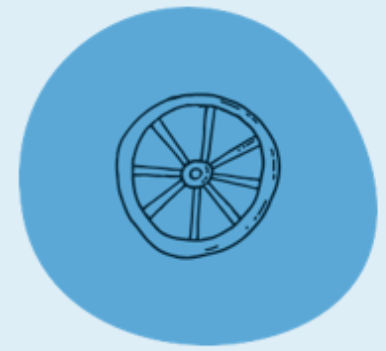


Welcome to the first Queensland Hubs – Learning Exchange (online)



Session 2: How we talk about hubs matters
3 September, 2026



*Together, let's build a collaborative learning community for all Queensland hubs.
Because when we support hubs, we support families and children to thrive.*

This series is an offering of Queensland Hubs Exchange of Expertise and Learning (QHEEL), with support from the National Child and Family Hubs Network, and funding from Minderoo Foundation.



**Queensland Kids
Partnership**
every child thriving


National Child & Family
Hubs Network



We acknowledge the Traditional Owners of the places where we live and work, and their continuing connection to land and sea, kin, culture and community.

We pay respect to Elders past and present, and to First Nations colleagues.

We acknowledge the resilience, determination, leadership, generosity and innovation of First Nations peoples, and we recognise the value inherent in Indigenous ways of 'knowing, being and doing'.



Learning Series Objectives

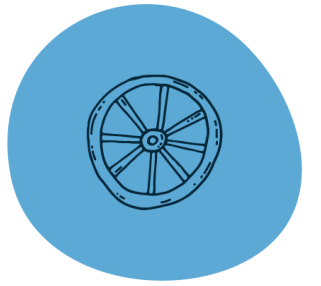
- Learn from others working in and alongside Queensland child and family hubs.
- Build practical knowledge you can contextualise to apply in your own setting.
- Access evidence, tools and resources to support your work
- Strengthen connections with others interested in hubs.
- Contribute to a shared understanding of effective practice.
- Build a network of people interested in hubs in Queensland
- Centre the role of the National Child and Family Hubs Network



National Child and Family Hubs Network

- National, multidisciplinary group dedicated to strengthening child and family hubs across Australia.
- It unites service providers, community-based organisations, advocates, researchers and policymakers to build the capacity of hubs and enable more children and families to access the care they need to thrive.
- The NCFHN advocates for the role of hubs in addressing social challenges and policy opportunities, including implementation of the **Thriving Kids initiative**

Housekeeping

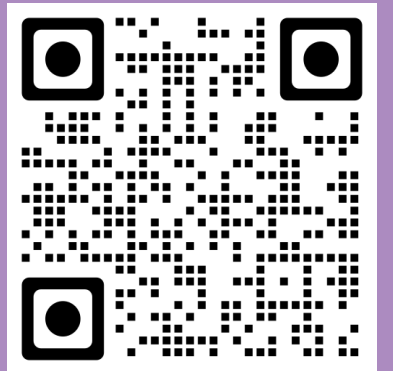


- Please introduce yourself in the chat, including the Country that you're dialling in from today
- Presentations will be recorded, and you'll be able to access a recording afterwards
- Please leave cameras on if possible, especially during breakout rooms
- Please keep your mike muted if you're not speaking
- Put your hand up if you'd like to speak, or use chat to post any questions
- We'd love to take a screenshot at some point during the session for sharing with others!
- We'll be using Miro during the session, with chat an option if you're having access problems
- We'll post the evaluation link throughout the session so anyone needing to leave early can access it
- All slides and activities will be available on Miro, and we'll grow this as a community asset over sessions

About QKP

**We are a growing partnership of
people and organisations
committed to every young
Queenslander thriving**

QKP is a Queensland-based systems change collaborative initiated and hosted by ARACY – Australian Research Alliance for Children and Youth.



qkp.org.au

Queensland Kids Partnership 2025-2030 Impact Strategy



The **Integrating Hubs and Spokes portfolio** is one of six integrated portfolios that work together to implement the QKP 2025-2030 Impact Strategy.



Portfolio: Integrating Hubs and Spokes



Portfolio 4

Integrating Hubs and Spokes

Ensuring kids get the support they need, when they need it

“Putting children and young people, and their families and communities, at the centre of strategy and delivery drives breakthrough outcomes.”

From Joint Project on Systems Leadership for Child and Youth Wellbeing: Stage 1 Synthesis Report. Every Child and ANZSOG – 2021

Our 2030 outcomes

Service and system experiences are high-quality, integrated and equitable so that children, young people, their families and communities thrive.

What success looks like

- An increase in high-quality, equitable and integrated support in Queensland, especially in communities where children, young people and their families disproportionately experience significant adversity and inequity.

QKP will convene and enable

- Convening the Hubs and Spokes Collaborative to:
- create and enact an agreed agenda for the adoption, scaling and embedding of integrated and equitable service arrangements
 - support innovation and additional investment in the capacity and capability for hubs and spokes initiatives
 - steward research and development to facilitate integrated and equitable service delivery across Queensland
 - broker knowledge and support learning and peer-to-peer exchange for existing and new initiatives.

QKP will facilitate investment and engagement

Trialing, scaling, embedding and supporting continuous improvement of integrated and equitable service arrangements, including the use of digital tools and platforms.

Supporting capacity and capability building initiatives for existing and new integrated services, including the use of contemporary evidence-based frames, tools and skills.

QKP will amplify the work of others

Better resourcing the connectivity, capability and capacity of high-quality integrated and equitable service delivery.

For example, through the National Child and Family Hubs Network.

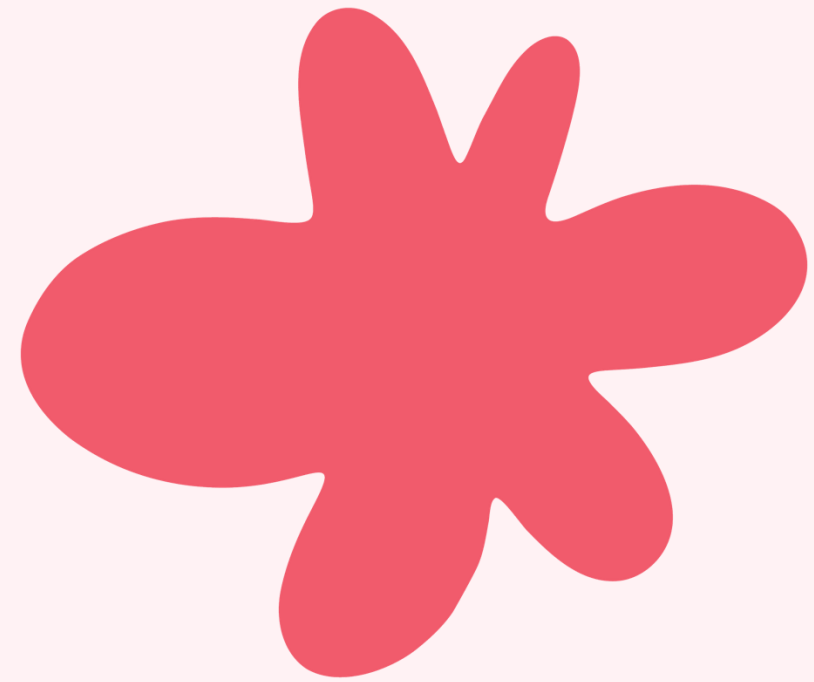
We work collaboratively across 6 focused portfolios:



Engaging Hearts and Mindsets portfolio outcome by 2030:

Positive shifts in the way people in Queensland think, feel, speak and act about what is needed for children and their families to thrive.

What we will cover today



01. Introduce concepts of framing, mindsets and why it matters

02. Share examples tools and resources to explore and practice

03. Framing journey from Gladstone Regional Together

04. Framing journey from Play Matters

Pause & consider:

How familiar are you with the idea framing ?

Can you think of a "lost in translation" moment



Key Framing Concepts





What do we mean by framing?

