



Framing for Change – Community of Practice

Community of Practice

Tuesday 1 September 2026

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

Conversation Theme – Framing for long term change at points of crisis

We listened to, and discussed, FrameWorks Institute's latest Fast Frames: Strategic Framing Under Pressure, Episode 2 - www.frameworksinstitute.org/articles/fast-frames-strategic-framing-under-pressure-ep-2-crisis-comms-and-long-term-narrative-strategy/

"How can we respond to a crisis while advancing the long-term change you seek?"

- Focus on core mindsets.
- Connect urgency to structure.
- Harmonise with allies to build lasting change."



Practice example: framing-informed messaging about the national Thriving Kids initiative developed by the Queensland Framing Champions Group

Thriving Kids sprint work - using the frames

Start with the child-not the program

Fairness

Widen the lens - avoid family bubble & keep parents/carers central

Importance of Place

Every child can grow, learn, belong and participate in everyday life when the people who care for them have the relationships, information and practical help they need.

Children learn and develop through everyday interactions with parents, carers, siblings, family and other trusted people, and through the places and communities around them. The early years, from pregnancy to eight, are an important time for children's health, learning and development. It's natural to have questions about how a child is growing and developing. Having somewhere trusted to turn for clear information, reassurance or extra help can make a real difference.

Government as partner

Thriving Kids is a new Australian Government initiative designed to make it easier for families to find trusted information and advice, and to work out what to do next when questions arise.

By bringing families, educators, health workers, government and community organisations together, Thriving Kids strengthens the connections around children and families so they can get the information and help they need earlier. This gives every child more opportunities to grow, learn, belong and thrive now and in the future.

Health and learning frame - Core Story

It takes a Village

This example has been developed by the QKP Framing Champions Group to support people who are communicating about the national Thriving Kids initiative. It is now part of a 2-page resource that you can download and share from here www.qkp.org.au/resources/framing-in-practice/ or share from the QKP LinkedIn page.

An attendees' reaction:
"This needs to be everywhere, Twitter, TV ads"

New research

We discussed the clusters of mindsets becoming clear from the FrameWorks research *Measuring Early Years Mindsets: Patterns of Thinking that Shape Australia's Future*. You can:

- **WATCH** the one-hour webinar recording here – www.qkp.org.au/section-5-webinars/
- Or **READ** the full report here www.frameworksinstitute.org/resources/measuring-early-years-mindsets/



Other shares

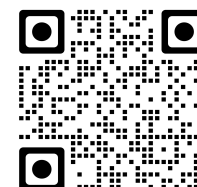
- Framing Social Media and Youth Mental Health – www.frameworksinstitute.org/resources/moving-from-crisis-toward-opportunity-framing-social-media-and-youth-mental-health/
- How to talk about ECEC – www.earlychildhoodaustralia.org.au/wp-content/uploads/2026/03/ECA-How-to-Talk-about-ECEC-Brochure-A4-2512025.pdf
- Act for Kids – www.stadiumofhope.com.au
- Embedding multicultural perspectives in disability policy – SSI – www.ssi.org.au/causes-and-campaigns/national-cald-disability-reform-committee/
- Queensland Child Protection Week – www.childprotectionweek.org.au/
- Children's Week – www.childrensrights.org.au/childrens-week/qld

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.

Next session:

Tuesday 13 October 2026 9.30am
 Spotlight practice - Brisbane Youth Service - Melanie Martin

Visit our Framing for Change Learning Hub for more information about framing, including the Community of Practice – www.tqkp.org.au/framing-for-change-learning-hub



All welcome!

