



**Queensland Kids
Partnership**
every child thriving

Terms of Reference: Framing for Change Community of Practice

May 2026

Queensland Kids Partnership (QKP) acknowledges the traditional owners of the lands across Queensland and beyond, upon which we live and work, and their continuing connection to land and sea, and to kin, culture and community.

We pay respect to Elders past and present, and to First Nations colleagues. We are thankful to grow our children and support our families in these places. QKP also acknowledge the First Nations leaders, caregivers and organisations that have advocated for children and their families and communities.

We acknowledge the consequences of adversity and trauma experienced at the hands of systems over generations. We acknowledge the resilience, determination, leadership, generosity and innovation they have long demonstrated.



Queensland Kids Partnership is a partnership of people and organisations working to transform systems, so all young Queenslanders can thrive.

Kids do well when the people and places around them – like their communities, homes, schools and activities – work well together. But if some parts are missing or don't work well together, it can affect how they feel, learn and grow.

Queensland Kids Partnership is changing this. We're bringing together people, communities, decision-makers, change-makers and workplaces across Queensland to improve connectiveness, learning, and support in communities, workforces and organisations. Together, we can do things better, so that every baby, child and young person thrives.

Queensland Kids Partnership (QKP) is an initiative of Australian Research Alliance for Children and Young People (ARACY), ABN 68 100 902 921, an Australian Public Company registered as a health promotion charity with the Australian Charities and Not-for-profits Commission (ACNC).

Disclaimer

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1. Background to the Community of Practice

A Community of Practice (CoP) for Queensland-based child, youth, and family focused communications practitioners was established early in the COVID-19 pandemic by what was then known as Thriving Queensland Kids Partnership (TQKP), an initiative of ARACY. Initially, the CoP provided a mechanism for Queensland-based organisations working with children, young people and families to share COVID-related knowledge, insights, and best practice as the health crisis unfolded.

During this period, a consistent approach to public health messaging emerged as critical to an effective state-wide pandemic response. Feedback from CoP participants affirmed the value in meeting and sharing resources with peers from other organisations across Queensland, and in identifying opportunities for shared learning centred on the application of evidence-based framing principles in the creation of communications.

From 2022, as the pandemic eased and TQKP entered a phase of activity focused on strengthening collaboration across Queensland, participants expressed a desire to continue meeting regularly, and to expand the focus of the group beyond COVID-19 communications, to encompass broader communications objectives to support the collective vision of changing mindsets, behaviours and systems so that all Queensland kids and families can thrive.

2. Purpose

By convening the Framing for Change Community of Practice, Queensland Kids Partnership aims to:

- strengthen and consolidate Queensland's child, family and youth-focused communications knowledge-base and generate new ideas
- promote learning and peer-support among child, youth and family-focused communications practitioners, communicators and service providers across the state
- build relationships and promote inter-service and cross-sectoral collaboration across Queensland
- propose, develop and test resources that demonstrate and promote best practice, evidence-based messaging for children, families and young people.

3. Scope of practice

Our scope of practice is evidence-based communication, drawing on reliable sources to develop and disseminate information in ways that demonstrate and support positive framing of child- and youth- related public messaging.

By adopting and promoting this approach to communications, we are contributing to long-term, collaborative efforts towards systemic change, particularly in relation to the language used in communicating with and about children, families and young people.

The principal Early Years framework endorsed by this CoP is the [Core Story](#) narrative, which has been developed from extensive research by Kids Research Institute with Frameworks Institute.

Other key work includes the [Parenting Research Centre's](#) Reframing Parenting project, and Emerging Minds' [Reframing Children's Mental Health](#) communications toolkit, developed with Murdoch Children's Research Institute and others. These and other resource are collated and hosted online in QKP's [Framing for Change Learning Hub](#).

These approaches are long-term, collaborative efforts which contribute to systemic change, particularly in relation to the language used in communicating with and about children, families and young people.

4. Joining the CoP

Participation in the Framing for Change Community of Practice is open to all communications practitioners and others engaged in work that involves communicating with and about children, families, young people and communities on matters related to health and wellbeing.

While the focus of QKP's activities is Queensland, members of this group can be from any state or jurisdiction, as it is recognised that sharing best practice and resources across jurisdictions increases opportunities for learning and amplifies the benefits to all.

CoP participants come from organisations ranging from small community initiatives through to large initiatives involving multiple levels of government, businesses and nonprofit entities of any size. Young people, and practitioners at all organisational levels and from all sectors (including government, health, education, community services, industry and small businesses) are encouraged to join.

New members can [complete this form](#) to request to be added to the group.