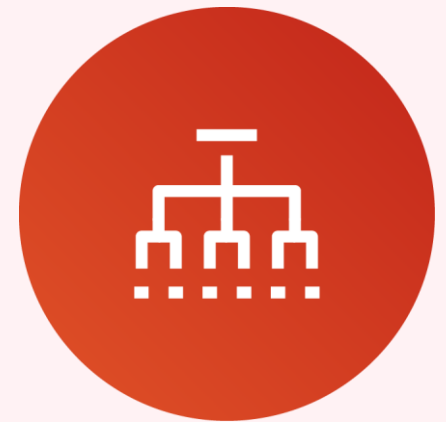
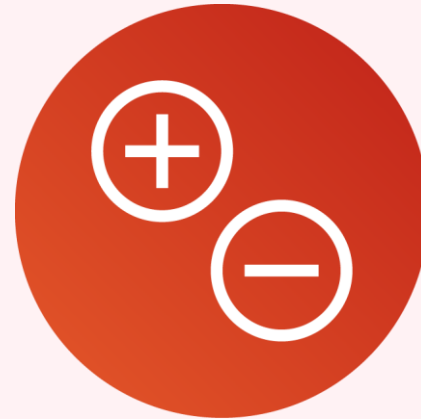
The choices we
make about
how we present
our ideas



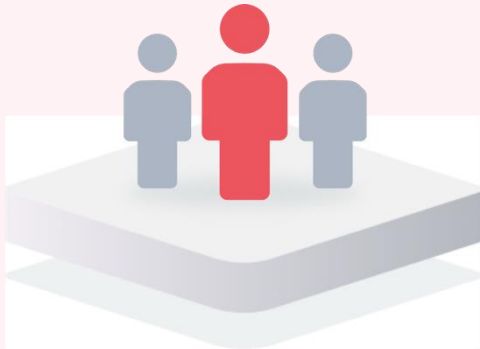
Cultural mindsets

How we and
others think,
feel, and act

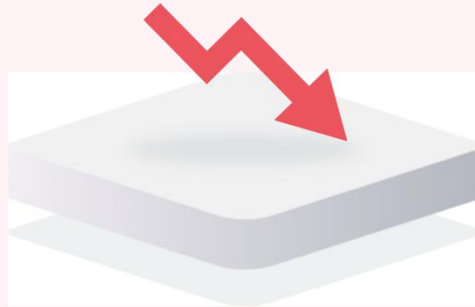
What do we mean by cultural mindsets?



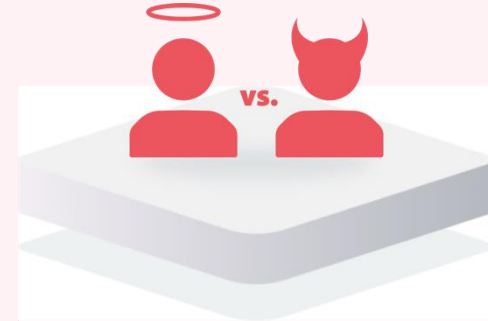
Three mindsets that stand in the way of change



Individualism



Fatalism



Otherism

Three strategies to counter unhelpful mindsets

1. Widen the lens

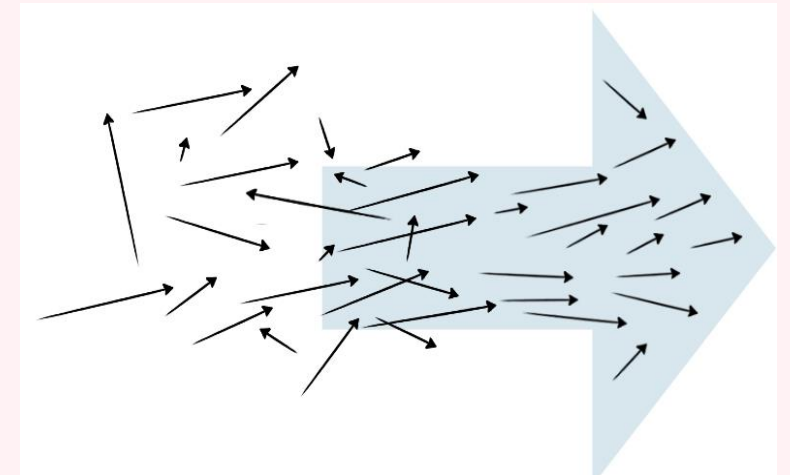
Counterbalance **individualism** with context: ‘what surrounds us shapes us’.

2. Balance urgency with what’s working

Avoid sparking **fatalism** - offer explanations and solutions to activate the constructive values of pragmatism, innovation and optimism.

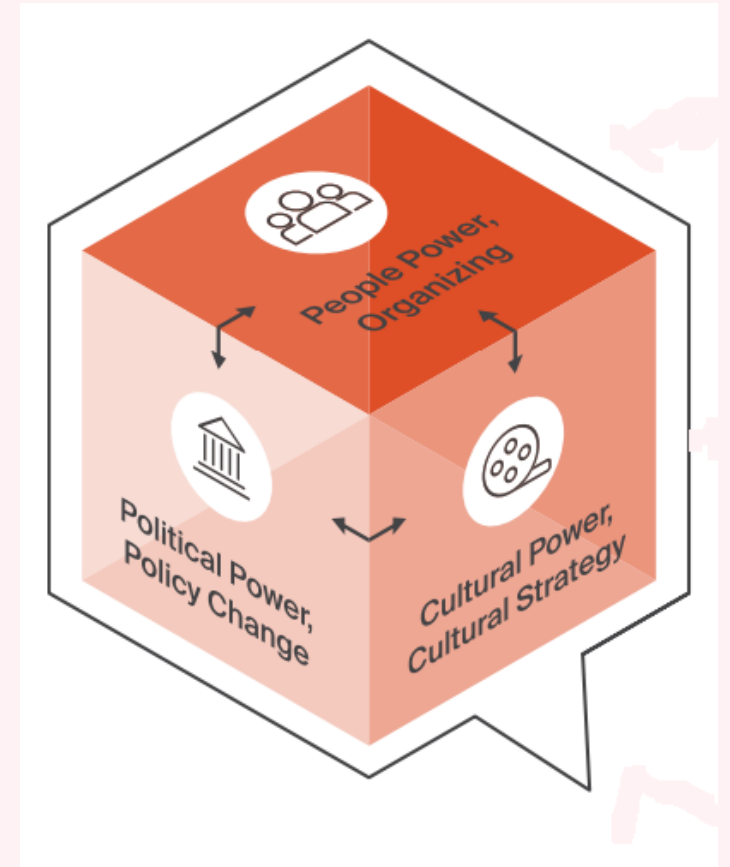
3. Highlight collectivism

Counterbalance **otherism** – encourage understanding of interdependence and collective responsibility.



