



**create**  
FOUNDATION

media kit



## CREATE Foundation is the national consumer body representing the voices of children and young people with an out-of-home care experience.

We run programs and services across all Australian states and territories for children and young people in foster care, kinship care, and residential care. Our research reports and articles, submissions and policy development allow us to advocate for a better care system. At CREATE, we believe that to improve the care system, we need to listen to the people who have experienced the system firsthand. This is why youth participation is the foundation of our advocacy. Everything we do is shaped by the voices of children and young people with a care experience.

### Connect

Connect children and young people to each other, CREATE and their Community to



### Empower

Empower children and young people to build self-confidence, self-esteem, and skills that enable them to have a voice and be heard to



### Change

Change the care system, in consultation with children and young people, through advocacy to improve policies, practices and services, and increase community awareness



To learn more about who we are head to  
[www.create.org.au](http://www.create.org.au)

# who we are



# Programs and Services

Program	Description	Collateral/Information
clubCREATE	clubCREATE is an exclusive club for children and young people aged 0 to 25 who are in care or have a care experience. It connects children and young people together and links them to CREATE programs and services nationally. We create quarterly magazines, run connection events and provide opportunities for children and young people to have their say.	<b><u>Membership Brochure, Welcome Brochure and Poster</u></b> <b><u>clubCREATE Magazines</u></b> <a href="http://www.create.org.au">www.create.org.au</a>
Speak Up	Speak Up (SUP) is a three-level training program for young people aged 14 to 25 who want to become a CREATE Young Consultant. Participants learn about the care system and develop advocacy, leadership and public speaking skills. Young Consultants use their stories and experiences to represent CREATE at local, state or national events and forums.	<b>Flyers, Event Invitations - other collateral available on request.</b> contact: <a href="mailto:create@create.org.au">create@create.org.au</a>
CREATE Your Future	The CREATE Your Future (CYF) program supports young people aged 15 -25 on their transition from care to independence. The life skills required to effectively manage the challenges of everyday life are broad and translating knowledge, attitude and values into abilities that enable young people to excel is the foundation of this program. We also have an app, Sortli, designed to help young people leaving care.	<b>Flyers, Event Invitations - other collateral available on request.</b> <a href="http://www.createyourfuture.org.au">www.createyourfuture.org.au</a> <b>Sortli Assets:</b> contact: <a href="mailto:erin.laing@create.org.au">erin.laing@create.org.au</a>
YAGs	Youth Advisory Groups are forums for children and young people aged 10 to 25 to meet regularly, usually at a fun activity, to discuss issues they are facing within the care system. They can also provide input into resource development, programs and general government or organisational policy.	<b>Flyers, Event Invitations - other collateral available on request.</b> contact: <a href="mailto:create@create.org.au">create@create.org.au</a>



To order general CREATE collateral head to  
[www.create.org.au/contact/create-collateral/](http://www.create.org.au/contact/create-collateral/)

## what we do

# Participation Portal

Children and young people with a care experience are the centre of the work that we do. This diagram shows how children and young people engage with CREATE and participate in our mission through our motto: **Connect to Empower to Change**. These services provide an entry point for children and young people to interact with CREATE and forms a pathway for CREATE to utilise their voices to influence change within the care system.



## Connect

- Become a clubCREATE member
- Meet other children and young people in care
- Attend events
- Have your say at Youth Advisory Groups
- Get social on Facebook, Instagram and Twitter
- Jump on our website

How do children and young people participate with CREATE?

## Empower

- Get the skills to lead the life you want through CREATE Your Future
- Become a Young Consultant through the Speak Up Program
- Get the confidence you need



## Change

- Represent the voices of children and young people in care as a Young Consultant
- Improve the system for kids in care
- Meet key decision makers
- Tell CREATE what's important
- Get your voice heard!

to

to



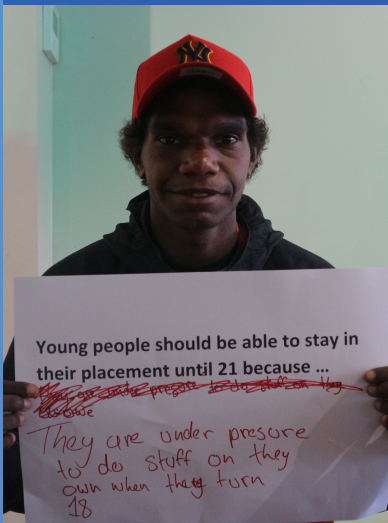
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what we do

# Advocacy

## #makeit21

Extending support for those in care to the age of 21



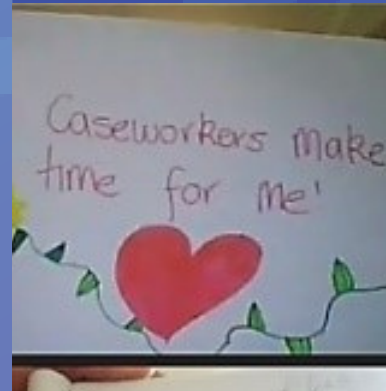
## #snapthatstigma

Those in care are often stigmatised against for their care experience. We want to break that barrier and snap that stigma



## Position Papers

CREATE's evidence-based positions on key sector issues informed by the voices of children and young people in out-of-home care.



