

Family carer? We see you!

29 OCTOBER

UN INTERNATIONAL DAY OF CARE & SUPPORT

Celebrating family, whānau and aiga carers



MEDIA RELEASE
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We See You: New Zealand's 1m+ family carers in the spotlight

More than a million New Zealanders support a friend or family member who is frail, unwell, or has a long-term health condition or disability.

Caring for family members who rely on this support is a common role, one we may all experience in our lives, but a recent survey completed by 1700 carers shows that 92% feel invisible and unvalued.

That's why national not for profit Carers NZ and the Carers Alliance of 60 national NFPs are spotlighting carers and their important unpaid role with **We See You** on 29 October.

Carers NZ CEO Laurie Hilsgen says the day has the simple goal of appreciating family carers, whose efforts have an annual economic value of \$17.6 billion, and priceless social and family value.

"If we need family help for a short time or a lifetime, having someone do this is an amazing gift. **We See You** is about ensuring that family carers also feel seen and supported by family, communities, workplaces, and government."

We See You coincides with the UN International Day of Care & Support on 29 October.

Carers NZ and the Carers Alliance hope that everyone who cares about carers will sign a petition seeking improved recognition and wellbeing support for them at <https://wecare.nz>

We See You also offers tips so we can all appreciate the carers in our lives.

"Most of us know at least one family carer. Make them feel appreciated with a text, a call, an email, a hug, or something lovely. Make time to let a carer know you understand that things can be tough – tell them 'We see you' on 29 October and every day."

Contact Laurie Hilsgen
Email centre@carers.net.nz
Petition <https://wecare.nz>

Ways to see and appreciate family carers

At home or in your family

- Say thanks – appreciate them.
- Call, email, text, say hi.
- Share a hug.
- Listen (really listen).
- Drop off baking or a meal or flowers from the garden.
- Ask if you can help, in any way at all - ask for a list of things you can do.
- Go for a drive. An outing. A movie. A walk. Make time just for them.
- Talk about ways big and small they can nurture their wellbeing, because family carers often put their own wellbeing last.

In your neighbourhood and community

- Call, text, email – say hi.
- Make time for a chat at your place or theirs.
- Drop off something yummy.
- If you notice a maintenance or garden chore that needs doing, ask if you can do it for them.
- Community organisations could organise a morning or afternoon tea for carers in their networks, to appreciate them and help them feel seen.

At work – 1 in 8 of every workplace is a family carer

- Organise a morning or afternoon tea for family carers to celebrate their role.
- Remind family carers about your organisation's useful policies and Employee Assistance Programmes.
- Survey staff to find out how many have a caring role, to guide in-work supports.
- Acknowledge carers in the workplace with mentions in your intranet portal, messaging system, or internal communications. Profile them sometimes.
- Join Carers NZ's free CareWise programme for workplaces: <https://carewise.net.nz>
- Ask Carers NZ to host a lunch and learn to ensure carers know about available help.
- Ask a carer you know at work how they are; make them a coffee on 29 October.
- Include Carers NZ in your organisation's payroll giving scheme.

Government

- The Carers Alliance of 60 national not for profits is seeking a home in government for carers – 1m+ New Zealanders whose important role is often overlooked and unsupported.
- The Alliance wants government agencies to truly see carers and ensure that their mental, physical and financial wellbeing is protected through programmes, support, and policies to sustain them.



Drew & Esme, from the UN Decade of Healthy Ageing collection, Aotearoa NZ National Forum

We encourage all New Zealanders to help family carers feel seen on 29 October by signing our petition at <https://wecare.nz>