



Housing solutions
for all Australians

Impact Report

2018-2023

Acknowledgement

In the spirit of reconciliation, Everybody's Home acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea, and community.

We pay our respect to their Elders past, present and emerging, and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

Everybody's Home is committed to honouring Australian Aboriginal and Torres Strait Islander peoples' unique cultural and spiritual relationships to the land, waters and seas, and their rich contribution to society.

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Welcome

Maiy Azize

Everybody's Home National Spokesperson (2022 - present)
Deputy Director, Anglicare Australia



It has been six years since the housing, homelessness, and social welfare sectors came together to form the Everybody's Home campaign. In those years, our campaign has made a major impact on Australia's political and media landscape.

We have grown from a shared ambition to a well-respected and recognisable campaign.

We have built our supporter base to over 43,000 individual and 500 organisational supporters across the country.

And together, we have shifted the conversation on housing.

Demands for national leadership on housing have grown as our message has struck a chord with more and more Australians. The idea that the Government should directly fund and build housing has gone from being a niche idea to mainstream demand.

But there is so much more to do. Looking ahead to the next federal election, our campaign will aim to make the calls for national leadership unignorable. We will also be working to change the conversation about tax reform and bring the Government to the table with solutions.

To increase our impact between now and then, we must grow our movement. That means doing even more to tap into the groundswell of community energy around housing.

My call to action to you reading this report is to ask yourself: what part will I continue to play in transforming Australia's housing system to make it fair for all Australians?

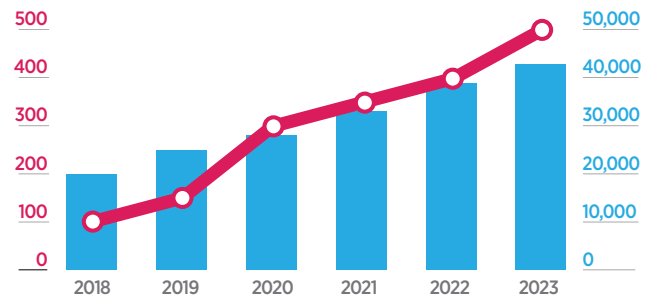
Our vision is an Australia where everybody has a safe, affordable and decent home to live and flourish.

I hope you will join us.

Six years in numbers

Organisations

Supporters



Kate Colvin

Everybody's Home National Spokesperson (2018 - 2022)
CEO, Homelessness Australia



In March 2018, I stood on the stage at the National Press Club and proudly introduced the campaign to transform Australia's housing system. I outlined the five key policies needed to fix Australia's housing crisis.

Everybody's Home was formed out of a shared understanding that housing affordability was a huge problem that the major parties were failing to address. And that a significant public campaign that united effort was going to be critical to drive change.

Today, as I look back on all that the campaign has achieved it's clear that we have shifted the dial. We've made the rental crisis a hot button issue and put the need for social housing investment and tax reform squarely into mainstream public debate.

The Housing Australia Future Fund and other social housing investments wouldn't have been achieved without our campaign effort.

But I can also see that we can't stop now. We've created a public debate that has huge leaps forward within sight, and we have to chase those victories down and transform the housing system.

Our Purpose

Our goal is to ensure that every person living in Australia has access to a safe, decent and affordable home.

Who we are



Maiy Azize

National Spokesperson, Everybody's Home



Margaret Quixley

Campaign Manager, Everybody's Home

What we do

Everybody's Home is the national campaign dedicated to fixing Australia's housing crisis. It was launched in 2018 by a coalition of housing, homelessness and welfare organisations to tackle the systemic drivers of housing insecurity and inequality.

We do this by:

- Challenging the dominant narrative that prioritises housing as a source of wealth over a social good
- Amplifying the voices of the people who are experiencing housing insecurity and stress
- Catalysing the capacity, expertise and resources of organisations on the front line of this crisis
- Building political champions across the aisle and advocating directly to decision-makers

The campaign has now grown to over 500 organisations, businesses and councils, and more than 43,000 individuals across Australia with the shared vision of ensuring everyone has a safe, affordable and decent home.

The result? Since Everybody's Home was established, housing and rental affordability consistently features in public debate. Governments at all levels have made substantial new investments in social housing and committed to the development of a National Housing and Homelessness Plan, lifted the rate of Commonwealth Rent Assistance and strengthened renters' rights. Housing tax reforms like negative gearing and the capital gains tax discount are now also squarely back on the table.

