



HOMELESSNESS WEEK 2018 DIGITAL SUPPORTER KIT

Homelessness Week 2018 (6th - 13th August) is a fantastic opportunity to bring the issue of homelessness into the spotlight and onto the agenda of local, state and national governments.

We can all harness the momentum and awareness that Homelessness Week creates by asking people to take action too – which is why we want you to ask people to join the Everybody's Home campaign by signing the petition, liking the Facebook page, or following the campaign on Twitter.

This kit contains all the information you need to make it easy to support Homelessness Week online.

Use the Hashtags:

#HW2018 and #EverybodysHome

Share the petition:

www.everybodyshome.com.au/sign-petition-to-end-homelessness/

Like the Facebook Page:

www.facebook.com/EverybodysHomeCampaign/

Follow on Twitter:

[@_everybodyshome](https://twitter.com/_everybodyshome)

Key messages

- ▶ Everyone needs a home – but the housing system is broken.
- ▶ Australia's housing system is broken – but there are things our government can do to fix it, to make sure everyone has a home.
- ▶ We're all affected by the broken housing system – but there's a solution for everyone.
- ▶ Renters, first homebuyers and people who just need a safe roof over their heads. What happens to one of us, affects everybody.
- ▶ The number of Australians experiencing homelessness is growing every year because of the shortage of affordable housing and skyrocketing rents.
- ▶ We need the Government to develop a National Action Plan to end homelessness by 2030.
- ▶ We need a National Action plan that:
 - ▶ Addresses all the drivers of homelessness, including the lack of affordable housing, poverty and family violence.
 - ▶ Rapidly rehouses people who are homeless and helps them stay there.
 - ▶ Addresses the over-representation of Aboriginal Australians who are experiencing homelessness.
 - ▶ Commits to ending homelessness by 2030 by taking action to prevent homelessness and delivering rapid access to the housing and support people need if they do lose their own home.

Key facts

- ▶ 2/5 of people who are homeless are under the age of 25.
- ▶ Only 6% of people who are homeless actually sleep on the streets. Most you wouldn't see or know they're homeless.
- ▶ Homelessness in Australia has increased by 14% in 5 years.
- ▶ Federal Government funding for social housing and homelessness has decreased by 16% in 5 years.
- ▶ On any given night, more than 116,000 Australians are homeless. That's one in every 200 people.
- ▶ Over a third of people presenting at services cite family violence or relationship breakdown as the main reason for seeking assistance.

Facebook

Make sure you like the Everybody's Home Facebook page, and share content throughout Homelessness Week (6-13 August). Click here now, or visit:

www.facebook.com/EverybodyHomeCampaign/

You can use the suggested Facebook posts below throughout the week too – just click on the image to download it, and copy and paste the caption into your Facebook post.



Facebook post 1.

Everyone needs a home – but Australia's housing system is broken. That's why this Homelessness Week, we're asking you to join the national campaign to call on our leaders to take action, and fix the broken system.

Will you join the campaign now: www.everybodyshome.com.au



Facebook post 2.

The housing system is very clearly broken.

But there are ways to fix it - we just need our Government to make housing a priority, and invest in the solutions!

This Homelessness Week, will you sign the petition now to call on the Government to develop a National Action plan to end homelessness by 2030? www.everybodyshome.com.au/sign-petition-to-end-homelessness/



Facebook post 3

This week is Homelessness Week – a time to raise awareness and take action to ensure that everyone has a home.

Homelessness in Australia is growing rapidly, but our leaders aren't investing in the solutions needed to end homelessness.

Will you help spread the word?



Facebook post 4

On any night in Australia, 116,000 people are homeless.

It's not just people sleeping rough on the streets.

All over Australia every single day there are people sleeping in their cars, living in dodgy rooming houses or bedding down on couches on because they have nowhere else to go.

Twitter content

Be sure to follow @_everybodyshome on Twitter, and use the hashtags #HW2018 and #EverybodysHome.

You can also use some of the sample tweets below to help spread the word.

Tonight, over 116,000 people will be homeless. It's time for a national action plan to end homelessness by 2030. This #HW2018 sign the petition to call on our leaders to take action: www.everybodyshome.com.au/sign-petition-to-end-homelessness/ #EverybodysHome

On any given night, more than 116,000 Australians are homeless. #HW2018 #EverybodysHome

190,000 Australians are waiting for public & community housing. The longer they wait, the greater their risk of homelessness #HW2018 #EverybodysHome

In 2016-2017, over 288,000 Australians sought assistance from Specialist Homelessness Services, 11,000 more than the previous year. #HW2018 #EverybodysHome

10% of people seeking homelessness assistance have no shelter. Others may have shelter but it's not permanent, safe or affordable #HW2018

Two in every five homeless people are under the age of 25. #HW2018 #EverybodysHome

Despite the dramatic increase in need, homelessness funding has remained static. #HW2018 #EverybodysHome

1-in-3 people were turned away from homelessness services last year due to a lack of resources. #HW2018 #EverybodysHome

Over a third of people presenting at services cite family violence or relationship breakdown as the main reason for seeking assistance #HW2018 #EverybodysHome

Low income earners are being pushed out of the private rental market, and yet there is not an adequate safety net of public and community housing to prevent them falling into homelessness. #HW2018 #EverybodysHome