



Everybody's Home Target Seats campaign

Now more than ever Australia needs more social housing

A secure home is the foundation of a stable family and a strong community. Take it away, and families are pushed into poverty and stress. Whilst house prices are skyrocketing all around Australia, more and more people are being squeezed out of the rental market and facing the possibility of homelessness.

Baptist Care has a presence in a couple of the seats that we have selected as a target-Bass and Page. They all have a high level of homelessness which is now being exacerbated due to the high numbers of people moving from other cities to cheaper regional areas to escape COVID and the ability to find affordable rental properties has drastically decreased. This places even greater pressure on homelessness and housing services.

Everybody's Home campaign version 2.0

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.

The COVID landscape has provided us with greater opportunities for running our case for social housing:

- There has been greater connection between individuals and communities
- Belief that government (the state) should play a role has increased
- The work of frontline workers has created a space to talk about housing the low-paid, in particular women

Whilst in the long-term our goal is for the Federal Government to financially support the build of hundreds of thousands of social and affordable homes, in the short term our campaign focus is on **convincing the Government to build 25,000 dwellings per year with a total of 100,000 over 5 years.** The program would be designed to incentivise contributions from State and Territory governments, local government and philanthropic sources.



Our plan

These electorates have been selected as a part of our Target Seats campaign because of the high level of housing stress and the fact that the local Federal MP could be a powerful voice in our campaign.

We believe that if we could raise a range of political voices in different states, we could create an environment in which the Government would be convinced that funding social and affordable housing is beneficial both in terms of providing those housed with educational and employment opportunities but also in terms of saving money on provision of services.

This is why we need your help. We are looking for organisations to work with us on co-ordinating activities in your areas starting now and right through to the election, whenever it may be.

We know that your organisations have been hit with a high number of people seeking homelessness and other services, which is why we are asking you to work with us to get more and better social housing in your areas.

How we can work together

We hope we can work together to create a range of opportunities for engagement with your local MP.

These include:

- bringing advocacy groups together with people with lived experience to meet their MPs and show that the issue matters to local people
- organising local events such as public meetings with the MP and candidates and getting them to talk about how they plan to support social housing investment
- using local stories and evidence as a way of influencing a local MP
- creating local media stories to keep the issue in the public eye

The Everybody's Home team is able to support this work through providing:

- local data and statistics
- media support both through engaging media and writing pieces
- support in creating materials for the public
- support for organising and coordinating events and activities if required

We will be providing further materials and research throughout the campaign. Whilst this is a target seat, we will also be doing broader campaigning, which means all MPs and seats will be covered.

If your organisation is interested in helping co-ordinate some of these activities please get in touch with Andrea, Everybody's Home Campaign Coordinator, to discuss how we can work together to create a strong voice for social housing and ending homelessness.

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