But this is only the beginning. To turn this crisis around we need:

1. Sustained, long term investment in social housing
2. Reform of the tax handouts that drive up the cost of housing
3. Minimum standards for renters that prioritise fairness
4. More income support and rent assistance to relieve financial stress for people on low incomes
5. Action on the drivers of homelessness

Our plan to win

Australia's housing crisis has been years in the making. It won't change overnight, but together, we have the power to fix the system to ensure that everybody has a safe, affordable and decent home. Here's how:

1 Telling a different story

When you think about 'home' what comes to mind? It is more than just a roof over your head. It's a place we lay down roots and build our lives. Our homes are fundamental to our health and wellbeing.

When our homes are stable, the comfort and security they provide enriches our lives. That's why it's essential for everyone to be able to afford a decent home.

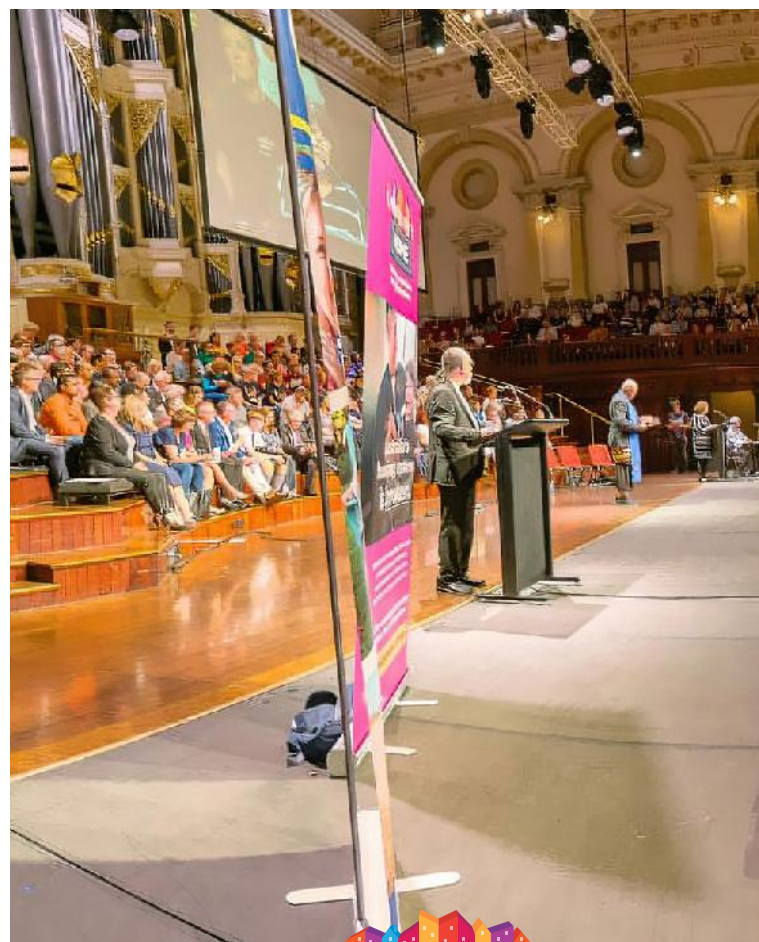
When we start with this premise, we change the story. We shift our thinking away from housing as a commodity or source of wealth, toward homes as essential to a decent life, and it becomes reasonable to expect a home for everyone.

2 Building a powerful movement

A lot is possible when we work together. In order to fix Australia's housing crisis we know we need to build a powerful broad-based movement to demand change.

That's why we have come together as over 500 housing, homelessness, community organisations, businesses and councils, and 43,000 community members to channel our collective efforts into the highest impact solutions.

We act together because we know that's the only way to achieve the transformational change we need. Our partners use their platforms to amplify our impact. We push for bold solutions because this is urgent, and no matter who you are or where you come from, everyone deserves a decent place to live.



3 Inspiring political courage

Change is hard and sometimes unpopular, but the longer we leave it, the worse inequality becomes. Now more than ever, we need courageous leaders willing to stake their political capital on fixing the housing system for good.

When leaders hear from their constituents, they are more likely to act. That's why we work in the community to consistently apply pressure on politicians and demonstrate widespread public support for our shared vision.

We work with partners who use their influence and expertise to inform our policy solutions. We advocate directly to decision makers using lived experience to continue to build support for the urgent case for change.



