Centre for Excellence in Child and Family Welfare

2026 Election Priorities: A vision for children, young people, families and carers

Campaign Toolkit

Prepared by: Louise Johnson, Senior Manager Communications, Engagement & Advocacy
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www.cfecfw.org.au/election2026

As we approach the 2026 Victorian State Election, the Centre is calling on all parties and candidates to commit to six priorities for Victoria's children, young people and families. These six election priorities are set out in full in our Election Priorities Statement with each priority backed by a detailed briefing paper. All of these can be viewed at www.cfecfw.org.au/election2026

The six election priorities at a glance

Full detail, data and sources for each priority are available in the Centre's briefing papers at cfecfw.org.au/election2026.

Download the Election Priorities Statement (PDF) here.

Priority	The ask
Foster & Kinship Care Briefing Pack	Increase foster care and kinship care allowances to fully cover the true costs of caring for a child and invest in the supports carers need to provide safe, stable and nurturing homes for the children they care for.
Children with Disability Briefing Pack	Invest in a well-integrated disability support system which intersects more effectively with the NDIS system and enables every child with a disability to access the services they need to thrive.
Youth Justice Briefing Pack	Provide every young person in the youth justice system with tailored, evidence-informed support to address their specific educational, health, emotional and psychological needs, and set them up for successful reintegration into the community.
Therapeutic Services for Children Briefing Pack	Urgently expand access to specialist therapeutic services and early intervention for children and young people who have experienced any form of maltreatment including physical, sexual, emotional abuse, neglect and family violence.

Priority	The ask
Secure Housing Briefing Pack	Rapidly expand social and affordable housing stock to ensure children, young people, care leavers and families experiencing disadvantage have access to safe, secure and stable housing.
Sector Funding Stability Briefing Pack	Commit to and implement a minimum five-year funding agreements for family services to provide certainty, strengthen workforce stability and improve outcomes for children and families.

How to get involved

1. Share the campaign

The Centre has published a set of social media tiles covering each of the six election priorities, alongside general campaign tiles for #VicVotes2026.

Campaign snapshot

Element	Details
Campaign hashtag	#VicVotes2026 - use on every post that relates to the Centre's election priorities.
Ask-specific hashtags	#FosterAndKinshipCare #ChildrenWithDisability #YouthJustice #TherapeuticServicesForChildren #SecureHousing #SectorFundingStability
Tag the Centre	LinkedIn: @Centre for Excellence in Child & Family Welfare (linkedin.com/company/cfecfw) Facebook: @CentreForExcellenceInChildAndFamilyWelfare
Campaign window	Now through election day, Saturday 28 November 2026. Activity intensifies from early voting (18–27 November).
Tile source	Access campaign tiles from Dropbox here. Tile source files are available from the Centre's communications team. Please request access if you'd like editable versions with your logo added.
Contact	Louise Johnson – louise.johnson@cfecfw.org.au or 0400 241 179 Communications team – communications@cfecfw.org.au

Top-line messages

- Every child deserves to be safe, heard and connected to their family, community and culture.
- Right now, too many Victorian children and families are being let down by systems under pressure and unable to keep up with need.
- The Centre for Excellence in Child and Family Welfare and its members are calling on every party and every candidate to commit to six practical priorities that would make an immediate difference to the lives of vulnerable children, young people, their carers and families across our state.

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Artwork





Individual asks & carousel



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Caption bank

Please adapt these for your platform and voice.

Foster & Kinship Care

The ask:	Increase foster care and kinship care allowances to fully cover the true costs of caring for a child and invest in the supports carers need to provide safe, stable and nurturing homes for the children they care for.
Briefing pack:	https://cfecfw.org.au/foster-kinship-care/
Tags:	#VicVotes2026 #FosterCare #KinshipCare #FosterAndKinshipCare
Caption suggestion:	Victoria's foster and kinship carers support almost 9000 children and young people who can't safely live with their parents, yet Victoria's base care allowance is the lowest in the country ($473.66/fortnight vs $697 in NSW). This election, we're calling on Victorian parties to increase foster and kinship care allowances to reflect the true cost of caring for children and give all carers access to the training and support they need.

Children with Disability

The ask:	Invest in a well-integrated disability support system which intersects more effectively with the NDIS system and enables every child with a disability to access the services they need to thrive.
Briefing pack:	https://cfecfw.org.au/children-with-disability/
Tags:	#VicVotes2026 #ChildrenWithDisability
Caption suggestion:	41% of children in Victorian foster care have a disability, but only 53% of them have an NDIS plan. That's a 47-percentage-point gap between need and funded support. Thriving Kids began rolling out in October, and we need to make sure there is one clear pathway between it and the NDIS, so no child falls through the cracks between systems.

Youth Justice

The ask:	Provide every young person in the youth justice system with tailored, evidence-informed support for their educational, health, emotional and psychological needs — and set them up for successful reintegration.
Briefing pack:	https://cfecfw.org.au/youth-justice/
Tags:	#VicVotes2026 #YouthJustice
Caption suggestion:	Victoria has the lowest youth detention rate in Australia, but 60% of children in detention are unsentenced, held on remand. We're calling on the next Victorian Government to invest in diversion, raise the age of criminal responsibility to 14, and give every young person in the system tailored support to turn their life around.

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Therapeutic Services for Children

The ask:	Urgently expand access to specialist therapeutic services and early intervention for children and young people who have experienced any form of maltreatment including physical, sexual, emotional abuse, neglect and family violence.
Briefing pack:	https://cfecfw.org.au/therapeutic-services-for-children/
Tags:	#VicVotes2026 #ChildSafety #TherapeuticServicesForChildren
Caption suggestion:	62.2% of Australians have experienced maltreatment in childhood — and two in three of them experienced more than one type of harm. Children who've experienced abuse or family violence need specialist services built around them, not adapted from adult programs. We're calling for urgent investment in child-specific therapeutic services.

