

Homelessness Week **2025**



Supporter action kit

#HW2025

Homelessness Week 2025



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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.

Homelessness Week 2025



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 2025, Homelessness Week will be held from Monday 4 August to Sunday 10 August.

What is the Homelessness Week theme in 2025

Homelessness in Australia is getting worse every day. We can't keep waiting for change to happen. That's why the 2025 theme is:



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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.

You can use the text of the letter on the next page to help write your invitation letter.

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 #HW2025.

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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Draft invitation letter to your local member of Parliament

Your Organisation's Letterhead or Logo
(Today's Date)
(Name of MP)
Member for (Electorate Name)
(Parliamentary Office Address)

Dear (Title and Last Name of MP),

Invitation to Attend Local Homelessness Week 2025 Event – “Homelessness Action Now”.

On behalf of (Your Organisation's Name), I would like to warmly invite you to join us during Homelessness Week 2025 to see firsthand the work we're doing to support those experiencing homelessness in our community.

Event Details: Date: (Insert date) Time: (Insert time) Location: (Insert address or venue name)
Theme: Homelessness Action Now.

This event will provide an opportunity for you to:

- Meet and hear from people with lived experience of homelessness
- Tour our services and learn about our impact locally
- Engage with our staff, volunteers, and sector partners
- Hear directly about the challenges facing our community and the urgent need for action

Your presence and support would mean a great deal—not only to our organisation, but to the many individuals and families whose lives are touched by homelessness every day.

Please RSVP by (Insert RSVP date) to (Insert contact person's name and contact details).
We hope you'll join us in shining a spotlight on this critical issue and affirming our shared commitment to solutions that are dignified, sustainable, and community-led.

Warm regards,
(Your Full Name)
(Your Title)
(Organisation Name)

(Email address) | (Phone number) (Website or social media handles, if applicable)

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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.

Your event could be launching a new initiative/project, hosting a film screening, releasing a report or video featuring people with lived experience, inviting a guest speaker to speak to your stakeholders and supporters, or promoting the successes you have achieved over the last year.

Use our 'Fact sheet on homelessness' to draw attention to the scale of the national homelessness emergency as well as your own local data or stories about the impact of not enough affordable housing, inadequate safety nets and overwhelmed homelessness services.

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

Register your event with Homelessness Australia

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

Join the conversation on social media

Help amplify the messages of Homelessness Week and share your stories, thoughts and concerns about homelessness on social media using the hashtag #HW2025. Tag in your Federal or State members of Parliament as well.

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

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Generate media about ending homelessness

The national housing and homelessness crisis is a hot topic in the mainstream media – your local media (print, radio or TV) would likely be interested in covering a story on how this is impacting your local community.

To create a hook for your story you can use data from your service, and/or write a report on homelessness or the impact of the work you do.

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 #HW2025.

Amplify campaigns, such as No-one turned away

Homelessness Australia's No-One Turned Away campaign aims to build pressure on Government to invest in homelessness services.

You can find data about the pressure on homelessness services in the [Call Unanswered](#): unmet demand for specialist homelessness services report.

Join the campaign at

[https://homelessnessaustralia.org.au/nooneturnedaway/#!](https://homelessnessaustralia.org.au/nooneturnedaway/)



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Homelessness Week Fact Sheet

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

Facts about homelessness

The facts below are taken from these sources:

- [AIHW annual homelessness data 2023-24](#) (AIHW)
- Impact Economics, [Call Unanswered](#) (IA)
- [Australian Homelessness Monitor 2024](#) (AHM)
- Productivity Commission 2025 (PC)
- State of Housing System Report 2025 (NHSAC),
- 2018–19 National Aboriginal and Torres Strait Islander Health Survey (NATSIHS)

1. The housing crisis is driving increased homelessness

The housing system is failing people on low incomes — and homelessness is the result.

- In 2022, 3 million people were at risk of homelessness, where one setback like job loss or illness could mean losing their home — up 63% since 2016. (IA)
 - On Census night in 2021, over 122,000 people were without a home (ABS).
 - Rental stress is worsening and lasting longer. In 2023, 54% of low-income renters were in rental stress, with 21% paying more than half their income in rent — the highest rate in a decade. The proportion stuck in stress for two or more years rose sharply from 48% in 2022 to 60% in 2023. (NHSAC)
 - Rental stress is driving homelessness. Between 2020 and 2023, the number of people seeking help because they couldn't afford housing jumped 36% (AHM). The number of new clients already homeless before they reached out rose 9% — now more than 10,000 people each month (AHM).
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Facts about homelessness

2. First Nations people are overrepresented in homelessness and housing crisis

Aboriginal and Torres Strait Islander people continue to be dramatically overrepresented in homelessness due to the ongoing impacts of colonisation, discrimination and intergenerational disadvantage.

- Nearly 1 in 3 (29%) Aboriginal and Torres Strait Islander people aged 15 and over have experienced homelessness in their lifetime. (NATSIHS)
- On Census night in 2021, around 25,000 First Nations people were without a home — up 6.4% since 2016. (ABS)
- First Nations people make up just 3.8% of the population but 28% of homelessness service clients. (AIHW)
- Persistent homelessness is rising faster among First Nations clients — up 46% since 2019–20, compared to 25% across all clients. (AIHW)

Housing disadvantage is also more severe.

- Aboriginal and Torres Strait Islander people are:
 - 8.8 times more likely to be experiencing homelessness than other Australians.
 - 6 times more likely to live in social housing
 - 3 times more likely to live in overcrowded dwellings
 - Half as likely to own their own home.
- 9.5% of Aboriginal and Torres Strait Islander households need at least one additional bedroom — rising to 24% in remote areas.
- Only 69% of overcrowded dwellings meet acceptable standards — dropping to just 52.5% in remote areas.