Our Impact

Highlights over
the last six years

Making renting fair

Everybody's Home joins Tenants Victoria's *Make Renting Fair* campaign to advocate for fairer tenancy laws for Victorian renters. Bringing together more than 10,000 individuals and 70 organisations, the campaign helps achieve the first major changes to Victorian rental laws in 20 years. Along with sector colleagues and supporters, the campaign advocates directly to politicians, including generating over 1,400 emails to crossbenchers, which sees the Victorian Parliament pass the Residential Tenancies Amendment Act 2018.

A shared vision for housing in Victoria

EVERYBODY'S HOME

CREATE AFFORDABLE HOUSING

Build 5,000 extra public and community housing properties each year

END HOMELESSNESS

Stop homelessness before it begins

PROTECT FAIR RENTING

Strengthen public law and prohibit unfair practices

Sydney unites for fair housing

Everybody's Home partners with the Sydney Alliance ahead of the 2019 state election to demand urgent action to housing. More than 2,100 community leaders and members of over 400 organisations attend, alongside leading experts on housing, planning, and energy – making it the biggest public event about key cost-of-living issues ever held in Australia. NSW and Federal leaders and politicians from major parties join the Assembly to outline what they plan to do to improve rental affordability and security, and Capital City Lord Mayors join the campaign.

Fixing our broken housing system
Everybody's Home 2019 NSW Election Platform

The housing crisis in NSW is worse than anywhere in Australia.

- 1 in 3 households are renters
- 65,000 households are on the social housing register
- 57,000 people in NSW are homeless

HUGE WIN

Victorian Parliament have passed laws to make renting fair!

EVERYBODY'S HOME

March 2019 Town Hall Assembly

Presented by Sydney Alliance, Vinnies NSW & Everybody's Home Campaign

Join over 2000 Sydneysiders

in calling for affordable and secure housing and clean, affordable energy.

WHERE Sydney Town Hall

WHEN Thursday 14 Mar 2019 6:30pm

EVERYBODY'S HOME Sydney ALLIANCE Vinnies good works

Responding to COVID

Everybody's Home launches the Social Housing Pledge during Homelessness Week 2020 to secure a public commitment from Members of Parliament to support social housing investment as part of Australia's COVID-19 stimulus priorities. More than 120 sector representatives unite to promote the campaign action, receiving widespread support across the aisle securing pledges from senior ALP and Greens politicians as well as key independents.



Making an impact ahead of the Federal Budget

Everybody's Home leads a coordinated push to include social housing investment in the October 2020 Budget. Over 2,000 supporters directly email Treasurer Josh Frydenberg and more than 300 organisations sign an open letter calling for social housing to be included in the pandemic stimulus. This message is reinforced by the publication of *Double Return* – a report commissioned by Everybody's Home outlining how investing in social housing can address the growing homelessness crisis and boost Australia's economic recovery. Despite the Government failing to heed widespread calls for more funding, the Labor Opposition centres social housing in its May Budget reply.



Putting women on the housing agenda

Everybody's Home calls for more housing for women and children fleeing family violence, after publishing the *Nowhere to Go* report highlighting a lack of long term social housing is leading to nearly 17,000 women a year returning to violent partners or becoming homeless. Over 5,000 people sign a petition to fund social housing for women and children fleeing domestic violence and 240 organisations sign a joint Statement on Housing ahead of the 2021 national Women's Safety Summit. The Labor Opposition commits to funding 4,000 new social housing dwellings for women fleeing domestic violence and older women at risk of homelessness.



Raising the Rate

Everybody's Home releases new data on the impact of rising rents in regional areas on low-paid workers. Alongside a major media effort, Everybody's Home launches its biggest petition to date, gaining almost 10,000 signatures on a joint call with the ACOSS Raise the Rate and Anti-Poverty Week campaigns, urging the Federal Government to increase Jobseeker and other income support payments and invest in social housing so that everyone can cover the basics and keep a safe roof over their head.



When Amanda made the decision to leave a violent home, she didn't expect it would be years before she found another safe place to live. Amanda was pregnant when she left. Her daughter would be four before she moved into stable accommodation. After living in a women's refuge while pregnant, Amanda moved into transitional housing one week before the baby was born.

That was several years ago now. Amanda has since trained with the Council to Homeless Persons Peer Education Support Program to use her story to advocate for reform so that other women don't have to go through the same experience.

In the lead up to the 2022 federal election, Amanda partnered with Everybody's Home to share her story publicly in support of calls for parties to significantly increase social housing. Amanda's voice and perspective was invaluable and she says her experience working with the campaign was extremely positive.

