

MEDIA RELEASE



15 June 2022

Carers Australia appreciates Bronte Campbell's support on Celebrity Apprentice

[Carers Australia](#) is delighted that experienced carer Bronte Campbell chose us for her charity on the 2022 season of Celebrity Apprentice.

Carers Australia CEO Alison Brook said on Bronte's departure from the show, "Bronte is a wonderful ambassador for Carers Australia. She and her family have long supported us as an organisation and been instrumental in building awareness of services available to support carers."

"Bronte and her sister Cate were National Carers Week ambassadors in 2018, sharing their story – and that of their brother Hamish – to highlight the experience of young carers. And in 2020 they filmed a video about the Carer Gateway to promote to carers where support is available."

Celebrity Apprentice participant Bronte Campbell said she wanted to donate to Carers Australia because of her family's caring experiences. "My youngest brother Hamish has cerebral palsy, and our mum has been his full-time carer since he was born as he requires constant medical care. For this reason, I wanted to donate to Carers Australia, which advocates and lobbies for the rights of carers, as well as provides services and support."

"We consider ourselves very fortunate to have had the support of an outstanding ambassador like Bronte," said Ms Brook. "We were pleased to watch Bronte in this year's Celebrity Apprentice and the opportunities it brought for her to shine a spotlight on the experience of Australia's 2.65 million carers."

To donate to Carers Australia – a charity registered with the Australian Charities & Not-for-profits Commission – please donate [here](#).



About Carers Australia and the National Carer Network

Carers Australia is the national peak body representing Australia's carers, advocating to influence policies and services at a national level. The National Carer Network, which consists of Carers NSW, Carers ACT, Carers Victoria, Carers Tasmania, Carers SA, Carers WA, Carers NT, and Carers Queensland, deliver a range of essential carer services across states and territories.

About carers

Carers Australia uses the term 'carer(s)' as defined by the Commonwealth [Carer Recognition Act 2010](#). The term should not be used loosely and without context to describe a paid care worker, volunteer, foster carer, or a family member or friend who is not a carer.

An informal, unpaid carer is a family member or friend that cares for someone who has a disability, chronic or life-limiting illness, is frail aged, has a mental illness, alcohol or other drug related condition. Informal carers are distinct from paid support workers who are colloquially also called carers but are under a contract of employment with remuneration and other benefits of employment. Conversely, family and friend carers perform their caring duties without remuneration.

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