



**My Forever  
Family NSW**

Nurture Belonging

# CARING FOR THOSE WHO CARE FOR KIDS

**CHILDREN IN CARE COLLECTIVE**

**16 JULY 2019**

# MY FOREVER FAMILY NSW



The My Forever Family program was established in July 2018 in the context of the **Permanency Support Program**.

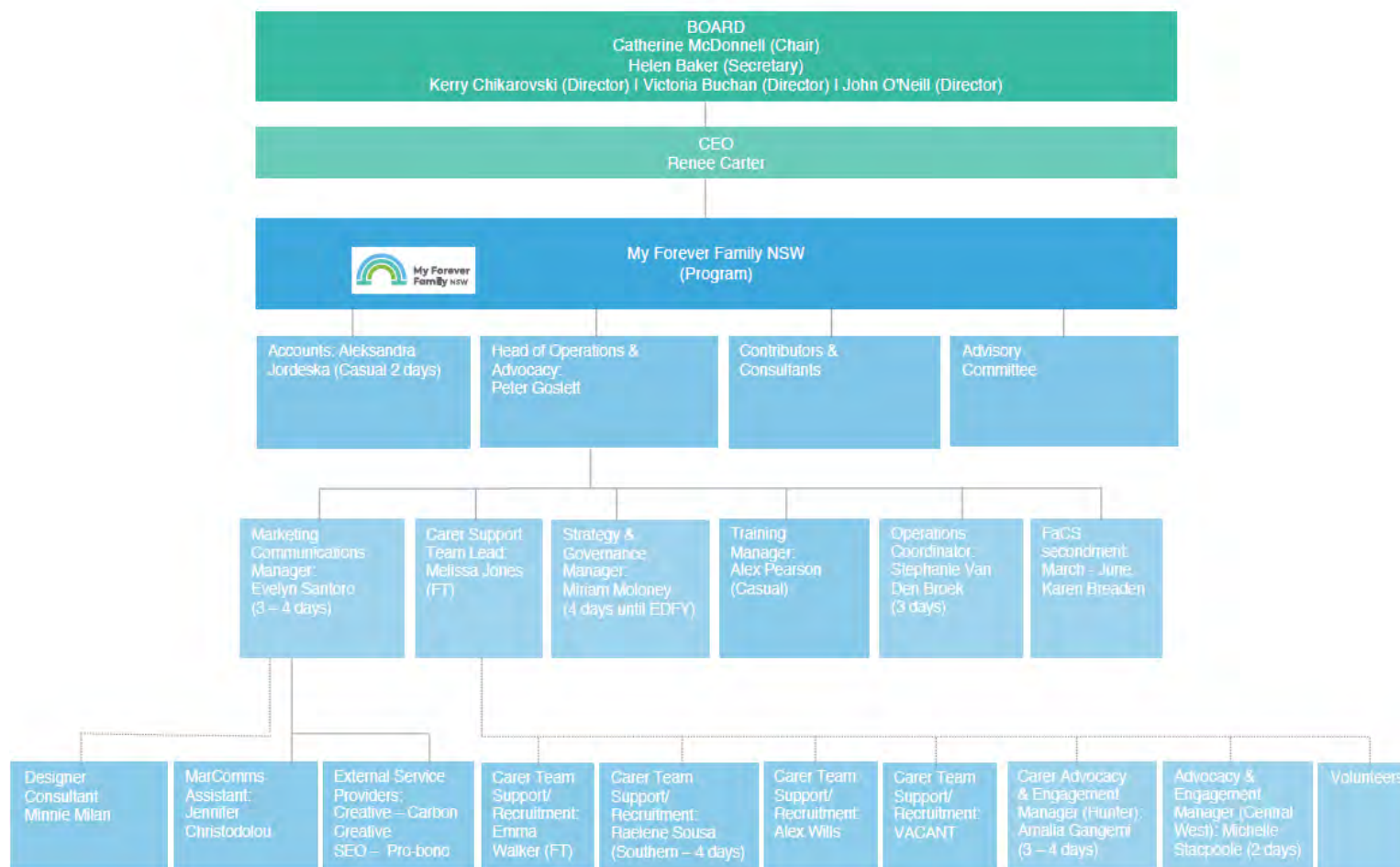
MFF now achieves similar, and additional, outcomes for children and young people in the out of home care system as two previous programs:

1. **Connecting Carers – Carer Support**
2. **Fostering NSW – Recruitment**

The **objective** of MFF, **in collaboration** with the sector, is to support and provide safe, stable and nurturing homes for children by:

- **recruiting** new carers - driving sector solutions to ensure NSW has access to prospective guardians, adoptive parents and authorised carers, especially Aboriginal and CALD carers
- **supporting** the NSW carer community to ensure that they are valued, informed, supported and advocated for
- providing **training** to carers so they are best equipped for the caring role
- raising community awareness of the carer role
- **advocating** for sector improvement by collating and analysing data, identifying themes of issues and barriers and using this information to work closely with FACS, the NSW Ombudsman and the NSW Children's Guardian.

# MY FOREVER FAMILY ORGANISATION



# BUILDING COMMUNITY AND CAPACITY TO PROMOTE PERMANENCY AND STABILITY



- Linking carers together through:
  - Carer support line
  - Training
  - Carer Reference Groups
  - Peer support groups
  - Mentoring
  - Online forums
  - Volunteers
- Coordinating events:
  - Foster and Kinship Care picnics
  - Morning teas
  - Roadshows

# REDUCING ISOLATION



- Raising awareness in the larger community through marketing and media
- Ensuring that carer issues are on the political agenda
- Advocating for systemic change and promoting consistency of practice across the sector
- Providing resources and updates for carers to link into mainstream services
- Providing an online library with both fiction and non-fiction books so that carers and kids can read books about them and about their situation

# WHAT IS MEASURED IS MANAGED – DATA



- There is no accessible central data source for the OOHC sector
- This limits holistic understanding of areas such as:
  - who and where are the children that need care?
  - which carers have capacity?
  - where to target supports?
- Good news is that My Forever Family is building this data in conjunction with the sector
- This data will inform ongoing policy and practice developments



# CURRENT RESEARCH INITIATIVES



1. Minimum mandatory training requirements for carers – research implemented
2. Research into recruiting carers for children 9 and older
  - This research has been commissioned by MFF from Sydney and Wollongong University
  - Both papers will be delivered in September 2019 and MMF will hold an event in October to present the findings



# SECTOR CAPACITY RE: SEXUAL BEHAVIOURS



## What the MFF Carer Support Team report:

- Some calls from carers in relation to sexualised behaviour, usually for pre-pubescent children
- Carers usually report that their agency is unable to provide support in relation to the sexualised behaviours
- We have received calls from agency staff asking for resources

## My general observations:

- Limited clinical capacity
- Limited understanding of behaviour support
- Limited ability to respond to average sexual behaviour
- Very limited ability to respond to problematic or harmful sexual behaviours

# PROGRAM ANALYTICS – OVERALL

# LIVE DASHBOARD

AT 15 JULY 2019



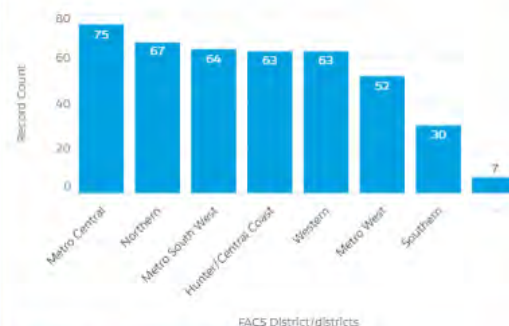
Referrals - total

421

[View Report \(MFF referral made + Cultural background\)](#)

⌵

Referrals by Region



[View Report \(MFF referral made + Cultural background\)](#)

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Authorisations

Authorisations made via MFF pipeline

10

[View Report \(Authorised Metric Report for Dashboard\)](#)

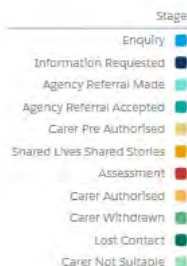
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Potential Carer Pipeline

Journey through Recruitment Process



[View Report \(MFF Latest Opportunity Stage Summary\)](#)



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Active Recruitment Contacts

Potential carers in the MFF pipeline

948

[View Report \(Active Recruitment Contacts\)](#)

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Authorised Carer Households

Carer Households in MFF Database

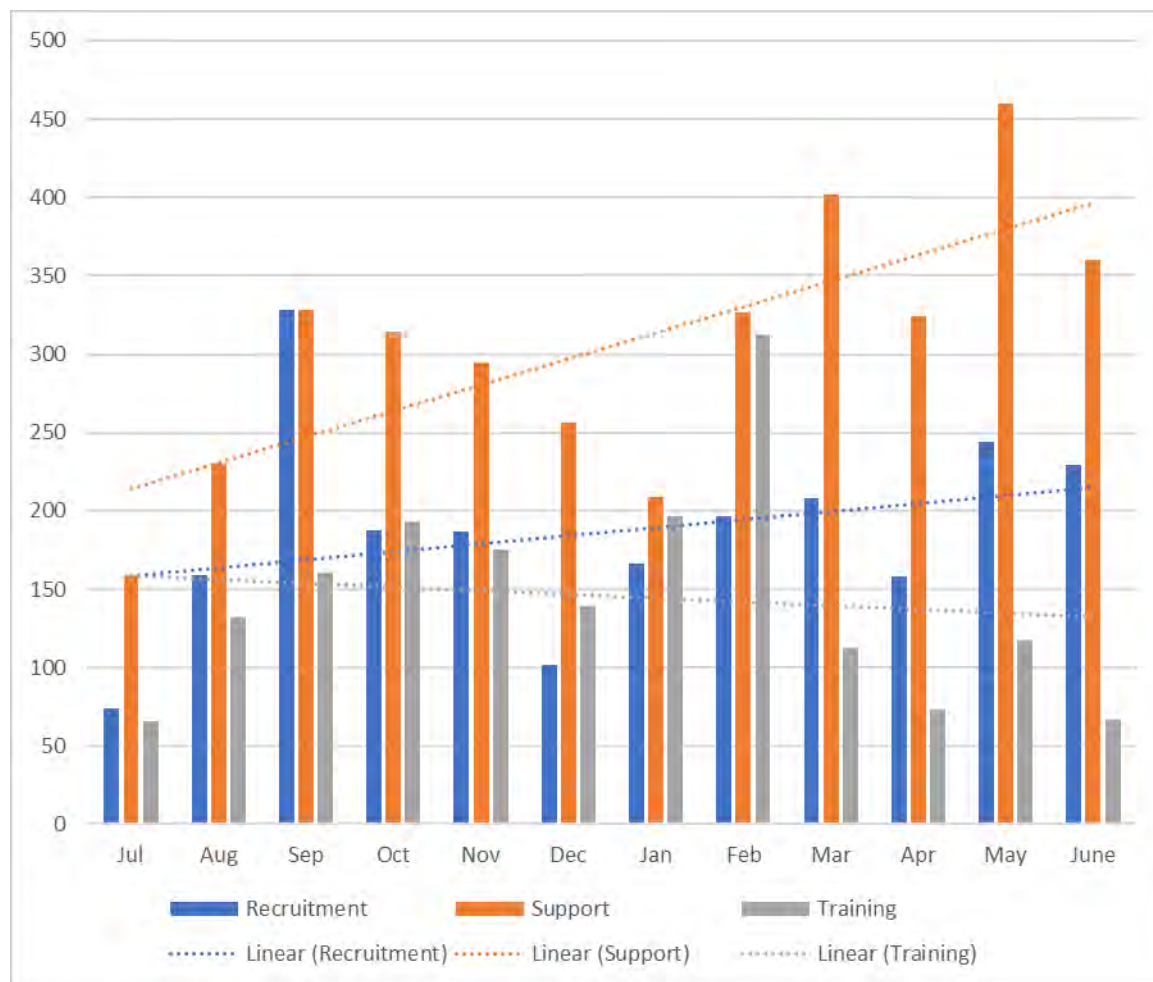


OCG Database = 12,111 carer households  
[View Report \(MFF Authorised Carer Household Database\)](#)

- Live dashboard visible to all MFF team to maintain focus on important metrics

# INBOUND ENQUIRY TREND

BY PURPOSE BY MONTH – TO END JUNE 2019



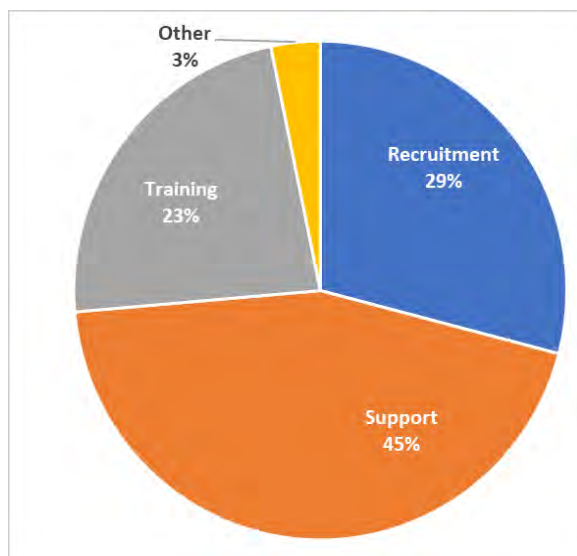
- **Carer Support** enquiry volume is increasing significantly over time
- **Potential Carer Recruitment** trend is also increasing over time
- **Carer Training** enquiry volume is increasing slightly
- **ACTION:** With Carer Support being a key requirement, and a growing function, we have presented a business case to FACS for additional funding for the remaining two years of the contract to cover **3 FTE additional Carer Support** team members.

