



Framing for Change – Community of Practice

Community of Practice Tuesday 21 July 2026

A big thank you to everyone who joined us online for our July Community of Practice session – it was great to have such an engaged conversation, share experiences and learn from each other.



What we heard from our speaker

Huge thanks to **Kylie Williams, Communications and Engagement Coordinator, Gladstone Region engaging in action Together (GRT)** who shared GRT's framing journey so far. GRT is part of the Stronger Places, Stronger People (SPSP) initiative, supporting community-led, place-based action to create better futures for children and families across the Gladstone Region. www.gladstoneregiontogether.org.au Below are some of Kylie's insights into framing:

"You don't need to be an expert to start. Build capability, use the tools available, practise consistently, and learn as you go."

What changed when GRT applied framing?

- Moved away from crisis-focused language.
- Reduced reliance on data-heavy messaging.
- Used more accessible and inclusive language and imagery.
- Balanced urgency with solutions and action.
- Shifted from individual responsibility to collective responsibility.
- Widened the lens to focus on systems, conditions and opportunities for change.

Key learnings from GRT

- Framing is a team effort – Success relies on shared understanding, commitment and support across the organisation.
- Continuous improvement is essential – Design, test, reflect and adjust. Framing is an ongoing process, not a one-off activity.
- Resources matter – Practical tools, guides and checklists are critical for ongoing implementation and refinement.
- Plain language builds understanding – Framing helps remove labels and jargon, making messages more accessible and inclusive.
- Simple doesn't always mean shorter – Sometimes it takes more words to explain complex ideas clearly and meaningfully.

How GRT continues to integrate framing



FrameWorks Institute video

We also listened and discussed FrameWorks Institute's latest Fast Frames: Strategic Framing Under Pressure – Episode 1. www.frameworksinstitute.org/articles/fast-frames-strategic-framing-under-pressure-ep-1/

"Why does repeating a falsehood in order to correct it backfire - and what works better instead? This episode of Fast Frames: Strategic Framing Under Pressure shares three strategies for responding to misinformation:

- *Lead with shared values*
- *Explain how and why things work*
- *Advance a new narrative to outframe, rather than outshout, misinformation"*

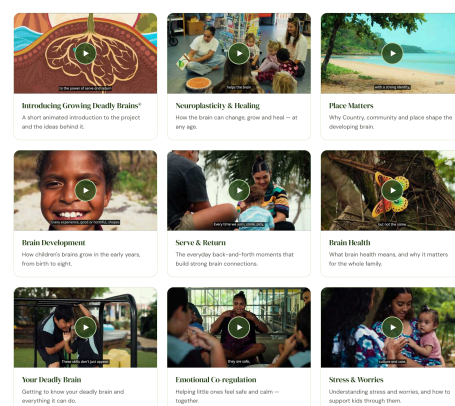


Other resources shared by members:

Yiliyapinya - Growing Deadly Brains – video series

Launched in July, in partnership with Queensland Kids Partnership, this set of short videos and factsheets bringing together cultural knowledge and brain science – for families, caregivers and the practitioners who walk alongside them

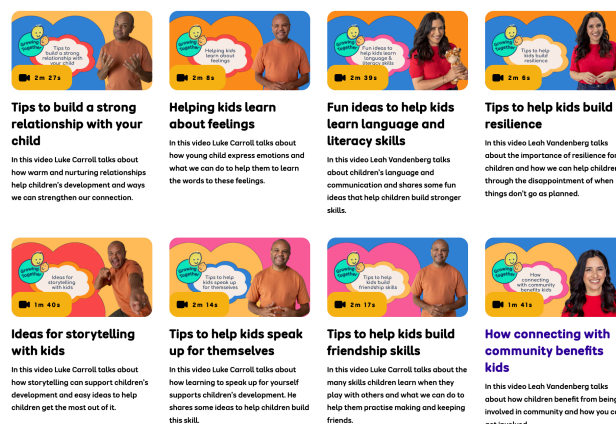
www.yiliyapinya.org.au/growing-deadly-brains-1



Raising Children Network Released Growing Together video series

One of our longstanding Framing for Change Community Practice members, Derek McCormack, Director of Raising Children Network has been a part of the newly released Growing Together video series.

The Growing Together videos bring together trusted tips and ideas from the Raising Children Network and Play School moments to help parents understand children's development in the toddler and preschool years. You can be sure that framing practice was incorporated into the script!



Join our Community of Practice:

We meet approximately 6-weekly on Tuesdays between 9.30am and 10.30am AEST (Qld) time. These meetings are informal, interactive, and aimed at learning together while building our knowledge and confidence in applying best-practice framing principles.

Thanks again to everyone who continues to contribute to this community – whether you're able to join every session, drop in occasionally, or follow along with the resources we share.

Our next session is Tuesday 1 September 9:30am - we will be looking at crisis communications and long-term change.

For more information:

Visit our Framing for Change Learning Hub for more information about framing, including the Community of Practice.

www.tgkp.org.au/framing-for-change-learning-hub

All welcome!

