



## Anti-Poverty Week Social Media Campaign, October 11<sup>th</sup>- 17<sup>th</sup>

Raise awareness about the levels of poverty and disadvantage in your community so that we can influence decision-makers ahead of the upcoming election.

In 2020, NCOSS CEO and Mission Australia's NSW State Director are the NSW Co-Chairs of Anti-Poverty Week (APW). With all that is happening in 2020, Anti-Poverty Week (APW) has never been more important to shine a spotlight on how we can improve living standards for people in NSW. After months of bushfires, drought and the current economic impact of COVID-19, the face of poverty in Australia has changed. This year APW is supporting two established campaigns: [Raise the Rate for Good](#) and [Everybody's Home](#).

We are calling on you to speak up and share your experience of how COVID-19 has impacted you or your community. Your video could highlight how increased JobSeeker payments are making a difference and should remain, the urgent need for more social housing, or other areas where you are seeing evidence of rising disadvantage and increased demand. Be part of a State coordinated social media campaign by joining us for a week of action to raise awareness of poverty in NSW.

### Step 1. Decide how you wish to participate in APW

1. Make a short video, send it to us by **25<sup>th</sup> September** so we can feature it in the national and/or State campaign, and upload your video onto social media in APW. **(Go to Step 2)**
2. Upload any of the social media tiles or videos available on the [APW website](#) throughout APW or print out the banner and take a selfie. **(Go to Step 5)**

### Step 2: Decide what you want to say in your video (See below for messaging and key facts)

We want to hear about the effects of poverty that you, your clients or community are experiencing since COVID-19. We also want to hear what you believe are the solutions to overcome this crisis and build resilient and sustainable communities.

Raise the Rate for Good and Everybody's Home campaign are supported by the most up-to date economic and social research. Please incorporate the following messaging in your video and feel free to use any of the below facts to support your statement.

Step 3. Film a 30-60 second video on your phone

**Video recording tips:**

- Use your phone not a webcam.
- Shoot landscape rather than portrait.
- Ensure you are facing the light and the light is not behind you.
- Be in a quiet location.
- If possible, try and find an interesting backdrop that speaks to who you are and where you are from.

Step 4: Get your message out there!

If you want to have your video included in the national campaign video clip please send it to [clara@ncoss.org.au](mailto:clara@ncoss.org.au) by **24 September, AND/ OR**

Upload your video to all your social media streams and **please do not forget to add the following social media handles and tags:**

**Twitter:** @\_NCOSS\_ @MissionAust @AntiPovertyWeek @EverybodysHome

**Facebook:** @NSWCouncilofSocialService @MissionAust

**Instagram:** @mission\_aust

**LinkedIn:** @NSW Council of Social Service (NCOSS) @Mission Australia

**Tags:** #RaisetheRateForGood #APW2020 #BuildSocialHousing

Step 5: Upload a photo or social media tiles during APW

APW organisers have created a range of social media tiles and videos that you can upload to your social media platforms throughout APW. Post a different tile every day or print out a banner and take a photo of yourself and upload it to social media during APW.

Content found here: <https://antipovertyweek.org.au/resources/promotional-kit/>

**Please don't forget to add social media handles and tags**

**Key messaging**

*Now is not the time to cut payments to people receiving the Coronavirus Supplement (including unemployed people) nor the JobKeeper payment.*

*Now is the time to invest in social housing – both to relieve pressure on those living in housing stress and to help stimulate the economy, especially given worse affordability for those renting at the lower end of the market.*

*We need to Raise the Rate for Good so that everyone has enough to cover the basics of life, like a roof over head and food on the table.*

## Key facts for NSW

- Support your statement with data on your local Federal Electorate:
  - [The number of people in your Federal Electorate who are receiving the Coronavirus Supplement](#)
  - [The level of homelessness in your Federal Electorate and the social housing need](#)
- On the 26<sup>th</sup> June, nearly 659,000 people in NSW and (and approximately 290,000 children) were supported by the Coronavirus Supplement. Cutting \$150 from the payment would mean a nearly a loss of \$100m per week to the NSW economy.<sup>1</sup>
- In July, there were over 470,000 people receiving unemployment payments in NSW (JobSeeker or Youth Allowance payments) – a 110% increase since December – the national increase was 99%.<sup>2</sup>
- In July 2020, for every 10 NSW residents on unemployment payments, there was only 1 job being advertised.<sup>3</sup>
- NSW had a social housing shortfall of 135,000 properties before COVID-19 and last summer's bushfires.<sup>4</sup>

## Further resources

APW briefings on the impact of COVID-19 on vulnerability and disadvantage can be found [here](#).

Raise the Rate for Good Factsheet can be found [here](#).

Everybody's Home campaign information can be found [here](#).

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<sup>1</sup> APW analysis from [DSS Demographics](#), December 2019 and [DSS JobSeeker Payment & Youth Allowance Monthly Profile, July 2020](#) plus analysis by APW of children reliant on a parent receiving the CVS based on [Senate Committee on COVID-19 Answers to Questions on Notice](#) #174 and #269.

<sup>2</sup> APW analysis from [DSS Demographics](#), December 2019 and [DSS JobSeeker Payment & Youth Allowance Monthly Profile, July 2020](#).

<sup>3</sup> [DSS JobSeeker Payment & Youth Allowance Monthly Profile, July 2020](#) and the July [Internet Vacancy Index \(IVI\)](#), published by the Federal Government.

<sup>4</sup> Australian Housing and Urban Research Institute report [Social housing as infrastructure: an investment pathway](#) released in 2018 and detailed in the Everybody's Home [heat maps](#) released 3/8/20