# ENQUIRIES – INBOUND

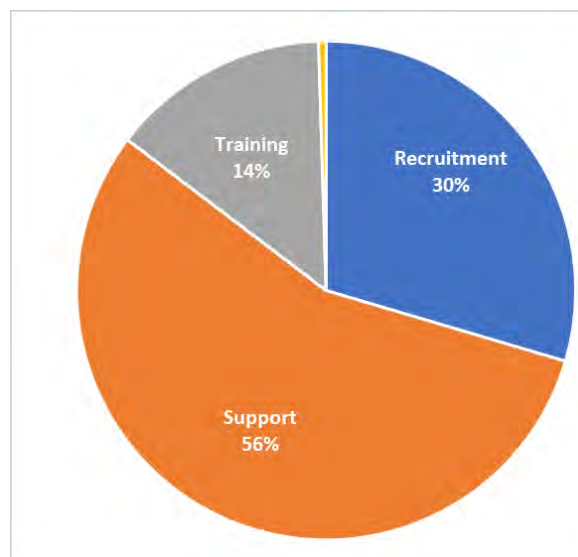
AVERAGE = 637 INBOUND ENQUIRIES EACH MONTH



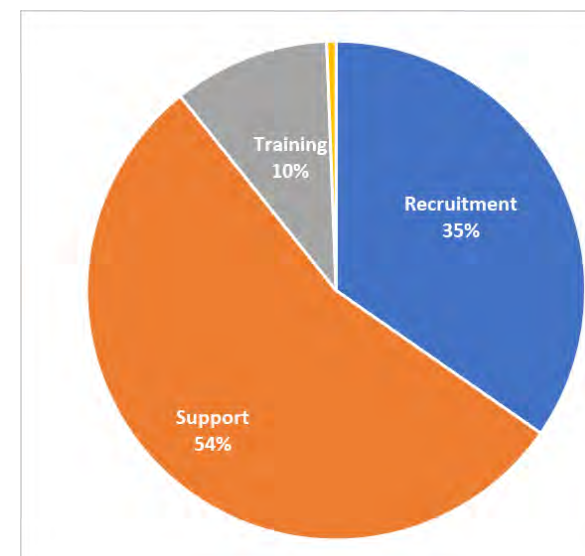
Since July 2018  
7,832 enquiries to date



May 2019  
836 enquiries



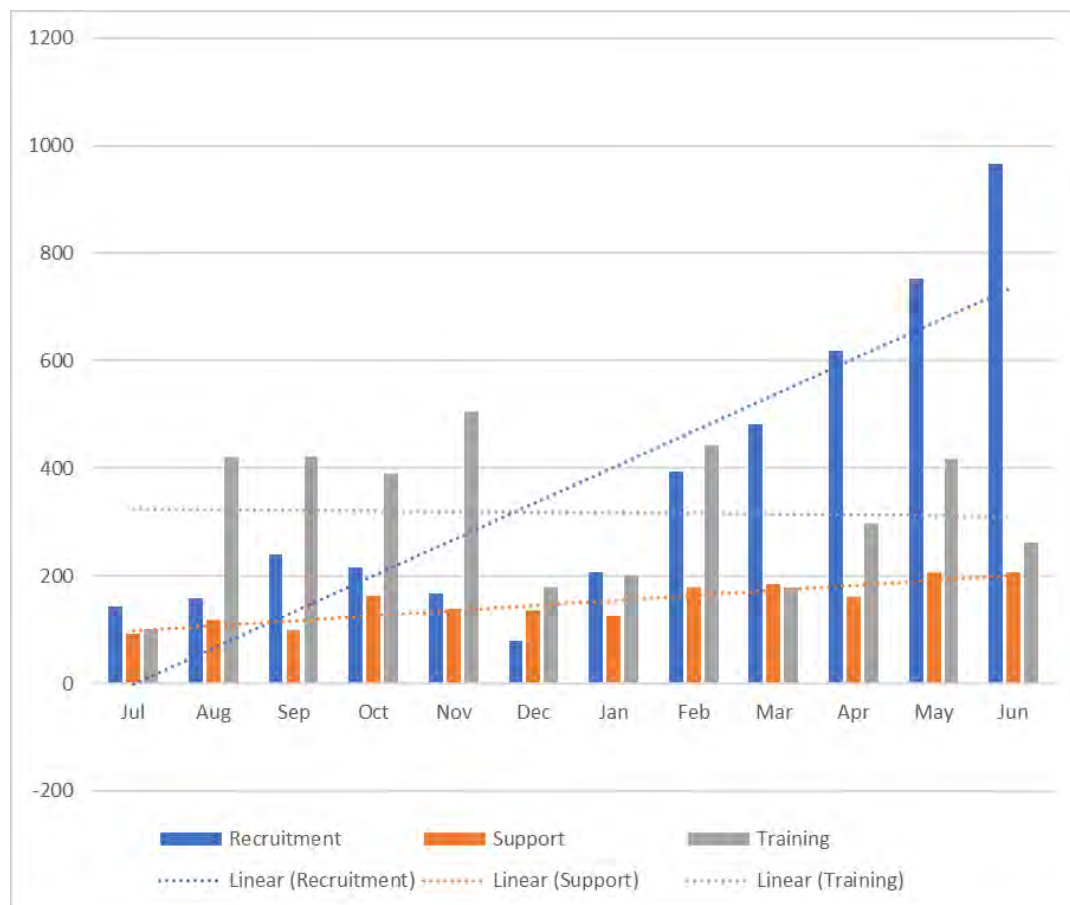
June 2019  
656 enquiries



- **Carer Support and Carer Recruitment** enquiries are increasing over time
- **Carer Training** process is more streamlined resulting in fewer inbound enquiries
- Enquiries are affected by **recruitment campaigns, growing awareness of support service, promotion of training activities**

# OUTBOUND ENQUIRY TREND

BY PURPOSE BY MONTH – TO END JUNE 2019

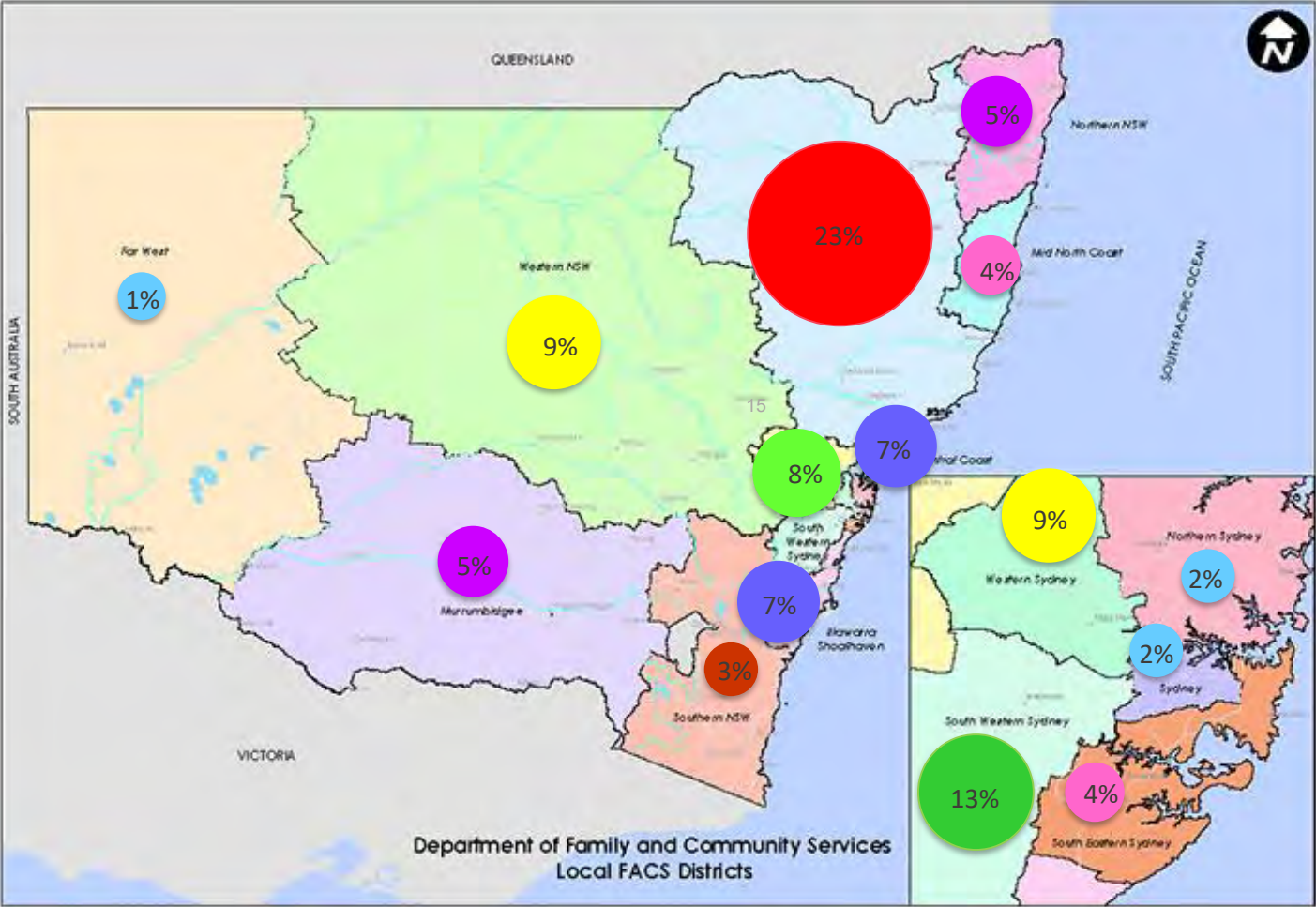


*Linear trendline shows the overall trend of data as a straight line by smoothing out the highs and lows*

- Blue trendline shows significant growth in outbound recruitment activity during 2019
- Carer Support Team has a documented process to follow up recruitment enquiries and increase referrals
- A new staff member has been appointed 3 days a week to support this process
- **ACTION:** This activity relates to the **requirement to increase** the number of authorised carers. We are working to not just refer potential carers, but **track and support their journey to increase the conversion rate**



# WHERE ARE THE KIDS IN CARE?



District	# of kids in care*	% of kids in care
Hunter New England	4,056	23%
South Western Sydney	2,292	13%
Western Sydney	1,567	9%
Western NSW	1,554	9%
Nepean Blue Mountains	1,409	8%
Illawarra Shoalhaven	1,296	7%
Central Coast	1,218	7%
Northern NSW	934	5%
Murrumbidgee	884	5%
Mid North Coast	723	4%
South Eastern Sydney	641	4%
Southern NSW	451	3%
Northern Sydney	387	2%
Sydney	355	2%
Far West	114	1%
Total	17,879	100%

Data extrapolated from FACS website, NSW population data and AIHW Child Protection Australia 2016-2017 report. Numbers are indicative



