, concerns for impact on biological family, among other reasons.

While recruitment campaigns are infrequently evaluated, the strategies identified from successful efforts are summarised below.

Summary of Key Findings

- Effective recruitment involves messaging that establishes the problem, builds empathy and targets the traits of 'good' carers.

- Different types of messages can be used in the same campaign to complement one another.

- It is important to feature messages that are distinctive for the recruitment of Aboriginal and Torres Strait Islander and CALD carers.

- The most effective campaigns for Indigenous carers are locally run via local radio, newspaper advertisements, community events and word-of-mouth referrals.

- Grassroots and word-of-mouth campaigns are also more effective with people from non-English speaking backgrounds, in partnership with cultural and community-based groups.

Summary of Key Recommendations

- Recruitment campaigns should consider persuasion theory, appealing to logic, emotion and character to deliver positive messages.

- Recruitment should be informed by what young people in OOHC consider to be the key characteristics of a 'good' carer.

- Campaigns should target groups most capable of meeting the needs of young people.

- Targeted recruitment of Aboriginal and Torres Strait Islander and CALD carers is important for offering culturally matched placements for young people.

- Large-scale government run initiatives to small-scale grassroots approaches are needed to promote awareness and attract potential carers.

Introduction

In 2018, the NSW Department of Family and Community Services commissioned Adopt Change to operate the new *My Forever Family NSW Program*. The purpose of the program is to provide recruitment, training, support and advocacy to a range of carers including foster carers, kinship carers, guardians, and adoptive families for children from statutory care in NSW.

The program is part of a suite of reforms initiated by the NSW Government to improve permanency and stability for children who remain in long-term foster care. Under the program, a range of carers are to be recruited to suit different circumstances in the best interests of the children in care, when they are unable to return home. The sector has indicated greater challenges in recruiting carers for children aged nine and older.

There is limited Australian research on the factors influencing the decision to foster children in the middle years. The Institute of Open Adoption Studies has been commissioned by My Forever Family NSW to explore the characteristics and motivations of people who are more likely to consider caring for an older child, rather than younger ones. Previous research conducted by the Institute, exploring the motivations of the general public to adopt children from out-of-home care, suggests that greater awareness of open adoption increases the likelihood that someone will consider adopting a child from care (Luu, Wright, & Pope, 2018). This finding is consistent with previous studies which show that people who have adopted or fostered a child, or know someone who has, are more likely to view adoption and fostering positively and consider doing it (Tyebjee, 2003; Scott & Duncan, 2013).

This literature review provides an analysis of Australian and international research related to foster care recruitment practices, with a specific focus on recruitment of carers for children aged 9+ years. The report begins by providing the historical context of foster care, the current framework that governs practice and identifies the need to increase recruitment of specific population groups. Then the aims and objectives, theoretical perspective and search strategy of the review will be described. Next, current research on the motivations and barriers to becoming a foster carer, potential untapped population groups and strategies underpinning the effectiveness of recruitment campaigns are analysed. This is followed by a description of the design and delivery of Australian and international recruitment campaigns and key messages are synthesised. Finally, the review provides recommendations for the design of campaigns and highlights the key messages for targeting recruitment of carers for children aged 9+ years.

This research project aims to address the current gap in understanding the motivations and barriers to caring for children aged 9+ years. The literature review is the first stage of the research project. The second stage will include the development of a media campaign in partnership with My Forever Family which will be piloted through a survey of foster carers in NSW. The campaign will inform the development of a targeted recruitment campaign that aims to increase the number of people caring for children aged 9+.

Background

Historical context of foster care

The role of voluntary foster care has existed in Australia for over 150 years. Since its introduction, there have been a plethora of policy objectives that have informed the structure and direction of approaches to out-of-home care (hereafter referred to as OOHC). In 1866, traditional home-based foster care was introduced to Australia as a strategy to reduce the cost of institutional care (Briggs & Hunt, 2015). Following the introduction of foster care, policy approaches to OOHC have been conflicted between balancing the economic cost and social impact of different forms of care. This has caused a pendulum swing throughout the history between prioritising institutional care and home-based forms of care.

Approximately 500,000 Australians were placed into an orphanage or in home-based care during the 20th Century. From the 1890s to the 1930s, there was an overarching gravitation across Australia back towards institutional forms of care influenced by the economic pressures of the era (Senate Committee Report: Community Affairs Reference Committee, 2004). During this era, a range of government policies were introduced that influenced decisions about the circumstances for children to be placed in OOHC care. Such affected groups of children included: Aboriginal and Torres Strait Islander children who were forcibly removed from their parents (commonly referred to as the *Stolen Generations*), forced child migrants from England and Scotland, and orphans and wards of the state. Children were often relinquished by their parents due to poverty or forcibly removed from unwed mothers (Royal Commission into Institutional Responses to Child Sexual Abuse, 2017b; Royal Commission into Institutional Responses to Child Sexual Abuse, 2017c).

The introduction of attachment theory and growing awareness of the poor living conditions across institutional care began to emerge in the 1950s (Senate Committee Report: Community Affairs Reference Committee, 2004). Discussions began to focus on the need for training of carers and caseworkers looking after children. Group homes were established to replace larger Institutions and child welfare departments began to emerge across Australia during the 1950s and 60s (Briggs & Hunt, 2015; Senate Committee Report: Community Affairs Reference Committee, 2004).

The deinstitutionalisation of care in the 1970s, was reflective of both international trends and issues unique to the Australian context. This policy shift coincided with the end of the practices that led to the *Stolen Generations* and an increase in welfare support for impoverished families (Smyth & Eardley, 2008; Royal Commission into Institutional Responses to Child Sexual Abuse, 2017c). In addition, the emergence of child centred practice and the rising cost of institutional care in the 1970s instigated a shift back towards home-based forms of care. Over the next three decades, there was a mass closure of institutions. The move back to foster care coincided with an increased emphasis on adoption. During this era, the majority of children in institutional care were transitioned into home-based care with minimal regulation and training of those supporting children (Senate Committee Report: Community Affairs Reference Committee,

2004; Royal Commission into Institutional Responses to Child Sexual Abuse, 2017c; Smyth & Eardley, 2008).

Challenges in providing home-based care

Since the beginning of the 21st century, OOHC has experienced the many challenges that threaten the sustainability of the model of home-based care. Between 1995 and 2005, the number of children in OOHC increased by 70%, placing unprecedented demand on child welfare departments. Over the last two decades, the number of children entering care has continued to steadily increase (McHugh & Pell, 2013; Smyth & Eardley, 2008). The likely cause of these increases is a complex interplay of factors including poverty, domestic violence, substance abuse and mental health issues (Smyth & Eardley, 2008). The increase in oversight and accountability for child welfare across Australia has also likely contributed to the growing numbers of children entering OOHC (Royal Commission into Institutional Responses to Child Sexual Abuse, 2017b).

Following the turn of the century, oversight and accreditation of carers and case workers became embedded in child welfare practices (Royal Commission into Institutional Responses to Child Sexual Abuse, 2017c). Alongside this shift towards accountability, carers faced significant criticism across professional and public spheres without an increase in the levels of support and significant criticism across professional and public spheres. Carers began to report experiencing significant stress and, subsequently, there was a notable decline in the availability of carers (Briggs & Hunt, 2015). This pattern of decline in the availability of carers has continued to occur across the last decade with more carers *exiting care* than are being recruited (AIHW, 2019; DSS, 2009; McHugh & Pell, 2013; Smyth & Eardley, 2008; Briggs & Hunt, 2015).

Decline in available carers

Multiple researchers have identified two primary causes for the decline in recruitment and retention of carers over the last two decades. First, the role of the primary foster carer has been predominantly held by female household members (McHugh & Pell, 2013; McHugh, et al., 2004). However, with social shifts and economic pressures, there has been an increase in the number of women in the paid workforce, resulting in a decline in the pool of potential carers for recruitment. Second, children entering care are reported to have increasingly complex and difficult behaviours, associated with trauma, that are outside of the general experience of parenting (Thomson , Watt, & McArthur, 2016; Wilks & Wise, 2011; Higgins, Bromfield, & Richardson, 2005; Smyth & Eardley, 2008; McHugh & Pell, 2013).

Alongside an emerging crisis in home-based care caused by the increase in children requiring placements and the decline in availability of carers, there has been a significant reduction in the availability of residential care. Notably, the Royal Commission into Institutional Child Sexual Abuse and the documentary 'Broken Homes', released in 2016, which explored the conditions of residential homes generated significant public concern (Royal Commission into Institutional Responses to Child Sexual Abuse, 2017a; ABC, 2016). The emergence of compounding evidence related to the poor conditions and high rates of abuse in residential

care led to a national policy shift, with a move away from the use of residential facilities to accommodate children and young people in OOHC.

Professionalisation of foster care

With the pressure placed on the OOHC system, there has been an increasingly reactionary approach by foster care agencies to finding placement options for children. Such placement decisions are likely to have a negative impact on placement stability and will be reflected in an increase in the average number of placements for children in care (Briggs & Hunt, 2015; McHugh & Pell, 2013). In response, there has been an expansion in the development of therapeutic and professional models of foster care to provide additional support and training to carers looking after children with complex needs. Discussion within Australia and internationally regarding the adoption of professional models of foster care is continuing to gain momentum. Research has identified that the majority of carers in Australia view their role as professional or semi-professional, requiring specialised skills to support the needs of children in care (McHugh & Pell, 2013; Smyth & Eardley, 2008). It must be noted, that professional foster carer recruitment is outside the scope of this project.

Move towards permanency

The National Framework for Protecting Australia's Children

In 2009, the Australian Government introduced the *National Framework for Protecting Australia's Children (2009-2020),* hereafter referred to as the *National Framework*. The National Framework sets out the outcomes, strategies and indicators for keeping Australia's children safe and well. The National Framework recognises the need for children to have stable and secure placements, whether that be with their natural parents or in out-of-home care. The quality of relationships with carers is critical to children's sense of security, stability, continuity and social support (Cashmore and Paxman, 2006). The National Framework's Fourth Action Plan (2018–2020), launched on 30 January 2019, included the priority to improve outcomes for children in out-of-home care by enhancing placement stability through reunification and other permanent care options (DSS, 2018).

Over the last two decades, long-term care orders have been the predominant form of permanency for children in OOHC, and there has been an associated annual increase in the number of children in OOHC (DSS, 2016; AIHW, 2019). As a result, recruitment of carers and supporting permanency for children in OOHC are identified as areas of high priority within the National Framework (DSS, 2009).

NSW Permanency Support Program

The New South Wales (NSW) Government is implementing the Permanency Support Program in response to the evidence that children need to grow up in stable, secure and loving homes (www.facs.nsw.gov.au/psp). The Permanency Support Program outlines that case plans will aim to establish a permanency goal for children within the first two years of their entry into OOHC (FACS, 2017). Fundamentally, this has characterised a shift in Child Protection Policy throughout NSW, reframing the role of OOHC to be primarily a transitory form of care for children before an appropriate permanent placement.

Decisions about permanency placements should be based on the specific needs of each child. If family preservation is not possible, caseworkers must work with the child's family and community to develop a case plan that will provide the child or young person with a permanent home. Placement plans must support children's cultural, family, kin and Country connections. For Aboriginal children, the *Aboriginal and Torres Strait Islander Placement Principle* (The Principle), requires a commitment to helping children maintain a close connection with their culture and community. Where possible, support should be delivered by an Aboriginal community controlled organisation (FACS, 2018).

In most instances, the establishment of a permanent placement will coincide with the transition of Parental Responsibility to the child's appointed primary caregiver and the provision of a legal order of guardianship or open adoption. For Aboriginal children, the emphasis is for a child to be raised within their own family, community, culture and on Country.

