

FOSTER CARERS — RECRUITMENT

587. Hon SALLY TALBOT to the Minister for Child Protection:

I refer to the recent campaign to recruit general foster carers.

- (1) How much did that campaign cost?
- (2) Of the additional 100 foster carers recruited as a result of the campaign, how many of them are —
 - (a) Aboriginal; and
 - (b) in the metropolitan area?

Hon HELEN MORTON replied:

I thank the member for some notice of this question. I indicate that this question was answered on 13 August.

I begin by noting the pivotal role that is played by our foster carers. They take on the responsibilities of a parent for a period of time, providing a safe, nurturing and secure family environment for children and young people when they are at their most vulnerable.

I am pleased to have the opportunity to advise the house that this recruitment campaign introduced a new, ongoing Facebook strategy. This strategy proved particularly successful in raising the profile of the foster care program. As of the end of June, 49 potential carer households booked in to attend an information session via Facebook. There were 2 136 unique Facebook users who visited the page during the month of May and 623 people “Liked” the department’s Facebook page. In answer to the questions —

- (1) It cost \$275 130.
- (2) Of the 106 approvals to date, as at the end of June 2013 —
 - (a) nine general carer households are Aboriginal; and
 - (b) 70 carers are located in the metropolitan area.