# MFF DISTRICT COVERAGE SUMMARY



## Western District – Far West, Western NSW, Murrumbidgee

8% of NSW population

**14% of kids in foster care (approx. 2,550 children)**

15% of MFF Authorised Carers

18% of MFF Potential Carers

**15% of MFF referrals**

## Southern District – Illawarra Shoalhaven, Southern NSW

8% of NSW population

**10% of kids in foster care (approx. 1,750 children)**

11% of MFF Authorised Carers

8% of MFF Potential Carers

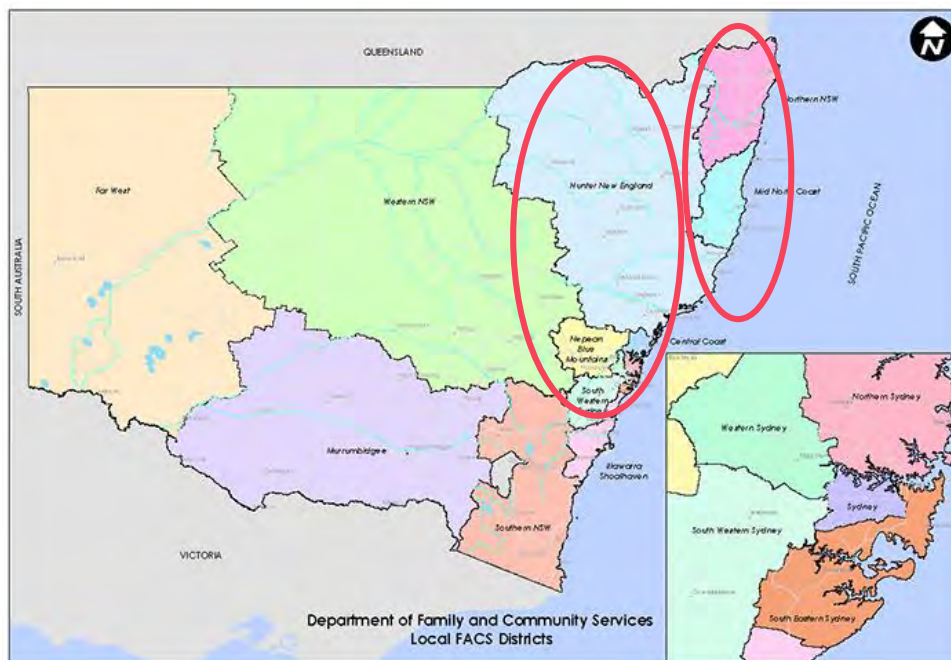
7% of MFF referrals



**Action: Western roadshows have seen an increase in referrals in the Western district**

*Data sources: FACS website (Feb 19), NSW population data, AIHW Child Protection Australia 2016-2017 report, MFF data*

# MFF DISTRICT COVERAGE SUMMARY



## Hunter/Central Coast District

16% of NSW population

**29% of kids in foster care (approx. 5,300 children)**

27% of MFF Authorised Carers

16% of MFF Potential Carers

**15% of MFF referrals**

## Northern District – Mid North Coast, Northern NSW

7% of NSW population

**9% of kids in foster care (approx. 1,650 children)**

10% of MFF Authorised Carers

14% of MFF Potential Carers

16% of MFF referrals

**Action: Focus on increasing referrals in Hunter/Central Coast district**

*Data sources: FACS website (Feb 19), NSW population data,  
AIHW Child Protection Australia 2016-2017 report, MFF data*

# MFF DISTRICT COVERAGE SUMMARY



## Metro Central District

32% of NSW population

**8% of kids in foster care (approx. 1,400 children)**

10% of MFF Authorised Carers

19% of MFF Potential Carers

18% of MFF referrals

## Metro South West District

12% of NSW population

**13% of kids in foster care (approx. 2,300 children)**

11% of MFF Authorised Carers

12% of MFF Potential Carers

15% of MFF referrals

**Action: Focus on increasing referrals in Metro West**

*Data sources: FACS website (Feb 19), NSW population data, AIHW Child Protection Australia 2016-2017 report, MFF data*

## Metro West District

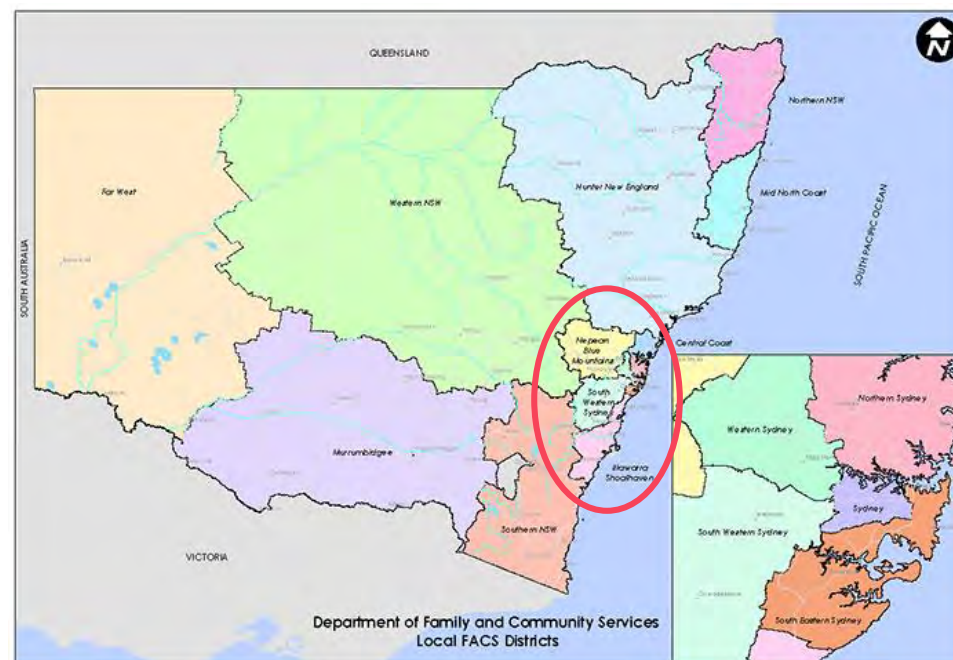
17% of NSW population

**17% of kids in foster care (approx. 3,000 children)**

16% of MFF Authorised Carers

12% of MFF Potential Carers

**12% of MFF referrals**

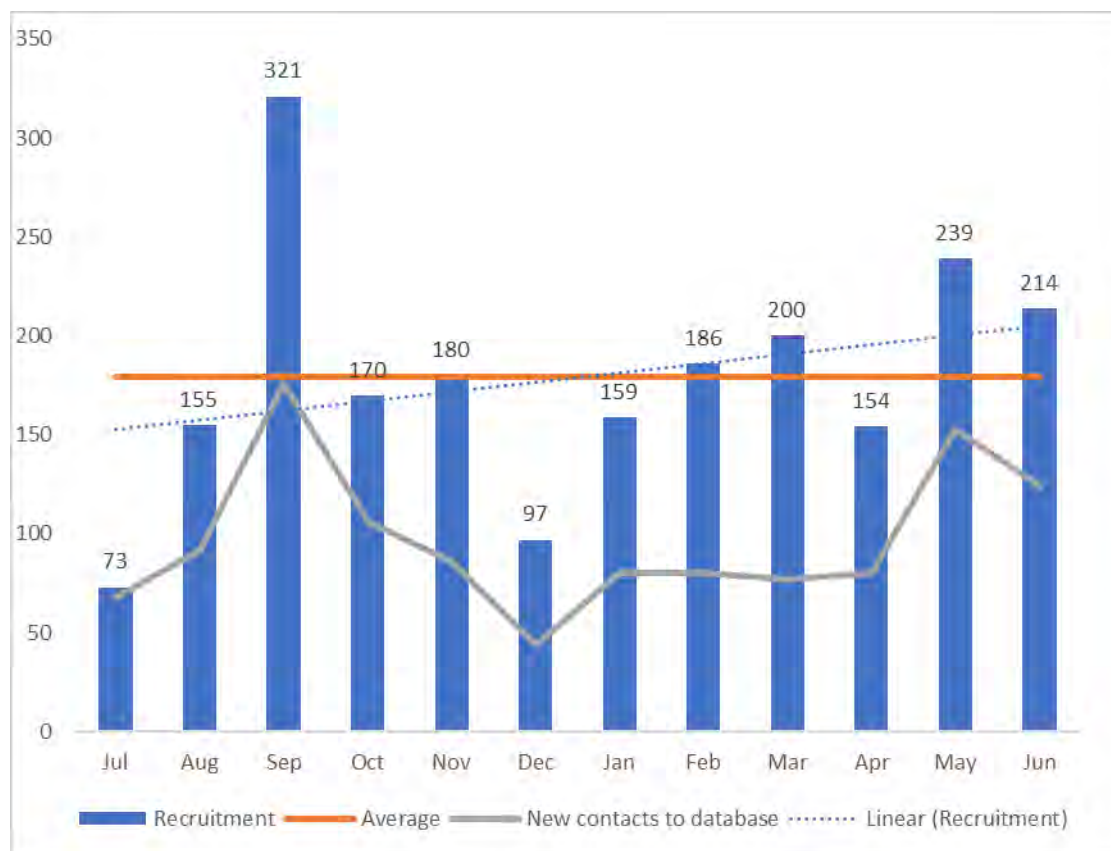


# BECOMING A CARER - RECRUITMENT

DATA AT 25 JUNE 2019

# ENQUIRIES – RECRUITMENT

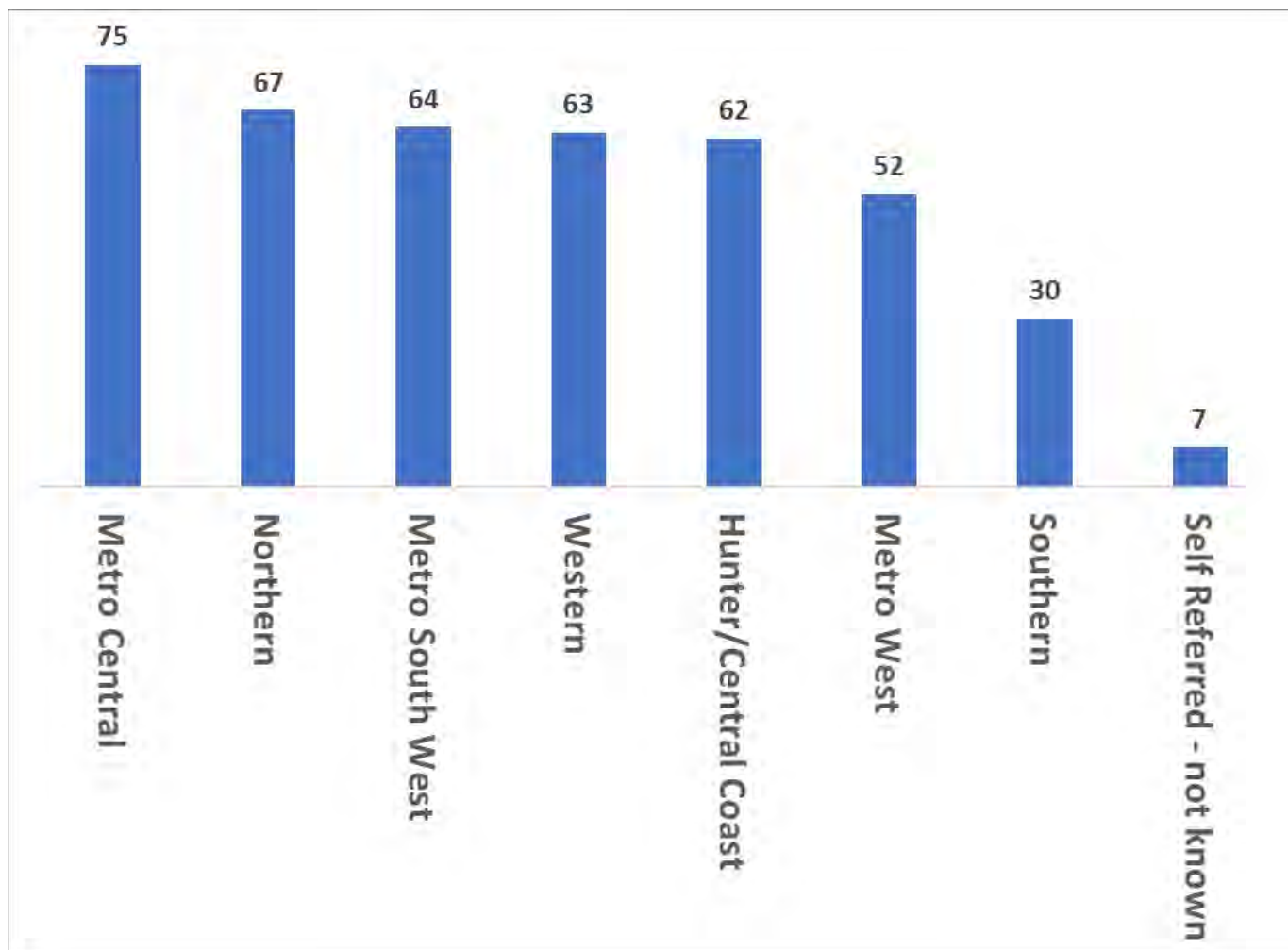
## INBOUND TREND BY MONTH



- **1,190 households** have contacted MFF regarding recruitment
- **420 pre-screened referrals** have been sent to agencies – **35% conversion rate**
- 2,478 total inbound recruitment enquiries (we speak to some households more than once). Average per month = **184**
- Inbound recruitment call trend is increasing over time (dotted line)
- New potential carer contacts are increasing steadily through 2019 (grey line)