Diagram 1 - Structure of OOHC under the NSW Permanency Support Program

*3 & 4 reversed for Aboriginal children

General Process

Permanency placement options

Placement option when no other form of care is appropriate
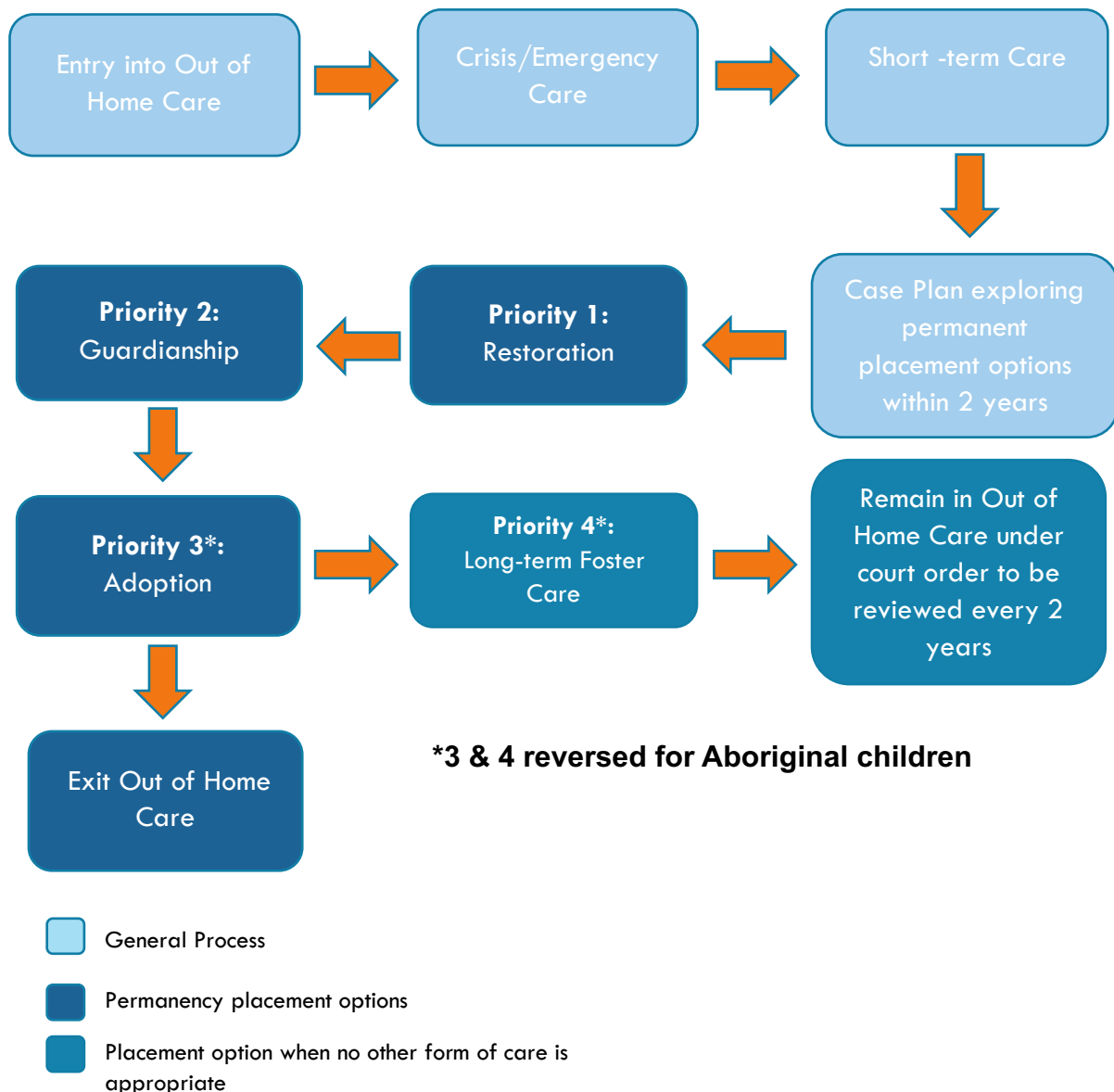
The decision-making process in determining an appropriate permanent placement for a child in NSW is governed by the hierarchy of permanency planning as stipulated in the *Children and Young Persons (Care and Protection) Act 1998* (hereafter referred to as the Care and Protection Act). As summarised by the NSW Government (2019), these placements in order of preference are:

1. Preservation or Restoration, where the child remains with birth parents alongside the introduction of supports or is reunified following a short period of removal.

2. Guardianship, where parental responsibility is transferred to a relative or kinship carer; a family friend; or an authorised carer who has an established and positive relationship with the child or young person, until the child reaches the age of 18 years.

3. Open Adoption, where parental responsibility is transferred to the caregiver, and the child/young person becomes a legal member of the caregiver's family.

4. Parental Responsibility to the Minister, where parental responsibility remains with Family and Community Services (FACS) while the child/young person is in a long-term foster care placement.

Practice guidelines for working with Aboriginal[1] communities stipulate a different hierarchy of placement options for Aboriginal children that have been developed in partnership with the Aboriginal community (Child Family Community Australia, 2015). In adherence with the Aboriginal Child Placement Principle, placement with Kin is prioritised above adoption for Aboriginal and Torres Strait Islander children and young people. This exemption has been established to support Aboriginal and Torres Strait Islander children to remain connected to culture and community (Child Family Community Australia, 2015). The priority for Aboriginal and Torres Strait Islander children is to first explore potential placement options within the family or Kinship network. If this is not possible, placement options within the child's community are to be considered. The third preference is for a child to be placed in another Aboriginal community and, last, if there is no other suitable placement option, a child is to be placed with non-Indigenous carers (AIFS, 2019).

The overrepresentation of Aboriginal children in OOHC and the lack of availability of culturally appropriate placements has given rise to concern of the potential for another Stolen Generation (Higgins, Bromfield, & Richardson, 2005). The historical trauma associated with the forced removal of Aboriginal children and the high rate of Aboriginal children entering OOHC, has influenced a policy shift towards increasing the role and authority of the Aboriginal and Torres Strait Islander Community in decisions related to the welfare of Aboriginal children. In the Fourth Action Plan, increasing the involvement of *Aboriginal Community Controlled Organisations* (hereafter referred to as *ACCOs*) in the care and

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[1] In recognition of Aboriginal people as the original inhabitants of NSW, this document refers specifically to Aboriginal people and communities. References to Torres Strait Islander people are specifically stated where relevant. It is important to acknowledge the significant differences between Aboriginal and Torres Strait Islander cultures.

protection of Aboriginal and Torres Strait Islander children is identified as an area of priority over the next two years (DSS, 2018).

In NSW, under the Permanency Support Program, there has been a significant shift in the structure of the system and the role of foster carers. In 2018, there were 19,795 children in OOHC in NSW, which represented the largest population of children across Australia (AIHW, 2019). The NSW child protection system is administered by the NSW Department of Communities and Justice (DCJ), formerly the Department of Family and Community Services (FACS). The Department has identified that recruitment of carers for a diverse range of roles is fundamental to the effective implementation of the current goals for permanency (FACS, 2017). Potential carers are required to meet a minimum set of requirements in order to be authorised as a carer in NSW. Assessment of an individual's suitability to be a carer requires all adults in the household to complete a criminal record check, a check for previous reports for child protection concerns, previous foster carer check and personal and medical referee checks. The outcomes of these background checks are assessed by trained workers to ensure that there are no issues that would impact on their capacity to care for a child (FACS, 2019).

The Permanency Support Program has instigated a reframing of the role of foster carers and the structure of the NSW OOHC system, characterised by an increased emphasis on establishing permanent placement options for children within the first two years of their entry into care (FACS, 2017). The changes to the different types of foster care fundamentally aim to reduce the length of children's contact with statutory OOHC (FACS, 2017). Hence, the success of this initiative will require targeted recruitment and training of potential carers that are able to support the implementation of policy objectives. The table below provides information about the changes to different types of care under the Permanency Support Program.

Table 1 – Types of Out-of-Home care in NSW

Type of Care	Description of care under the Permanency Support Program
Emergency/ Crisis Care	Care provided in an emergency for children/young people in urgent need of a placement due to concerns related to their immediate safety. Carers are required to be available during the night and on weekends and need to be able to care for a child with limited notice.
Short Term Care	Care provided for a period of up to 2 years. Short term placements usually focus upon the reunification of a child to their birth family. The aim of this type of care is for the child to be restored to their birth parents following short term intervention. Carers are often required to support continued connection between children and their birth parents through regular contact visits and a gradual reintegration back into their home environment through day visits and overnight stays prior to the end of the placement.

	In instances where restoration is not possible following implementation of interventions and support, alternate permanency options of care will be considered.
Restoration	Child returns to the care of their birth family following intervention to address risk of significant harm concerns.
Guardianship	A Guardianship order is provided by the Children's Court and gives the caregiver legal responsibility over all aspects of Parental Responsibility until the child is 18 years of age. Guardianship is generally pursued when the child/young person is in the long-term care of a relative or Kinship carer. Following a Guardianship order, a child transitions out of foster care and into the legal care of their guardian.
Adoption	An adoption order is provided by the Supreme Court and refers to the process through which the child becomes a lifelong and legal member of their caregiver's family. The adoptive parent(s) assume all aspects of Parental Responsibility.
	The open adoption process acknowledges the importance of a child remaining connected with birth family following an adoption order. Regular communication and birth family contact are commonly facilitated by the adoptive parents. Following an adoption, the child transitions out of foster care and into the legal care of their adoptive parent(s).
Long-term Care	Care that is provided when there is no longer an expectation that the child will return to their birth parents. An assessment of permanency options including Guardianship and Adoption will occur to decide what is in the best interests of the child.
	In situations where other permanency options are not considered suitable, a child will be placed in long term care, under the parental responsibility of the Minister. The goal remains that children in long term care are provided with a safe, permanent home and keeps them connected to their birth family and community.

Purpose and Scope

Aims and Objectives

This research project aims to explore the barriers and motivations to recruiting carers for children and young people in care aged 9+ years. The literature review has been guided by three questions that underpin the research:

1. What are the barriers and motivations to recruiting carers for children and young people in care aged 9+ years? How do these differ among potential carers with various characteristics (e.g., single carers, gay and lesbian carers, Aboriginal and Torres Strait Islanders, different cultural backgrounds, etc)?

2. From the perspective of people who have been in OOHC what are the qualities of a good carer?

3. What messages (for media and social media) may be persuasive to recruit carers for older children?

Theoretical Perspective

This research project is informed by persuasion and behaviour change theories. These theories have shaped the analysis of the content and design of recruitment campaigns. The origins of persuasive communication are founded upon Aristotle's work on rhetoric which identifies logic, emotion and character to be the building blocks of developing an effective method of persuasion. Wright and Jaffe (2014) emphasise the importance of embedding these three key principles to develop effective messages; drawing upon factual information to establish credibility; invoking an emotional response that ensures the audience connect with the subject matter; and appealing to character through ensuring the message is delivered by an authoritative and trustworthy source. While traditionally utilised in health behaviour research (Prochaska, Redding, & Evers, 2014), behaviour change theory posits that, if messages are to be effective, campaigns should aim to shift audiences from not having considered foster caring, to considering or realising the possibility of fostering as a reality.

The development of persuasive communication must also account for the demographic characteristics of the target audience that influence their responses to messages. In this regard, effective recruitment campaigns must also ensure that the messages used to motivate people towards a specific cause align with the values of the target audience. The critique of current recruitment campaigns is informed by the components of both persuasive communication and behaviour change theory.

Approach to review

The first stage of data collection was to review Australian research exploring the motivations and barriers to becoming a foster carer. Due to the decline of foster carers and a simultaneous increase in children entering OOHC during the 21st century, the search of research related to recruitment was limited to reports published in the last 20 years. The

search for relevant research was conducted through the use of Google and the University of Sydney Library databases. The search terms used in data collection included; motivations and barriers, foster care recruitment, recruitment and retention of carers, Kinship care, CALD carers, Aboriginal and Torres Strait Islander carers. Relevant research was also sourced from key articles associated with the research.

The second stage was to conduct a review of foster care recruitment campaigns across Australia that have occurred within the last 5 years. The search for current campaigns was conducted through Google using key words and phrases including: foster care, recruitment campaigns, Aboriginal, Kinship care, adolescent carers, older children, hard-to-place-children and intensive foster care.

The campaigns included in this review were selected through a three-tiered criteria. First, government campaigns to recruit foster carers in each state and territory were reviewed. Second, OOHC recruitment campaigns run by state-wide recruitment organisations were included, where applicable. Third, agencies that presented specialised campaigns targeting specific people, groups, or types of care were included in the review. Due to the quantity of data, small-scale agency-run recruitment campaigns with no target audience were excluded from the review. In addition, state governing ACCOs were included in this review to represent the views of ACCOs across Australia.

The third stage was to review the international research related to the recruitment of carers for young people aged nine years and over. International research was restricted to the United States, the United Kingdom, Canada and New Zealand due to the shared child protection approach across these child welfare systems (Gilbert, 1997).

International research was restricted to peer-reviewed reports published in the last 10 years to ensure the relevance of targeted campaigns. The search only included key websites related to child welfare and foster care in each of the selected countries. Following the initial search, the University of Sydney Library databases and Google were also used to ensure a comprehensive review of the available literature. From the review, three scholarly articles from the United States and one from the United Kingdom were selected for inclusion. Due to the lack of scholarly research which met the criteria, the search was widened to include grey literature that provided recommendations about effective targeted recruitment strategies. Five additional sources were identified from this search.

Current recruitment campaigns targeting the recruitment of carers for young people aged nine and over were also included in the review. All campaigns identified, excluding one, had been implemented within the last 4 years. The search terms used in data collection of international research and campaigns included; foster care recruitment, OR treatment foster care, OR therapeutic foster care, OR intensive foster care, OR specialist foster care AND young people, OR youth, OR teens, OR teenagers, OR adolescents.

The following sections will provide an overview of the Australian and international research related to recruitment strategies and challenges. Second, key messages are synthesised from current Australian recruitment campaigns and international recruitment campaigns targeting carers for children aged 9+ years. The review will conclude with a list of recommendations to inform the development of future Australian recruitment campaigns and messages to target recruitment of carers for children aged 9+ years.

Recruitment Strategies and Challenges

This section of the paper provides a review of Australian and international research exploring foster care recruitment. During the literature search process, it was identified that there are currently no Australian studies that specifically explore the recruitment of foster carers for children in middle childhood or adolescence. To supplement this gap in the Australian research, the research included in this literature review addresses three variables which influence the effectiveness of recruitment: motivations and barriers to becoming a foster carer; strategies and messages and; identification of untapped population groups. The international research included in the review primarily explores targeted recruitment of carers for children aged 9+ years to address the dearth of Australian literature.