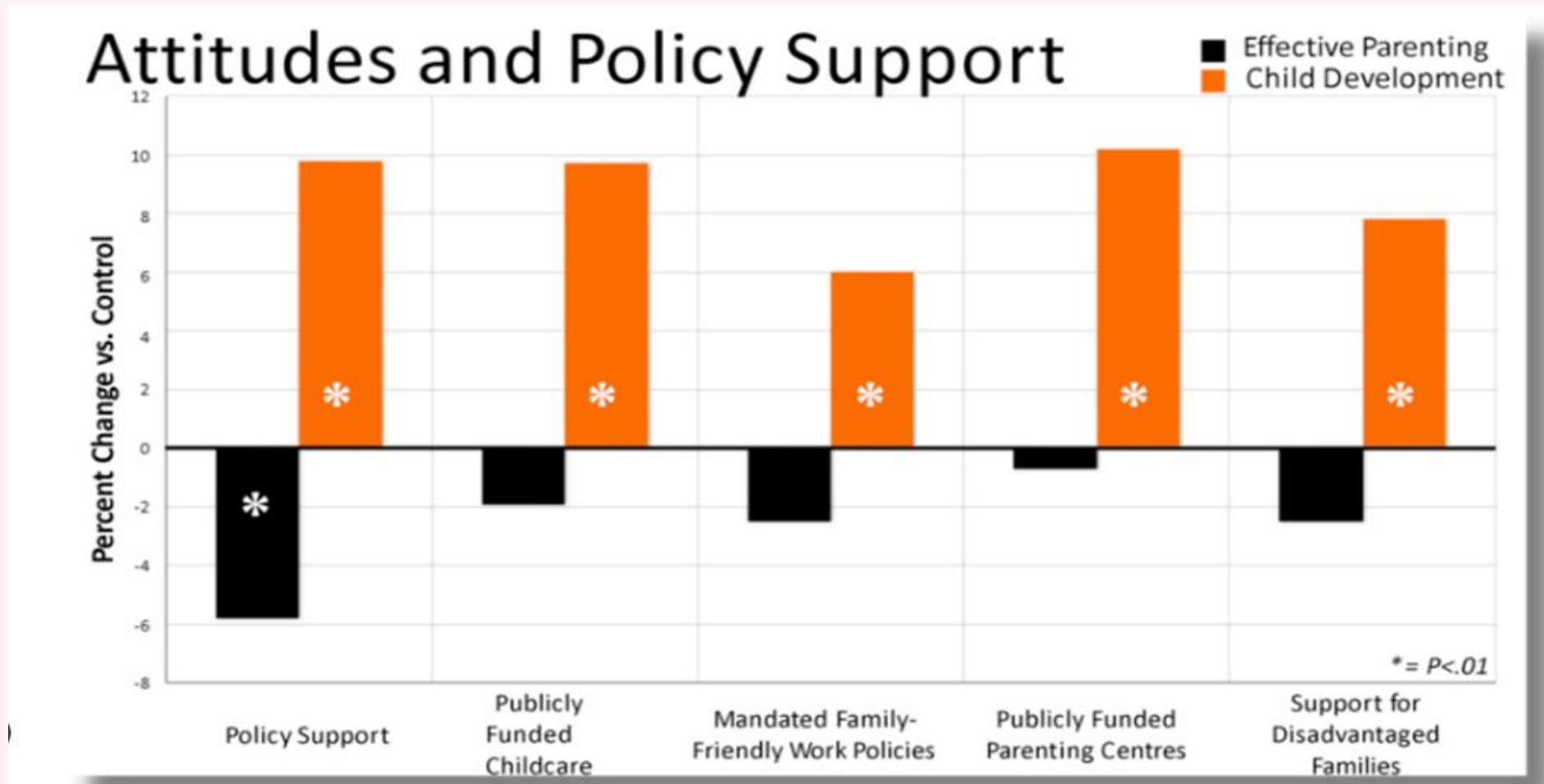
Narratives

Broad, overarching themes, communicated as story, containing frames, and having power to change mindsets



Source: FrameWorks Institute. (2024). Guiding Narrative Change: Considerations for the Philanthropic Field. FrameWorks Institute.

Backed by research



It's not just **what** we say that matters,

but

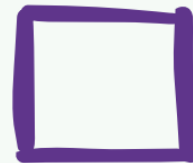
how we say it



‘Show’ rather than ‘Tell’:
from persuasion to
explanation

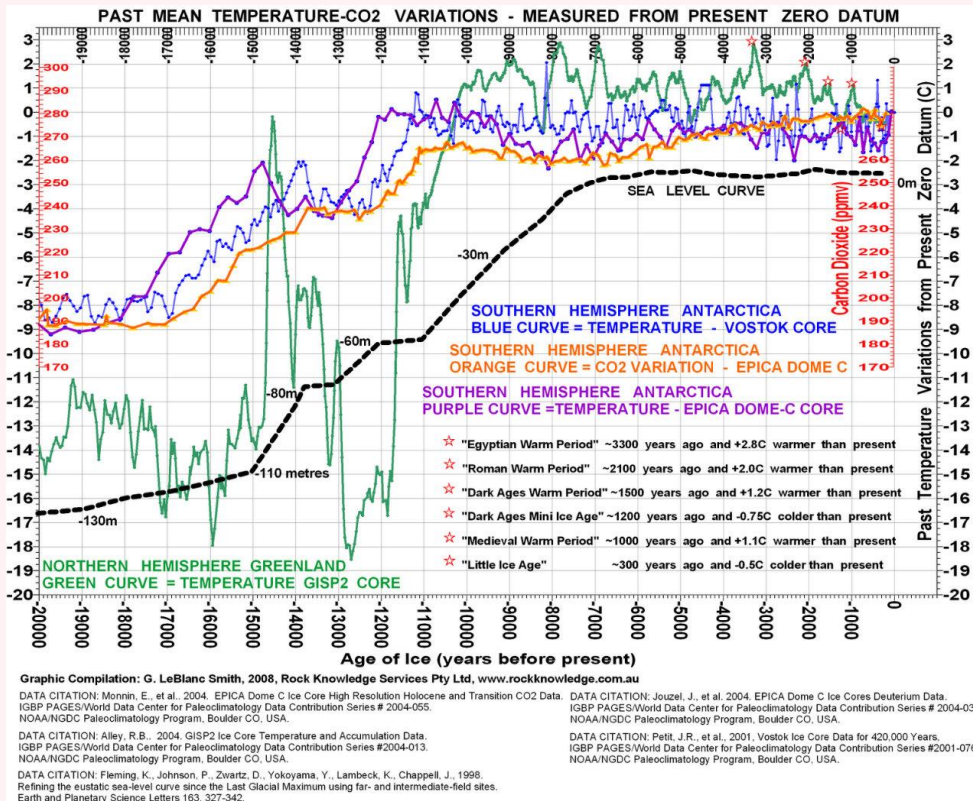
Telling the story (order matters) – have we... ?

- ✓ Started with values?
- ✓ Explained causes before mentioning effects?
- ✓ Considered using an explanatory metaphor?
- ✓ Offered effective solutions throughout (not just in the conclusion)?

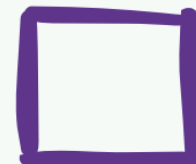


Supporting the story - check that...

- ✓ Data is used carefully - less is more
- ✓ Images and photos show context
- ✓ We're not restating myths



Less is more

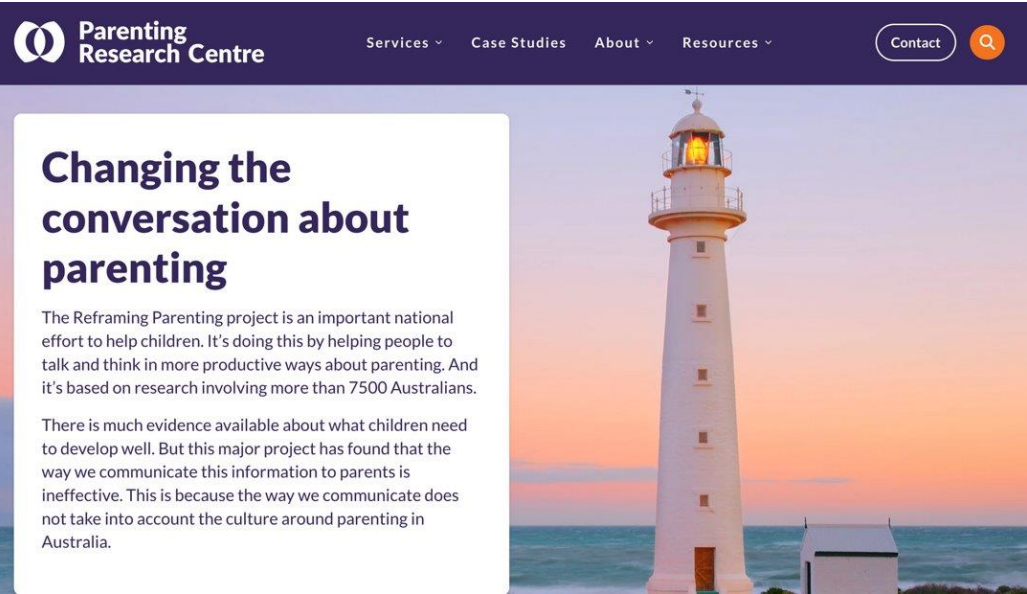


Source: QKP Framing Checklist

Australian research and applications



Reframing Parenting



“Children do well, when their parents are supported”

Avoid	Do
Talking about how all parents struggle and that parenting is 'hard work'	Start with children and their needs
Talking about 'improving' parenting or pointing to 'effective' or 'good' parenting	Build understanding of childhood development – and the support all parents need to raise thriving children
Using stats that show poor outcomes for children to argue for parenting support	Explain how circumstances affect parents and families using the Navigating Waters metaphor
Starting communications with the idea of 'parenting skills'	Focus on parenting skills after establishing how circumstances affect families
Rebutting or disproving ingrained ways of thinking about parenting	Telling a positive, consistent story about supporting child development
Talking about 'evidence-based parenting' or the 'science of parenting'	Explain why parenting matters for positive childhood development

The Core Story of Early childhood Development and Learning

TELETHON
KIDS
INSTITUTE

Our research ▾ About us ▾ Be involved ▾ Info for... ▾

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Core Story for Early Childhood Development and Learning



The Core Story in action

(These are words that we are all encouraged to use over and over).

