

# HOMELESSNESS WEEK 2023

It's time to **end** homelessness



## 2023 Supporter pack

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**#HW2023**

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## About Homelessness Week

### What is Homelessness Week?

In Australia, there are over 122,494 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 creating and attending events, supporting campaigns and sharing messages focussed on ending homelessness.

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).

### What is the theme for Homelessness Week 2023?

The theme for this year's Homelessness Week is **it's time to end homelessness**.

In 2023, the Federal Government will begin developing a 10-year National Housing and Homelessness Plan. Our aim is for the plan to be ambitious and include the reforms needed outside the homelessness service system that are critical to ending homelessness, like people having adequate incomes, access to affordable housing, freedom from violence, and the support they need.

## Supporting Homelessness Week 2023

There are plenty of ways you can get involved in Homelessness Week 2023:

### Attend the Homelessness Week 2023 launch event

Join Homelessness Australia at the official launch of Homelessness Week 2023 for an event focussed on ending First Nations homelessness.

Hear from the Minister for Housing and Homelessness, The Hon Julie Collins MP, followed by Aboriginal social justice commissioner, June Oscar AO and an expert panel of leaders in First Nations homelessness.

The free, online event will take place on Monday 7 August 2023 from 11am. [Find out more and register here.](#)

### Create your own event

In the lead-up to and during Homelessness Week, you are encouraged to host an event to highlight how to end homelessness.

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

### Invite to your MP to visit your service

Homelessness Week is a great opportunity to speak to your MP about what is needed to end homelessness.

Inviting your MP to your service to learn about the important work you do, and to meet clients, and staff, is a highly effective way to get homelessness onto their agenda.

Take a picture for your Annual Report, post it to social media to thank them for their visit and send a copy to [kate@homelessnessaustralia.org.au](mailto:kate@homelessnessaustralia.org.au)

## Supporting Homelessness Week 2023

### Generate media about ending homelessness

Use data from your service, write a report about ending homelessness, or the impact of the work you do and engage the media in reporting on homelessness.

Your media work will be more impactful if you can also share stories of the impact of homelessness on a real person, or of the supports or housing that helped someone escape homelessness - or is needed to help someone currently without a home.

Use your stories and data or new information on social media, as well as in traditional media.

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

Homelessness Australia, together with Everybody's Home, have developed [this petition](#) to Prime Minister Anthony Albanese calling for the Government's 10-year housing and homelessness plan to aim to 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 #HW2023.

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

## 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 people (ABS Census 2021).
- Homelessness is not "rooflessness". Only 6.2 per cent 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 couch surfing.

#### Homelessness services

- In 2021-22, 272,700 people were supported by homelessness services (AIHW, Specialist Homelessness Services Annual Report 2021-22)
- In 2021-22, a further 105,000 people sought help but were unable to be assisted because of shortages of staff, or accommodation or other services (AIHW 2022).
- That's 300 people a day turned away because services are overstretched (AIHW 2022).

## Messaging for Homelessness Week

### Facts about homelessness

#### Why do people become homeless

- 52% of people seeking homelessness services say issues with housing or finances, such as the affordability of rent, are the main reason they need help
- 28% cite family violence or other violence and abuse as the main reason they need help
- 5% cite other family relationship issues
- 15% cite other issues

#### What is needed to end homelessness

To end homelessness once it occurs people need:

- Adequate incomes
- A home
- To be free from violence and abuse
- Effective support to gain and retain housing

To read more about ending homelessness read: [Homelessness Australia: A Plan to End Homelessness](#) (2022) and [Critical Issues in Australia's 10-year national housing and homelessness plan](#).

Both can be found under <https://homelessnessaustralia.org.au/our-advocacy/> on the Homelessness Australia website



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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.

### Social files

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



[Click to download](#)



[Click to download](#)



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### Digital assets

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



7-13 August 2023  
[homelessnessaustralia.org.au](http://homelessnessaustralia.org.au)

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### Posters

A4 posters to print and display in physical locations.



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