# TOTAL REFERRALS MADE

420 REFERRALS TO 15 JULY 2019



- 354 referrals to 38 NGOs
- 66 referrals to FACS (16%)



# REFERRALS BY MONTH

420 REFERRALS TO 15 JULY 2019



- Steady increase in referrals throughout 2019
- Carer Support Team has streamlined and documented process on following up recruitment calls
- September spike = Foster Care Week 2018 – we expect a similar spike this year

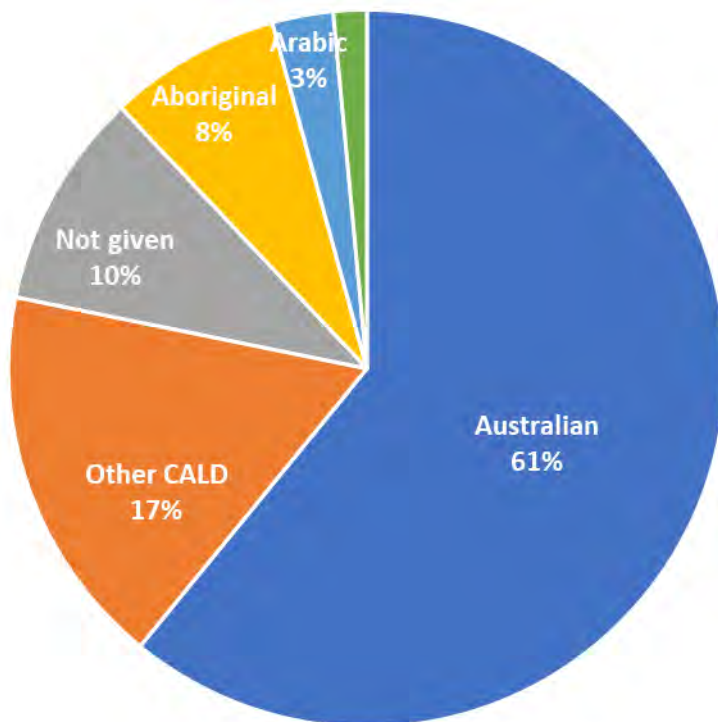


# BACKGROUND – REFERRALS

420 REFERRALS TO 15 JULY 2019

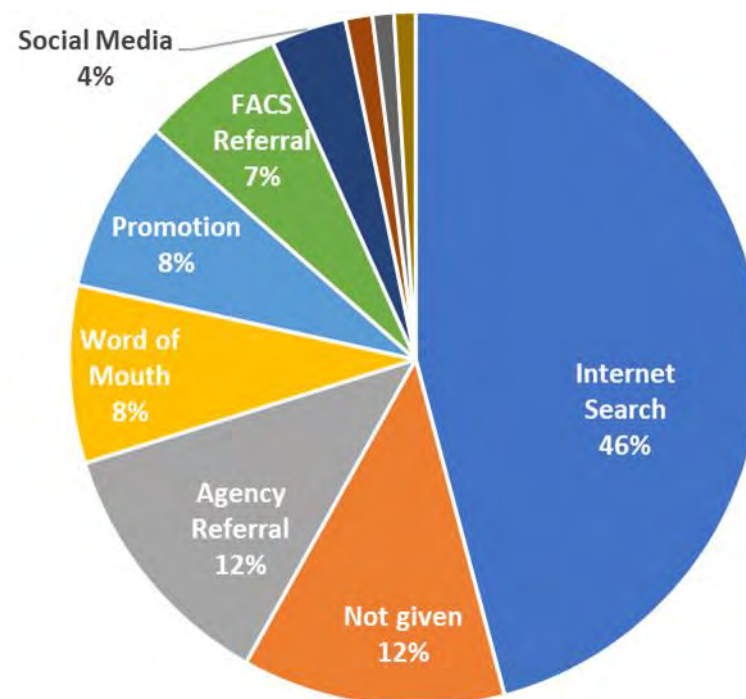


Cultural background (self defined)



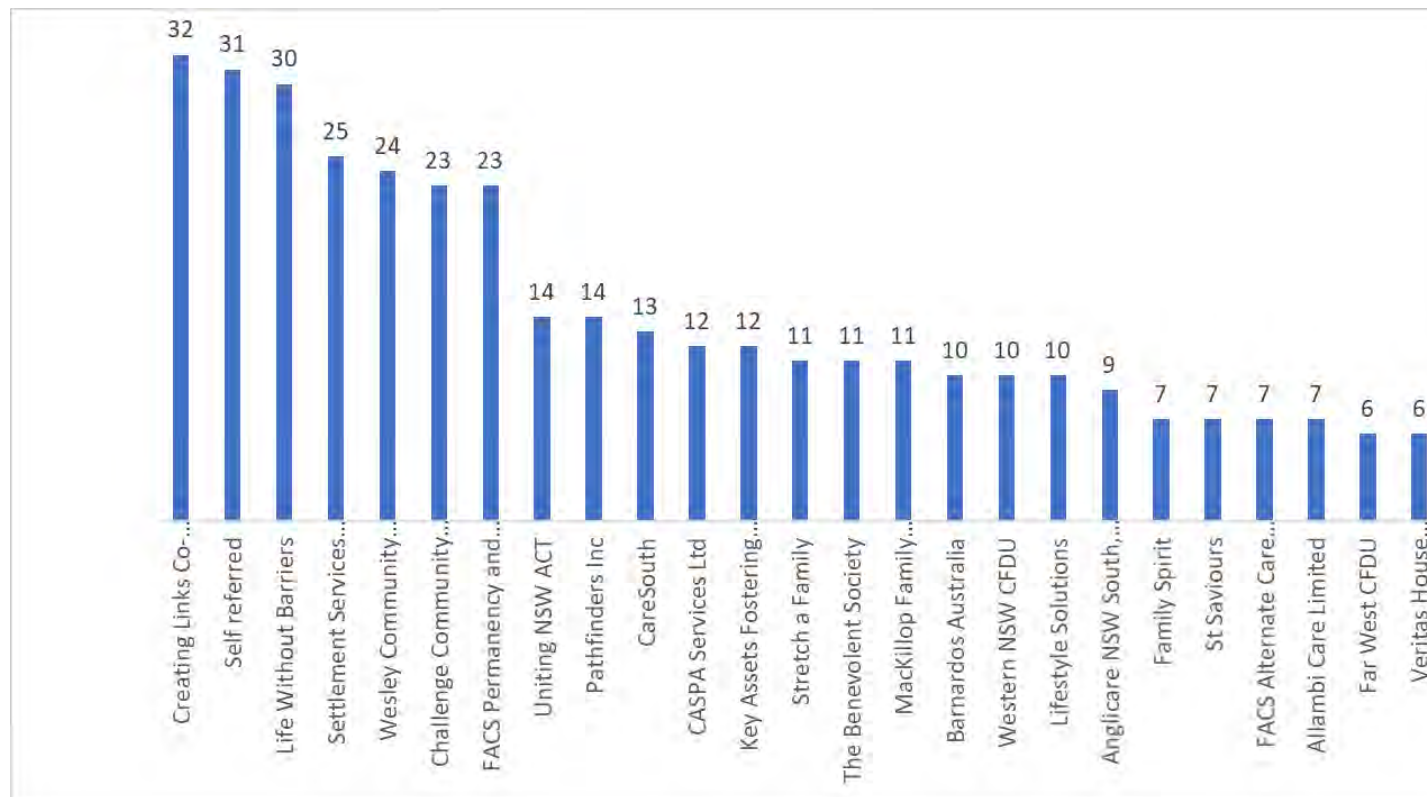
Unlabelled green section = Chinese (1%)

How did you hear about MFF?



# REFERRALS BY AGENCY (1/2)

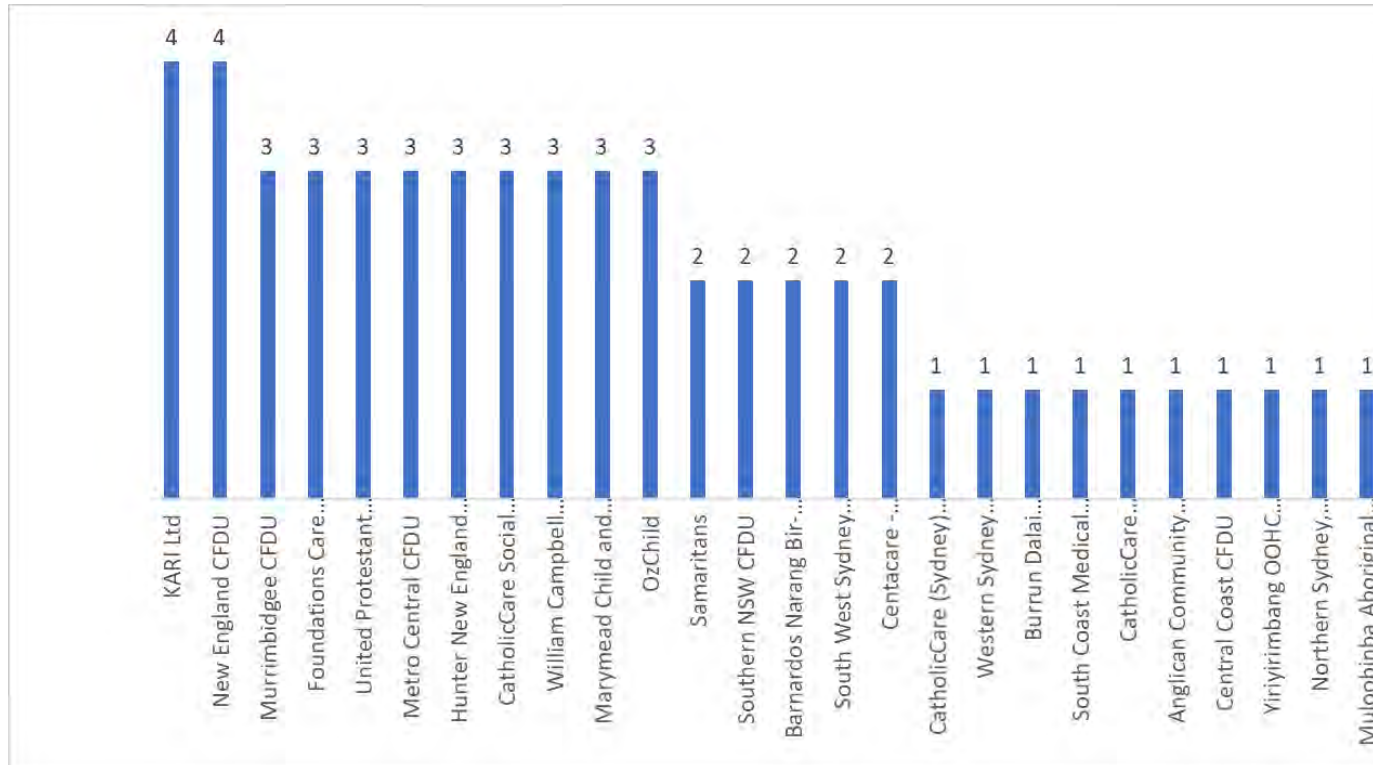
420 REFERRALS TO 15 JULY 2019



- Referrals made to 38 NGOs
- Agency selection based on criteria checklist provided to MFF, matching that criteria and location