General motivations and barriers to becoming a foster carer

Research has commonly identified that the motivation to become a carer is diverse and is influenced by several factors including type of care, cultural background, and personal circumstances. There are, however, two key motivators which are consistently identified in studies examining motivation to become a carer. First, there is general consensus in the research that most foster carers are motivated by altruistic reasons such as wanting to help children, having a love of children and doing something positive for the community (Thomson , Watt, & McArthur, 2016; Richmond & McArthur, 2017; McGuinness & Arney, 2012). Secondly, a large majority of carers express child-focussed motivations related to achieving positive outcomes for children and awareness of children in need (McHugh, et al., 2004; Wilks & Wise, 2011). Studies exploring the motivations of foster carers from collectivist cultural backgrounds have identified that community responsibility takes greater prominence in this context than among mainstream Australian foster carers (Higgins, Bromfield, & Richardson, 2005; Richardson, Bromfield, & Higgins, 2005; De Michele & Elliott, 2011). In addition, faith-based communities identify religious beliefs and values as a key motivator in their decision to pursue foster care (De Michele & Elliott, 2011).

The motivation of kinship carers is identified to be distinct from traditional foster care. Kinship carers are most commonly motivated by their relationship with a specific child rather than an interest in the welfare of children more generally (Thomson, Watt, & McArthur, 2016; Richmond & McArthur, 2017). Research suggests that, kinship carers' commitment to the child is correlated to more positive outcomes for children (McGuinness & Arney, 2012). Kinship care is the fastest growing form of care at present in Australia, with more children being placed with kin than any other form of care. Across all cultural groups in Australia, Aboriginal and Torres Strait Islander children have the highest representation in Kinship placements (Richardson, Bromfield, & Higgins, 2005).

Table 2 – Motivations to becoming a foster carer

Motivations[2]		
Personal	**Cultural**	**Structural**
▪ Altruistic/child focused reasons ▪ Kinship connection/ sense of responsibility ▪ Religious values	▪ Community responsibility ▪ Self-preservation ▪ Keeping a child within the same cultural community ▪ Helping to prevent another 'Stolen Generations'	▪ Foster care allowance to help address the costs of caring for a child.

The types of barriers that prevent people from becoming foster carers include personal, cultural and structural factors that hinder a person's motivation or capacity to care for a child. In a South Australian study, evaluating the impact of a state-wide recruitment campaign, the majority of respondents (almost 80%) did not proceed beyond initial enquiry due to barriers in relation to their personal circumstances such as concerns about impact on their biological family, fear of emotional attachment or too busy working full-time. Structural barriers, related to the current requirements and lack of support provided to carers were also identified as barriers by approximately one third of respondents (Delfabbro, Borgas, Vast, & Osborn, 2008). In addition, cultural barriers such as inadequate proficiency in English and insufficient cultural sensitivity in recruitment and training are common factors that prevent people from becoming foster carers (McGuinness & Arney, 2012; Burke & Paxman, 2008). Ethnocentric practices that do not support cultural differences related to child raising practices and concepts of child abuse and neglect can also prevent ethnic diversity in the carer population (De Michele & Elliott, 2011; Burke & Paxman, 2008; Higgins, Bromfield, & Richardson, 2005).

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[2] (Thomson , Watt, & McArthur, 2016; Wilks & Wise, 2011; Richardson, Bromfield, & Higgins, 2005; Richmond & McArthur, 2017; McHugh, et al., 2004; De Michele & Elliott, 2011)

Table 3 – Barriers to becoming a foster carer

Barriers[3]		
Personal	**Cultural**	**Structural**
- Lack of information about foster care - Lack of awareness of the need for foster carers - Not having the time - Personal circumstances not conducive to fostering - Previous history of child protection concerns	- Differences between OOHC structures and cultural care practices - Lack of culturally sensitive training and recruitment methods - Limited English proficiency	- Insufficient income - Insufficient training and support - Inadequate accommodation - Distrust of statutory involvement - Material disadvantage

Motivations and barriers to becoming a foster carer for older children

There are a range of motivations and barriers to becoming a carer for a young person aged 9+ years that differ from the factors influencing fostering of younger children. One of the primary causes of this difference is the unique challenges and needs of young people aged 9+ years in foster care. Young people are commonly reported to have experienced more complex trauma prior to entry into care and often experience higher than average levels of placement instability than younger children. As a result, young people are often the primary recipients of intensive and therapeutic foster care interventions that require carers with specialised training (Avery, 2010; CWI, 2013; Vandivere, Malm, Zinn, Allen, & McKlindon, 2015). International and Australian research reports corroborate the finding that it is more difficult to recruit carers for children above the age of 9 years.

The Los Angeles Child Welfare Initiative conducted a study exploring the motivations and challenges of caring for young people aged 10-17 years with 'emotional or mental disturbances'. Focus groups were conducted with 40 carers who had been identified by foster care agencies as 'exceptional carers'. The most prominent motivation identified was a sense of 'calling' to this type of work. Many of the carers identified their faith as their main support in helping them cope with the unique challenges of this role. This study suggests that religious values and beliefs may act as a motivator to participate in more intensive foster care roles. Other varying motivations identified by carers included: a desire to prevent intergenerational

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[3] Randle, Miller, Dolnicar, & Ciarrochi, 2014; Randle, Miller, Dolnicar, & Ciarrochi, 2012; McGuinness & Arney, 2012; Richardson, Bromfield, & Higgins, 2005; Higgins, Bromfield, & Richardson, 2005; De Michele & Elliott, 2011; Burke & Paxman, 2008

patterns of abuse and neglect, being able to devote time due to life circumstance and carers who were parents of adult children identified 'missing the energy of young people' as a motivator. The carers identified the primary rewards of the role to be helping a child move from destructive behaviours into an environment of safety and trust (CWI, 2013).

Overview of recruitment, focusing on Australia

Specific characteristics of potential foster carers

Over the last two decades, the demographic of foster carers in Australia has remained consistent and comprises a typically homogenous group of: females; aged between 35-54; not participating in the paid workforce; have obtained no post-school qualifications and; speak English as their first language (McHugh, et al., 2004; Smyth & Eardley, 2008). Randle et al. (2012) highlights, however, that the potential carer population is heterogenous and, if recruitment was tailored, could expand and diversify the demographic of carers. Research exploring untapped population groups have posited that analysis of personal and demographic characteristics can inform the development of successful recruitment campaigns that target a broader cross-section of the community (Randle, Miller, Dolnicar, & Ciarrochi, 2014; Ciarrochi, Randle, Miller, & Dolnicar, 2012). Specifically, recent studies have noted that same-sex couples, single carers and people from helping profession backgrounds show a higher than average interest in fostering (McGuinness & Arney, 2012). This is reflective of a predominant change in carer recruitment methods over the last decade that have attempted to broaden the diversity of people becoming foster carers. The predominant message that has underpinned campaigns has been to encourage people from all walks of life to explore foster care (Richmond & McArthur, 2017).

There is an emerging body of research investigating the characteristics of population groups who are most likely to consider fostering in order to target recruitment campaigns more effectively. In a study by Randle et al. (2012), participants identified that the main reason for not being a carer was that they had not been asked or did not know anything about foster care. In a follow-up study using the same survey data, two demographic groups were identified to express the highest collective interest in fostering. First, people in their 40s with higher than average levels of income and were more likely to be male than female. In accordance with the findings of the first study, the predominant reason given for not fostering was that they had not been asked. Second, parents in their 30s were identified as a potential population of future carers once their children had grown up as their predominant reason for not fostering was that they were currently too busy (Randle, Miller, Dolnicar, & Ciarrochi, 2014).

Another notable population of possible carers are Aboriginal and Torres Strait Islander and CALD population groups, who are significantly underrepresented in the foster carer population. In the last decade, recruitment campaigns and foster care agencies have increasingly targeted CALD and Aboriginal and Torres Strait Islander population groups through the development of specialised services. This has been influenced by a growing recognition of the ethnocentricity of current recruitment and retention practices and the need

to diversify approaches for these population groups (Burke & Paxman, 2008; De Michele & Elliott, 2011; Higgins & Butler, 2007; Thomson , Watt, & McArthur, 2016).

Targeted recruitment strategies

There is significant evidence to suggest that mainstream foster carer recruitment strategies are less effective than targeted campaigns (Thomson , Watt, & McArthur, 2016; McGuinness & Arney, 2012). Therefore, in the process of developing an effective approach to recruitment, it is important to ensure that strategies are reflective of the broad cross-section of the cultural and family structures that exist within the Australian population. At present, the predominant message underpinning recruitment campaigns in Australia has been to increase inclusivity, encouraging people from all walks of life to become carers (Richmond & McArthur, 2017).

Recent studies of foster care recruitment strategies have identified the utility of heterogeneous approaches, ranging from large-scale government run initiatives to small-scale grassroots approaches. There is a general consensus within research that small and large-scale recruitment strategies serve complementary purposes in providing awareness and attracting potential carers (Randle, Miller, Dolnicar, & Ciarrochi, 2014; Randle, Miller, Stirling, & Dolnicar, 2016; Delfabbro, Borgas, Vast, & Osborn, 2008). There are, however, studies which suggest that in order for recruitment strategies to be effective, campaigns must proportionally target carers in regard to the respective types of care in greatest need (McHugh, et al., 2004). One recommendation to ensure compatibility between the recruitment of carers and the needs of children is to target population groups most likely to care for the children who are most in need of placements (Ciarrochi, Randle, Miller, & Dolnicar, 2012).

McHugh et al. (2004) recommends that the recruitment of hard-to-place children, such as adolescents and children with disabilities, should target professionals in therapeutic and caring professions. This approach is supported by current carer population trends which identify that people in helping professions are more likely to be foster carers (McGuinness & Arney, 2012). Other studies indicate that targeted approaches may be considerably more effective in recruiting new carers of children aged 9+ years than mainstream approaches (Richardson, Bromfield, & Higgins, 2005; McGuinness & Arney, 2012). Notwithstanding, studies frequently suggest that word-of-mouth is the most effective strategy across all population groups in Australia (Thomson , Watt, & McArthur, 2016; Higgins, Bromfield, & Richardson, 2005; Burke & Paxman, 2008; Delfabbro, Borgas, Vast, & Osborn, 2008; De Michele & Elliott, 2011). Other effective recruitment strategies identified in the literature commonly include: carers sharing their stories, building relationships with CALD and Aboriginal and Torres Strait Islander communities, and the use of social media to target younger populations (Thomson , Watt, & McArthur, 2016; Richmond & McArthur, 2017).

The target population of recruitment campaigns aiming to provide foster care placement options for young people is primarily made up of three groups:

First – specific people within a young person's network as is adopted within child-focussed recruitment campaigns.

Second – specific population groups within the community who are most likely to provide care for young people, adopted within targeted recruitment approaches.

Third – people working in caring professions are also identified as a group more likely to provide care for hard-to-place children and young people.

(CWI, 2013)

Research indicates that campaigns which target people who have prior experience or relationships with young people, such as high school teachers, mental health professionals and people who have adult children, are more likely to be effective (Recruit 4 Foster Care, 2019)

Effective forms of messaging

The messages used in campaigns play a significant role in determining their effectiveness in attracting interest from prospective carers. Ciarrochi, Randle, Miller & Dolnicar's (2012) study indicates that messages used in recruitment campaigns should target the qualities of those most likely to foster. Their study of predictors of likelihood to foster found that personal characteristics were the most influential factor in determining openness to fostering. People reporting high levels of hope and empathy were identified to be the greatest predictors of interest in fostering. Notably, their study highlighted that cognitive empathy—understanding an experience from another person's perspective—was a greater motivator than affective empathy that invoked emotion (Ciarrochi, Randle, Miller, & Dolnicar, 2012). Such findings suggest that effective campaigns should appeal to cognitive empathy than to affective empathy; although it appears the latter is more typically used. This finding is also reiterated by Wright and Jaffe (2014), who identify the need for messages to appeal to logic, character and emotion in establishing an effective method of persuasion. They emphasise the importance of embedding three key principles to promote effective messages: drawing upon factual information to establish credibility; invoking an emotional response that ensures the audience connect with the subject matter and; ensuring the message is delivered by an authoritative and trustworthy source.

Research related to the recruitment of foster carers has also stressed the importance of ensuring that the messages used in recruitment campaigns align with the characteristics of 'good' carers. To ascertain the personal characteristics of people who choose to become carers of young people aged 10-17, the Child Welfare Institute conducted a comparative analysis, using selective sampling of child-focussed carers. The carers were found to be extroverted, open, agreeable, conscientious and had a moderate level of emotional stability. In addition, the most common traits identified by carers to be crucial to their success in the role was patience and having a 'thick skin' (CWI, 2013)[4]. It must be noted, that the findings reported in this study are limited in their relevance as the analysis did not distinguish between the results of general and specialised carers.

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[4] For further information about the personal characteristics of quality carers, refer to the section *Key messages from young people about what is wanted in a carer*.

Another study examined the use of positive and negative framing of messages to compare which respondents were effectively engaged (Randle, Miller, Stirling, & Dolnicar, 2016). The researchers identified that positive-framing was consistently more effective than negative-framing in motivating people to consider becoming a foster carer (Randle, Miller, Stirling, & Dolnicar, 2016). Recommendations from studies enquiring into effective messages used in recruitment campaigns promote the use of targeted, positively-framed messaging over a long period of time as an effective strategy to enhance views of foster care and thus the likelihood of subsequent recruitment.