Amanda says she enjoys working with the campaign to advocate for more social housing because *'until there is a government member high up in the chain of command that "gets it", nothing will change.'*

Being in transitional housing with a small child you don't know where the next house might be. So you can't make plans for your child's education because you won't know where you'll be living.

Stories have a powerful way of pointing to the truth and the real meaning behind a particular journey that a person has faced. If only all the people who had the power [to end homelessness] heard that truth in that story and changed it all - for us all - that would be a miracle!

I thought Everybody's Home was "one of the big ones", for me anyway! When you can talk to the CEO or the big boss about your story and they want to hear it, it's a magical partnership! My experience with working with Kate was warm, positive and like she really wanted to be there! It is still the same today with Margaret.

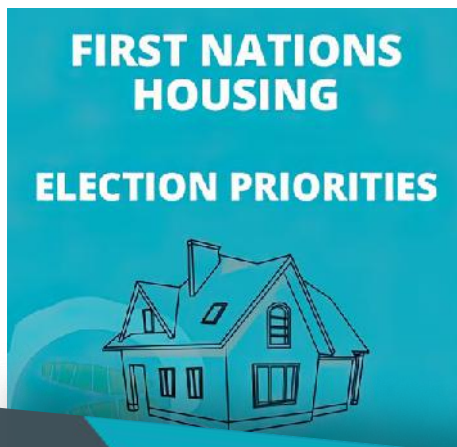
Amanda's story



A housing election

The need for social housing becomes a hot button issue in public debate ahead of the 2022 federal election. The ALP and Greens make major policy commitments to new growth funds for social housing, and a national housing and homelessness plan, while the Coalition faces criticism across mainstream media for focussing only on first home buyers. Everybody's Home raises the temperature by commissioning polling revealing strong voter appetite for social housing investment in four marginal electorates, and by-electorate heat maps showing rent stress and mortgage stress.

Everybody's Home partners with Change the Record to launch an election priorities statement on the urgent need for social and Indigenous housing investment to address housing need in First Nations communities, and to host a candidates' event in the marginal Queensland seat of Leichhardt focussed on First Nations Housing. The Labor Opposition commits \$100 million to NT First Nations housing projects.



Social housing at the Jobs Summit

Everybody's Home commissions *Housing Critical* - a report highlighting the role of social housing in solving critical skill shortages in regional Australia in the lead up to the new Labor Government's Jobs Summit. The report demonstrates how the affordable housing shortage gripping regional Australia is blowing a hole in local economies, as employers struggle to attract staff due to low vacancy rates and skyrocketing rent. In response, the Government commits \$575 million dollars to the National Housing Infrastructure Facility to invest in affordable housing.



A new era for housing

Everybody's Home launches a Budget Position Paper calling on the new Labor Government to build 25,000 social homes annually. The Government's housing package includes an additional \$350 million to build 10,000 affordable homes over five years from 2024 under the National Housing Accord, in addition to the \$10 billion Housing Australia Future Fund which projects to build 30,000 new social and affordable housing properties over five years.



Introduction

With Australia in the grip of a major housing crisis, this Budget must prioritise social and affordable housing.

Since 2019, house prices have soared 37 per cent and rents have increased 26 per cent, hitting record highs in many suburbs. Vacancy rates are at historic lows. Despite living in one of the world's wealthiest countries, almost one million low-income Australians are in housing stress, paying more than 30 per cent of their income on housing costs.

The Government's Housing Australia Future Fund, which will build 30,000 homes over five years is a great start. Unfortunately Australia is also set to lose 27,022 affordable rentals over the next four years as the National Affordable Rental Scheme winds down, worsening the housing crisis!

Much more needs to be done, which is why the Commonwealth should commit now to finance, construct and deliver net growth of 25,000 social and affordable homes per year.

[Read the Budget Position Paper](#)