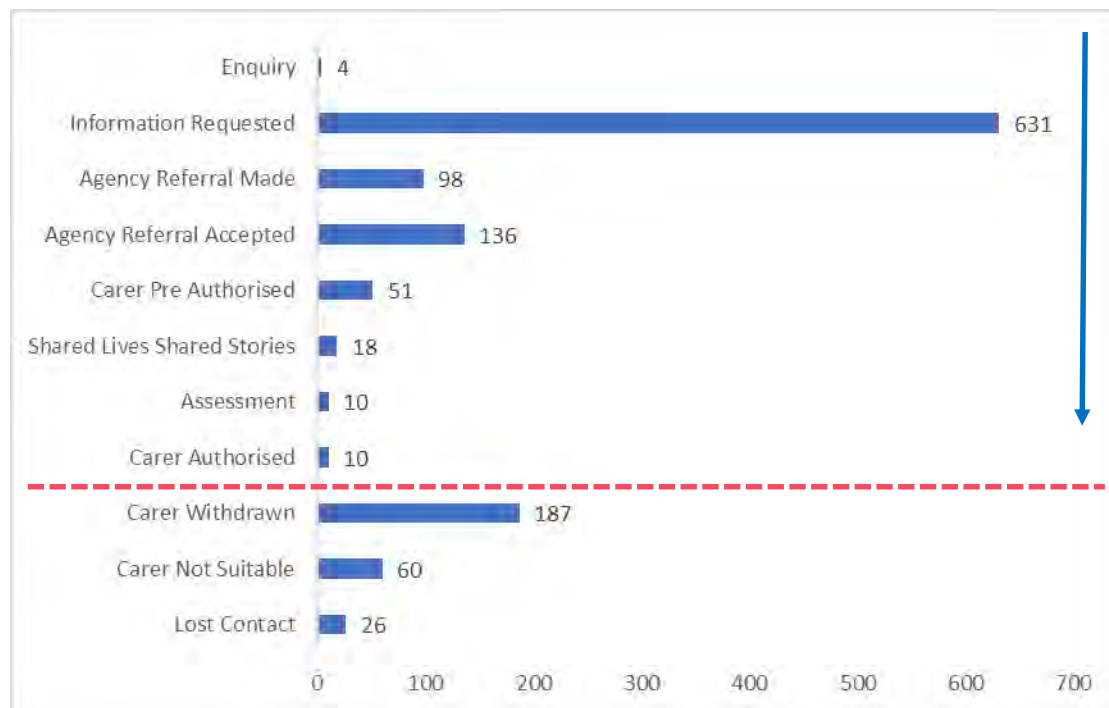
# REFERRALS BY AGENCY (2/2)

420 REFERRALS TO 15 JULY 2019



- Referrals made to 38 NGOs
- Agency selection based on criteria checklist provided to MFF, matching that criteria and location

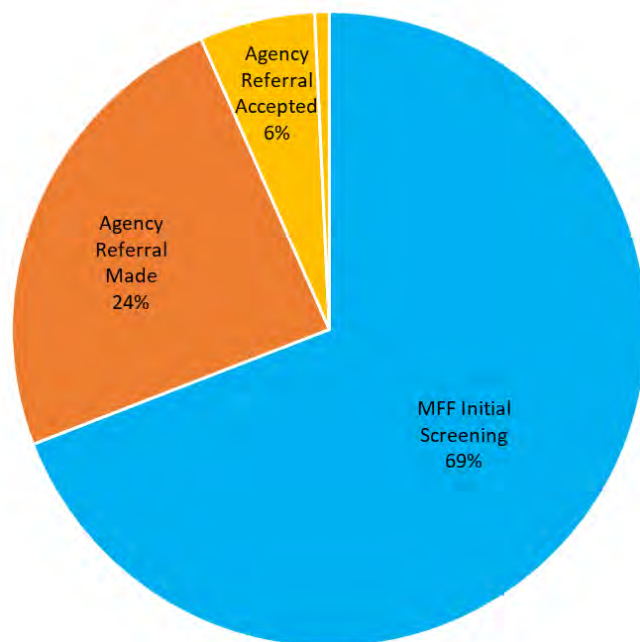
# POTENTIAL CARER JOURNEY



- 10 carers pre-screened by MFF have been authorised and 28 are at final assessment/training stage
- Carer Support Team focus on moving potential carers through the process – following up Agency Referral Made and Information Requested
- MFF is tracking when and why potential carers are dropping out of the authorisation process
  - 69% of carers that withdraw do so at the initial MFF pre-screening stage
  - 72% of carers deemed not suitable are identified at MFF pre-screening

# 'CARER WITHDRAWN'

What stage did the potential carer reach before withdrawing?



- 187 potential carers (16% of the 1,190 potential carers in the MFF recruitment process) have withdrawn from the recruitment process
- 69% of these 187 potential carers withdrew at the Information Requested stage (MFF screening). Once provided with the detailed information on fostering, they withdrew from the process
- Examples of reasons provided on next slide

# 'CARER WITHDRAWN' REASONS GIVEN



## Screened by MFF

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Not the right time  
No longer interested  
Change of circumstances  
Building a house  
Not known  
Expecting a baby  
Changed mind  
Already authorised  
Self referred  
Wanted data for other reasons  
Medical reasons  
Going through IVF  
Wanted to be kinship carer for family member  
Not in a financial position to foster  
Going overseas  
Interested in aged care not foster care  
Payments inadequate

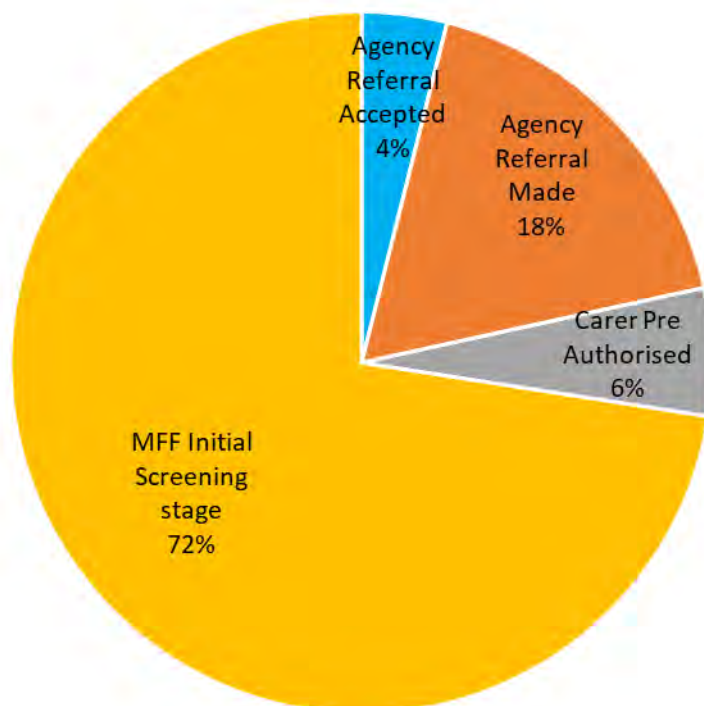
## Screened by Agency

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Change of circumstances  
No longer interested  
Medical reasons  
Not the right time  
Already authorised - wanting to change agency  
No contact from agency

# 'CARER NOT SUITABLE'

What stage did the potential carer reach before being deemed 'not suitable'?



- 60 potential carers (5% of the 1,190 in the MFF recruitment process) have been screened as not suitable
- 72% of the 60 carers deemed not suitable were screened as not suitable by MFF
- 28% were deemed not suitable by the agency at referral or pre-authorisation stage. Where appropriate, these are re-referred to a different agency
- Reasons on next slide



# 'CARER NOT SUITABLE' DETAIL



## **Screened by MFF**

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Out of NSW  
Currently going through IVF  
Does not meet citizenship requirements  
Does not meet criteria  
Enquiry relates to specific child  
Does not meet criteria for type of care requested  
Reason not given  
Payments not adequate  
Too young  
Carer already authorised

## **Screened by Agency**

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Carer already authorised  
Payments not adequate  
Reason not given  
Backyard pool not certified  
Enquiry relates to specific child  
Criminal history  
Trying to get pregnant  
Declined by agency  
Does not meet criteria

# AGENCY CRITERIA SUMMARY

BASED ON CHECKLIST DATA PROVIDED TO MFF



- My Forever Family requires that agencies complete a criteria checklist before receiving referrals from MFF
- Of the 49 NGO OOOH agencies in NSW, My Forever Family has received a completed checklist from 37 agencies (76%). This data is based on these agencies
- **ACTION:** We have now started mapping the criteria to share with the sector regarding consistencies and inconsistencies in a bid to **streamline** where possible and provide process leadership

Care Types	% of agencies that offer this type of care
Respite	97%
Emergency	92%
Restoration	100%
Kinship	100%
Long term	100%
Guardianship	97%
Adoption	49%

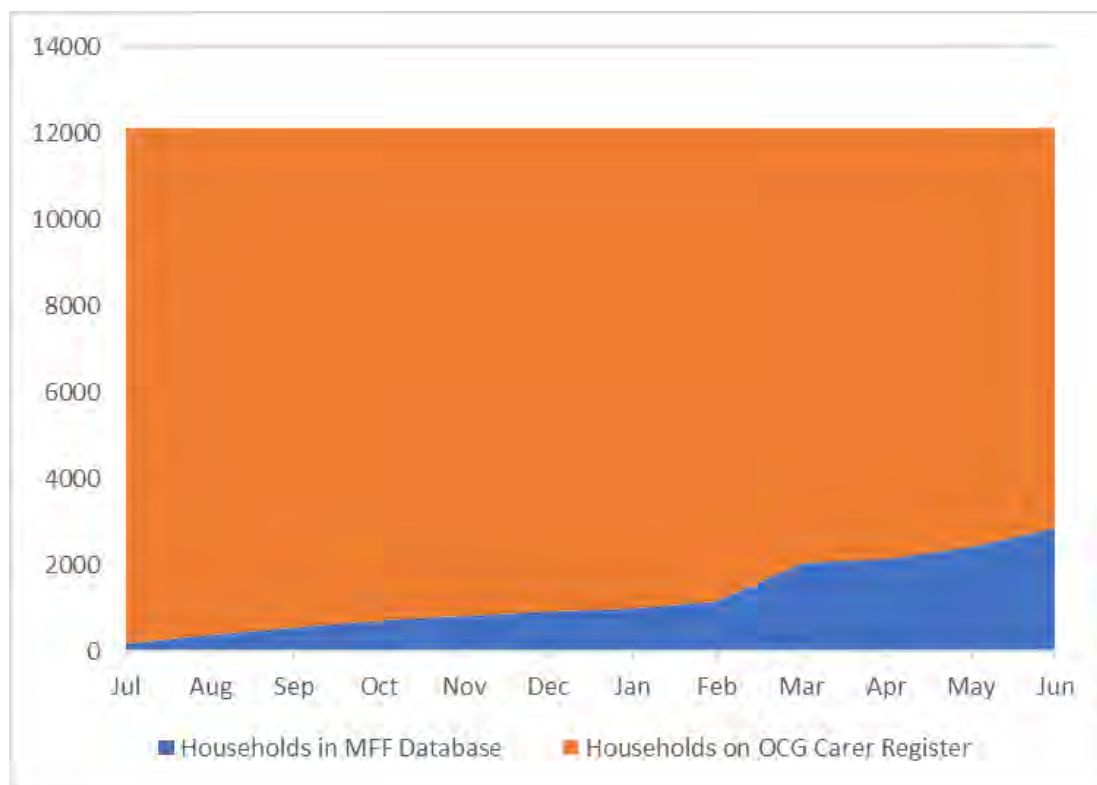
Criteria	% of agencies that accept referrals
Minimum age	Varies by agency - from 18 to 25
Smokers	95% of agencies accept smokers, with conditions
No Spare bedroom in household	43% accept referrals from households with no spare bedrooms, some conditions apply
Household contains a biological child under 2 years	76% will accept referrals, some with conditions
Full Time Workers	100% of agencies accept referrals from full time workers, some with conditions
Potential carer wants to provide care for baby only	92% will accept referrals, some with conditions
Same sex couples	89% will accept referrals
Have undergone fertility treatment	Timeframe varies by agency

# CARER SUPPORT

DATA AT 25 JUNE 2019

# AUTHORISED CARER CONTACTS

## DATABASE GROWTH BY MONTH



- 3,076 authorised carer households in MFF database to 15 July 2019 – **25% of carer households in NSW**
- OCG Carer Register is 12,113 authorised households (March 2019)
- FACS and some agencies are mailing out MFF member loyalty reward promotion to assist with increasing database
- ACTION: Continue to increase membership through promotion, awareness and initiatives