“For Australia’s children to thrive we need to support their development and learning, from conception onwards. This improves their health and wellbeing, both now and throughout their lives.

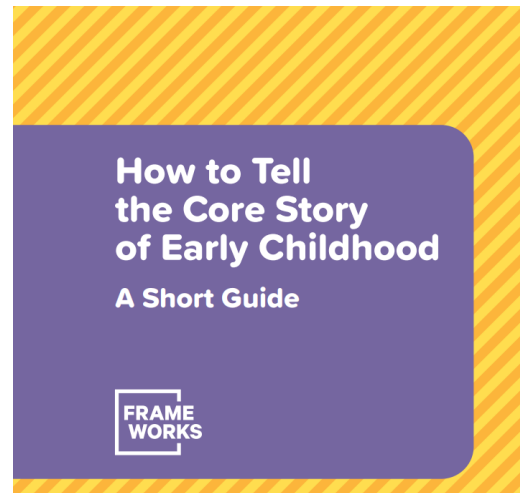
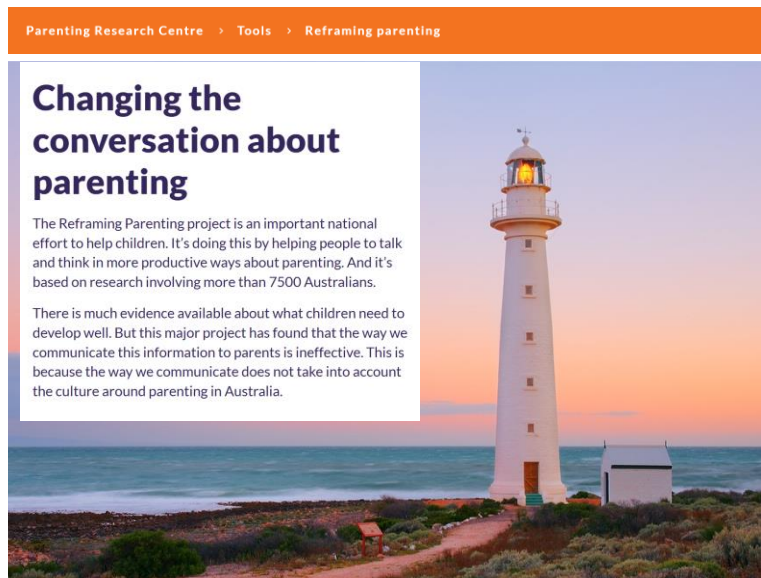
Right now, some children aren’t receiving the support they need. This causes their health and development to suffer.

To improve health for every child across the country, we need to demand programs that support the specific needs of each child and each community. This will create a healthier society, both now and in the future.”

Together these recommendations form a narrative strategy (see Figure 1: A new narrative strategy for the early childhood sector in Australia).

It’s about	health and wellbeing
It matters because	no matter where you live, all kids in Australia should have the opportunity to be healthy and well
It matters when	now and later
The problem is	lack of support for some disrupts development and undermines health & wellbeing
What we need to do	support each and every child/family with what they need

Foundational Australian research



More Australian work

Emerging
Minds Social
Determinants
Toolkit

DECEMBER 2023

Emerging
Minds Climate
Change and
Disasters
Toolkit

DECEMBER 2023



**Emerging
Minds.**

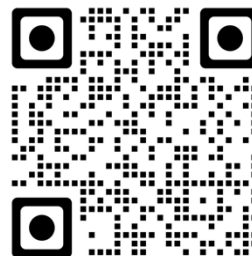
**Reframing Children's
Mental Health – a
communications toolkit**



**Reframing
Child Rights:**

Core Ideas and Current Framing

NOVEMBER 2024



Download the Bright Tomorrows app, today.

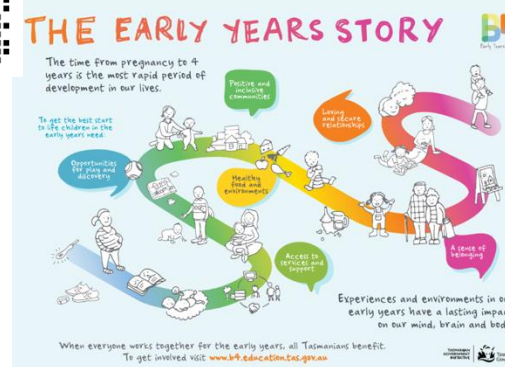
KIDS VISION brighttomorrows.org.au @brighttomorrowsaustralia



NAPCAN PREVENT CHILD ABUSE & NEGLECT

Reframing the *Early Years*

Mini-Toolkit Developed for the
Queensland Framing Champions Group





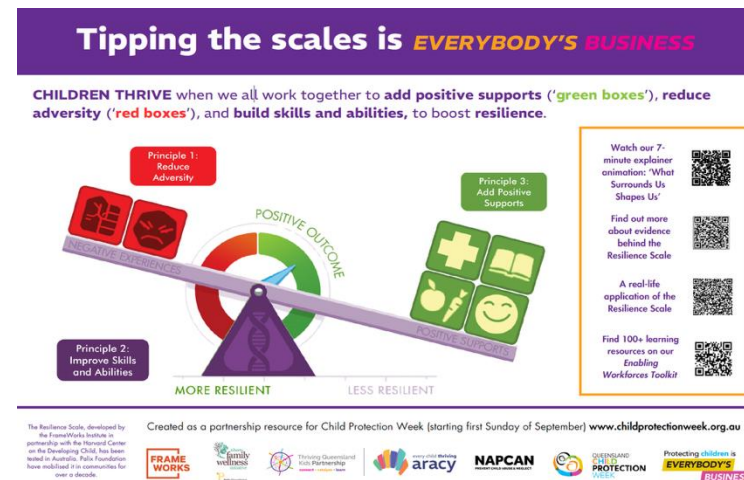
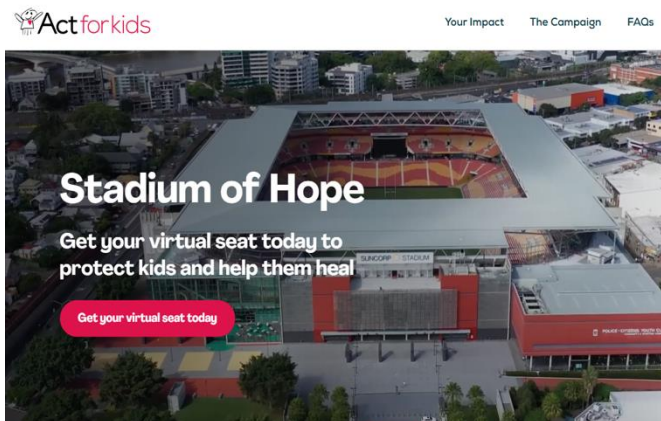
examples



How we talk about the early years matters A Call to Action from the Queensland Early Years Framing Champions

As advocates for the wellbeing and development of Queensland's youngest children, we - the Queensland Early Years Framing Champions - recognise the transformative power of framing in fostering understanding, collaboration, and action.

Our words, images, and stories are powerful tools to drive positive change for every child in every community.



Some key frames to keep in mind

**Early years matter –
start with values of the child's
health and wellbeing and
fairness**

**Avoid othering
and judgemental
language – such
as 'vulnerable'
'at risk' 'deserve'**

**Systems are designed
and can be re-designed**

Avoid family Bubble

**Advance a
frame that
activates 'It
takes a
village'**

**Advance ideas
that include the
role that
government
must play**

**Spot the
mindsets**



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Community Hubs

Building stronger communities together

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[SNAICC](#) > [Our Work](#) > [Early Childhood Development](#) > [Connected Beginnings](#)

Connected Beginnings

Connected Beginnings is an Australian Government place-based, community-led grants program that supports Aboriginal and Torres Strait Islander children and families to strengthen their engagement with early childhood education, health and family support services, ensuring children are safe, healthy and ready to thrive at school by the age of five.

