

# Homelessness Week 2024



## Supporter action kit

### #HW2024

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# Homelessness Week 2024



## In this action kit

**About Homelessness Week**

**Homelessness Week Supporter Actions**

**Homelessness Week Messaging**

**Digital assets and posters**

This pack contains information and resources to support your Homelessness Week activities. If you have any questions or comments, please contact [kate@homelessnessaustralia.org.au](mailto:kate@homelessnessaustralia.org.au).

# Homelessness Week 2024



## About Homelessness Week

### What is Homelessness Week?

Homelessness Week aims to build community support and government commitment to end homelessness.

That involves raising awareness about the causes and impacts of homelessness, and educating the community on how they can use their power as citizens to make a difference.

It's an important opportunity to put pressure on government to make change.

If homelessness organisations and advocates across Australia take action then we can send every federal and state member of Parliament a message that change is needed now.

In 2024, Homelessness Week 2024 will be held from Monday August 5 to Sunday August 11.

### What is the Homelessness Week theme in 2024

Homelessness in Australia is getting worse every day. We can't keep waiting for change to happen. That's why the 2024 theme is:



# Homelessness Week 2024



## Homelessness Week Supporter Actions

Homelessness Week is an important opportunity to put the issue of homelessness on the agendas of federal and state governments.

In the lead-up to and during Homelessness Week, you can take action as an organisation or an individual advocate.

Use the action ideas below, or develop your own ideas to influence change

### Invite to your MP to visit your service

The most impactful thing you can do in Homelessness Week is to speak to your MP about what is needed to end homelessness.

Inviting an MP or Senator to your service to learn about the important work you do, to meet clients and staff, and to share knowledge about what needs to change to end homelessness is a great way to get homelessness onto their agenda.

Use the messages guide to link problems to the change we need Government to enact to make homelessness rare, brief and non-recurring.

Take photos of the visit to use on social media and post using #HW2024.

### Visit your MP or write them a letter

If you can't get your MP to your service, request a meeting with them in their electorate office.

Or write them a letter asking them to make change.

You could also invite your clients or other supporters to write MPs or the Homelessness Minister a letter sharing their story and what needs to change for them to gain or sustain a home.

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# Homelessness Week 2024



## Homelessness Week Supporter Actions

### Create a Homelessness Week event

Homelessness Week events that connect with people experiencing homelessness, engage the community in activities that raise awareness of homelessness, or highlight how to end homelessness are another important way to take action.

You could host your event during Homelessness Week, or in the week before or after.

Include your event in the Homelessness Week events listings at <https://homelessnessaustralia.org.au/submit/>.

### Attend the Homelessness Week 2024 launch event



### Ending homelessness for families and children



5 August 2024  
12.15-2.00pm (AEST)  
In person in Sydney, and online

#### Join to hear from:

- Minister for Housing and Homelessness, the Hon Julie Collins
- Anne Hollonds, Australia's National Children's Commissioner
- Frances Crimmins, CEO, YWCA Canberra
- Dom Rowe, CEO, Homelessness NS



Join Homelessness Australia at the official launch of Homelessness Week 2024 for an event focused on ending homelessness for families and children

Hear from the Minister for Housing and Homelessness, The Hon Julie Collins MP, followed by Children's Commissioner, Anne Hollonds and an expert panel.

The free, online event will take place on Monday 5 August from 12.15pm. [Find out more and register here.](#)

To join the event in person in Sydney [register here](#).



# Homelessness Week 2024



## Homelessness Week Supporter Actions

### Generate media about ending homelessness

Use data from your service, write a report homelessness or the impact of the work you do and pitch it to the media.

Your media work will be more impactful if you can also share stories from a real person.

You could also write an opinion piece or letter to the editor calling for change

Post your stories or new information on social media using #HW2024.

### Share the petition calling for an end to homelessness

Homelessness Australia, together with Everybody's Home, has created this petition calling for the 10-year National Housing and Homelessness Plan to set an ambition to end homelessness.

<https://everybodyshome.com.au/end-homelessness/>

By sharing the petition with your networks and promoting it on social media you can help the action grow so it has more influence with Government.

### Join the conversation

Help amplify the messages of Homelessness Week and share your stories, thoughts and concerns about homelessness on social media using the hashtag #HW2024.

You can find messaging and resources in this pack to support your communications.

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# Homelessness Week 2024



## Messaging for Homelessness Week

During Homelessness Week, you are encouraged to share your stories and insights on ending homelessness. You might find the following messaging and resources useful in your communications.

### Facts about homelessness

#### Who is homeless

- On any given night, 122,494 people in Australia are experiencing homelessness (ABS Census 2021).
- One in seven people experiencing homelessness are children under 12 (ABS Census 2021).
- 23 per cent of people experiencing homelessness (almost one in 4) are children and young people between 12 and 24 (ABS Census 2021).
- One in five people experiencing homelessness are Aboriginal and/or Torres Strait Islander (ABS Census 2021).

#### Homelessness services are overwhelmed

- In 2022-23, 273,600 people were assisted by homelessness services (AIHW, Specialist Homelessness Services Annual Report 2022-23)
  - In 2022-23, a further 108,000 people sought help but were unable to be assisted because of shortages of staff, or accommodation or other services (AIHW 2023).
  - That's 295 people a day turned away because services are overstretched.
  - 80% of those being turned away were women and children, many of whom are fleeing domestic and family violence
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# Homelessness Week 2024



## Messaging for Homelessness Week

### What is needed to end homelessness

The main reason people seek homelessness support is because of issues with their housing or finances (65% of those needing support). This highlights the importance of adequate income support and affordable housing to end homelessness.

To significantly reduce the number of people experiencing homelessness Government needs to increase income support so people can afford rent, and invest in more social housing.

Experiences of family violence or other violence and abuse are the next major reason people need help (24% cite violence or family breakdown as their reason for needing support)

To significantly reduce the number of people experiencing homelessness due to violence, Government needs to invest in violence prevention, and to invest in the support and housing that victim/survivors need to build a life free of violence.

Unmet support needs are another key reason why people need homelessness services.

### Top line messages

This Homelessness Week call for the changes that will have the biggest impact.

- Increasing social housing to 10% of all housing
- Increasing funding to homelessness services to meet need
- Increasing income support payments to at least \$80 a day

You can find more messaging about ending homelessness in these advocacy reports:

- [Pre-Budget Submission 2024](#)
  - [Homelessness and domestic and family violence: State of Response Report](#)
  - [Submission to the National Housing and Homelessness Plan](#)
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## Digital assets

Homelessness Australia has developed a range of assets to support your communications during Homelessness Week. You can add these in to your own branding to create Homelessness Week materials.



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