Limited evaluations of current campaigns

There are a wide variety of different recruitment campaigns emerging across Australia. Although some new strategies have been informed by research and policy changes, there has been very minimal evaluation of the effectiveness of these campaigns. The primary method of evaluation following the release of a campaign has been to record the number of enquires over a specified time frame. The NSW peak organisation of foster care recruitment, My Forever Family, released a television campaign in 2018. Following the campaign, My Forever Family recorded 500 initial enquires occurred within the specified timeframe (My Forever Family, 2018). A limitation to this method, is that it does not measure the number of people who then progressed through the assessment phase to become authorised carers. Research has identified that a predominant barrier to the development of an effective evaluation method is the extensive length of time between initial enquires and the decision to become a foster carer (Thomson , Watt, & McArthur, 2016; Richardson, Bromfield, & Higgins, 2005; Randle, Miller, Stirling, & Dolnicar, 2016). Many current recruitment campaigns contain only minimal or exclusively internal methods of data collection which are not made available for external evaluation.

Qualities of a Good Carer

The development of an effective approach to the recruitment of carers must consult the perspectives of children and young people. This is crucial to ensure that the messages and strategies underpinning recruitment campaigns effectively target the qualities identified by young people to make people 'good' carers. The majority of Australian research exploring the perspectives of children and young people on the characteristics of 'good' carers are small-scale, localised studies that contain insufficient data be generalised beyond the community or state where the study was conducted. Despite this limitation, there is significant overlap in the findings from studies across different locations in Australia. In addition, the findings of a national survey (excluding Western Australia) of 1,069 young people, conducted by the CREATE Foundation in 2013, were consistent with the main findings of smaller studies (McDowall J. , 2013).

The most common characteristic of a 'good' carer identified by young people was someone who provided them love, care and support (GCYP, 2015; McDowall J. , 2013; Randle, 2013). In a national survey (results excluded Western Australia) of young people aged 8-18 years, the primary theme connecting descriptions of 'good' placements was related to experiencing a loving and caring relationship. This was also identified to enhance the positive feelings and emotions of young people (McDowall J. , 2013). Similarly, the findings of a longitudinal study

of young people exiting OOHC suggests that young people, who experience stability and have a sense of security, have more positive outcomes during and once they exit care (Cashmore & Paxman, 2006). Additional characteristics of 'good' carers include being honest, good listeners and communicators, prioritising quality time, including young people in decisions that affect them, being flexible and adaptable and providing stability for a young person (GCYP, 2015; Randle, 2013; Cashmore & Paxman, 2006; Moore, Bennett, & McArthur, 2007; McDowall J. , 2013)

Aboriginal and Torres Strait Islander young people identified connection to family, culture and community as important factors which impact on their wellbeing (Higgins, Bromfield, & Richardson, 2005; McDowall, 2016; Higgins, Bromfield, Higgins, & Richardson, 2006; Moore, Bennett, & McArthur, 2007). In a study exploring the perspective of Indigenous young people on the attributes of a 'good' carer, responses focused almost exclusively on the importance of maintaining connection to family, culture and community (Higgins, Bromfield, Higgins, & Richardson, 2006). Research exploring the importance of connection with family identified that this was not exclusively related to the parent-child relationship. In two studies, exploring the perspectives of Indigenous young people, respondents also placed high priority on the importance of remaining with their siblings when in a OOHC placement (Higgins, Bromfield, Higgins, & Richardson, 2006; Moore, Bennett, & McArthur, 2007).

Targeted recruitment of carers, including Aboriginal and Torres Strait Islander and CALD carers

In 2018, there were around 55,300 children and young people in OOHC placements across Australia (AIHW, 2019). The majority (93%) of children in OOHC were in a home-based care arrangement: predominantly made up of kinship (51%) and foster care (39%) placements. The median age of children in OOHC was 9 years of age with approximately one-third of children aged between 10-14 years of age. Young people aged between 15 and 17 years were most likely to have received a long-term guardianship order or living in residential care. In congruence with the national trend over the last two decades, there was a continued increase in the number of children entering care and a decrease in the availability of carers (AIHW, 2019).

Aboriginal and Torres Strait Islander children continue to be overrepresented in OOHC. In 2018, the proportion of Aboriginal and Torres Strait Islander children in care was 11 times that of the non-Indigenous population (AIHW, 2019). There has also been an increase in the number of *Culturally and Linguistically Diverse* (hereafter referred to as *CALD*), children in care. At present, children from a CALD background make up approximately 13-15% of the children in OOHC. A significant proportion of CALD children in OOHC have also had refugee experiences, thus further compounding the complexity of trauma responses (Royal Commission into Institutional Responses to Child Sexual Abuse, 2017c). To achieve permanency for Aboriginal and Torres Strait Islander and CALD children, the unique challenges related to supporting a child's cultural identity and community connection must be carefully considered.

Despite reports that recruiting carers for children in middle childhood and adolescence is increasingly difficult, research and recruitment campaigns across Australia have had minimal

focus on the motivations and barriers to caring for children between the ages of 9-18 years (McHugh, et al., 2004). Following a review of current recruitment campaigns across Australia, only one campaign was identified to target carers for adolescents (Barnardos, 2015). Concurrently, Aboriginal and Torres Strait Islander and CALD population groups are significantly underrepresented among the population of carers. This is of specific concern due the recurrent finding that culturally matched placements significantly benefit the wellbeing of children and are connected to more positive outcomes (McDowall J. J., 2016; McGuinness & Arney, 2012; Higgins, Bromfield, & Richardson, 2005; Burke & Paxman, 2008). The research project aims to address this current gap in order to inform the development of targeted recruitment of carers for children aged 9+ years, with a supplementary focus on recruitment of Aboriginal and Torres Strait Islander and CALD carers for this age group in NSW.

Placement challenges for children aged 9+ years

At present, half of the children in OOHC are aged 9+ years and have been identified to be among the hardest to place due to limited intake of carers interested in caring for this age group. Research has identified that it is important that the type of carers most needed are targeted in the development of recruitment campaigns. Children in OOHC aged between 10-18 years commonly have a more extensive trauma history and are the predominant recipients of residential, intensive and professionalised forms of foster care across Australia (McHugh & Pell, 2013; Richmond & McArthur, 2017).

With the increased focus on permanency, there has been a shift away from residential care towards home-based forms of care. The majority of children in residential care (85%) are aged 10 years and over and have a history of complex trauma (AIHW, 2019), coinciding with a greater likelihood of at-risk behaviours and social deviance. Young people who have received child protection services are considered to be nine times more likely than the general population to have had engagement with juvenile justice (AIHW, 2018b). This intersection between the changing landscape of forms of care and the complex behaviours present among children aged 9+ years is a major challenge for the child protection system due to the difficulties associated with placing this age group in home-based care (McHugh, et al., 2004).

At present, there is limited availability of carers to provide home-based placements for older children and adolescents. In response, there has been an increased attempt to prioritise exploring kinship options for hard-to-place children (McHugh, et al., 2004). At present, the majority of children in OOHC in Australia are living in kinship placements (AIHW, 2019). The process of recruiting kinship carers has been identified to be significantly different to traditional foster carers. Kinship carers are predominantly motivated by a sense of commitment or obligation to a specific child, and it is common for the child to be placed with them prior to assessment or training (Richardson, Bromfield, & Higgins, 2005; Thomson , Watt, & McArthur, 2016; Smyth & Eardley, 2008).

Reforms under the NSW Permanency Support Program include an increase emphasis on models such as Family Finding and Family Group Conferencing. This involves partnering with family members to undertake comprehensive family mapping and create an extensive family tree/genogram. The goal is to ensure that extended family/kin (maternal and paternal) are

aware that the child has entered OOHC and working alongside family to establish and keep their connection to the child strong. Where possible opportunities for the child to be placed with their family, kin or community are explored. Due to Australia's history of forced removal of Aboriginal and Torres Strait Islander children from their families, extra assistance may be needed to trace Aboriginal kinship networks. Assistance can be sought from family tracing services such as LinkUp (FACS, 2018)

In addition to more traditional foster and kinship care, there is an emerging international trend towards professionalising the role of foster carers (Thomson , Watt, & McArthur, 2016). The primary model of professionalised foster care in NSW is the Intensive Foster Care program. This program is for children aged 10-17 years with significant trauma and complex behaviours. Professional and/or experienced carers are recruited for the role and provided with an allowance three times the standard foster care allowance. Therapeutic foster parenting programs are also being piloted in NSW, targeting the recruitment of therapeutic professionals to care for older children with complex needs (McHugh & Pell, 2013; Richmond & McArthur, 2017). However not all children aged 9+ years are eligible for this form of care, therefore targeted campaigns are needed to recruit carers to provide other suitable forms of support.

Recruitment of Aboriginal carers

Recruitment of Aboriginal and Torres Strait Islander carers has received significant focus in research due to the overrepresentation of Indigenous children in OOHC. Across Australia, approximately 65% Indigenous children are placed with Kinship carers or other Indigenous carers (AIHW, 2019). In NSW the majority of Aboriginal children are currently placed with Kinship carers (AIHW, 2019). As a result, family finding services continue to have a significant role in the recruitment of carers for Aboriginal children. This aligns with the most predominant message in OOHC policy and practice for Aboriginal children that emphasises the importance of culturally matched placements.

There is significant evidence to suggest that targeted campaigns run by members of the local Indigenous community are more effective than mainstream approaches in recruiting this population group (Higgins & Butler, 2007). The Aboriginal and Torres Strait Islander community are commonly targeted using low-key community based recruitment methods such as local radio and newspaper advertisements, as well as attendance at community events and word-of-mouth referrals (Higgins, Bromfield, & Richardson, 2005; Richardson, Bromfield, & Higgins, 2005; Higgins & Butler, 2007; McGuinness & Arney, 2012; McHugh, et al., 2004). Research consistently reports that word-of-mouth is the most effective method of recruitment (Thomson , Watt, & McArthur, 2016; Delfabbro, Borgas, Vast, & Osborn, 2008; McGuinness & Arney, 2012; Higgins & Butler, 2007; Higgins, Bromfield, & Richardson, 2005; Richardson, Bromfield, & Higgins, 2005; AbSec, 2013).

Research has identified that participation in foster care is impacted by a unique set of motivations and barriers for the Aboriginal and Torres Strait Islander community. Aboriginal and Torres Strait Islander people are often motivated by an understanding of collective responsibility, the importance of helping to prevent another Stolen Generation and, in some instances, a view of foster care as an opportunity to earn an income when it is difficult to find employment (McHugh, et al., 2004; Richardson, Bromfield, & Higgins, 2005). Aboriginal and

Torres Strait Islander people also face additional structural barriers that can prevent their capacity to become a foster carer. Barriers commonly impacting the recruitment of indigenous carers include poverty, distrust of statutory bodies, differences between statutory OOHC and traditional child care practices and a lack of culturally appropriate recruitment and assessment processes (Higgins, Bromfield, & Richardson, 2005; McGuinness & Arney, 2012).

In response to these barriers, there has been a gradual move towards the establishment of ACCOs responsible for developing culturally appropriate practices to effectively recruit and retain Indigenous carers (Higgins & Butler, 2007; Richardson, Bromfield, & Higgins, 2005; McGuinness & Arney, 2012). In the Fourth Action Plan, the enhancement and support of ACCOs was elevated to a position of national priority (DSS, 2018). ACCOs have also partnered with statutory bodies to develop culturally appropriate assessment tools to address structural barriers. In New South Wales, ACCOs have contributed to the development of 'Step-By-Step', a culturally appropriate assessment tool that adapts the typical question-answer format to a conversational method of information gathering. Assessments are conducted with a minimum of one Indigenous worker and are used with both Aboriginal and non-Aboriginal people applying to care for Aboriginal Children (Higgins & Butler, 2007).

Recruitment of CALD carers

The Care and Protection Act prioritises culturally matched placements for children in OOHC (NSW Government, 2019). This is predominantly influenced by Australian and international research that has linked connection to culture and community to increase stability and promote a positive sense of identity for children. In Australia, the CALD population are significantly underrepresented among foster and kinship carers. At present, there is no reliable data recording the number of CALD children in OOHC, however child protection systems across Australia have reported an insufficient amount of CALD carers to make culturally matched placements (McHugh, et al., 2004; Burke & Paxman, 2008).

Mainstream recruitment strategies are identified to be ineffective in recruiting carers from non-English speaking backgrounds. Research suggests that targeted recruitment methods that provide information about foster care through community based and culturally appropriate methods are more effective in reaching the CALD population (Burke & Paxman, 2008; Thomson , Watt, & McArthur, 2016; McHugh, et al., 2004). Culturally targeted campaigns have used primarily grass-roots strategies, including word-of-mouth, advertisements in cultural newspapers and radio stations and through partnerships with migrant and refugee community development agencies (De Michele & Elliott, 2011; Richmond & McArthur, 2017). Specialist agencies, working to recruit CALD carers have identified the importance of building relationships through targeting cultural and religious connections. De Michele and Elliot (2011) identified the use of strategic partnerships with local pastors in recruiting the African community as churches were well attended by the African community.

The delivery of cultural recruitment strategies has had varied levels of effectiveness in recruiting the CALD population. In a study exploring the Multicultural Recruitment Project in NSW, the translation of advertising materials was identified to be ineffective in targeting appropriate people within the CALD population. The study identified that the majority of

respondents accessing translated advertisements were either too old or had recently arrived in Australia and were unable to provide care for a child (De Michele & Elliott, 2011). The generalisability of these results is limited, however, due to small sample size and inconsistencies in the methods used to evaluate the three recruitment projects. In a larger study, McHugh et al. (2004) also reported that culturally targeted advertisements in newspapers have not been a successful method of recruitment. Research identifies that word-of-mouth and community-based relationships are the most effective methods of recruitment of CALD carers (Burke & Paxman, 2008; De Michele & Elliott, 2011; Richmond & McArthur, 2017).