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[What We Do](#)
[Our Partners](#)
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Because Only Together We Can

BREAKING BARRIERS, LIVING PROUD

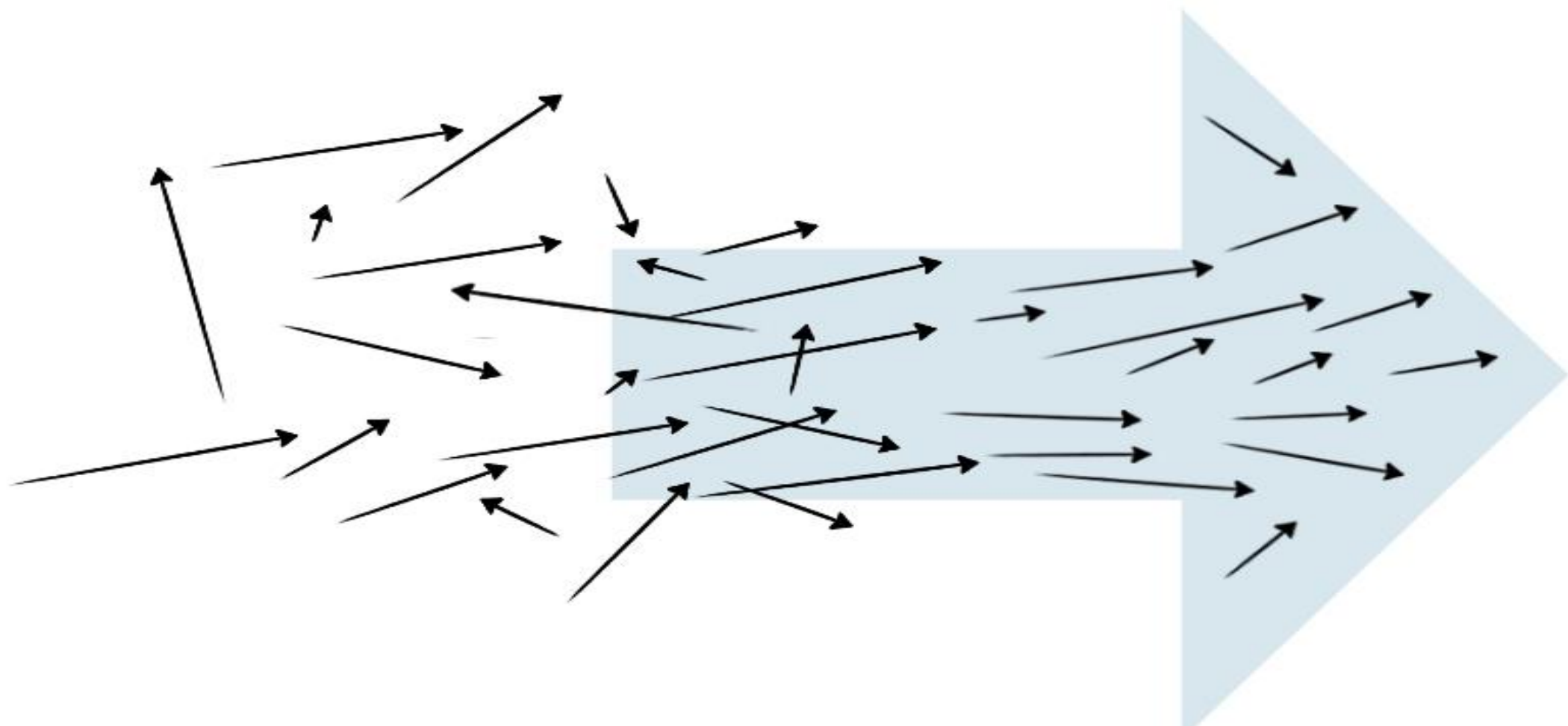
Grants for Community Projects Supporting Vulnerable Groups in Nambour (Australia)

Subscribe to our Free Email Newsletter Now

JOIN

Deadline: 31-Jul-2026

moving in the same direction





Queensland Framing Champions Group

Sprint Work - The Brief

The national Thriving Kids initiative

Audience: Families with children aged from birth to 8 years, with developmental delay and autism or are those who are curious or worried about their child development (secondary audience broader stakeholders)

Purpose: to clearly explain Thriving Kids to an uninitiated member of the audience in a way to speak to the opportunities for their children

Key mindsets/ frames: othering; 'government as partner' and 'takes a village'; now and future, core story frames

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, family and other trusted people, and through the places and communities around them. The early years, from birth 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.

Health and
learning
frame -Core
Story

It takes
a
Village

Examples from Queensland





Gladstone Region *engaging in action* Together (GRT) Queensland Hubs Learning Exchange

Thursday 3 September 2026

Gladstone Region *engaging in action* Together

Community-Led Community Voice

GRT's vision, goals and actions are those of our community, informed by many voices on an ongoing basis.

For us, community includes everyone who lives, participates, impacts or is impacted by activity in the Gladstone Region.



Engagement in Action

Ongoing rolling engagement program throughout Gladstone Region.

- Local expos *e.g. Ecofest*
- Community events *e.g. BAM Markets*
- Community spaces *e.g. libraries, shopping centres*
- Support services *e.g. Salvation Army*

Capturing the voice of our community.



Working Groups

- First Nations Working Group
- Child Development Working Group
- Gladstone Region Systems Leaders Working Group
- Health Bodies Working Group
- Housing Round Table
- Industry Working Group
- Shared Decision-Making Working Group
- Skills Attraction Working Group
- Data and Evaluation Working Group



Framing for Change Journey

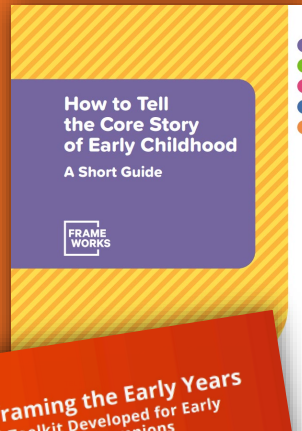
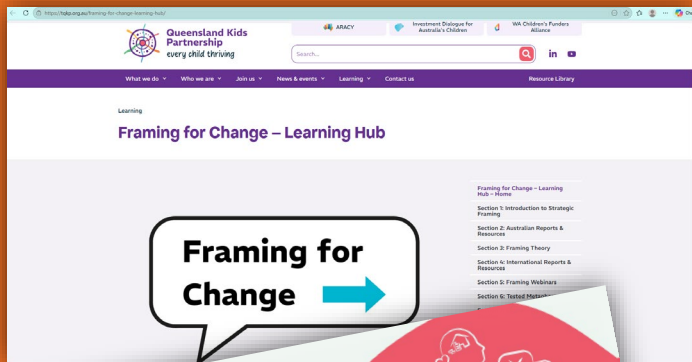
- Pre 2024 QKP Partnership
- Late 2024
 - Introduced to Framing
- 2025
 - Community of Practice
 - Framing for Change Learning Hub
 - Framing Image Bank Library Project



How are GRT integrating framing?

