

Recognition and Awareness

Our Ask: Establish an annual Carer Recognition Grant Scheme of up to \$150,000 per annum administered by Carers SA.

The Problem



South Australia is home to around 245,000 Carers, a number that is expected to grow as our population ages. Carers provide essential support every day, yet their contribution is too often overlooked or misunderstood.



The pressures on Carers are increasing. As rates of chronic illness, disability, and age-related conditions rise, so too will the responsibility placed on unpaid Carers (ABS). This growing demand makes it more important than ever to ensure Carers are recognised and supported.



Carers face significant challenges. Carers often experience poorer wellbeing, carry multiple burdens and encounter barriers to identifying themselves as a Carer and as a result do not access the supports they need. Despite the substantial social and economic contribution of Carers, their role is frequently undervalued. Improving recognition and awareness (within the community, among Carers themselves, and across government sectors and services) is essential to addressing their invisibility, strengthening community understanding and ensuring the unpaid Carer community is properly supported.

The Implication:

Carers represent a significant population whose contribution is vital but often invisible, which creates an opportunity for recognition, awareness and support via a grants program for organisations.



Time to Care



Make Every Carer Count this Election

All Carers should:

- Be supported through initiatives that raise community awareness of caring, reduce invisibility, and strengthen understanding of the vital role Carers play.
- Have access to community-led activities that increase awareness of the caring role and ensure Carers feel seen, valued, and understood.
- Be recognised through events and activities that reflect the diversity of Carer experiences across South Australia.

As per 2024 National Carer Survey

42%

of SA Carers do not feel recognised by the community.

22%

of SA Carers do not feel recognised by service providers.

53%

of SA Carers do not feel recognised by Government.



Carers SA

The Solution

Given the scale, invisibility, diversity and multiple impacts on Carers, Carers SA calls for the establishment of an annual Grants Scheme to:

- Fund initiatives to occur during National Carers Week, creating a consistent, statewide focus on recognising Carers.
- Provide practical opportunities for recognition, awareness, and support, ensuring Carers feel seen and valued.
- Offer \$2,000 grants to support local, regional, and community-led projects that raise awareness of Carers and highlight their contributions.
- Enable a wide range of activities such as awareness events, peer support initiatives, community recognition activities, and story-sharing.
- Support public recognition efforts including awards, community celebrations, lighting of landmarks, and storytelling initiatives.
- Encourage local awareness campaigns involving workplaces, schools, sporting clubs, and community groups.
- Reach under-recognised Carer cohorts - including Young Carers, culturally and linguistically diverse Carers, First Nations Carers, LGBTQIA+ Carers and regional Carers - through tailored activities that reflect their unique experiences.
- Prioritise projects that reduce isolation, build social connection, and enhance Carer wellbeing.
- Strengthen community networks by supporting peer groups, morning teas, expos, leisure activities, and other connection-building events.

This grants program would give communities across South Australia the resources they need to shine a light on Carers, ensuring recognition is local, inclusive, and genuinely impactful.

The Benefits:

A Carer Recognition Grant Scheme will:

- Fund initiatives that align with recognition, awareness and statewide visibility of Carers.
- Help raise the visibility of Carers, encourage self-identification, and strengthen community recognition of their role.
- Acknowledge the caring role and contribute to reducing isolation, strengthening connection and promoting Carer wellbeing.
- Raise awareness and strengthens the caring community contributes to sustainability of caring roles, which has broader benefits for the sector and community.
- Support delivering on the intent of the Carers Recognition Act.

Alignment with Legislative and Policy Frameworks

- The SA Carers Charter – *A Carer should be recognised and valued for their vital role in South Australian society, delivering significant social benefits to individuals, their families and the broader community.*
- National Carer Strategy – 2024 - 2034 – Priority Outcome Area 1 Objective: *Carers are identified, recognised, respected, and valued.*
- National Carer Strategy 2024 - 2034 – Priority Outcome Area 1: *Government, the community and services see and value Carers, recognise their expertise and contribution, and create an environment that enables Carers to identify at the earliest opportunity.*



1 *Make Every Carer
Count this Election*

