



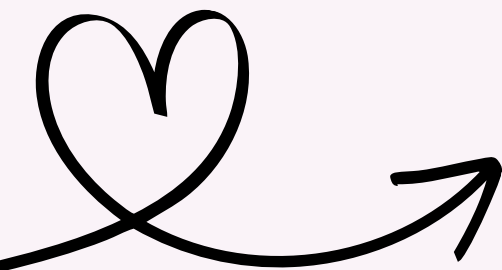
**National Workforce Survey**

# Written content

**Emerging  
Minds.**



**MONASH**  
University



# Thank you

Thank you for supporting the dissemination of the 2026 National Workforce Survey for Child, Parent and Family Mental Health.

The survey, involving researchers from Emerging Minds and Monash University, aims to build one of Australia's most comprehensive pictures of the workforce supporting infants, children, parents and families. To achieve this, we need to hear from practitioners, leaders, managers, educators, researchers and policymakers across every region, discipline and service setting.

Your support will help ensure your workforce, profession, community and sector are represented in the national picture. The broader the participation, the stronger the evidence available to inform future workforce planning, training, resources and support.

On the following pages, we have suggested communications you can adapt for your audiences.



# Suggested email content

## Subject line options

- Help shape support for children and families across Australia
- Your voice matters: Complete the 2026 National Workforce Survey
- Be part of Australia's national picture of child, parent and family mental health
- Complete the survey and win one of five iPads

## Email body

**The Emerging Minds 2026 National Workforce Survey for Child, Parent and Family Mental Health is now open.**

Whether you work directly with children and families or contribute through leadership, policy, research, education or service delivery, your experiences can help shape future workforce planning, training, resources and support across Australia.

By taking part, you'll help build one of the nation's most comprehensive pictures of the workforce supporting infant, child, parent and family mental health. The findings will help identify workforce strengths, challenges and support needs, while ensuring your profession, sector and community are represented in the national picture.

You do not need to work directly with children or specialise in mental health to participate. We welcome responses from people working across health, mental health, education, community services, social services, research, policy and leadership roles.

The survey takes approximately 25 minutes to complete, responses are confidential, and participants can choose to enter the draw to win one of five iPads. Two iPads will be drawn in October 2026, with a further three drawn in December 2026. Complete the survey early to be eligible for both prize draws.

**Take the survey today: <https://bit.ly/3TCGRbU>**

The survey is open until 30 November 2026. Please share it with your colleagues, teams and professional networks to help ensure the broadest possible representation of the workforce supporting children and families across Australia.

# Suggested newsletter content

## **Help build Australia's national picture of the workforce supporting children and families**

The Emerging Minds 2026 National Workforce Survey for Child, Parent and Family Mental Health is now open.

Thousands of practitioners and leaders across Australia are being invited to share their experiences, strengths and support needs to help inform future workforce planning, training, resources and policy.

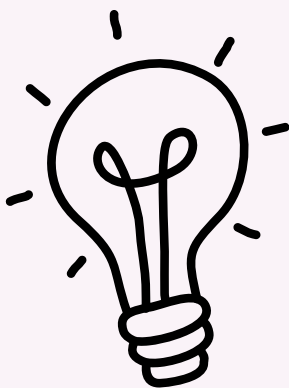
Whether you work directly with children and families or contribute through leadership, education, research, policy or service delivery, your perspective matters.

The stronger the response, the more complete the picture of the workforce supporting infant, child, parent and family mental health.

- Takes approximately 25 minutes
- Confidential participation
- Open until 30 November 2026
- Chance to win one of five iPads

Find out more by visiting [emergingminds.com.au](https://emergingminds.com.au).

**Complete the survey today: <https://bit.ly/3TCGRbU>**



# Suggested website/blog copy

## **Help shape the future of child, parent and family mental health support**

The 2026 National Workforce Survey for Child, Parent and Family Mental Health is now open!

Emerging Minds is bringing together the voices of practitioners and leaders from across Australia to build one of the country's most comprehensive pictures of the workforce supporting infants, children, parents and families.

Whether you work in health, mental health, community services, policy, research, education or leadership, your experiences matter.

The survey will help identify workforce strengths, challenges and support needs, helping to inform future workforce planning, professional development opportunities, resources and investment.

## **Why participate?**

By completing the survey, you can:

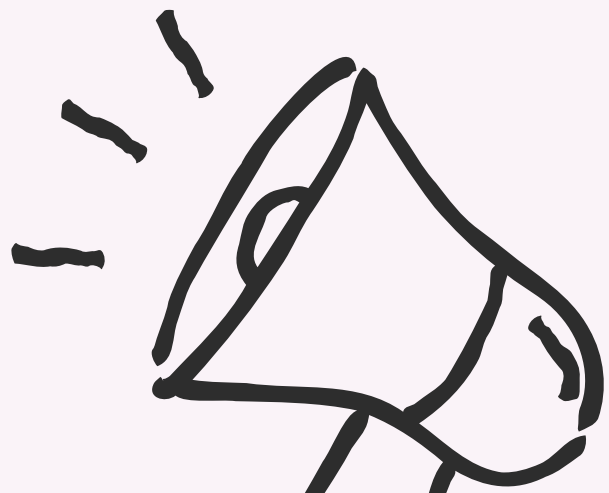
- help shape future workforce support initiatives
- ensure your profession and community are represented
- contribute to a stronger evidence base for decision-making
- support improved outcomes for infants, children and families.

The survey takes approximately 25 minutes and responses are confidential.

## **Win one of five iPads**

Survey participants can also choose to enter the draw to win one of five iPads, with prize draws taking place in October and December 2026.

**Take the survey:** <https://bit.ly/3TCGRbU>



# Suggested social media content



## Option 1

The Emerging Minds 2026 National Workforce Survey for Child, Parent and Family Mental Health is now open.

If you work in health, mental health, community services, social services, research, education, policy or leadership, your experiences can help shape future workforce support, training and investment.

Do not leave your profession, region or community out of the national picture.

Complete the survey. Help strengthen workforce support.

Take part: <https://bit.ly/3TCGRbU>

## Option 2

The future of support for children and families starts with understanding the workforce behind it.

The Emerging Minds 2026 National Workforce Survey is now open and invites participation from health, community services, social services, education, policy, research and leadership professionals.

Help ensure your experiences are represented.

Take part: <https://bit.ly/3TCGRbU>

#NationalWorkforceSurvey #ChildMentalHealth  
#FamilyMentalHealth





**National Workforce Survey**

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Minds.**



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