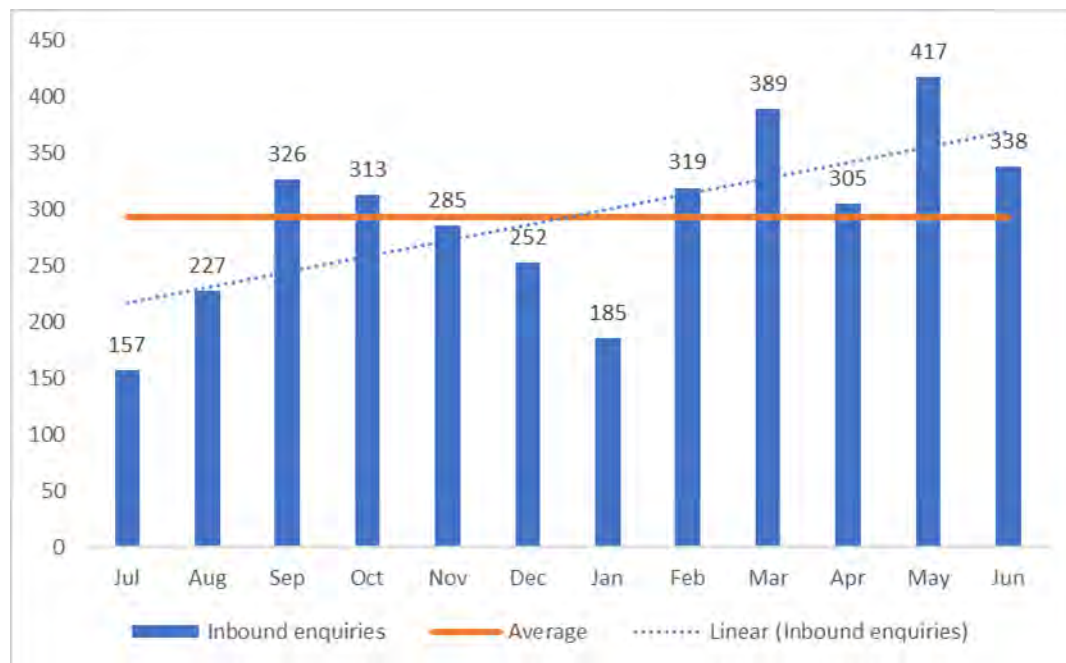
# INCREASING OUR DATABASE



- Loyalty program
- Asking agencies to ask their carers to register with us
- Marketing and media – Facebook, Instagram
- Roadshows creating media interest
- Engagement in local communities where we can

# ENQUIRIES – SUPPORT

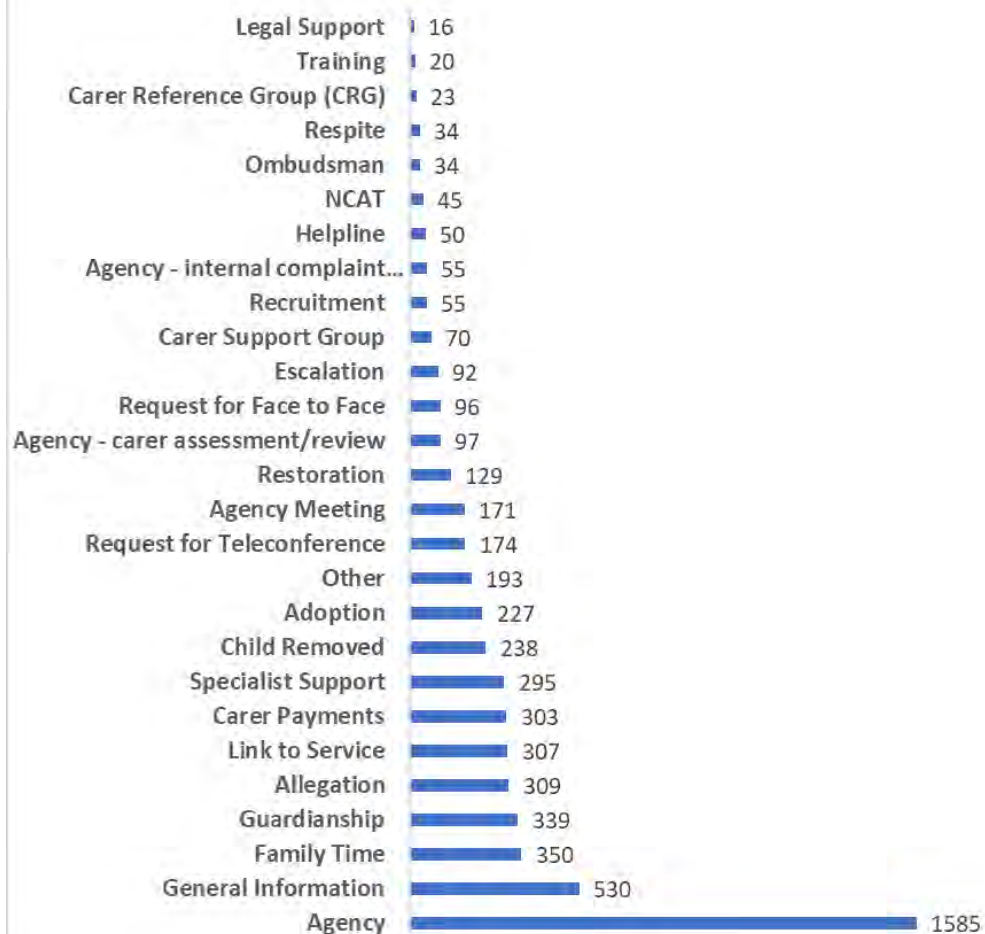
## INBOUND TREND BY MONTH – TO JUNE 2019



- 3,859 inbound support enquiries from 754 organisations and households
- Average monthly support enquiries = 292
- Dotted trendline shows volume of support enquiries increasing over time

# ENQUIRIES – SUPPORT

BY SUPPORT TYPE – 12 MONTH'S DATA TO END JUNE

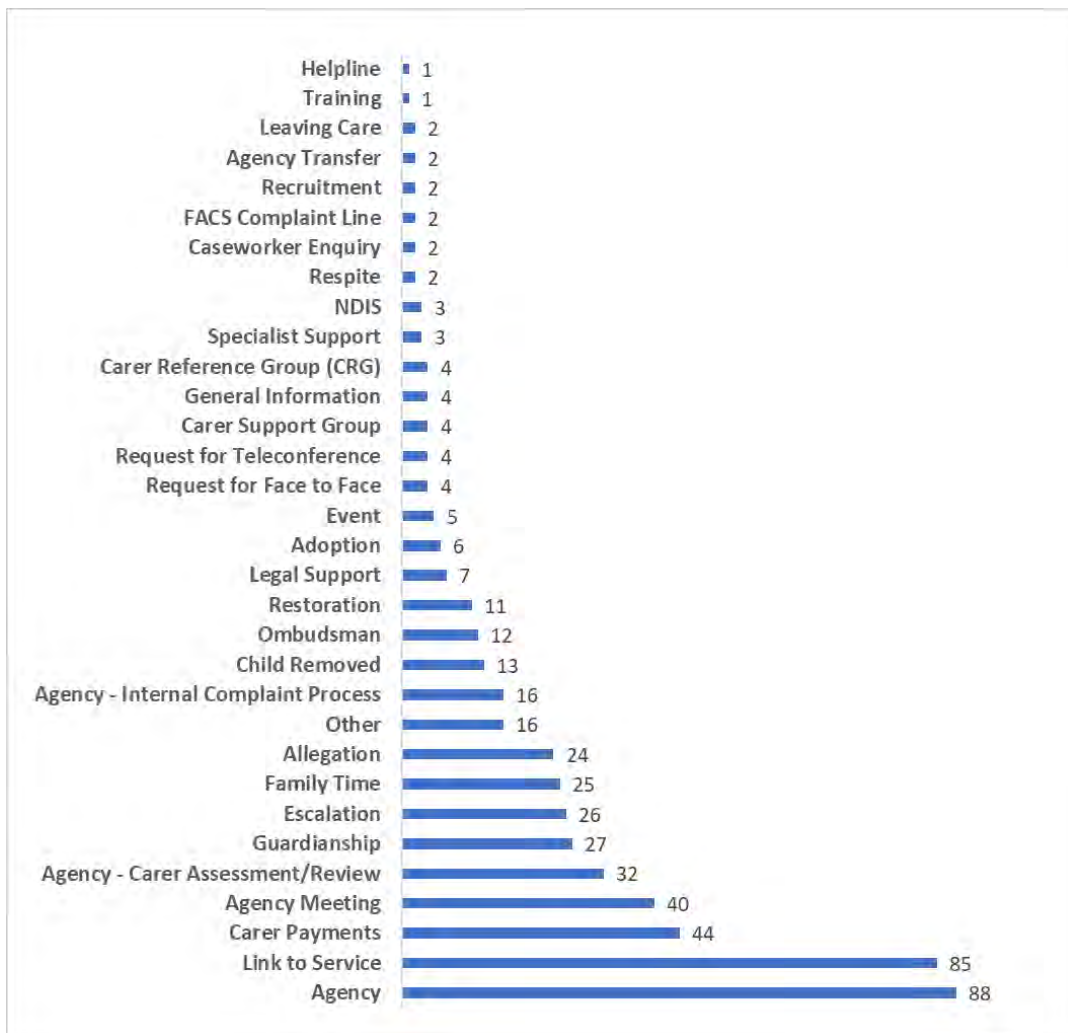


- 5,283 support activities from 773 organisations and households
- An activity may be a phone call, email, website enquiry or face to face contact
- 66% inbound and 34% outbound
- “Agency” category has been broken down into more specific categories and will reduce proportionally over time
  - Agency meeting
  - Agency – carer assessment/review
  - Agency – internal complaint
  - Agency transfer
  - FACS complaint line
  - Placement
  - Leaving care



# ENQUIRIES – SUPPORT

BY SUPPORT TYPE – DATA ON JUNE 2019



Data for June 2019 only:

- 517 support activities from 170 households – 65% inbound and 35% outbound
- Average monthly support activities (in and outbound) for MFF since July 2018= 432
- “Link to Service” enquiries in response to recent marketing activity – FOF database clarification; carer survey EDM

# PEER SUPPORT GROUPS



- Prioritisation was given to the re-establishment of the CRGs
- 28 peer support groups are listed on the MFF website across 8 of the 15 FACS districts

## Settlement Services International - Sydney

### Arabic Carer Support Group

Time	10:00am – 12:00pm
Frequency or dates	10/04, 08/05, 12/06, 10/07, 14/08
Who is the training for?	SSI runs the Arabic Carer Support Group covering many topics relevant to carers
Contact Person	SSI Foster Care   02 8713 9200

### Vietnamese Carer Support Group

Time	10:00am – 12:00pm
Frequency or dates	17/4, 15/5, 19/6, 17/7, 21/8, 18/9
Who is the training for?	SSI runs the Vietnamese Carer Support Group, covering many topics relevant to carers
Contact Person	

## Raising Kin – Springwood NSW

### Turkish Carer Support Group

Time	10.00 a.m. – 12 noon
Frequency or dates	First Wednesday of each month
Does it run in the school holidays?	No
Are children able to attend?	Yes
Contact Person	Jenny Davies   0450 001393   daviesj49@gmail.com

Raising Kin is a support group for grandparents, relatives and kinship carers who care for a child who is a relative.

Come along to meet others who are the primary carers of a grandchild, niece or nephew, sibling or other relative who is not their child

## Central Coast Foster Carers Support Group – Tuggerah NSW

Time	10am - 12.00 noon
Frequency or dates	1st Wednesday in Month
Does it run in the school holidays?	No
Are children able to attend?	yes
Contact Person	Marion Feeney   0408692946

All approved agency and department carers are welcome to come and meet with other carers for a chat and a cuppa.

