



Everybody's Home Campaign Kit

July 2021

Key campaign documents

- 2022 Federal Election narrative
- Housing affordability: Regional rents and national property prices
- Women's security and safety

Homelessness Week assets

- Social media tiles
- Petition
- Building Social Housing Would...

2022 Federal Election narrative

Housing has become a source of deep stress for Australians on modest incomes. Skyrocketing property prices have made ownership a pipe dream. And there is ever-fiercer competition for rental properties. Parts of regional Australia are in a crisis as people with big city incomes move in and drive up the cost of housing. The system just isn't working for regular Australians. Expanding social and affordable housing would give Australians more options and relieve the pressure.

Issues:

- Surging regional housing costs
- Rising homelessness and housing stress
- Intergenerational tension - bank of Mum & Dad
- Women's safety and security
- Retiring into poverty

For the last 3 years we have been raising awareness about Australia's housing crisis and the need to end homelessness. **Now we need to make this a bipartisan issue – which means getting all political parties, including the LNP Coalition, to agree to invest in social housing.** Building social and affordable housing needs to be a long - term project regardless of who is in power.

This means we have to engage Liberal and National members of parliament in seats with high levels of rental stress and call on them to convince key decision makers in the Government that they must support the building of social and affordable housing to create the security and safety of a home for struggling communities.

Target electorates:

- Leichhardt - Queensland
- Brisbane Queensland
- Longman - Queensland
- Cowper - NSW
- Page- NSW
- Monash - Victoria

- Flinders - Victoria
- Chisholm - Victoria
- Bass - Tasmania
- Braddon - Tasmania
- Mayo - South Australia

Housing affordability: Regional rents and national property prices

Australia's rental affordability has plummeted with the market less affordable than ever before

- The [2021 Anglicare Rental Affordability snapshot](#) surveyed more than 74,000 rental listings across Australia and found:
 - 859 were affordable for a person on the minimum wage
 - 386 rentals were affordable for a single person on the Age Pension
 - 236 rentals were affordable for a person on the Disability Support Pension
 - 3 rentals, including share houses, were affordable for a person on JobSeeker
 - 0 rentals, including share houses, were affordable for a person on Youth Allowance
- According to CoreLogic's [Rental Review for the June 2021 quarter](#) national rental rates surged by 6.6 per cent over the year; the highest annual growth in dwelling rents since January 2009.

Regional towns are at the centre of the rental affordability crisis

- According to CoreLogic's [Rental Review for the June 2021 quarter](#), regional rents continued to outpace capital city rents, rising 2.7 per cent in Q2 compared to a 1.9 per cent rise in capital city rents. This brings regional Australia's annual rental growth to 11.3 per cent. This is the highest annual growth result on record (CoreLogic's rental index began in 2005)
- According to SQM research - as of 21 July 2021 - the weekly asking rent for 'all houses' in the following areas has increased exponentially over the past 12 months:
 - [NSW Central Tablelands](#): 21.7 per cent increase
 - [NSW Hunter region](#): 14.1 per cent increase
 - [NSW North Coast](#): 19.9 per cent increase
 - [NSW South Coast](#): 24.4 per cent increase
 - [NSW Riverina](#): 12.9 per cent increase

- [Vic Gippsland](#): 9.2 per cent increase
- [North East Victoria](#): 13.3 per cent increase
- [Central Queensland](#): 16.7 per cent increase
- [North Queensland](#): 20.3 per cent increase
- [Gold Coast](#): 32.6 per cent increase
- [Sunshine Coast](#): 26.7 per cent increase
- [South Australia Yorke and Lower North SA](#): 15.8 per cent increase
- [Tasmania West Coast](#): 16.3 per cent increase
- [WA Goldfields region](#): 21.5 per cent increase
- [Northern WA](#): 26.7 per cent increase.

At the same time, residential property prices have surged in capital cities, pushing low and middle income households further behind in the race for home ownership

- Australian residential property prices rose 13.5 per cent over the 2020/21 financial year, the highest annual growth rate since 2004, according to CoreLogic's [monthly index](#)
- According to [CoreLogic](#), dwelling values have increased across all capital cities in the past 12 months:
 - Sydney: 15 per cent increase
 - Melbourne: 7.7 per cent increase
 - Brisbane: 13.2 per cent increase
 - Adelaide: 13.9 per cent increase
 - Perth: 9.8 per cent increase
 - Hobart: 19.6 per cent increase
 - Darwin: 21 per cent increase
 - ACT: 18.1 per cent increase.

Women's safety and security

Family violence is the leading reason women and children seek specialist homelessness services

- The '[Nowhere To Go](#)' Equity Economics report found more than 9,000 women and children face homelessness each year after leaving a violent partner
- Only 3.2 per cent are receiving the long-term housing solutions they need
- Equity Economics estimates the current lack of long term social housing is leading to 7,690 women a year returning to violent partners and 9,120 women a year becoming homeless

Building new social housing to support people fleeing family violence would more than pay for itself in averted costs and economic spin-off benefits

- The 'Nowhere To Go' Equity Economic report analysed the benefits of providing long term social housing to victims of family violence and found:
 - If the Commonwealth Government invested in 16,800 additional social housing units, the \$7.8 billion cost would be dwarfed by immediate economic benefits of \$15.2 billion and the creation of 47,000 new jobs
 - The additional social housing would generate savings of \$122.5 million a year due to women not returning to a violent partner and a further \$257 million a year in savings due to women not experiencing homelessness after leaving their homes due to family and domestic violence

Australia is in the grips of a domestic and family violence crisis and we must act now

- 1 in 6 women have experienced physical or sexual violence by a current or previous partner since the age of 15
- 1 in 16 men have experienced physical or sexual violence by a current or previous partner since the age of 15

- A woman was murdered every 10 days by an intimate partner in 2018-19
- Family and domestic violence costs \$22 billion per year
- In 2019-20, across Australia, there were 112,509 family and domestic violence related incidents recorded by police. Due to underreporting, it is estimated that this only represents 40 percent of actual crime levels.

Homelessness Week Activities

1. **Take a photo** with the card that you've filled in "Building Social Housing Would..." and post it on your FaceBook or Twitter account with these tags
#Homelessnessweek2021 #EverybodysHome #BuildSocialHousing
The card is attached to this email.
2. **Remind people to sign the petition** -send the petition to your networks calling on our Prime Minister to build social housing for women and children fleeing domestic and family violence
<https://everybodyshome.com.au/build-more-homes-for-survivors-of-domestic-and-family-violence/>
3. **Share these tiles on FaceBook and Twitter to increase our impact** - include hashtags #HomelessnessWeek2021 #EverybodysHome and #BuildSocialHousing- All tiles below

**\$44
per day
is not
enough
to live on**

everybodyshome.com.au
#Homelessnessweek

**EVERY BODY'S
HOME**

4.



**Over 9,000 women
become homeless every
year after leaving due
to domestic and family
violence**

*Equity Economics, *No Where to Go* report

everybodyshome.com.au
#Homelessnessweek



**Just
0.3%
of rentals are
affordable and
suitable for single
parents on the
Single Parenting
Payment**

*ANGLICARE AUSTRALIA
RENTAL AFFORDABILITY
SNAPSHOT APRIL 2021

**everybodyshome.com.au
#Homelessnessweek**





27,680
young people aged
12-24 are homeless
every night in Australia

everybodyshome.com.au

#Homelessnessweek



**Wondering why #homelessness
in Australia is increasing?
Because rents are increasing
and the proportion of
#socialhousing
is falling.**



**everybodyshome.com.au
#Homelessnessweek**