There is limited information about the motivations and barriers to participation in foster care for CALD populations. A small body of research has suggested that unique motivations for CALD communities are connected to cultural and religious values. In a study exploring the motivations of the Muslim community, messages were related to self-preservation and religious duty (McHugh, et al., 2004). One study also found that some CALD populations view foster care as an alternative source of income when it is difficult to find employment (De Michele & Elliott, 2011). A significant barrier to increasing the number of CALD carers is the lack of understanding of the child protection system and OOHC in Australia. Cultural perspectives on abuse and the concept of removal of children by a statutory body can become a barrier for people from collectivist cultures where child welfare concerns are addressed by elders within the community (De Michele & Elliott, 2011). In addition, mainstream recruitment and assessment processes can become a barrier for potential carers.

In some jurisdictions, such as NSW, foster care agencies that specialise in recruitment and retention of CALD carers have been established in order to provide a more culturally supportive environment for carers (SSI, 2019; Creating Links, 2019; Marist 180, 2016). The provision of training and assessment processes in the native language of potential carers as well as consistent support throughout the application process are identified to be effective strategies in recruiting the CALD population (Burke & Paxman, 2008; De Michele & Elliott, 2011). In a study evaluating the effectiveness of recruitment campaigns targeting three cultural groups, follow-up supports were identified to be essential for the CALD population (De Michele & Elliott, 2011).

This section has highlighted the gap in the literature regarding recruitment for children aged 9+ years. It has identified the insufficient supply of placement options for children in this age group, and the need for further research to focus on strategies to attract more carers. This is of specific importance for Aboriginal and CALD children due to the low number of carers and the research which identifies a unique set of motivations and barriers that differ to the general population. The research iterates the importance of implementing a unique set of strategies which are more effective for targeting CALD and Aboriginal communities.

Australian recruitment campaigns within the last 5 years

A review was conducted of 37 foster care recruitment campaigns across Australia that have occurred within the last 5 years. The design and delivery of these recruitment campaigns differed across each state and territory. This reflected differences in systemic design and delivery of OOHC services across Australia. In recent years, the child protection system in Australia has moved towards outsourcing the work of OOHC to Non-Government Organisations. The extent to which this has occurred differs across jurisdictions. However, the decentralisation of OOHC is most prominent in Victoria and New South Wales. The quantity of campaigns included in the review also differs across each jurisdiction. This is primarily due to variance in the structure of recruitment between more centralised and decentralised models of OOHC, as well as the numbers of children in OOHC in specific states and territories. For instance, Victoria and New South Wales, with decentralised models of OOHC and high numbers of children in OOHC, were the jurisdictions with the largest quantity of campaigns, and also used specialised and targeted recruitment strategies. In contrast, jurisdictions with more centralised models of OOHC such as Tasmania and the Northern Territory, had the smallest quantity of campaigns[5].

The priorities of policy continue to influence the types of care and predominant messages featuring in recruitment campaigns in Australia. The data collected from the review of 37 current Australian recruitment campaigns highlights the main messages that have featured over the last 5 years. This information has been synthesised and is presented in the table below.

Table 4 – Australian foster carer recruitment campaigns

Message	Location	Medium	Number of agencies	Targeted recruitment
Support is available to carers	All states and Territories	Website, Video	22	General and CALD
Openness to a wide range of carers and family structures	WA, VIC, SA, NT, QLD, NSW	Website, video, report, radio, social media, online, television and outdoor ads	21	General and specialised
Maintain connection to culture and community	NSW, VIC, WA, SA, NT, QLD	Website, Recruitment manual, video, report, television, social media, digital ads and media release	15	ATSI and CALD

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[5] See Table 1: Grey Literature, for breakdown of all campaigns included in the review

Positive impact on carers and children/ rewarding and enriching experience	NSW, VIC, WA, QLD, NT, SA	Website, video, report	13	General
Commitment to the care of vulnerable children	NSW, SA, TAS	Website, recruitment manual, video	10	General
Realistic portrayal of foster care, *Not easy but has a big impact*	NSW, VIC, QLD	Website, Video, Television, social media and digital ads	8	General
Clear outline of recruitment process	NSW, QLD, NT, SA	Website	7	General
Motivate and resonate with target audience within the community	NSW, VIC, SA	Website, Report, recruitment manual, video	6	For specialised forms of care
Community Responsibility	NSW, VIC, SA, QLD	Reports, Website, Video, Television, Social Media and digital ads	5	General
Openness to supporting restoration and family preservation	NSW, WA, SA	Website, Video, Television, social media and digital ads	4	General
System needs more carers	NSW, VIC	Website, Video	4	General
Permanency has positive impact on wellbeing	Australia NSW, VIC	Media release, Website	2	General

Across the 37 campaigns, a broad range of strategies were employed to recruit new carers. The structure of campaigns ranged from small-scale, localised approaches using mediums such as websites, community events and local newspaper advertisements to state-wide high-profile advertisements. Recruitment campaigns often featured the perspectives of young people in care, carers and professionals in their advertisements. Across the campaigns, twelve messages were identified to underpin current recruitment campaigns in Australia. The three most common messages related to: (1) support for carers, (2) openness to a wide range of family structures,

and (3) maintaining connection to culture and community. These twelve messages are further elaborated below.

Common messages

Support available to carers

Recruitment campaigns have been critiqued for providing inadequate information about eligibility, what is involved and the level of support provided to foster carers (Randle, Miller, Dolnicar, & Ciarrochi, 2012; Richmond & McArthur, 2017). The recommendation to increase general knowledge about foster care has influenced campaigns to adopt an approach explicitly outlining information about the assessment process, role requirements and support of carers. In the review of current campaigns, information related to support available to carers was noted to be one of the most prominent messages in current recruitment campaigns.

Messages related to support are predominantly framed through the use factual and measurable information that appeals to the logic of the target audience. Information about support was primarily provided through the websites of agencies listing a range of quantifiable provisions such as access to 24/7 emergency support, peer support and financial assistance (KARI Foundation, 2019; Anglicare Sydney, 2019; SSI, 2019; VACCA, 2018a; Foster & Kinship Carers Association NT, 2018; AFSS, 2019; FKAT, 2015). SSI (2019) a specialist cultural agency also listed additional supports implemented to address structural barriers such as the provision of application forms and training in different languages.

The extent of information provided about support, was influenced by the type of care featuring in advertisements. Agencies targeting recruitment of carers for older children, intensive placements or group homes provided more information about the additional physical and financial support available to carers (Barnardos, 2015; Key Assets, 2019; William Campbell Foundation, 2018). In providing information about specialised support available to the carers, the William Campbell Foundation used a short video to visualise the property provided to live-in foster carers looking after up to six children at a time[6] (William Campbell Foundation, 2018).

Open to diverse carers and family structures

Recruitment campaigns that aimed to increase the demographic of carers used targeted strategies to increase diversity. Campaigns have used a variety of mediums to target this message to people from all walks of life. The voices presenting this message are representative of a broad cross-section of the community enhancing the credibility of campaigns. In 2019, Life Without Barriers featured their support of the LGBTQ and Aboriginal and Torres Strait Islander communities on social media through regular Facebook and Instagram posts (LWB, 2019).

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[6] https://www.youtube.com/watch?v=zReP1IdA9uU

Many agencies provide information on their website encouraging people of a diverse range of ages, cultures and family structures to become carers. The Queensland government released a television campaign in March 2019, featuring short films that explore the different types of care that are needed. The advertisements feature a diverse range of carers including same-sex couples, single carers, Aboriginal and Torres Strait Islander carers and heterosexual couples (Farmer, 2019).

Maintaining connection to culture and community

The third most prominent message across recruitment campaigns specifically targeted the Aboriginal and Torres Strait Islander and CALD populations. Most campaigns that emphasised the importance of maintaining connection to culture and community, were delivered by a trustworthy source to persuade their target audience. Specialist cultural organisations and members of the cultural community featured predominantly in advertisements. ACCO websites visually featured Aboriginal carers and children and provided information to address common structural barriers such as misconceptions around the physical and financial resources needed to be a carer (SNAICC, 2019; AFSS, 2019; VACCA, 2018a; KARI Foundation, 2019; Yorganop, 2016). In a short film introducing multicultural foster care, SSI used positively-framed messages about the importance of connection to culture for CALD children through the voices of professionals and carers[7] (SSI, 2019).

Campaigns targeting these cultural populations were common across all States and Territories, excluding Tasmania. The importance of connection to culture was most commonly used to target Aboriginal and Torres Strait Islander carers. Maintaining connection to culture and community was emphasised in recruitment campaigns by both culturally targeted and mainstream foster care agencies (KARI Foundation, 2019; FosteringNSW, 2016; SSI, 2019; Yorganop, 2016; Department of Community, Child Protection and Family Support, 2019; Department of Child Safety, Youth and Women, 2018; VACCA, 2018a; Foster & Kinship Carers Association NT, 2018; AFSS, 2019; Creating Links, 2019).

Rewarding and enriching experience for carers and children

Messages appealing to the positive impact of foster care on both children and carers alike, were also used by multiple agencies. The use of positive-framing was consistent across all campaigns featuring messages that highlighted foster care as a rewarding and enriching experience. Websites and short films were the predominant mediums that were used to present this message. Messages primarily used appeals to personal characteristics such as hope and empathy; and positive emotion to motivate people to consider becoming a foster carer (Ciarrochi, Randle, Miller, & Dolnicar, 2012). The predominant voices featuring in advertisements were children in OOHC and carers. In 2015, Barnardos released three short films featuring carers of adolescents. The messages focused on the positive impact that

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[7] https://www.ssi.org.au/multicultural-foster-care

providing a consistent home had for the young person and the sense of purpose that it brought to carers[8] (Barnardos, 2015).

The Western Australian government released two short films featuring young people who had personal experience of OOHC. The young people described the positive impact that the relationship with carers had on them personally. The young people appealed to personal characteristics such as compassion, a sense of family, having an open mind and ensuring that children remain connected to culture as ideal traits in foster carers that will change a young person's life for the better[9] (Department of Community, Child Protection and Family Support, 2019). This approach to targeting personal characteristics of foster carers, aligns with research by Ciarrochi et al. (2012) that suggests identification of the ideal qualities of foster carers could be beneficial in targeting population groups most suitable to become carers.

Commitment to the care of vulnerable children

Recruitment campaigns used messages underpinned by a commitment to look after vulnerable children to motivate people to become foster carers. The message was commonly framed using narrative structures that profiled trauma and abuse related experiences to highlight the reasons for children's entry into OOHC. This message is predominantly used as a recruitment strategy to target specific cultural communities or carers for hard-to-place children. Campaigns used a plethora of mediums to portray this message including websites, videos, print advertisements, reports and manuals. Marist 180, an OOHC service specifically providing support to unaccompanied humanitarian minors, emphasised the importance of the delivery of therapeutic foster care to support the transition of children and young people with compounding experiences of trauma (Marist 180, 2016). Key Assets, a South Australian foster care agency providing care to children with a high-needs classification, provide a list on their website of the circumstantial reasons for a child's entry into OOHC (Key Assets, 2019).

Messages also used personal narratives in some campaigns to build understanding of the importance of more specialised forms of care. The William Campbell Foundation, an agency that specialises in sibling placements, present a short film on their website featuring the founder of the organisation. The founder shares his personal experiences of living in institutional and home-based care and the impact of separation from his siblings in compounding his experience of trauma. This strategy primarily appeals to the cognitive empathy of the audience to motivate people to consider providing care for sibling groups[10] (William Campbell Foundation, 2018). Indeed, research suggests that understanding another person's perspective is a more significant motivator than attempting to generate an emotional response (Ciarrochi, Randle, Miller, & Dolnicar, 2012).

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[8] https://www.barnardos.org.au/what-we-do/adolescent-services/meet-our-adolescent-carers/
[9] https://childprotectioncareers.wa.gov.au/foster-carer-recruitment
[10] https://www.youtube.com/watch?time_continue=274&v=VY4oZIzhoM0

Realistic portrayal of foster care, *Not easy but has a big impact*

Multiple recruitment campaigns have attempted to balance the rewards and difficulties of foster carer in advertisements to create a realistic portrayal of the role. This technique has been informed by research that stresses the importance of ensuring that people interested in becoming a foster carer are prepared for the potential difficulties they may face in their role (Randle, Miller, Dolnicar, & Ciarrochi, 2014; Thomson , Watt, & McArthur, 2016). Campaigns predominantly use videos featuring foster carers to portray this nuanced message. The use of positive-framing in messages is consistent across all campaigns, providing a balance of the difficulties and rewarding aspects of caring for children who have experienced trauma and abuse. Uniting Communities released a short film presenting the perspective of a single carer and her experience of foster care. Throughout the video, the challenges of foster care such as managing difficult behaviours outside the general experience of parenting were accompanied by information provided about the root causes of behaviours, support provided to carers and the rewarding aspects of the role[11] (Uniting Communities , 2017). In a television campaign run by the Department of QLD, a short film features a young single carer providing an intensive care placement. The message presented through the voice of the carer identifies that children's difficult behaviours happen for a reason and can be addressed through understanding what the child is expressing[12] (Farmer, 2019).