5. What we do together

Members of the CoP may participate in a variety of ways, with activities broadly falling into two categories: learning-oriented and active collaboration.

A convening team composed of QKP backbone staff will be responsible for scheduling, convening and collating the minutes of meetings, and facilitating work on projects jointly agreed by CoP members.

Examples of CoP activities to date include:

- share information, successes, skills and learnings from past and current initiatives
- create, experiment and document shared approaches and knowledge
- problem-solve and share advice
- identify, share and create a repository of resources & assets
- share upcoming events and professional development opportunities
- generate and coordinate collaborative projects
- collaborate on events and site visits
- build shared understandings and advocate collectively

6. How we communicate

Members of the QKP Framing for Change Community of Practice typically communicate via:

- regular online meetings via Teams
- email updates
- direct contact between members (by joining, members agree to share email and/or phone contact details with the group and may opt out at any time)
- occasional face-to-face opportunities (state-wide and regional)

Meetings are held approximately once every six weeks throughout the year. Meetings will be one hour in duration and there is no cost to participate. Members may be invited to present on topics of particular interest to the group, and guest presenters will be invited where possible. Every effort will be made to accommodate different abilities and accessibility needs, and to ensure those in rural and remote regions are able to participate equally.

Appendix 1: Guidelines for a good community of practice

The following guidelines provide a framework for how Community of Practice members work together.

Clarity of purpose

We have a shared purpose of coming together to share learnings, build shared understandings, and create opportunities for collaboration to promote positive change.

Regularity and structure

We meet regularly. There is enough informality in our processes to support trust building, and enough formality to create structure and productivity, for example by having clear agendas, topics for discussion, and opportunities to provide feedback. Our structures are flexible to the needs and interests of community members and the purpose of the engagement.

Authentic and active participation

Membership in the community requires a willingness by all to actively participate and contribute. Long-term commitment and consistent attendance - according to our personal capacity and interest - help to build authentic relationships.

A culture of learning

We learn through action and collaboration. We are prepared to workshop, problem-solve and brainstorm together. We actively share our learnings and our failings. We support each other to build our capacity. We translate theory into practice and build practice into theory. We work towards a shared understanding and methodology.

Safe space to share

We have agreements around privacy, confidentiality and conduct that support a safe space for sharing. We engage respectfully and non-judgmentally. We share knowledge, information and data openly and with generosity where we can.

Resourcing and facilitation

Each CoP member has a role in sustaining the group and its collective activities, through dedicating time and a personal commitment to participate fully. Responsibility for convening, facilitating and providing group support is undertaken by dedicated role(s) to maintain commitment and motivation, bring out everyone's voices, and manage conflict. The QKP backbone team ensures access to an online meeting space and resources and will endeavour to resolve any technical issues promptly.

Accessible and diverse

We welcome members to the community with a diverse range of backgrounds, skills and experience. We have a range of activities, means of communication and structures to support people participating at different levels, in different ways and in different places.

Appendix 2: Confidentiality

Commitment to sharing

We, the Community of Practice members, aim to share as much information and as many resources as possible. This needs to be balanced with protecting organisational information that might be confidential. If there is something you are unsure about being able to share, rather than not sharing, check to see what's possible. In some circumstances, you may wish to share only part of a resource or certain information with the Community of Practice.

Use of information and resources

To ensure Community of Practice participants can share with trust and confidence, there are limitations on how information and resources may be used. We use the information and resources we receive from the Community of Practice with the benefit of the wider Community of Practice in mind. Information must not be used to the detriment of any other Community of Practice member or any other party.

Re-sharing information and resources

For general information sharing, we operate using the Chatham House Rule. This means that you can share information and resources we receive from the Community of Practice outside of the Community of Practice, but you may not identify where you heard about the information or resource. In some cases, information and resources may be shared with appropriate attribution – for example, where a member shares their own resource or piece of information, and it is already attributed in the public domain; or where a member explicitly requests it be identified as coming from them.

Community members may also request that specific information or resources be kept completely confidential to the Community of Practice only.

Appendix 3: Conduct and complaints

Community members are expected to engage respectfully and non-judgmentally, and to conduct themselves with integrity and professionalism.

Antisocial or discriminatory behaviour, harassment, and victimisation will not be tolerated within the Community of Practice. All defamatory, derogatory, abusive, profane, threatening, offensive, or illegal materials are strictly prohibited.

False, inaccurate, or otherwise misleading information is not helpful. Be transparent about who you are and who you work for. Inappropriate or harmful use of information and resources or breaches of confidentiality will not be tolerated.