# CARER SURVEY



- The MFF Carer Survey closed 1 July 2019
- This data will build on the FACS 2017 survey
- It was available online, with a hard copy option for hard to reach communities

<https://www.surveymonkey.com/r/myforeverfamily>

- Results will be made available to the sector
- Results will inform the ongoing work of MFF
- Over 2,000 completed carer surveys received from across NSW

A screenshot of the "NSW CARER SURVEY 2019" questionnaire. The title "NSW CARER SURVEY 2019" is at the top in blue. Below it, the question "\* 1. What type of carer are you?" is displayed. There are six radio button options: "Foster carer", "Relative/ kinship carer – grandparent", "Relative / kinship carer – other", "Guardian – relative / kin of child from out of home care", "Guardian – non-related to child from out of home care", and "Adoptive parent". At the bottom right, there are two blue buttons labeled "PREVIOUS" and "NEXT".

# CARER TRAINING

# STATEWIDE TRAINING STRATEGY



- The 2019/2020 training calendar is currently being released by MFF
- MFF has engaged University research for training recommendations
- A range of delivery modes are provided – face to face, webinars and online training

# TRAINING SUMMARY

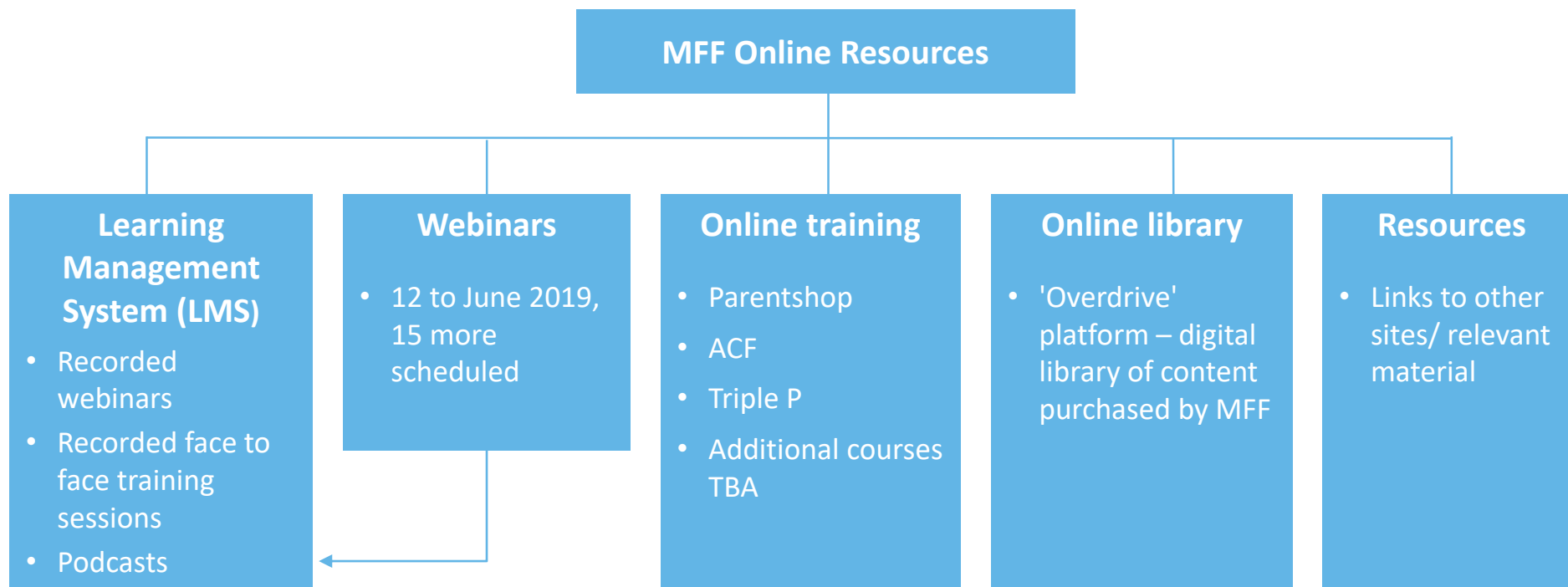
## – FACE TO FACE



- 89 face to face training sessions were held July 2018 through to June 2019
- 1,248 people registered for these events to date across 15 districts
- 2019/2020 12 month calendar for face to face training is being listed on website, Facebook and mailed to marketing list
- Registrations for face to face training are via website which includes information on childcare
- PSP provider trainings advertised on MFF website for agencies with training open to all carers
- Working with AbSec on delivering Cultural Connections training

<b>JUN 17 2019</b> 5:30PM 7:30PM	<b>Cyber Safety Training - Parramatta</b> My Forever Family / Uniting Burnside Parramatta For:	Cyber Safety is important for every child from ages 1 to 18. Presented by Uniting Burnside this training session will cover a range of topics.	>
<b>JUN 19 2019</b> 9:30AM 2:30PM	<b>Tuning in to Teens™ - Singleton</b> My Forever Family Singleton For:	Emotionally Intelligent Parenting - A 2 day parenting program for parents of Tweens and Teens (ages 9+)	>
<b>JUN 19 2019</b> 11:00AM 2:00PM	<b>Reparative Parenting - South East Sydney</b> My Forever Family Sydney South East For:	Learn techniques to use with children who have experienced trauma and support growth through positive behaviour	>
<b>JUN 19 2019</b> 11:30AM 2:30PM	<b>Training for authorised and potential foster carers - Bourke</b> My Forever Family Bourke For:	This session will provide current and potential carers with an overview of the recent changes in foster care. From providing structured out of home care to openness across carers and families, with a view to permanency for children.	>

# ONLINE TRAINING STRATEGY



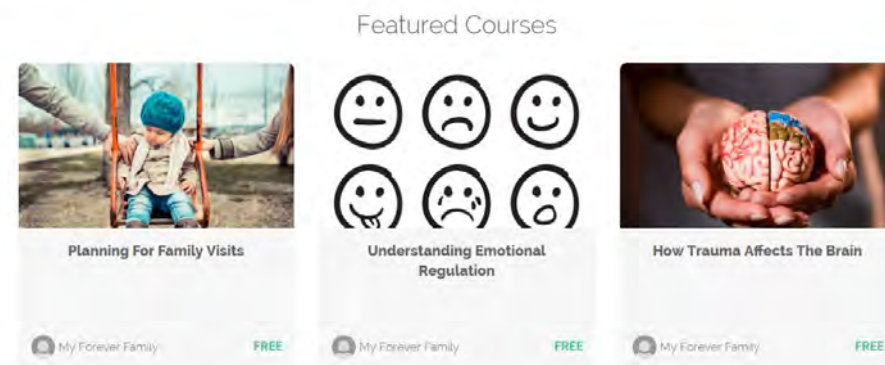
**Target: Online training will be accessed by 1,000 carers, guardians and post-adoptive parents**



# TRAINING SUMMARY – ONLINE AND WEBINAR



- Learning Management System (LMS) launched
- First 12 webinars held with 206 registrations
- Webinars can be accessed via MFF Learning Management System – 302 carers have signed up to view these to date
- Online session via Parentshop fully subscribed by 350 carers
- Triple P Parenting online – fully subscribed with carers signed up to 200 licences
- Australian Childhood Foundation – 1,000 licences for SMART training tailored to carers
- Online library launched with 135 eBook and audio book titles for loan



# WEBINAR CONTENT



- Live Webinars (face to face training) are recorded to become part of LMS online content – currently available via YouTube <https://www.youtube.com/playlist?list=PLxtQVWgowX3IXyrEKIwe1vCAnANAnqNjp>
- Webinar topics scheduled to June 2019:
  1. Trauma effects on child's brain
  2. Top tips for family visits
  3. Understanding emotional regulation
  4. Behaviour support planning
  5. Self care for carers
  6. Top tips for therapeutic parenting
  7. Responding to disclosures
  8. Reportable conduct process
  9. Understanding children's behaviour after being exposed to DV
  10. Working collaboratively with your care team
  11. Managing food hoarding
  12. Preparing for leaving care.
- MFF Learning Management System (LMS) to house online training content and certificates

# FEEDBACK FROM ONLINE TRAINING



*"I have completed the online course, Listen More Talk Less, and I would thoroughly recommend it. I found the lessons enjoyable to do because they weren't time consuming, some lessons only 7-15 minutes in length, easy to understand, very helpful information. Worth doing. Thanks for the opportunity"*

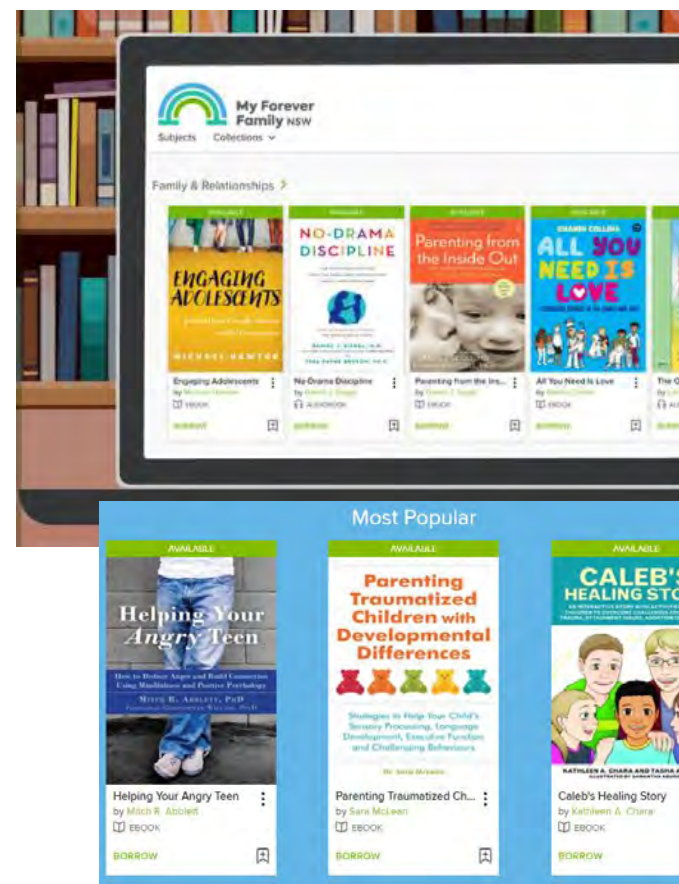
*"I just wanted to say thank you so much for putting together the webinars! I have listened to 3 today and have learnt so much. I have been looking for training but most of the resources I have found have been from the US or UK and while they are helpful, having training that is specific to our system is invaluable. So thank you. Thank you for all you are doing to support us as carers"*

*"I completed the 15 lessons of your online course 'Talk Less Listen More' and I thought it was brilliant. I have been a carer for about 18 years. It was a great surprise to see online courses offered, it was easy to comprehend how it all works. I love the fact that I could print worksheets and that there are great books on the reference list. The certificate could be printed at home at the end, fantastic. Thanks heaps for this opportunity!"*