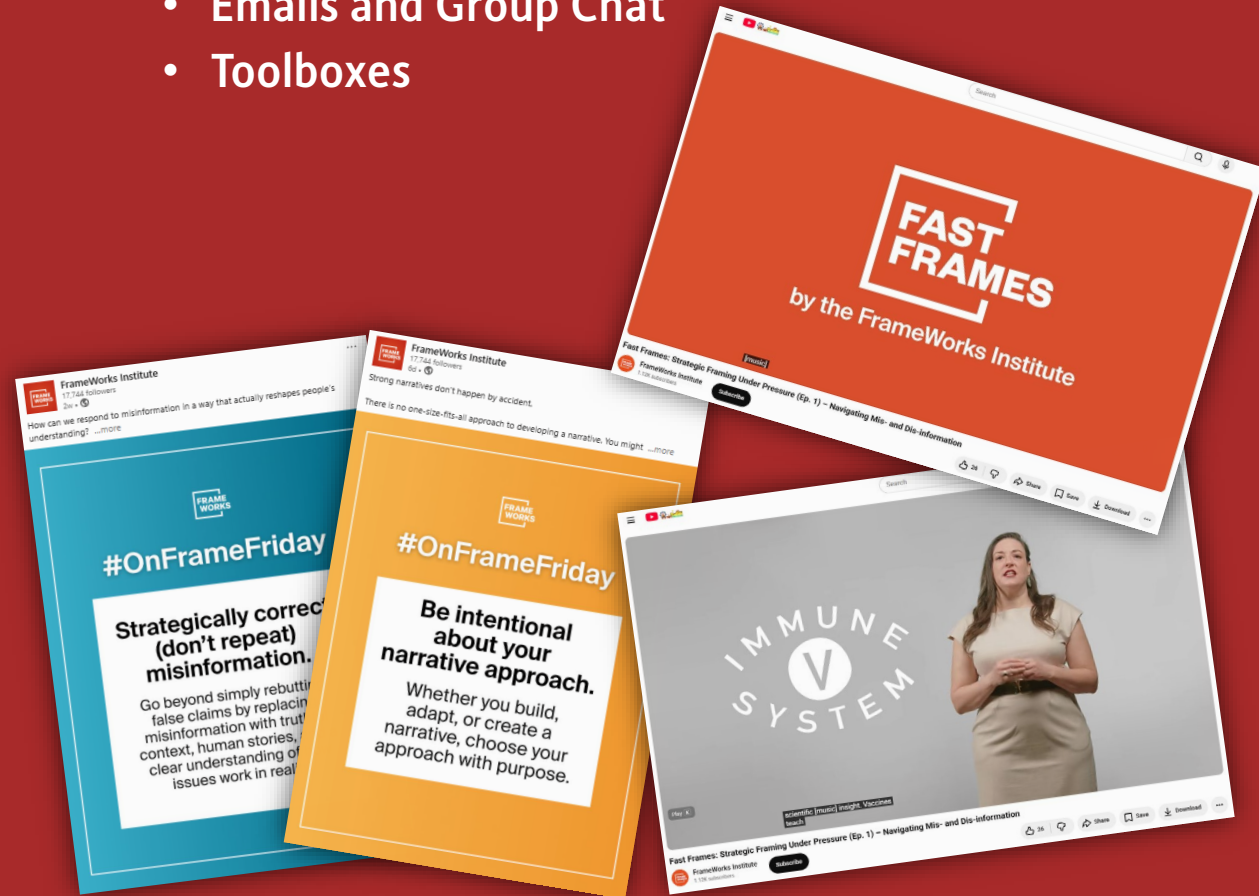
Team Capacity Building

- Communications Bootcamp (initial immersion)
- Team Onboarding/Working Group Inductions
- Lunch & Learns



Internal Team Communication

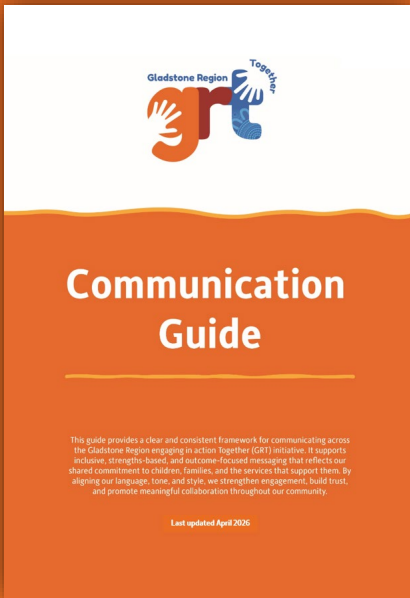
- Emails and Group Chat
- Toolboxes



How are GRT integrating framing?

GRT Communications Guide

- Framing Checklist



Communication Guide

This guide provides a clear and consistent framework for communicating across the Gladstone Region engaging in action Together (GRT) initiative. It supports inclusive, strengths-based, and outcome-focused messaging that reflects our shared commitment to children, families, and the services that support them. By aligning our language, tone, and style, we strengthen engagement, build trust, and promote meaningful collaboration throughout our community.

Last updated April 2025



Framing checklist

Framing is about the words, images and messages we choose - and the way we tell the story. This guide helps us make framing choices that build understanding and drive positive change for children, families and communities.

Framing checklist - on-a-page

Taking about young people - have we...?

- ✓ Young children are a diverse group with different experiences, abilities and needs.
- ✓ We use inclusive language that respects all young people.
- ✓ We use respectful and respectful language that respects all young people.
- ✓ We use respectful and respectful language that respects all young people.

Talking about the early years - have we...?

- ✓ We use respectful and respectful language that respects all young people.
- ✓ We use respectful and respectful language that respects all young people.
- ✓ We use respectful and respectful language that respects all young people.

Talking about parenting - have we...?

- ✓ We use respectful and respectful language that respects all young people.
- ✓ We use respectful and respectful language that respects all young people.
- ✓ We use respectful and respectful language that respects all young people.

Useful metaphors - have we...?

- ✓ We use respectful and respectful language that respects all young people.
- ✓ We use respectful and respectful language that respects all young people.
- ✓ We use respectful and respectful language that respects all young people.

Framing in Action

- Core Story Development
 - Child and Family Wellbeing
 - maternal health
 - immunisation
 - childcare and kindy access
 - early childhood development
 - child substantiation etc.

Working Group Clarity and Scope

- Reflective Practice
- Annual Evaluation Cycle



Why does Maternal Health matter? 'The core story'

Healthy beginnings start from conception.

What happens before birth helps shape children's growth and development.

By supporting women and families during this time, we lay strong foundations for children to grow, learn and start school ready to thrive.

Access to early and ongoing support, nutritious food, healthy lifestyles, strong social connections and culturally appropriate services, support our Mums and Bubs for long-term wellbeing.

As a community we all have a role to play. When systems are designed to support families early, we create the conditions for healthier pregnancies and stronger developmental outcomes, benefiting families now and into the future.

Case Study

Senior Capacity Building - Gladstone Region Childhood Builders

Building Thriving Childhoods

The Gladstone Region Childhood Builders initiative is a collaborative effort between the Gladstone Region, the Queensland Government, and the Australian Government. It aims to build the capacity of local government leaders to lead and deliver high-quality early childhood services for all children and families in the Gladstone Region.

The initiative focuses on building the capacity of local government leaders to lead and deliver high-quality early childhood services for all children and families in the Gladstone Region. This includes providing training, support, and resources to help leaders understand the needs of their communities and develop effective strategies to meet those needs.

The initiative is a collaborative effort between the Gladstone Region, the Queensland Government, and the Australian Government. It aims to build the capacity of local government leaders to lead and deliver high-quality early childhood services for all children and families in the Gladstone Region.

Maternal Health

Understanding Maternal Health outcomes in the Gladstone Region

Background

Gladstone Region engaging in action Together (GRT) is a place-based community-led initiative. GRT has engaged community over the last three years, to capture stories and lived experience of local issues.



Access to maternal supports has been identified by community as a priority focus area.

GRT is committed to long-term supports and outcomes for children and families as identified by community in the Gladstone Region Wellbeing Action Plan.

A desktop study was conducted by GRT in 2024 to:

- understand pregnancy and birthing outcomes for mothers and babies in the Gladstone Region
- identify opportunities for improved maternal health outcomes for mothers and babies in the Gladstone Region.



Our vision is opportunity, equity & quality of life for everyone in our community

Findings

Gladstone mothers have higher pregnancy risk factors and poor pregnancy outcomes compared to Queensland and Australia.



There is a lower percentage of birthing mothers accessing their first antenatal visit in the first trimester of pregnancy (before 14 weeks gestation) compared to Queensland.



Gladstone has a higher percentage of birthing mothers who are obese compared to Queensland and Australia.



Smoking during pregnancy has increased in Gladstone, with a higher percentage of birthing mothers smoking before and after 20 weeks gestation compared to Queensland and Australia.



Gladstone has a higher percentage of birthing mothers experiencing pregnancy complications, such as gestational diabetes, compared to Queensland.

These risk factors can contribute to poor baby health outcomes.



There is a higher percentage of babies born with low birthweight (less than 2500 grams) in Gladstone compared to Queensland and Australia.



There is a higher percentage of babies born with an APGAR score of less than 7 at 5 minutes after birth (indicating complications) compared to Queensland and Australia.

Let's Chat Pregnancy Health and Wellbeing

Understanding Pregnancy Support in the Gladstone Region



Our vision is opportunity, equity & quality of life for everyone in our community

Voices of Local Mums

What happens before birth shapes a child's development in the early years and their long-term wellbeing.



By supporting pregnant women, we do a lot to help our children have a healthy start to life.

For example, we need to make sure all families across our region have access to life's basics, pregnancy healthcare and strong networks of support in our community to help our children thrive.

We would love to hear from you so that we can better support pregnant Mums in the Gladstone Region. Please share your experience about pregnancy health and wellbeing.

1

Did you see a doctor, nurse, or other health professional in the Gladstone Region in the first 14 weeks of your pregnancy?



Yes



No



I don't know

If no, why?

March 2026

Your experiences can help inform improvements for other local Mums and Bubs!