Refrain from posting commercial messages. Community posts should not contain excessively promotional material, special offers, job postings or offers, product announcements, or solicitation for services.

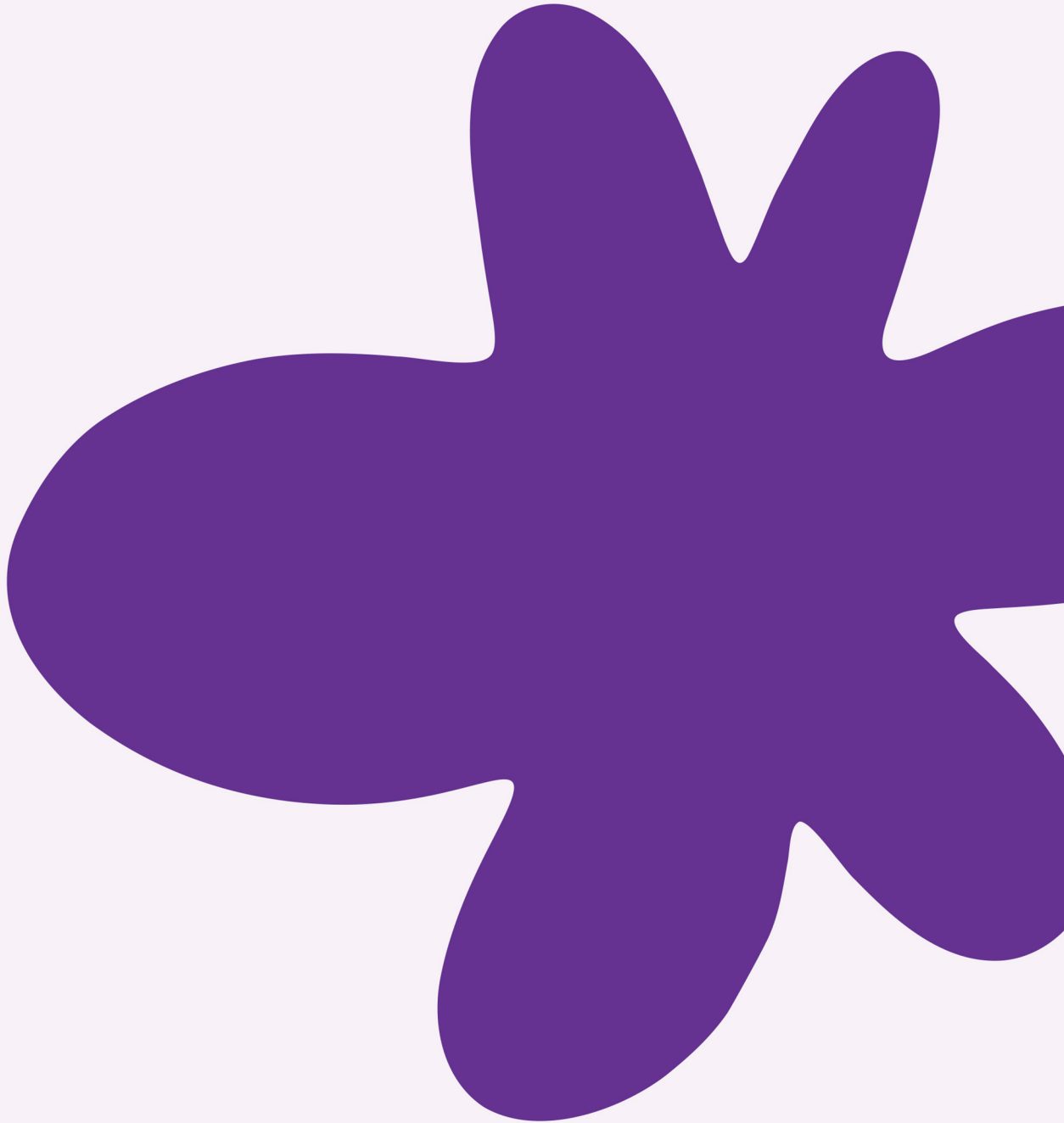
Complaints about conduct will be managed by Queensland Kids Partnership and can be addressed to the QKP Project Lead – Strategic Framing, the CoP convenor/facilitator, or any other QKP staff or board member.

QKP reserves the right to moderate and delete posts, and/or remove members from the community of practice where this code of conduct is violated.

Please email any further questions regarding the QKP Framing for Change Community of Practice to: naomi.brown@aracy.org.au



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Join our growing movement of people and organisations who are working together to create a fairer, healthier Queensland for every child and young person in every community.

qkp.org.au