# ONLINE LIBRARY – OVERDRIVE

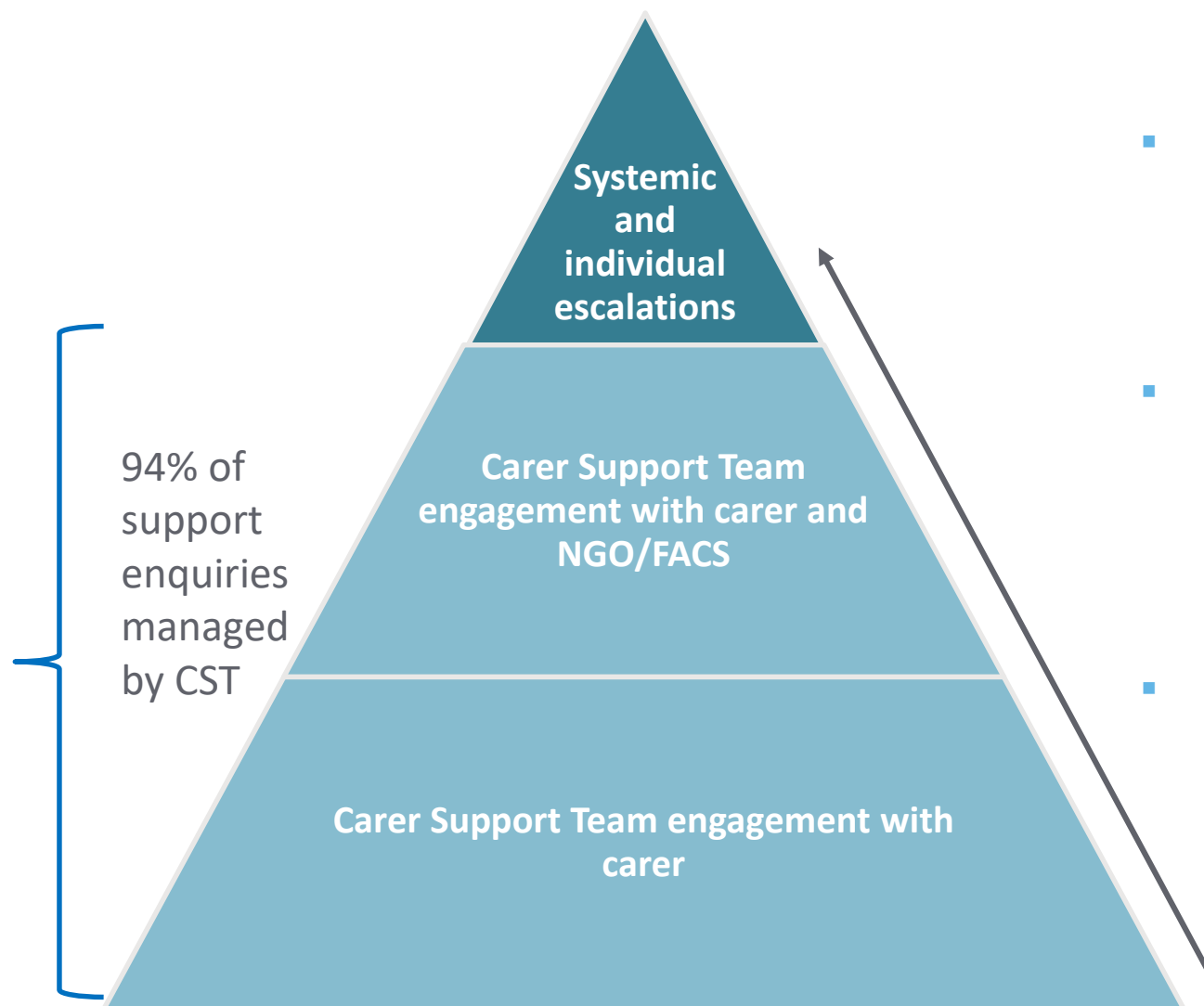


- Launched May 2019
- Managed via the Overdrive online library platform
- eBooks and audio books available to loan to all authorised and potential carers in the MFF database, as well as agency contacts
- Catalogue includes therapeutic parenting, trauma, children's fiction, parenting, family & relationships, teens, social themes, psychology, mindfulness
- MFF has 135 titles available to borrow – 41 are currently on loan (30%)
- 380 visits to site to date
- Users can recommend new titles to add to library
- <https://myforeverfamily.overdrive.com/>



# ADVOCACY AND ENGAGEMENT

# ADVOCACY MODEL



- 6% of carers contacting MFF for support are escalated to the Head of Operations and Advocacy
- Escalation occurs when systemic issues are identified and are recurrent or a particular individual issue requires greater advocacy
- 94% of support enquiries are managed by the MFF Carer Support team. These may also involve liaison with the NGO/FACS

# CARER REFERENCE GROUPS

IN PROGRESS



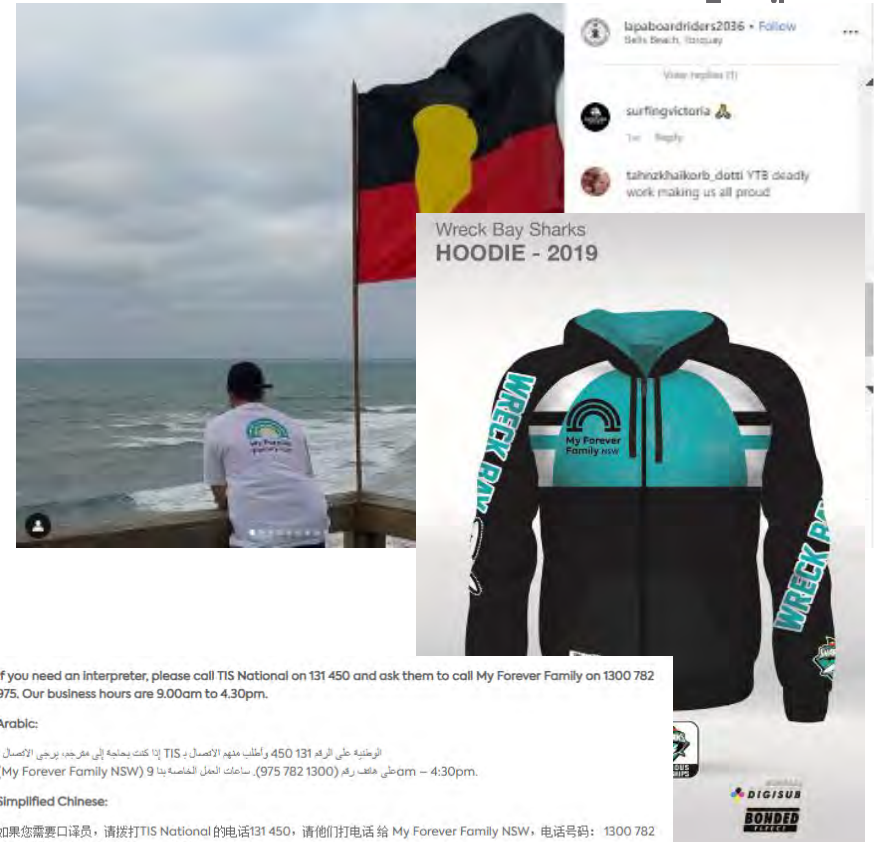
- In the process of being restored/established in the 7 FACS regions:
  - Hunter/New England – 2 x CRG established and running (Singleton, Muswellbrook)
  - Illawarra and Southern – 3 x CRGs established and running (Illawarra, Nowra, Southern)
  - Sydney – CRG established and running
  - Mid North and Northern – TBC
  - Western NSW, Far West and Murrumbidgee – TBC
  - Western Sydney and Nepean Blue Mountains – TBC
  - South Western Sydney – TBC
- Next step to establish peer support groups, mentor program and volunteer network



# MARKETING

# MARKETING UPDATE

- My Forever Family is focussing sponsorship on grassroots community organisations and has provided sponsorship to the following local Aboriginal organisations: Naru Surf Gathering, Wreck Bay Sharks (junior soccer team in Shoalhaven) and the La Perouse Boardriders
- Recruitment advertising launched via Seek volunteer section, Mamamia podcast and digital advertising, Child Mags advertorial and digital advertising
- There are over 42,000 friends on the MFF Facebook page, with over 84,975 likes, shares and comments on ads, videos and articles during May 2019
- MFF website includes recruitment information in 4 additional languages



If you need an interpreter, please call TIS National on 131 450 and ask them to call My Forever Family on 1300 782 975. Our business hours are 9.00am to 4.30pm.

#### Arabic:

الوطنية على الرقم 131 450 وأطلب منهم الاتصال بـ TIS إذا كنت بحاجة إلى مترجم، يرجى الاتصال بـ (My Forever Family NSW) ساعات العمل الخاصة بنا 9am - 4:30pm.

#### Simplified Chinese:

如果您需要口译员，请拨打TIS National的电话131 450，请他们打电话给 My Forever Family NSW。电话号码：1300 782 975。我们的营业时间是 9am - 4:30pm。

#### Turkish:

Eğer bir tercümana ihtiyaç duyarsanız, lütfen 131 450 nolu telefondan TIS Ulusal'ı arayın ve onlardan 1300 782 975 nolu telefondan My Forever Family NSW ile görüşmelerini isteyin. Çalışma saatlerimiz 9am - 4:30pm.

#### Vietnamese:

Nếu quý vị cần thông dịch viên, xin hãy gọi cho Dịch vụ Thông Phiên dịch Quốc gia (TIS Quốc gia) theo số 131 450 và yêu cầu họ gọi cho My Forever Family NSW theo số 1300 782 975. Giờ làm việc của chúng tôi là 9am - 4:30pm.

# CAMPAIGN UPDATE

- Eight campaigns to date: Emergency Care, Foster Care Week, Grandparents Day, Disability, Membership, Grow Your Pride LGBTI campaign, Harmony Day (CALD focus), Western NSW
- **May 2019: Western NSW** includes social media, radio and on the ground collateral for Roadshow events
- **May 2019: National Families Week 2019** – organic campaign across direct email and social media. MFF ran a competition with prizes and a company morning tea
- **May/June 2019: Re-run of Emergency Care Campaign**
- **July 2019: National Reconciliation Week** focusing on the Hunter New England, Northern NSW, Sydney, Western Sydney and the Blue Mountains



# LOYALTY PROGRAM – SAVINGS TO MEMBERS



- Over 2,000 carers have signed up to the MFF membership loyalty program
- There have been 18,500 visits to the loyalty program website by MFF members with visits increasing each month – the perceived value of the scheme is high
- **Total savings to MFF carers since the start of the program is \$46,000**, on a total carer spend of \$332,000 – an average saving of 14%
- FACS has distributed 2,000 brochures to promote the program



**Save On Your Groceries**  
Save \$\$ Off Your Groceries, Household Products And More



# ROADSHOWS – INCREASING REFERRALS



The composite image illustrates the roadshow initiative. On the left, a map of New South Wales is divided into regions: Far West, West, Central, South West, and Southern NSW. Rainbow logos, representing My Forever Family NSW, are placed in various locations across the map. To the right, a screenshot of a news article from the Mudgee Guardian is shown. The article is titled 'Recruitment and education drive to la...' and dated May 6, 2019. It features a photo of a smiling woman holding a young child. Below the photo, the text reads: 'Indigenous carers needed. My Forever Family NSW is launching the recruitment and education drive in Mudgee this Wednesday, sourcing Aboriginal carers needed to keep Indigenous children from entering the foster care system throughout rural NSW towns.'

- 7 MFF roadshows held in Western NSW during May/June
- MFF has seen a significant increase in referrals from Western NSW since the roadshows began. **14 referrals were made in May and 19 in June.** Prior to May, the monthly average was 2.6 referrals
- Roadshows include sessions on recruitment, training, peer support and links with local community
- Media coverage: Mudgee Guardian, Dubbo 2DU radio, Daily Liberal (Dubbo), 2Web Outback radio, Seven Prime News Wagga (TV)
- Remaining areas of NSW will be visited by the MFF Roadshow in FY2020

# MONTHLY NEWSLETTER



- Received by authorised carers, potential carers, NGOs, schools, councils and FACS Fostering our Future database (2,000+ contacts)
- 8 issues released to date.
- May issue was distributed to **over 6,500 readers**
- Anyone can subscribe through the website or via [enquiries@myforeverfamily.org.au](mailto:enquiries@myforeverfamily.org.au)

## CAMPAIGN UPDATES

Grassroots campaigning is still one of the most effective ways for communities to sit up and take notice. Recently we asked primary schools and local councils in NSW to spread the word about the need for carers across NSW. The following schools and councils included the foster care announcement in their newsletters:

- Narrabri Council
- Gympie Bay Public School
- Chillingham Public School
- Kurrajong North Public School
- Fingal Head Public School
- Otford Public School

If your local council and/or school is featuring the My Forever Family announcement, let us know so that we can thank them.

Every gesture helps, and we greatly appreciate the effort of these schools and councils.



## MY FOREVER FAMILY ONLINE LIBRARY

Welcome to the My Forever Family Online Library!



Newsletter | May 2019

My Forever Family NSW

# HOW CAN MFF SUPPORT THE SECTOR IN RELATION TO HARMFUL SEXUAL BEHAVIOURS?



- Engage trainers to deliver content across state (New Street)
- Develop a referral relationship with appropriate organisations
- Have online resources
- Raise topic as an area of need through individual agency and sector advocacy
- Include in data collation
- Consider collaboration in research
- Raise as an issue in publications such as MFF newsletter



# DEFINITIONS

Terminology	Definition
Activity/enquiry	Individual interaction with a carer. Each call/email/face to face/website enquiry is recorded as a unique activity or enquiry. Each contact (carer or agency) may have one or more activities allocated to their profile
Agency enquiry	Can be any issue relating to the carer interaction with the agency. Examples include issues with agency process, level of support, payments, response time, casework decision; carer wants to change agency; request for meeting
Allegation	Carer requesting support for the allegation process (allegation against carer)
Child removed	Child removed from carer - child has gone to respite and not returned; allegation made and child removed; agency is threatening removal
Link to service	Includes membership, newsletter requests, request for mailing list with no specific enquiry