A conservative estimate of unmet housing need includes:

- 18,342 additional houses: 3,248 to address homelessness and 15,094 to reduce overcrowding.
- 69,500 existing homes likely require major repairs or replacement due to structural problems or poor facilities. (NATSIHS/NATSIHA)

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Facts about homelessness

3. Who needs support

- In 2023–24, 280,000 people were assisted by specialist homelessness services ([AIHW](#))
 - 6 in 10 were female
 - 1 in 3 (34% or 92,300) clients were living as a single parent with one or more children when they sought support
 - about 15,600 were women aged 55 or older (9.3% of female clients) and 13,900 were men aged 55 or older (12% of male clients)
- 39% of all clients had experienced family and domestic violence ([AIHW](#))
- The proportion of employed people seeking homelessness support increased from 10.9% to 15.3% over the five years to 2022–23 ([AHM](#)).

4. Children and young people

- Children and young people (aged 0–24) make up 37% of people experiencing homelessness (ABS)
 - 15% of all homelessness clients are unaccompanied children and young people
 - Experiencing homelessness before age 16 is a strong predictor of adult homelessness.
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Facts about homelessness

5. Demand for homelessness help outstrips capacity

Homelessness services are stretched beyond their limits and unable to keep up with growing demand. Thousands of people who need urgent help are being turned away every year.

✗ People are missing out on help

- In 2023–24, an average of 208 people per day — 53,292 people over the year — were turned away from homelessness services due to lack of capacity. ([AIHW](#))
- Analysis shows a further 75,277 people are turned away each year, and 48,195 people don't even make it through the door — a total of 123,472 people missing out. [HA release](#)
- This gap could be closed with a \$671 million annual funding boost.

☎ Services are overwhelmed

Homelessness services have to go 'on bypass' to manage overwhelming demand

- 83% of services report being unable to answer phone calls at times. ([IA](#))
- Nearly 40% have had to shut their doors during operating hours just to cope with demand. ^{*}([IA](#))

🏠 Not enough housing to go around

- Of 163,000 clients who requested accommodation in 2023–24:
 - 34,360 people missed out on short-term or emergency housing.
 - 76,688 people (70%) missed out on long-term housing. ([AIHW](#))

📈 Workload pressure is rising

- The average duration of client support rose 44% over the past five years ([AHM](#))
- Providers have reported a 12% increase in monthly caseloads since 2019–20 ([AHM](#))
- Where specialist homelessness services intervene early, they prevent homelessness in more than 80% of cases. ([PC](#))

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Facts about homelessness

6. Rough sleeping is increasing

- Rough sleeping — the most visible form of homelessness — continues to grow. ([AIHW](#))
- The number of people already sleeping rough when they first sought help rose by 13% in the past year.
- This marks a 33% increase over the past two years.

7. Persistent homelessness is rising

- Persistent homelessness — defined as being without a home for more than seven months over a 24-month period — has increased by 25% over the past five years. (PC)
 - In 2023–24, 37,779 people experienced persistent homelessness, up from 29,500 in 2018–19
 - Persistent homelessness now accounts for 22.5% of all clients using homelessness services
 - Alarmingly, over 10% of those housed through services in 2023–24 have since returned to homelessness
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Facts about homelessness

8. Homelessness is costing lives

People experiencing homelessness are dying younger, and in increasing numbers.

- The death rate for people who are homeless is 1.8 times higher than the general population
- Annual deaths of people who had accessed homelessness services rose from 914 in 2012–13 to 1,489 in 2021–22 — a 63% increase
- 25–33% of these deaths were due to suicide or accidental poisoning.
- The median age of death:
 - 46 years for people sleeping rough
 - 82 years for the general population
- In 2021–22 alone:
 - People who accessed homelessness services made up 1 in 6 accidental poisoning deaths nationwide.
 - They also accounted for 1 in 20 suicides.

9. Public support for action

Australians are seeing the crisis grow and want governments to act.

- In polling across 24 electorates, 60% of people under financial stress noticed rising homelessness in their community.
- Even among those not under stress, 40% reported an increase.

There is strong bipartisan support for targeted investment:

- 89% back increased funding for women and children escaping domestic violence
 - 88% for homeless children and young people
 - 80% for people sleeping rough
 - 73% for those at risk of losing their home
 - [Redbridge research](#)
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Messaging for Homelessness Week

The housing crisis is fuelling a growing homelessness emergency

- Homelessness isn't inevitable — it's the result of decades of underinvestment in social and affordable housing, and a housing market that fails people on low incomes.
- Australia has a shortfall of over 600,000 affordable rental homes, leaving more and more people without a viable path to secure housing.
- But housing alone isn't enough. Gaps in support systems — like mental health care, disability support, and family violence services — also leave people without the help they need to stay housed or recover from crisis.
- If people can find a home they can afford and get the right support, far fewer will become homeless — and those who do will have a faster path back to stability.

We know what works — we just need to scale it

Homelessness can be ended — but only if we invest in the solutions that work.

- An extra \$670 million per year would fully fund homelessness services so no one is turned away when they ask for help.
 - Building more social and affordable housing would ease pressure in the rental market and give people a real chance at stability.
 - Lifting income support ensures people can afford rent and cover basic living costs
 - Early intervention prevents homelessness — by supporting people to keep their homes, escape violence, or connect with help in time.
 - Ongoing support matters — too many people return to homelessness because their needs aren't met after being housed. With the right help, people can stay housed and rebuild their lives.
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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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