Motivate target audience within the community

Recruitment campaigns often target their messages to resonate with a specific audience within the community. Messages deriving from religious or cultural values are two of the most common targeted approaches used to motivate specific populations groups. Research supports the use of targeted recruitment strategies as an effective approach to increasing and diversifying the current population of foster carers (Higgins, Bromfield, & Richardson, 2005; Thomson , Watt, & McArthur, 2016). Mediums used to present targeted messages are often implemented through the avenues that research suggests are most effective in accessing a specific community. For example, ACCOs commonly target their message to the Aboriginal community through providing information to address common concerns such as financial support, fear of working with statutory bodies and not needing to be perfect (AFSS, 2019; VACCA, 2018b). The previous peak body of foster care recruitment in NSW, Fostering NSW, released a short film featuring Muslim carers sharing their experience and reasons for valuing foster care (FosteringNSW, 2016). Further information about the messages underpinning targeted campaigns is provided in the next section of the report.

Clear outline of assessment process

Research identifies that the lengthy nature of the recruitment processes can become a barrier for potential carers due to extensive and often confusing assessment processes (Delfabbro, Borgas, Vast, & Osborn, 2008; De Michele & Elliott, 2011). Child welfare departments and foster care agencies have attempted to address this barrier through making information about the stages of assessment accessible to all people considering foster care. Websites are the

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[11] https://www.youtube.com/watch?time_continue=60&v=F_Pwrdc9oZY
[12] https://www.youtube.com/watch?time_continue=146&v=9GXziKkUme8

primary medium used to outline the application process, often utilising visuals tools to clarify the stages from initial enquiry to approval. Key Assets provides a sequential outline of the application process through colour-coded text boxes each representing a stage of the process (Key Assets, 2019). Some campaigns have also attempted to build understanding of the importance of a thorough assessment process. The Foster and Kinship Care Association in NT released a video in December 2018, challenging common barriers through the voices of young people. The film emphasised the importance of the assessment process in ensuring the safety of children and young people in OOHC[13] (Foster & Kinship Carers Association NT, 2018).

Community Responsibility

Community responsibility is a message most commonly used by ACCOs to appeal to values that are embedded within Indigenous culture in Australia. Websites, videos and social media posts frame the need for more carers as a community issue. In 2018, the Victorian Aboriginal Child Care Agency presented a short film featuring two Indigenous foster carers. The carers shared their different motivations for becoming carers noting foster carer as a way of giving back to the community[14] (VACCA, 2018b). Although less prominent, community responsibility was also used as a motivator by mainstream foster care agencies. Fostering Connections, the peak body of foster care recruitment in NSW, participated in an interview about foster care with JOY FM in the lead up to a local community festival. The radio program included an interview with a local foster carer from the LGBT community who identified that foster care was a way to contribute positively to her broader community[15] (JOY FM, 2019).

Supporting Restoration and Family Preservation

The priority of permanency for children in OOHC stipulated in the Fourth Action Plan of the National Framework has influenced a national shift in the types of care and messages underlying recruitment (DSS, 2018). The most recent campaigns produced between 2018-19, are predominantly underpinned by two messages targeting recruitment for short-term and permanent carers.

Campaigns that target the recruitment of short-term carers highlight that the aim of short-term care is to reunify children with their birth parents. The role of the carer is described as a support to both the birth parents and the child during a difficult time (Farmer, Hon Di, 2019; Centacare, 2018; Catholic Care, 2019). In Western Australia, the government released a short film in April 2018 featuring a birth parent and carer describing the purpose of short-term care through their shared experience[16] (Department of Community, Child Protection and Family Support, 2019). The purpose of short-term care is framed through messages that suggest the role of carers is to show a child what a loving home can look like, support

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[13] https://www.youtube.com/watch?time_continue=20&v=BhPBqUAcXRw

[14] https://www.youtube.com/watch?v=kAhxpeG7i1M

[15] https://joy.org.au/fridaydrive/2019/01/fostering-connections/

[16] https://www.youtube.com/watch?v=8W6hP1d8G3c

vulnerable families and have a positive impact that changes the course of a child's life (Anglicare Sydney, 2019; Farmer, Hon Di, 2019).

The role of permanency in promoting positive wellbeing for children also features in current recruitment campaigns. The aim of long-term care is described from the beginning of recruitment as a process that endeavours to progress towards establishing a permanent placement. On their website, Anglicare Sydney describes long-term care to potential carers as a role that has the potential to progress to guardianship or adoption (Anglicare Sydney, 2019).

System needs more carers

A small number of recruitment campaigns have provided explicit information about the need for more carers. The message has been delivered through the use of positive framing and appeals to logic to motivate people to consider becoming a foster carer. Direct requests for more carers are presented through written information on websites. Catholic Care targets their message of the need for carers to the Central Coast geographic area in NSW (Catholic Care, 2019). Two short films in Northern Territory and Tasmania present information and the appeal to become a carer through the voices of children and young people[17] (Foster & Kinship Carers Association NT, 2018; DHHS, 2019).

Targeted Recruitment Campaigns

The majority of targeted recruitment campaigns in Australia were small-scale agency run initiatives that aligned with the values and objectives of the specialist agencies. The targeted recruitment campaigns included in this section contain an overt focus on a specific population within Australia. The most prominent messages and strategies used in recruitment campaigns for each target group are summarised in the table below.

Table 5 – Australian targeted recruitment campaigns

Target Group	Number of Specialist Agencies	Location	Common Messages	Recruitment strategies
Aboriginal and Torres Strait Islander community	5	NSW, WA, VIC, SA, National	Maintain connection to culture and community Support is available to carers	Word-of-mouth and Low-key advertisements targeted at the local community i.e. local radio, newspaper and social media

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[17] https://www.youtube.com/watch?time_continue=20&v=BhPBqUAcXRw
https://www.youtube.com/watch?v=5U0IdOr7Hxs

			Openness to a wide range of carers and family structures	
CALD community	4	NSW	Maintain connection to culture and community Support is available to carers	Application forms and training sessions provided in different languages, cultural matching of children, carers and caseworkers
LGBTI community	2	National, NSW and ACT	Openness to a wide range of carers and family structures	Radio, online and print advertisements, Outdoor posters and regular Social Media posts supporting the rights of the LGBTQ community
Faith-based community	5	NSW, VIC and SA	Support is available to carers Openness to a wide range of carers and family structures Openness to supporting restoration and family preservation Commitment to the care of vulnerable children	The Christian community was targeted in recruitment through websites, videos and church community platforms.
Carers for Adolescences	1	NSW	Permanency has positive impact on wellbeing Realistic portrayal of foster care, *Not easy but has a big impact* Openness to a wide range of carers and family structures Support is available to carers	Recruitment strategy included a video of a current carer and a webpage providing information specific to caring for adolescences.

The majority of targeted campaigns were from NSW as this state has commissioned the provision of specialised NGO foster care agencies for Aboriginal and Torres Strait Islander, CALD and faith-based communities. In addition, some mainstream agencies in NSW and ACT have targeted the LGBTQ community to increase the diversity of carers. The messages included in the table represent the themes that were most frequently noted for each group[18].

Aboriginal and Torres Strait Islander Recruitment Campaigns

Aboriginal and Torres Strait Islander carers were identified to be the most widely targeted group across Australian recruitment campaigns. The predominant strategies used to recruit Aboriginal and Torres Strait Islander carers were low-key community-based advertisements such as word-of-mouth, radio and newspaper advertisements and social media. ACCOs, targeting the recruitment of Aboriginal and Torres Strait Islander carers through campaigns were identified in New South Wales, Victoria, Western Australia, South Australia and on a National Platform (VACCA, 2018a; KARI Foundation, 2019; Yorganop, 2016; SNAICC, 2019; AFSS, 2019). The Northern Territory, Queensland and Tasmania did not have any campaigns exclusively targeting recruitment of Aboriginal and Torres Strait Islander populations. Notably, Tasmania and the Northern Territory do not fund the provision of ACCOs in their jurisdictions. Further, although Queensland also has the provision of ACCOs across the state, no recruitment campaigns were identified in the review (QATSICPP, 2019). The predominant messages underpinning these campaigns aligned with the most common recruitment messages in Australia. This is in part reflective of the significant prominence that is placed on recruiting Aboriginal and Torres Strait Islander carers across both specialised and generalised recruitment campaigns.

CALD Recruitment Campaigns

There were minimal campaigns that targeted recruitment of the CALD population as potential foster carers. The review only identified four campaigns specifically targeting the CALD population, all of which were in NSW. The previous peak body of Foster Care recruitment 'Fostering NSW' (2016) released a short film featuring CALD carers talking about the importance of culturally matched placements[19]. Three agencies specialising in supporting children from CALD and refugee backgrounds provided information on their websites targeting recruitment of CALD carers. Application forms and training sessions were provided in multiple languages and carers were matched to a caseworker and children of similar cultural background (SSI, 2019; Marist 180, 2016; Creating Links, 2019). The primary messages underpinning these recruitment campaigns emphasised the importance of maintaining the connection to culture and community in supporting children's wellbeing, and the provision of culturally appropriate supports to carers.

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[18] For further information and a background of the messages included in the table please refer to Section 4. Australian Recruitment Campaigns in the last five years.

[19] https://www.youtube.com/watch?v=lbi4IWxcvRQ

LGBTQ Recruitment Campaigns

There is a growing emphasis on encouraging people from all walks of life to consider becoming foster carers. Openness to a broad range of family structures was one of the most prevalent messages across general and specialised recruitment campaigns in Australia. The inclusion of a diverse range of family structures often included heterosexual couples, same-sex couples, single people, people who have retired and young people over the age of 21. The LGBTI community are one of the predominant groups featuring in these recruitment campaigns. Diverse strategies have been implemented to recruit a broader cross-section of the community including radio, online and print advertisements and increasingly social media initiatives (Barnardos Australia, 2014; LWB, 2019). Life Without Barriers, a national foster care agency, has used regular posts on social media to feature their involvement in LGBTI community (LWB, 2019). Recruitment campaigns targeted towards the LGBTQ community are increasingly being integrated into more generalised recruitment campaigns. This is underpinned by messages promoting openness to a diverse population in the attempt in increase the number of people becoming foster carers.

Faith-based Recruitment Campaigns

Faith-based organisations have utilised a diverse range of messages and strategies to recruit a population motivated by their religious adherence. The faith-based agencies included in this review were all Christian-based organisations that were providing foster care in New South Wales, Victoria and South Australia (Centacare, 2019; Anglicare Sydney, 2019; Anglicare Victoria, 2019; Catholic Care, 2019; William Campbell Foundation, 2018). The recruitment campaigns often targeted the Christian community through advertising on Christian radio stations, through websites, short films and partnering with church leaders to make people aware of the need for foster carers. There were multiple messages that underpinned faith-based recruitment campaigns. Most notably, two messages were common to this group that differed from other targeted campaigns. Apart from government campaigns, faith-based agencies were pioneering the reframing of short-term foster care as a role which supports struggling families with the aim of reunification (Catholic Care, 2019; Centacare, 2018). Centacare, released a short film in June 2018, promoting empathy for birth parents and family reunification as the primary goal of foster care (Centacare, 2018)[20].

Second, commitment to the care of vulnerable children was a message presented in recruitment campaigns by multiple faith-based organisations (Anglicare Sydney, 2019; Centacare, 2019; William Campbell Foundation, 2018). Anglicare combined these two messages in a short film featuring a young person narrating her experience of growing up in an adoptive family that also participated in short-term foster care. The role of short-term care was described as an opportunity to show a child what a loving family can look like and to give them opportunity, to impact on a little life and change it for the better[21] (Anglicare Sydney, 2019). Faith-based recruitment campaigns predominantly utilised messages

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[20] https://www.youtube.com/watch?time_continue=2&v=zCWUNKgEipY

[21] https://youtu.be/x5VDOjHw6wY

underpinned by altruistic motivations related to the care and support of vulnerable children and families within the community.

Carers for adolescents Recruitment Campaigns

Recruitment campaigns targeting foster carers for older children and adolescence were scarce. Barnardos was identified as the only agency in the review that had targeted recruitment to the care of this age group. In 2014-15, Barnardos released three videos of the experiences of adolescent carers, each of which represented a different family structure[22]. These advertisements were included on their website under the provision adolescent supports. The messages underpinning the carer's narratives included; the impact of permanency on the wellbeing of young people, providing care for adolescences is not easy but has a big impact and the support provided by Barnardos (Barnardos, 2015). The effectiveness of this campaign in recruiting carers is unknown as no evaluation of this campaign has been published.

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[22] https://www.barnardos.org.au/what-we-do/adolescent-services/meet-our-adolescent-carers/

International campaigns within the last 10 years

Recruitment of carers for children aged 9+ years

This section of the paper discusses the international research and grey literature that explores the strategies for recruiting carers for children above nine years of age. Majority of the publications that were relevant to this section of the review originate from the United States. It must be noted that the research included from the United States primarily focused upon recruiting carers for older youth with the intent to transition to adoption. One publication from the UK was identified to meet the search criteria and no research from Canada or New Zealand was considered relevant for inclusion. There appears to be a paucity of academic reports and external evaluations of current strategies targeting recruitment of carers for children aged 9+ years. Recommendations and current practice guidelines tend to be informed by internal evaluations of targeted programs, rather than by peer-reviewed research.