## Submissions

Our response to government inquiries on issues affecting children and young people in out-of-home care, based on our the voices of young people.



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what we do

# Research

## Consultations

We listen to ideas from children and young people about their experiences in all forms of out-of-home care and share those views with people who run the care system.

We use this consultation information children and young people share with us to advocate for change in the system through reports, submissions and position papers .

## Reports

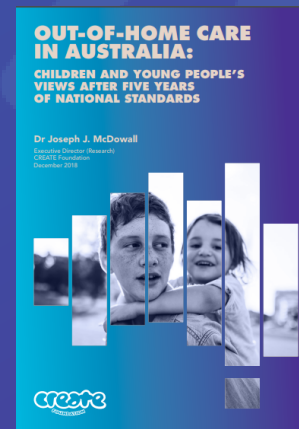
One of the ways that CREATE helps to create a better life for children and young people in care is by informing the community and governments about the views of children and young people on their care experiences.

Our reports come from research projects and provide a picture of how well the child protection system is functioning for children and young people in out-of-home care.

## Example 1

### 2018 Report

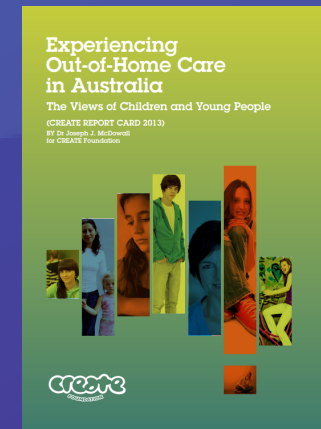
In 2018, CREATE conducted the largest ever independent survey of children and young people with a care experience, surveying 1275 children and young people about their experiences in the out-of-home care system.



## Example 2

### 2013 Report

This report highlights the need for care systems to focus on the things that matter, including things such as: caseworker relationships, education, health, relationships with family and siblings, and future planning.





8.9K Followers



1.5K Followers



5.7K Followers



2.2K Followers



over 14K monthly  
Pageviews



15K enews  
subscribers



26K clubCREATE  
members



over 32K  
views



New podcast  
platform

CREATE posts daily updates across our social media channels with valuable content for our audiences.



our presence



# We have 4 main audiences to approach with our resources and content.



## Children and Young People

Children and young people with an out-of-home care experience are central to all we do.

They are the foundation of our advocacy work, and our programs are designed to connect and empower those children and young people.

## The Child Protection and Care Sector

This includes carers, governments, organisations and other key stakeholders in the lives of children and young people.

We want to influence them with our advocacy and research, inform them of young people's insights and make sure they have resources that can help them to improve the lives of children and young people in their care.

## Corporate Partners

Our corporate partners include other organisations and corporate businesses that align with and support CREATE.

We appreciate the funding and support that comes from our partners in the form of in-kind support, volunteering, sponsorships and the sharing of our resources.

## General Public

We want to raise awareness of CREATE and our work, to continue to establish ourselves as the go-to organisation to represent the voices of young people in out-of-home care.

We want to reduce the stigma of being care through our #snapthatstigma campaign, and appreciate the support from donations and volunteers from the general public.



# our audiences



# Key brand assets – logos

Logo - Purple Backing



To receive an EPS or PNG file of the logo please contact [lucas.moore@create.org.au](mailto:lucas.moore@create.org.au)

NB: All uses of the CREATE logo need to be sent for approval before use.

Logo- Inverse, white backing



To receive an EPS or PNG file of the logo please contact [create@create.org.au](mailto:create@create.org.au)

Each of our programs has their own branding and logos too. For program specific logo please reach out.

- Speak Up
- CREATE Your Future
- YAGs
- clubCREATE



## our brand

# Summaries and blurbs

## 150 WORD SUMMARY

CREATE Foundation is the national consumer body for children and young people with an out-of-home care experience. We represent the voices of over 43,000 children and young people currently in care, and those who have transitioned from care up to the age of 25.

Our vision is that all children and young people with a care experience reach their full potential.

Our mission is to create a better life for children and young people in care.

To do this we;

- CONNECT children and young people to each other, CREATE and their community to
- EMPOWER children and young people to build self-confidence, self-esteem, and skills that enable them to have a voice and be heard to
- CHANGE the care system, in consultation with children and young people, through advocacy to improve policies, practices and services and increase community awareness.

We achieve our mission by facilitating a variety of programs and services for children and young people with a statutory care experience and developing policy and research to advocate for a better care system.

## 50 WORD SUMMARY

CREATE Foundation is the national consumer body representing the voices of children and young people with an out-of-home care experience. We provide programs and services to children and young people with a statutory care experience and develop policy and research to advocate for a better care system.

Please Note:

When **CREATE Foundation** is referred to in written text the word 'CREATE' must always appear in all uppercase and the word 'Foundation' to be Titlecase, for example, **CREATE Foundation**.



# our brand

# To find out more

For comment on current issues or events in the care sector, please reach out to our media team.

For collateral, or any marketing and collaboration enquiries please reach out to our marketing team.

For more information about CREATE, and what we do and how you might be able to get involved and support us, you can contact us via phone, email or social media, or head to:

[www.create.org.au](http://www.create.org.au)

Check out  
our blog

Check out  
our latest  
media  
releases



# contact us

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