Secure Housing

The ask:	Rapidly expand social and affordable housing stock to ensure children, young people, care leavers and families experiencing disadvantage have access to safe, secure and stable housing.
Briefing pack:	https://cfecfw.org.au/securing-housing/
Tags:	#VicVotes2026 #SecureHousing
Caption suggestion:	Victoria has the lowest proportion of social housing of any state at just 3.0% of households, against a national average of 4.1%. Almost 40,000 households are on the priority waiting list, with more than 3000 young people under 25 waiting for a home of their own. In the year to March the waiting list grew by more than 7% while social housing stock grew by just 2.5%. Secure housing is foundational to child wellbeing. We're calling for rapid investment in social and affordable housing for children, young people and families doing it tough.

Sector Funding Stability

The ask:	Commit to and implement minimum five-year funding agreements for family services to provide certainty, strengthen workforce stability and improve outcomes for children and families.
Briefing pack:	https://cfecfw.org.au/sector-funding-security/
Tags:	#VicVotes2026 #SectorFundingStability
Caption suggestion:	Only 9% of community services report government funding covers the full cost of delivery. Short-term contracts mean high staff turnover, disrupted relationships and less time for the families who need support. NSW has committed to five-year funding terms for community services. Victoria should too.

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2. Contribute a Perspectives OpEd

The Centre's Perspectives articles unpack the issues affecting children, young people, families, and the services that support them. From thought-provoking opinion pieces to clear, practical explainers, this section offers evidence-informed insights to spark conversation, deepen understanding, and inspire better outcomes across the sector.

The writers' guidelines for Perspectives Blog are available here.

- 600-900 words written in plain English for a mixed sector/public/political audience
- A short **author bio** (1-2 sentences), **photo** and where relevant a note on lived experience of expertise
- Please reference any statistics used
- Confirm consent for any case studies or lived experience quotes included

Recently, we've had success with media placement and amplification of articles supporting the election campaign.

- What if we fail to follow through? By Jason Kanoa, CEO VACYPA (published in National Indigenous Times here)
- Victoria's child protection system is carried on the backs of elderly women by Heidi Tucker, CEO at Anchor (with appearance on ABC Breakfast)
- Housing is the anti-poverty policy Victoria's children need by Jamie Crosby, CEO at the Centre (currently pitching to media)

Share article ideas with louise.johnson@cfecfw.org.au

3. Media outreach

The Centre is working with PPR Agency, who also support our annual Foster Care Week media campaign, to secure media coverage throughout the election period by aligning opportunities with key observances and the broader news cycle in the lead up to the election.

If you have a program example or lived experience case study that aligns to the election priorities and would like to be included in our media pitching, please get in touch to discuss story pitches that align to the six asks.

This might also include:

- Regional spokespeople for local news pitching
- OpEd pieces – ideas for Perspectives Blog articles will be reviewed and pitched into media opinion pages
- Lived experienced stories
- Program case studies – positive examples showing impact of services in communities

Please contact Louise Johnson – louise.johnson@cfecfw.org.au – if you would like to be included in media. We require a short bio (1-2 sentences) and photo of your key spokesperson to accompany any media releases or pitching.

4. Share your election platform with us

Send your media release and links to your own election asks and we'll publish and promote through the Centre's channels. Email to communications@cfecfw.org.au

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5. Write to your local members

Join and promote our DoGooder campaign to send messages to your local MPs and political leaders in support of the six election priorities and/or each individual priority.

Visit our website at https://cfecfw.org.au/election2026/#emailMPs for links to the DoGooder campaign letters or use the links below.

- Six Election Priorities for Children, Young People and Families - https://cfecfw.good.do/vicvotes2026/6-priorities-children-families/
- Foster and Kinship Care - https://cfecfw.good.do/vicvotes2026/election-priorities-foster-kinship-care/
- Children with Disability - https://cfecfw.good.do/vicvotes2026/election-priorities-children-disability/
- Youth Justice - https://cfecfw.good.do/vicvotes2026/election-priorities-youth-justice/
- Therapeutic Services for Children - https://cfecfw.good.do/vicvotes2026/election-priorities-therapeutic-services/
- Secure Housing - https://cfecfw.good.do/vicvotes2026/election-priorities-secure-housing/
- Sector Funding Stability - https://cfecfw.good.do/vicvotes2026/election-priorities-funding-stability/

Social media tiles for each email letter campaign can be found in the dropbox here.

Election timeline and observances

Date	Activity
21 October	2026 Election Call to Parties: A vision for Victoria's children, young people and families Register here
24 October	Children's Week
3 November	Victorian Government in caretaker mode
3 November	**Deadline to enrol to vote**
4 – 9 November	Candidate Nomination Period Final candidates confirmed
18 – 27 November	**Early Voting Period**
20 November	UN World Children's Day
24 November	The Centre's AGM Keynote speaker: Karen Dimmock, CEO of ACD – advocating for children with disability Register here
25 November	International Day for the Elimination of Violence Against Women #16Days campaign begins

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Date	Activity
28 November	Election Day
18 December	Latest possible date for declaration of results

Contacts

Jamie Crosby, CEO
Jamie.crosby@cfecfw.org.au
0457 537 953

Louise Johnson, Senior Manager Strategic Communications, Engagement and Advocacy
Louise.johnson@cfecfw.org.au
0400 241 179

Communications team
communications@cfecfw.org.au

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