Strategies to Recruit Carers for Young People aged 9+ years

Within the Australian context, recruitment campaigns are largely targeted at the general public or specific groups and seek to motivate an audience who do not have a direct connection with the children in question. In contrast, recruitment campaigns in the United States tend to implement a child-centred approach, which target adults who have a meaningful relationship to the child and are known to them. This approach begins with an assessment of the child and their family, social networks and important adults in their life rather than assessing adults in the general public who express interest in fostering (Vandivere, Malm, Zinn, Allen, & McKlindon, 2015). This alternative approach has shown promising effectiveness and is complemented by a focus on securing placements for hard-to-place children. It must be noted that, child-centred recruitment may be less applicable to the Australian context as 'family finding' is an activity already prioritised in permanency planning under the hierarchy of placement principles in NSW (NSW Government, 2019).

The Fostering and Adoptive Care Coalition in the United States identifies two campaigns that target carers for children aged 9-17 years of age, both of which use a child-centred model of recruitment (Foster and Adoptive Care Coalition, 2019). Wendy's Wonderful Kids and Extreme Recruitment are both models which focus on assigning a recruiter to work with a young person over a specified timeframe to explore their family and social networks and identify a potential caregiver. If, during this initial assessment, no *known* carers are identified, carers unknown to the child will also be explored (Dave Thomas Foundation, 2019; CEBC, 2018). In the United States, child-focussed recruitment methods are predicted to be more effective in achieving permanency for hard-to-place young people including young people aged 9-17 years of age and young people with mental health issues. In an external evaluation of the Wendy's Wonderful Kids Program, young people associated with the program were reported to be three times more likely to be adopted than under general foster care practices (Vandivere, Malm, Zinn, Allen, & McKlindon, 2015).

In a study evaluating the effectiveness of a targeted youth recruitment program, 'You Gotta Believe', adults who progressed through the assessment process to become carers of adolescents were more likely to be motivated by their desire to provide care to a specific young person. The project identified that, over 4 years, only 35% of people who did not know a specific teen completed the home study and had a teen placed with them while 99% of people who knew a specific teen and completed the home study had a teen placed with them (Avery, 2010). It must be noted, however, that due to a lack of research on this model, a comprehensive understanding of the effectiveness, limitations and transferability of child-focussed recruitment models cannot be provided.

Targeted recruitment approaches have also been used to recruit carers for school-aged children and young people. Information sheets, reports and websites provide information to agencies about strategies to target recruitment of carers for young people. These strategies include: developing messages to address the stigma around young people in care; advertisements which feature the need for carers for this age group; websites and educational materials to raise public awareness; providing opportunities for young people to share their stories at information events and; encouraging existing carers to provide emergency or short term placements for young people (Recruit 4 Foster Care, 2019; AdoptUSKids, 2015a; AdoptUSKids, 2015b; Foster and Adoptive Care Coalition, 2019). Word-of-mouth and relational connections with the young person are often identified as the most effective approaches to recruitment.

How international campaigns differ from Australia

A review was conducted of international recruitment campaigns targeting carers for children aged 9+ years. There were 19 international recruitment campaigns that were identified to meet criteria for inclusion. Majority of current campaigns targeting this group originate from the United States and focus on recruiting adoptive parents for young people currently in foster or residential care. This is due to the priority placed on adoption within the child welfare system as the primary form of permanency in the United States. In the review of recruitment campaigns that have occurred in the last ten years, 4 were identified in the United Kingdom, 13 in the US and 1 in New Zealand. No campaigns from Canada met the inclusion criteria. In the data collected from the review of 19 international recruitment campaigns, 9 messages were detected that predominantly featured across the campaigns. The information has been synthesised and is presented in the table below.

Table 6 – International recruitment campaigns

Message	Location	Medium	Number of campaigns
Need for love, support and stability	UK, US	Video, social media, blog post, online scrapbook poster and website	11
Have a positive impact on a young person	UK, US	Website, blog post, new article, online scrapbook poster, video, social media and television program	8
Young people are one of the most vulnerable group in need foster care	UK, US	Website, video and social media	7
Need carers who are experienced with young people and are child focused	NZ, UK, US	Website, video, television program and blog post	5
Normalising behaviours of young people in foster care	UK, US	Video, new article and blog post	4
It is a fundamental right of young people to have a family	US	Website, video and television program	3
Challenging but rewarding role	UK, US	Website, video and blog post	3
Caring for young people has a positive impact on carers	US	Blog post and social media	2
Young people want a family	US	Website and blog post	2

Across the 19 international campaigns, a broad range of strategies and mediums were employed to educate, motivate and address the barriers to recruitment of carers for young people. Recruitment campaigns used both child-focussed and targeted recruitment strategies, depending on the target audience of the campaign. Campaigns underpinned by child-focussed model of recruitment targeted the recruitment of carers from within the child's family and community network. Child-focussed recruitment campaigns primarily aimed to increase awareness and educate the general population about the positive impact of permanency for young people in OOHC and conversely the vulnerability of young people who leave care without stability. Targeted recruitment campaigns focused on models of recruitment that aimed to motivate people to become carers of young people who have no prior relationship with the child.

The commonality between these two approaches was the use of appeals to logic through educating people about the need for carers and the positive impact of permanency of the wellbeing of young people. The emphasis on educational approaches to recruitment is supported by research which argues that building awareness about the role and requirements of foster care is essential to the success of large-scale recruitment campaigns (Delfabbro, Borgas, Vast, & Osborn, 2008). In light of this, blog posts and newspaper articles that focused on current carers of young people in foster care and contained an appeal to the need for more carers were categorised as small-scale educative recruitment campaigns. All campaigns, excluding one video advertisement from the United Kingdom, used positively-framed messages to motivate the target audience to become carers for young people.

A comparative analysis of the international and Australian campaigns was conducted to distinguish between the messages common across all foster care recruitment campaigns and the content that was unique to recruitment of carer for young people. Across the nine messages identified in international recruitment, five were identified to contain content that was distinct from the Australian campaigns. A description of the context, purpose and delivery of these five messages is provided below. In addition, a summary of notable differences is provided for the messages that overlap with the content in Australian campaigns.

The need for love, support and stability

The most prominent message featuring in over half of the international recruitment campaigns was the identification of love, support and stability as fundamental needs that are intrinsically linked to the wellbeing of young people. This aligns with the findings from research which consistently report that love, care and support are the most frequently noted characteristics of a 'good carer' by young people in care (GCYP, 2015; McDowall J. , 2013; Randle, 2013). In addition, Cashmore and Paxman (2006) stress that stability and a sense of security are linked to more positive outcomes for young people once they leave care.

Messages highlighting the importance of love, support and stability for young people predominently used postive framing drawing upon appeals to logic, emotion and character. However, two campaigns in the United Kingdom used negatively-framed messages in order to educate people about the impact that lack of stability has on young people in care and in another instance to invoke empathy through focusing on the reasons for entry into care (Williams, 2016; Perpetual Fostering, 2019). Campaigns used a broad range of mediums to present this message including; websites, social media, videos, blog posts, newspaper articles and an online scrapbook poster. Majority of campaigns drew upon appeals to character, featuring the perspectives of carers and young people to establish the authenticity of this message. In a Facebook post on the 3 May 2019, TACT (a foster care agency in the United Kingdom) featured an article about an adolsecent foster carer and the young person in their care. In the article, the carer and young person talked about the importance of stability and consistency in establishing trust and allowing a young person to thrive in their placement. The post appealed to emotion through invoking cognitive empathy, which is an effective campaign strategy. This approach is also highlighted in a short film released by You Gotta Believe (foster care and adoptive agency in New York) in which three adolescent males share their

personal experience of abuse and neglect and contrast this narrative to the positive impact of receiving love, support and stability from their adoptive parent[23].

Child-focussed carers who have experience with young people

A number of campaigns targeting recruitment of carers for young people have also explicitly highlighted the skills and abilities that are beneficial to the role. This approach is supported by a growing body of research that argues that the content of campaigns should be tailored to motivate people with the right skillset to become carers of hard-to-place children (AdoptUSKids, 2015b; CWI, 2013). Blog posts and websites were the predominant mediums used to present this message. This was primarily framed through appeal to logic, providing factual information about the challenges and rewards of providing care for young people.

In New Zealand, 'Key Assets' personalise this message on their website through providing the profiles of two young people aged 11 and 13 years in need of a placement. A summary of the young person's needs is provided, and the desired attributes and family structure are listed followed by the contact information of the agency if a person is interested in becoming a carer (Key Assets NZ, 2019). The need for carers with child-focussed motivations is also explicitly referenced in a short film featuring carers who provide Intensive Treatment Foster Care to young people aged 10-17 years with emotional or behavioural issues. One of the carers in the video states that the role is "more about the child than it is about you and what you can get out of it"[24] (AFS, 2019).

Young people are one of the most vulnerable groups in need foster care

The majority of agencies that focus explicitly on recruitment of carers for young people draw upon messages that highlight the significant need of this particular group. Messages predominently use appeals to logic to motivate their target audience through presenting factual and quantifiable data to establish the extent and validity of the problem. This message commonly features at the beginning of an advertisement and is often coupled with messages that emphasise the positive impact of foster carers of adolescents. Videos or short films are the most common medium and the message is used as a catalyst to motivate people to consider caring for a hard-to-place child. In a short film, introducing a child-focussed model of recruitment, the current difficulty in recruiting carers for children aged 9+ years is established through a simplified description of the current issues facing the foster care system[25] (Dave Thomas Foundation, 2011). In another video titled #WHOCARES, released by Perpetual Fostering (a foster care agency in the United Kingdom), the film is combined with a social media campaign that encourages followers to share the message of the need for carers with their broader social networks[26] (Perpetual Fostering, 2019).

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[23] https://www.yougottabelieve.org/the-toles-family-a-story-of-adoption/

[24] https://www.afs4kids.org/services/foster-services/intensive-treatment-foster-care/

[25] https://www.youtube.com/watch?v=aLP3pAfCHgo

[26] https://www.youtube.com/watch?v=pPgOsqzsUnU

It is a fundamental right to have a family/ young people want a family

The desire and right to have a family were two messages that were distinct from one another but served complementary purposes. Campaigns highlighting permanency as a fundamental right of young people used negative-framing to establish the lack of foster carers for young people as a social injustice impeding upon their basic human rights. The AdoptUSKids website appealed to logic through providing statistics that quantify the number of young people currently waiting to be adopted (AdoptUSKids, 2019b). In contrast, AdoptUSKids reframed this message in another campaign to highlight the positive aspects of adopting an older child. In a blog post, identifying the 13 top reasons carers provided over Facebook about the benefits of adopting a teenager, the older age of young people was identified as a benefit as it ensured that the young person was a part of the decision to be adopted and 'wanted' to be a part of the family (AdoptUSKids, 2016a).

Normalising behaviours of young people in foster care

Some campaigns attempted to address the stigma and concerns associated with young people in OOHC by normalising the behaviour difficulties to their peers in the general population. The message was presented through three different mediums: a blog post, video and newspaper article. In a blog post, a short-term carer shared her experience of caring for a 15-year-old male who had come to the United Kingdom as an unaccompanied minor. The author described their concern about caring for a teenager, "we wished our social worker had handed us a guidebook to fostering teenagers". In contrast, she then continues and states that the difficulties they experienced were in line with "typical teenage behaviour". In another campaign by Extreme Recruitment, the barriers to caring for young people are challenged through a more direct approach. In a short video introducing Extreme Recruitment, three of the common concerns that prevent people from choosing to care for teenagers are listed and identified to be myths[27] (CMFCAA, 2017). Other campaigns use messages that highlight the positive benefits of caring for a teenager that align with the average experience of parenting young people. During National Adoption Week, AdoptUSKids (2016b) released a campaign of ten images featuring different reasons why people choose to adopt a young person.

Messages common to international and Australian recruitment campaigns

Some messages that were identified in the international review connected to the messages noted in the review of Australian campaigns. First, both targeted and generalised recruitment campaigns used messages that addressed the nuanced role of a foster carer as challenging but rewarding. In the context of campaigns targeting the recruitment of adolescent carers, this message addressed unique difficulties and benefits of caring for young people. Second, messages highlighted the positive impact the placement had on the young person and carer respectively. International campaigns also tended to use young people and their personal stories more prominently. For example, advertisements included young people describing the impact that their carers had on their lives and the difference they made for them.

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[27] https://www.youtube.com/watch?v=cBnxShjystU

Recommendations

There is insufficient research available to establish best practice approaches to the targeted recruitment of carers for children aged 9 and over. In this review, no Australian research and only a small number of international studies were identified that explored the motivations and barriers to recruiting carers for young people. Only two research reports were identified that provided internal and external evaluations of the effectiveness of these targeted recruitment campaigns. In addition, this review highlights the small number of campaigns currently targeting recruitment of carers for young people, outside of the United States. In the last five years, one targeted campaign was identified in Australia, one in New Zealand, four in the UK and none in Canada. Despite the lack of focus that this age group has received in the design and delivery of recruitment campaigns, over the last 20 years research has consistently identified that young people are among the most difficult to place. There remains a need for further research to explore the motivations and barriers to caring for young people aged 9-18 years. This is crucial to inform the development of campaigns that effectively target and recruit quality carers for young people.

This section will provide recommendations to inform the design and delivery of recruitment campaigns in Australia targeting carers for children aged 9+ years. First, key recruitment strategies are suggested. Second, key messages are listed that are predicted to be effective in building awareness and motivating target populations to consider becoming foster carers. The messages are divided into content that: establishes the problem, builds empathy and targets the character traits of 'good' carers. It is suggested that different types of messages are used in the same campaign to complement one another. An additional section is included identifying the messages that are distinctive to recruitment of Aboriginal and Torres Strait Islander and CALD carers.