2

What healthcare supports did you receive in the Gladstone Region in the first 14 weeks of pregnancy or would have liked to receive?

3

Mums will often take active steps to stay healthy during pregnancy. What steps or supports helped you stay healthy?

This could include learning healthy recipes, asking your Doctor about quitting smoking or alcohol, or anything else that you felt helped.

4

What additional supports would have helped or could help you to stay healthy during pregnancy?

Please turn over

Where we started

Where we are now

Key Learnings

- Framing is a team effort
- Continuous improvement is essential
- Resources matter
- A core story creates consistency
- Plain language builds understanding
- Simple doesn't always mean shorter



Queensland Hubs - Learning Exchange

How we talk about hubs
matters

3 September 2026

play
matters
the heart & science of play

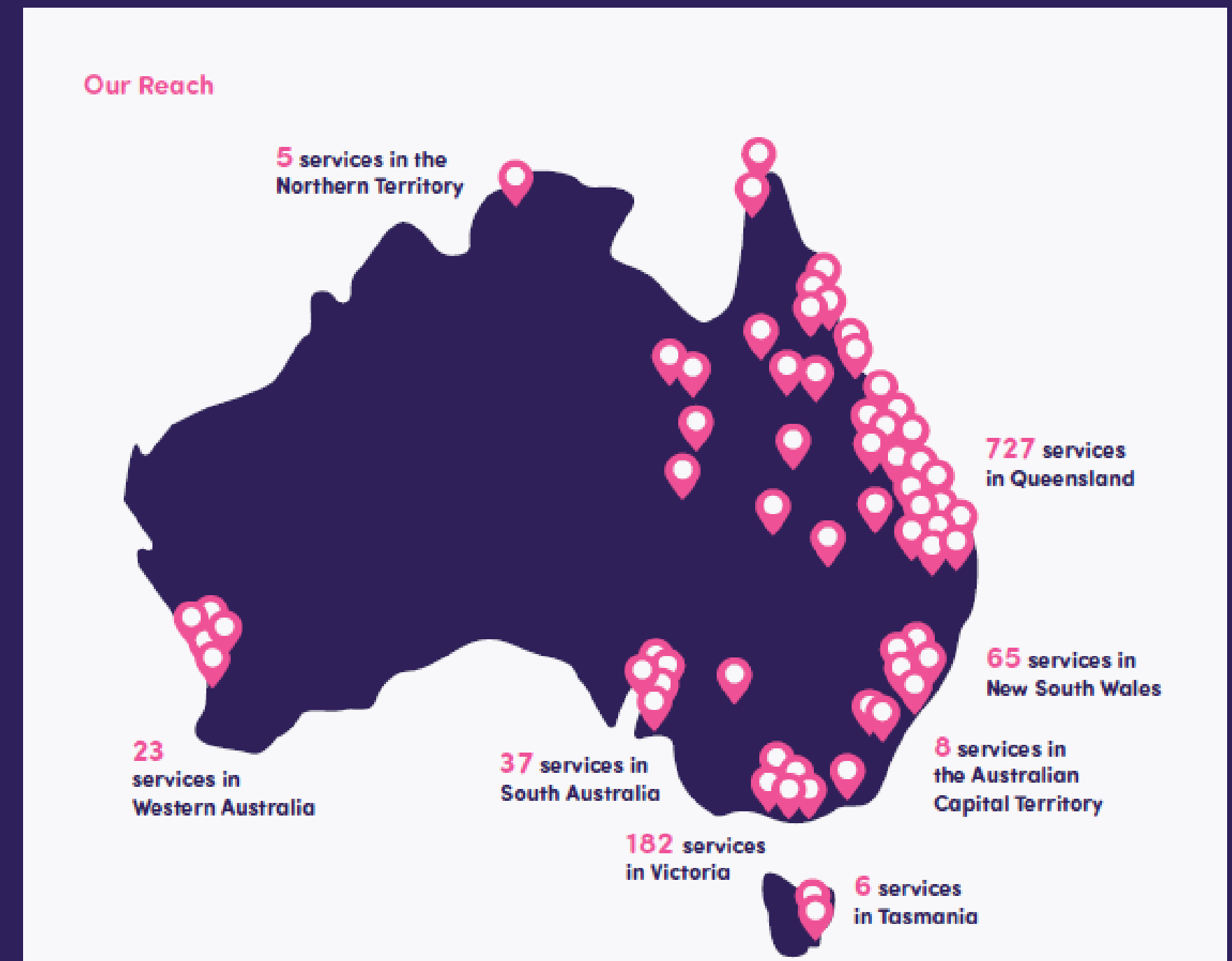


Play Matters Australia
acknowledges and pays
respect to the Traditional
Owners on whose land **we**
play, learn, and grow. We
pay our respect to the Elders
past and present and extend
that respect to all Aboriginal
and Torres Strait Islander
peoples today.



A bit about Play Matters Australia...

- Vision: *Playful Connected Communities*
- 50+ years supporting families and children
- We are a play and connection organisation
- What we are known for:
 - Working with the child and their family
 - Being embedded in community
- We deliver:
 - Playgroups – community, supported and therapeutic
 - Sing&Grow – music therapy
 - Inclusion programs
 - Home Learning and Parenting Peer Support
 - Connection and Navigation
 - Hubs and Outreach



Framing Challenges for the Early Years

- Over emphasis on individual responsibility – Family bubble
- Lack of understanding of early childhood development
- Framing that unintentionally reinforces blame or fatalism
- Always down the line



Framing Strategies for the Early Years

- Start with values
- Explain development as part of your story
- Use examples to define the problem and solutions
- Lean into solutions - explain them, deploy data, include parents
- Use now and later framing



Election Campaign



Election Policy

Queensland State Election 2024

A call to prioritise play

play matters
the heart & science of play

A call to prioritise play  

Play Matters Australia calls for all sides of government to demonstrate that they value play. They can do this by supporting these priorities:

-  **Connecting families to prevention and early intervention**
Play is a proven vehicle for early intervention and prevention. Through increased funding for playgroups, play experiences and evidence-based play-based therapeutic programs the Government can improve the health and wellbeing of Queensland's children.
-  **Navigating to Kindy**
Play Matters Australia recognise parents and carers as a child's first teacher. Leveraging our workforce and network of playgroups to connect families together and build skills and confidence through play, lays the groundwork for smoother transitions to Queensland kindergartens.
-  **A playgroup in every school in Queensland**
Playgroups build stronger linkages between schools and their community. A supported playgroup in every school will help children and their families to be ready for school by building their confidence and knowledge of the school environments and routines.
-  **Intergenerational play experiences in more communities**
Intergenerational play bridges gaps between children, parents, and grandparents. Growing social connections by supporting older Queenslanders to participate in play experiences, also benefits children and their families.
-  **Invest in a Play Consortium of Excellence**
A Play Consortium which focuses on translating research, informing policy, training a play workforce, engaging regional and remote families through digital platforms, and piloting innovative play-based programs for Queensland families.
-  **Leave a legacy of play post Olympics**
Queensland has the opportunity to leave a legacy of play post Olympics. Prioritising play through policy and investment could see Brisbane 2032 leave a legacy that enriches the lives of Queenslanders for years to come.

National Early Years Policy Summit

How we talk about the early years matters A Call to Action from the Queensland Early Years Framing Champions

As advocates for the wellbeing and development of Queensland's youngest children, we - the Queensland Early Years Framing Champions - recognise the transformative power of framing in fostering understanding, collaboration, and action.

Our words, images, and stories are powerful tools to drive positive change for every child in every community.

By leveraging framing evidence, we can shift public understanding, create constructive narratives, build support for better policies, and engage the whole community in our work. In Australia, we have empirically tested framing strategies for the early years, which we are now using in our spheres of influence.

Six strategies for framing the early years*

- #1 Connect with why early years matter by starting with values around children's health and wellbeing, and fairness
- #2 Explain development, make context part of your story, use words and images
- #3 Clearly define the problem using examples and strategic framing
- #4 Lean into solutions—explain them, deploy data, and use examples
- #5 Use 'now and later' framing
- #6 Include parents in solutions

In this example below, we have used these six framing strategies to more effectively communicate the importance of the early years. We encourage you to use this narrative in your work so that together we effectively communicate about the early years:

"Children thrive and develop in communities that allow them to explore, connect, and be heard. The time from conception to five years of age lays the foundation for health and well-being. As children grow, they engage with and respond to their surroundings, actively shaping and reshaping their environment through their interactions, building vital skills through back-and-forth interactions with the adults in their lives. Access to these enriching experiences is pivotal during this time.

