

Homelessness Week 2022

Supporter pack

To end homelessness we need a plan
#HW2022

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Homelessness Week

1-7 August 2022

About Homelessness Week

What is Homelessness Week?

In Australia, there are over 116,000 people experiencing homelessness on any given night.

Homelessness Week aims to raise awareness of the causes and impacts of homelessness via national and local events and campaigns. This includes providing information on the importance of housing as a solution and educating communities on how they can make a difference.

How do I get involved?

Homelessness Week provides an opportunity to bring the issue of homelessness onto the agendas of local, state and national governments.

In the lead-up to and during Homelessness Week, individuals and organisations are encouraged to get involved by supporting campaigns, attending events and sharing messages to end homelessness.

This pack contains information and resources to support your Homelessness Week activities. If you have any questions or comments, please contact media@chp.org.au.

What is the theme for Homelessness Week 2022?

The theme for this year's Homelessness Week is **to end homelessness we need a plan**.

We need a national plan to end homelessness to properly address the issues driving rising homelessness, and to respond effectively so that homelessness is prevented where possible and quickly resolved when people do lose their home.

The new Federal Government has committed to developing a national housing and homelessness plan. This Homelessness Week, we are launching discussions within the sector about what the national plan needs to include to end homelessness in Australia.

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Supporting Homelessness Week 2022

There are plenty of ways you can get involved in Homelessness Week 2022:

Attend the Homelessness Week 2022 launch event

Join Homelessness Australia at the official launch of Homelessness Week 2022 to hear the new Minister for Housing and Homelessness, The Hon Julie Collins MP, followed by an expert panel discussion facilitated by Homelessness Australia Chair, Jenny Smith.

The free, online event will take place on Monday 1 August 2022 from midday. [Find out more and register here.](#)

Attend an event

In the lead-up to and during Homelessness Week, you are encouraged to find an event that is happening in your community, local network, or nationally, to learn more about issues relating to homelessness and how to solve it.

A great place to start is by searching for #HW2022 on social media, visit the websites of your local services, or follow @HomelessnessAus on Twitter where we will be posting information about Homelessness Week events.

Join the conversation

Help amplify the messages of Homelessness Week and share your stories, thoughts and concerns about homelessness and Australia's housing crisis on social media using the hashtag #HW2022.

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

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Talk to your MP

Homelessness Week is an excellent opportunity to speak to your MP about homelessness and housing.

Whether you make a phone call, write a letter or arrange a meeting with your MP, talking to your representative can be a highly effective way of getting homelessness and housing onto their agenda.

Council to Homeless Persons has a guide on how to make contact with your MP, including how to prepare for, conduct and follow-up your communications. [Find information on how to speak to your MP here.](#)

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Messaging for Homelessness Week

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

Facts about homelessness

- On any given night, 116,000 people in Australia are experiencing homelessness.
- Social housing in Australia has shrunk from 4.8 per cent of all homes in 2011 to 4.2 percent in 2021.
- One in seven people coming to homelessness services in Australia are young people on their own.
- In 2020-21, 114,000 people seeking homelessness services had to be turned away because of a lack of resources. That's 20 per cent more than the year before.
- Homelessness is not "rooflessness". Only seven percent of people without a home are sleeping rough. The majority of homelessness is hidden - people in crisis accommodation, rooming houses, insecure housing, overcrowded dwellings or couchsurfing.
- Rents in Australia have increased by 9.1 per cent in capital cities and 10.8 per cent in regional areas in the past 12 months.

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Digital assets and posters

Homelessness Australia has developed a range of assets to support your communications during Homelessness Week. You are encouraged to download and distribute among your organisations and networks.

Feel free to place your own organisation's logo on the designs.

Social files

A range of share graphics for Facebook, Twitter, LinkedIn and Instagram.



[Click to download](#)

Digital assets

Website banners and an email signature to display leading up to and during Homelessness Week.



[Click to download](#)

Posters

A4 posters to print and display in physical locations.



[Click to download](#)

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Support Everybody's Home

Everybody's Home is the national campaign to fix the housing crisis in Australia. Across Australia home prices and rents are skyrocketing, pushing more people into housing stress. Our shrinking proportion of social housing means there is nowhere to go for families pushed out of the rental market. There are simple things our governments can do to fix this.

This Homelessness Week, consider supporting Everybody's Home with the following actions:

1. Ask your local MP to sign the social housing pledge

Everybody's Home is asking supporters to seek a meeting with your local MP and ask them to [sign the social housing pledge](#) to support investment in more social housing.

You can [view a gallery of politicians who have already signed the pledge here](#) and you can [find resources to help plan your meeting here](#).

This action can be taken throughout the year, but Homelessness Week is a great time to approach your MP.

2. Sign the Everybody's Home petition

Everybody's Home will be launching a petition during Homelessness Week to call for additional investment into social housing.

Visit the Everybody's Home website during Homelessness Week to find the petition, as well as resources to help spread the word.

3. Make some noise

Help make some noise by sharing the petition and pledge, and don't forget to use the hashtags #BuildSocialHousing and #EverybodysHome.

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Useful resources

Homelessness fact sheets

A range of information on issues relating to homelessness and what is needed to address them.

www.homelessnessaustralia.org.au/homelessness-resources

Housing Assistance in Australia

Data about housing assistance in Australia from the Australian Institute of Health and Welfare

www.aihw.gov.au/reports/housing-assistance/housing-assistance-in-australia

Talk to your MP

Resources from Council to Homeless Persons on calling, writing and visiting your MP, and what you can ask them to do.

www.chp.org.au/news-and-advocacy/take-action/talk-to-your-mp/

Homelessness heat maps

Heat maps from Everybody's Home containing localised information on homelessness and housing.

www.everybodyshome.com.au/heat-maps/

Rental affordability snapshot

Rental Affordability snapshot Snapshot of housing affordability in Australia released yearly by Anglicare Australia

www.anglicare.asn.au/publications/rental-affordability-snapshot-2022/

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