Recruitment Campaign Strategies

1. Recruitment campaigns should be designed in consideration of the components of persuasion theory. Campaigns should include appeals to logic and emotion, delivered by trustworthy emissaries for an effective design and delivery of messages.

2. Appeals to emotion should aim to be designed to elicit cognitive empathy through facilitating a process to help the target audience understand the situation from the perspective of the young person.

3. Messages should predominantly be constructed under a positive-framing model as this is identified in research to be a more effective method to motivate people to consider foster care. In the review of current campaigns, positive-framing was used in almost all international and Australian campaigns. Negative-framing should only be used when contrasted with a positively-framed message in the same advertisement or campaign.

4. The design of recruitment campaigns should be informed by the findings from research that identify what young people in OOHC consider to be the key characteristics of a

'good' carer. The messages in recruitment campaigns should target recruitment of carers who hold similar values and characteristics.

5. Recruitment campaigns should target population groups who are most likely to consider caring for young people and are most capable of meeting the needs of young people.

6. Recruitment of Aboriginal and Torres Strait Islander and CALD carers should be prioritised to provide culturally matched placements for young people.

7. Targeted recruitment campaigns should use small-scale and large-scale strategies to build public awareness of the need for adolescent carers. Small-scale strategies should aim to educate target populations prior to developing a large-scale campaign to ensure that campaigns are effective in attracting people who are ready to progress through the assessment process.

Key Messages

Understanding the problem

1. ***Support is available to carers.*** This message should explicitly list the types of support available to carers. Any additional supports available to carers of young people in this age bracket should also be noted.

2. ***Young people are one of the most vulnerable groups in need of foster carers.*** This message should provide factual information and statistics to justify this statement. This strategy should occur in conjunction with an appeal to cognitive empathy to encourage the audience to understand the difficulty young people experience when in foster care.

3. ***It is a fundamental right to have a family/ Young people want a family.*** This message should use positive framing to identify that all children and young people want a family, and this is no different for this age group.

Empathy building

4. ***Young people need love, support and stability.*** Messages should highlight the impact of these factors through sharing stories of personal experiences where young people were impacted by receiving love, support and stability for their foster family.

5. ***Challenging but rewarding.*** Messages should provide a nuanced view of the difficulties and benefits of caring for young people. This is crucial to ensure that people are aware of the types of potential difficulties they may face, while also highlighting the significant benefits of the role.

6. ***Positive impact on carers.*** Messages should highlight narratives of carers sharing personal experiences of the positive impact of caring for a young person.

7. ***Positive impact on young people.*** Messages should feature the narratives of young people sharing the impact that a carer has had on their life or on a specific circumstance.

8. ***Openness to supporting Restoration and Family Preservation.*** In accordance with the National Framework and Permanency support plan, messages should focus on building

empathy for the birth family of young people in care. The role of short-term carers should be reframed to a partnership with birth parents in supporting young people.

9. ***The Positive Impact of Permanency on a Child's Wellbeing.*** In accordance with the National Framework and Permanency Support Program, messages should also highlight the importance of permanency for young people who are unable to return to their birth families. This message could be used in conjunction with *Young people need love, support and stability* or *It is a fundamental right to have a family/ Young people want a family.*

Character targeting messages

10. Messages should target the character traits identified by young people to make a 'good' carer. This includes: ***provide love, care and support; good listener and communicator; have thick skin; patient; enjoy spending quality time with young people*** and are ***child-focussed.***

Culturally specific messages

11. ***Maintaining connection to culture, family and community.*** The importance of maintaining connection to a young person's culture, family and community should be highlighted in all campaigns targeting recruitment of CALD and Aboriginal and Torres Strait Islander Carers for young people.

Conclusion

The policy shift towards permanency in out-of-home care requires much greater attention to finding carers for older children. There is a trend in NSW and Australia for children to remain longer in care. Longer stays in care are associated with placement breakdown, which undermines children's emotional development and can impact on outcomes such as school engagement and academic achievement. Targeted approaches can highlight the stigma, needs and strengths of older children and connect to key motivators associated with altrusim and a sense of responsibility. The latter is particularly key for adults who have a meaningful relationship to an older child in care, and may want to foster out of concern for children in their social, familial or cultural networks. It is imperative to recruit more carers for older children, who can weather the challenges and experience the ample rewards.

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Australian Foster Carer Recruitment Campaigns

Reference	Location	Goal of Campaign	Medium
1. (Barnardos Australia, 2014)	NSW and ACT	Young general population	Radio ads, online and print advertisements, outdoor posters
https://www.barnardos.org.au/media-centre/campaigns/count-yourself-in-foster-care-campaign/count-yourself-in-media-release/			
2. (SSI, 2019)	NSW	CALD population	Website
https://www.ssi.org.au/multicultural-foster-care			
3. (Marist 180, 2016)	NSW	Carers for unaccompanied minors	Website
https://marist180.org.au/180-intensive-therapeutic-care/unaccompanied-humanitarian-minors-program/			
4. (Creating Links, 2019)	NSW	CALD population	Website & print poster advertisement
https://creatinglinks.org.au/services/fostering/			
5. (William Campbell Foundation, 2018)	NSW	Live-in carers	Website & video
https://www.wcfoundation.org.au/liveinfostercare			
6. (My Forever Family, 2018)	NSW	General population	Television campaign
https://www.carbon-creative.com.au/work/same-but-different			
7. (Yorganop, 2016)	WA	ATSI population	Website
http://www.yorganop.org.au/foster			
8. (Department of Community, Child Protection and Family Support, 2019)	WA	General population	Website & video (x4)
https://childprotectioncareers.wa.gov.au/foster-carer-recruitment			

9. (Wanslea Foster Care, 2014)	WA	General population	Video
https://www.youtube.com/watch?v=TGm2hbvxkvU			
10. (VACCA, 2018)	VIC	ATSI population	Website
https://www.vacca.org/page/service-information/practitional/foster-care-extended-care			
11. (VACCA, 2018b)	VIC	ATSI population	Video
https://www.youtube.com/watch?v=kAhxpeG7i1M			
12. (VACCA, 2014)	VIC	ATSI population	Video
https://www.youtube.com/watch?v=AuUA283h69M&feature=youtu.be			
13. (Anglicare Victoria, 2019)	VIC	General population	Website
https://www.anglicarevic.org.au/what-we-do/providing-homes/foster-caring/			
14. Fostering Connections, (JOY FM, 2019)	VIC	General population	Website & Radio
https://joy.org.au/fridaydrive/2019/01/fostering-connections/			
15. (Victorian State Government, 2017)	VIC	General population	Website
https://services.dhhs.vic.gov.au/foster-care			
16. (Queensland Government, 2019)	QLD	General population	Videos (x9), Website, Television, social media and digital advertisements
https://www.csyw.qld.gov.au/campaign/fostercare/stories.page http://statements.qld.gov.au/Statement/2019/3/1/were-looking-for-foster-carers			
17. (Department of Child Safety, Youth and Women, 2018)	QLD	General population	Information Report
https://www.csyw.qld.gov.au/resources/dcsyw/child-family/foster-kinship-care/become-a-foster-or-kinship-carer.pdf			
18. (Queensland Foster and Kinship Care, 2016)	QLD	General population	Website

http://www.qfkc.com.au/index.php?option=com_content&view=article&id=49&Itemid=77			
19. (Foster & Kinship Carers Association NT, 2018)	NT	General population	Video
https://www.youtube.com/watch?time_continue=20&v=BhPBqUAcXRw			
20. (Foster and Kinship carers Association NT , 2019)	NT	General population	Website
http://www.fostercarersnt.org.au/become-carer			
21. (NT Government, 2017)	NT	General population	Website
https://nt.gov.au/community/child-protection-and-care/become-a-foster-or-kinship-carer			
22. (Aboriginal and Torres Strait Islander Family Support Service, 2019)	SA	ATSI population	Website
https://www.afss.com.au/becoming-a-carer			
23. (Uniting Communities , 2017)	SA	General population	Video
https://www.unitingcommunities.org/services/families-and-children/foster-care/			
24. (Key Assets, 2019)	SA	Carers for 'high needs' children	Website
https://www.keyassets.com.au/foster-care/placement-types/			
25. (Centacare, 2019)	SA	General population, ATSI population & 'high needs' children	Website
http://fostercare.centacare.org.au/our-approach/			
26. (Centacare, 2018)	SA	General population, focus on restoration	Video
https://www.youtube.com/watch?time_continue=2&v=zCWUNKgEipY			

27. (Foster and Kinship Carers Association Tasmania, 2015)	TAS	General population	Website
http://fkat.org.au/			
28. (Department of Health and Humans Services: Tasmanian Government, 2019)	TAS	General population	Website
http://www.fostercare.tas.gov.au/becoming_a_foster_carer			
29. (DHHS Web Administrator, 2015)	TAS	General population	Video
https://www.youtube.com/watch?v=5U0ldOr7Hxs			
30. (Life Without Barriers, 2019)	Australia	General, LGBTI & ATSI populations	Website and social media
https://www.lwb.org.au/foster-care/ https://www.instagram.com/lwbaustralia/			
31. (Secretariat of National ATSI and Islander Child Care, 2019)	Australia	ATSI population	Website
http://www.supportingcarers.snaicc.org.au/looking-after-yourself/becoming-a-carer/			

International Recruitment Campaigns

Targeting Carers for Young People Aged 9 years and Over

Reference	Location	Medium	Messages
(Ott, 2017)	UK	Blog post	Challenging but rewarding role; Normalising behaviours of young people in foster care; Need carers who are experienced with young people and are child focused
https://www.theguardian.com/social-care-network/social-life-blog/2017/feb/15/fostering-a-teenage-asylum-seeker-was-challenging-and-fun			
(Williams, 2016)	UK	Blog post	Need carers who are experienced with young people and are child focused; Need carers who are experienced with young people and are child focused
https://perpetualfostering.co.uk/insights/the-problems-teenager-foster-children-face/			
(Perpetual Fostering, 2019)	UK	Video & Social Media	Young people are one of the most vulnerable group in need foster care; Need for love, support and stability; Have a positive impact on a young person
https://www.youtube.com/watch?v=pPgOsqzsUnU			
(TACT, 2019)	UK	Social Media	Need for love, support and stability
https://www.facebook.com/tactcare/			
(AdoptUSKids, 2016a)	US	Blog post	Young people want a family; Challenging but rewarding role; Need for love, support and stability; Caring for young people has a positive impact on carers
https://blog.adoptuskids.org/13-reasons-to-adopt-a-teen/			
(AdoptUSKids, 2016b)	US	Facebook	Caring for young people has a positive impact on carers; Need for love, support and stability; Have a positive impact on a young person;

			Normalising behaviours of young people in foster care
(AdoptUSKids, 2018)	US	Blog post	Need for love, support and stability; Have a positive impact on a young person; Young people are one of the most vulnerable group in need foster care
https://blog.adoptuskids.org/being-loved-has-taught-me-how-to-love/			
(AdoptUSKids, 2019a)	US	Online Scrapbook poster	Have a positive impact on a young person; Need for love, support and stability
https://www.adoptuskids.org/adoption-and-foster-care/how-to-adopt-and-foster/envisioning-your-family/always-need-family			
(AdoptUSKids, 2019b)	US	Website	Young people want a family
https://www.adoptuskids.org/meet-the-children/children-in-foster-care/children-on-adoptuskids			
(Dave Thomas Foundation, 2011)	US	Video	It is a fundamental right of young people to have a family; Need for love, support and stability; Young people are one of the most vulnerable group in need foster care
https://www.youtube.com/watch?v=aLP3pAfCHgo			
(Dave Thomas Foundation, 2019)	US	Website	Need carers who are experienced with young people and are child focused; It is a fundamental right of young people to have a family;
https://www.davethomasfoundation.org/our-programs/wendys-wonderful-kids/			
(YGB, 2019)	US	Website	Need for love, support and stability; Have a positive impact on a young person; Young people are one of the most vulnerable group in need foster care
https://www.yougottabelieve.org/parenting/why-families-for-teens/			

(YGB, 2013)	US	Video	Need for love, support and stability; Have a positive impact on a young person; Young people are one of the most vulnerable group in need foster care
https://www.youtube.com/watch?v=zFQ1fY4fzDg&feature=youtu.be			
(CMFCAA, 2017)	US	Video	Young people are one of the most vulnerable group in need foster care; Normalising behaviours of young people in foster care
https://www.youtube.com/watch?v=cBnxShjystU			
(Holton, 2019)	US	News article	Normalising behaviours of young people in foster care; Need for love, support and stability; Have a positive impact on a young person;
http://www.fox13news.com/news/good-stuff/teacher-becomes-parent-to-student-being-shuffled-through-foster-care			
(THV11, 2019)	US	Television program	Young people are one of the most vulnerable group in need foster care; It is a fundamental right of young people to have a family
https://www.youtube.com/watch?v=jyeBx3wVV_w			
(TheFosteradopt, 2017)	US	Television program	Have a positive impact on a young person
https://www.youtube.com/watch?time_continue=2&v=2BrPkE2ZBIM			
(AFS, 2019)	US	Website & video	Challenging but rewarding role; Need carers who are experienced with young people and are child focused
https://www.afs4kids.org/services/foster-services/intensive-treatment-foster-care/			
(Key Assets NZ, 2019)	NZ	Website	Need carers who are experienced with young people and are child focused
http://www.keyassets.co.nz/become-a-foster-carer/children-we-foster/			