Right now, not every child has access to the same opportunities or the supports they need, and this causes children to suffer. We can work together to support parents and provide environments that give them time and space to express themselves to help develop these abilities.

The places children live, learn and play, shape them. We can all help to build the foundations for children to thrive. Every family in every community benefit when we provide quality health care; clean water, air and green spaces; nutritious food options; support for parents; and safe places to play and make friends.

Investing in neighbourhoods, prenatal support, playgroups, libraries, and <insert your area of interest/ advocacy> will positively impact children, families, and contribute to stronger, more vibrant communities across Queensland."

No matter where you work, we invite you to join us in engaging, communicating, and using framing to drive the shift needed for the early years in Australia. By incorporating these narrative strategies, we can better support the policy changes required.

We urge the Summit to prioritise and integrate narrative change strategies into its outcomes.

We call on you all to join us in championing early years messaging that transforms mindsets.

Tom Allsop, CEO PeakCare

Pam Barker, CEO Brisbane Youth Service

Penny Creamer, CEO Play Matters Australia

Louise Denoon, Executive Director, Community Partnerships, State Library Queensland

Anne Edwards, Executive Director - Operations Queensland Family and Child Commission

Michael Hogan, Executive Convenor Thriving Queensland Kids Partnership

Dr Katrina Lines, CEO Act for Kids

Derek McCormack, Director Raising Children Network

Sarah Mitchell, Director Office for Youth Qld Department of Housing and Public Works

Rob Ryan, CEO Parenting Research Centre

Prof Jeanine Young, School of Health University of the Sunshine Coast



The Thriving Queensland Kids Partnership (TQKP) Framing for Change Champions Group is supported by the TQKP Strategic Partnership and Queensland Family and Child Commission (QFCC). To find out more about the initiative - and framing generally - visit the Framing for Change Learning Hub.

*The six framing strategies are from the Reframing the Early Years Mini-Toolkit Developed for Early Years Framing Champions (FrameWorks Institute 2024)



Sunshine Coast Hub



How we talk about hubs matters'

Instead of...	Let's say...
A place where families can come if they have problems <i>(Individual responsibility)</i>	It is a part of our community that helps children and their families thrive <i>(Contextual)</i>
A service hub	Community infrastructure/asset for child and family wellbeing
Helping vulnerable families <i>(Othering)</i>	Creating the conditions for every child and family to thrive <i>(Collectivism)</i>
A place people are referred to	A trusted doorway into supports, relationships and opportunities
Integrating services <i>(Professional only solutions)</i>	Strengthening the support around children <i>(It takes a village)</i>
Fixing problems	Building the foundations of wellbeing early

Take away

How we talk about hubs matters.

If hubs are framed as services, people think about individual need.

If hubs are framed as community infrastructure, people think about collective responsibility.

The shift isn't just in language, it is the mindset.

**Questions
comments
opportunities**



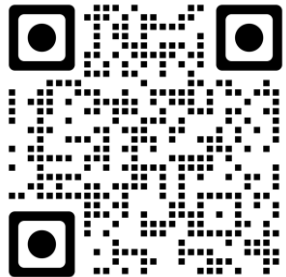
Resources and Tools





Framing Checklist

Download
the digital
resource and
print out the
one pager



Framing checklist- on-a-page

Mindsets - have we... ?

- ✓ 'Widened the lens' to counterbalance individualism?
- ✓ 'Balanced urgency with efficacy' to counterbalance fatalism?
- ✓ 'Highlighted collectivism' to counterbalance 'otherism'?



More info page 4

Telling the story (order matters) - have we... ?

- ✓ Started with values?
- ✓ Explained causes before mentioning effects?
- ✓ Considered using an explanatory metaphor?
- ✓ Offered effective solutions throughout (not just in the conclusion)?



More info page 5

Supporting the story - check that...

- ✓ Data is used carefully - less is more
- ✓ Images and photos show context
- ✓ We're not restating myths



More info page 5



Talking about the early years - have we...? (conception to age 5)

- ✓ Led with the value of health and wellbeing?
- ✓ Used 'now and in the future' framing?
- ✓ Defined the problem and linked to solutions?
- ✓ Used the 'fairness' frame?
- ✓ Focused on what children need?
- ✓ Considered specific tips for talking about pregnancy, mental health and play?



More info page 6

Talking about young people - have we... ?

- ✓ Shown adolescence as a time of discovery, opportunity, learning and potential?
- ✓ Started with importance of young people's identity formation, and social and emotional development (rather than starting with brain development)
- ✓ Explained that structural factors and systems lead to unfairness for youth?
- ✓ Used the 'community connections' frame to widen the lens?
- ✓ Countered otherism by using 'our/we' and by giving young people agency?
- ✓ Shown solutions early and avoided 'crisis' framing?



More info page 6

Talking about parenting - have we... ?

- ✓ Led with what children need to thrive?
- ✓ Avoided words that 'judge' parents?
- ✓ Used the Navigating Waters metaphor?
- ✓ Emphasised parenting as an important job, rather than a difficult one?



More info page 9

Useful metaphors - have we... ?

- ✓ Used opportunities to introduce tested metaphors such as Navigating Waters,
- ✓ Brain Architecture, Serve and Return, Air Traffic Control, Reward Dial,
- ✓ Resilience Scale, and Adolescence as a Time of Discovery?

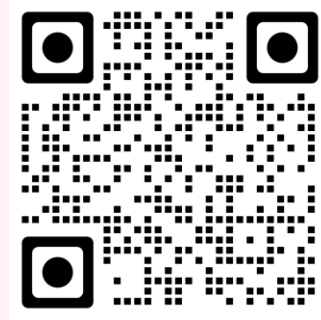


More info page 10



QKP Framing for Change Learning Hub

Find collated research,
recommendations,
and resources.



Framing checklist-on-a-page

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☐[More info page 4](#)

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☐[More info page 10](#)

Learning Hubs

Framing for Change – Learning Hub

Framing for Change

- Framing for Change – Learning Hub – Home
- Section 1: Introduction to Strategic Framing
- Section 2: Australian Framing Reports & Research
- Section 3: Framing Theory
- Section 4: International Framing Reports
- Section 5: Framing Webinars
- Section 6: Tested Metaphors
- Section 7: Examples & Case Studies

Join our Community of Practice

Tuesdays | 9:30 – 10:30am

6 weekly

Next one: Tuesday 13 October



**Queensland Kids
Partnership**
every child thriving

Brain Building in the Early Years Community of Practice

What: 1-hour online learning
hosted by Project ECHO

Who: Anyone interested in
knowing more about
children's brain development

When: Monthly



Queensland Hubs - Learning Exchange

What: Monthly online 90-
minute learning session

Who: Queenslanders who are
interested in hubs

When: Ongoing monthly

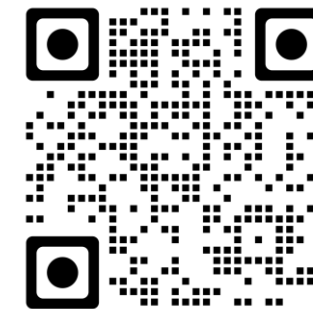


**Raising Children
Network**

Next learning exchange:

Thursday 8th October,
11:30am – 1:00pm:

How hubs can contribute to
Aboriginal and Torres Strait
Islander children, families and
communities thriving.



What's next?



The National Child and Family Hubs Network



Together, we're strengthening Child and Family Hubs so all families can access quality, connected services, supports and social connections when they need them.

The Network brings together families, community organisations, researchers, advocates, practitioners, decision-makers, philanthropists, and government to:

- **build and share evidence** about what works
- **advocate for policies and systems** to strengthen and expand Hubs
- **centre family voices** in Hub and Network decisions
- **strengthen collaboration** and capability across the sector.

In partnership with...



For more information about

QKP's Framing initiative:

naomi.brown@aracy.org.au

QKP's Hubs and Spokes Portfolio:

sophie.morson@aracy.org.au

Stay in touch:



qkp@aracy.org.au



www.linkedin.com/company/queensland-kids-partnership/



@ThrivingQldKids

qkp.org.au

Queensland Kids Partnership is an initiative of ARACY