Raising the stakes

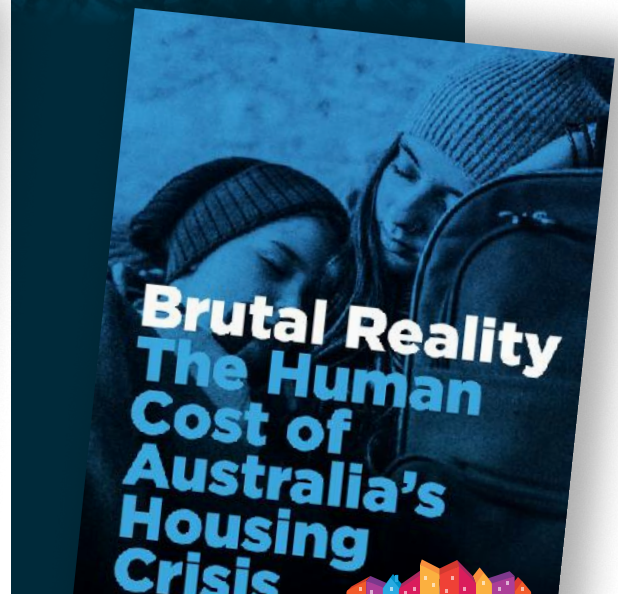
Amidst the worsening crisis, Everybody's Home keeps pressure on the Federal Government to lift its ambitions on housing reform, producing two landmark reports. *Priced Out* finds soaring rents are pricing essential workers out of their communities across Australia, with the average employee spending around two-thirds of their income on housing, while *Brutal Reality* reveals more than four in five renters surveyed are in housing stress, with homelessness the leading impact of the housing crisis. The Federal Government announces a 15 percent increase in Commonwealth Rent Assistance in the May Budget, while an additional \$3 billion in direct investment is later allocated to the states for social housing.



Priced Out

An Index of Affordable Rentals for Australia's Essential Workers

April 2023



Housing solutions for all Australians

Jody once served as a Movements Operator with the Australian Defence Force in East Timor. She had a stable job and owned her home, but all of that changed when she was unable to work due to a variety of health conditions following her years of service. She lost her home because she couldn't pay the mortgage and ended up living in her car before spending 18 months in crisis accommodation.

Jody learnt the power of storytelling after listening to others and reflecting on her own journey into and out of homelessness. Today Jody is a trained homelessness advocate, working to improve policy and use her experience to advocate for change.

During 2023 Homelessness Week, Jody partnered with Everybody's Home to launch the *Brutal Reality* report at Parliament House in Canberra. There, she spoke directly to politicians about the housing crisis and what needed to change.

She says the experience of working with the campaign was an empowering one – allowing her to share relevant experiences, support recommendations and advocate for meaningful reform.



Jody's story

Stable housing was such a critical factor and turning point in my journey that afforded me with the opportunity to focus on my mental health, social connections, my children's education and finding a meaningful purpose beyond employment.

The opportunity to partner with Everybody's Home provided me with a platform to speak up about my experiences, what's important to me and gave me the power to create change through conversations and connections with people who are able to influence decision makers.

Everybody's Home created a trusting and welcoming environment, primarily by placing value on my lived experience as the centre of the activity and removing any pressure for me to share my whole story. We were able to prepare the story for the audience in a way that gave examples of both the challenges and achievements that removed any judgement or myths of being without a home.

Building our influence

Jan 2023

Between January 2023-24, Everybody's Home:

- Received more than 3,400 mentions in the media
- Reached a potential audience of 155 million
- Consistently featured in the media: Channel 7, Channel 9, Channel 10, Sky News, Sydney Morning Herald, The Age, The Australian, Australian Financial Review, ABC (including AM, Radio National, and 7.30), SBS, The Guardian, News.com.au, The Saturday Paper, Crikey, 2GB, 3AW, 6PR, Daily Mail, Daily Telegraph, Herald Sun, Courier Mail, Mercury, West Australian, NT News, The Advertiser.
- Won a \$125,000 pro bono advertising grant from AREMedia to advocate for women's housing and homelessness across a portfolio of publications Women's Day, Take 5, New Idea, Who, Marie Claire and That's Life.



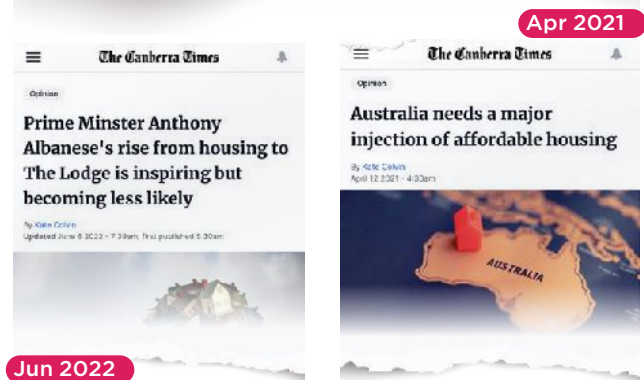
Feb 2024



Aug 2023



Jan 2022



Jun 2022



Jun 2022



Sept 2021

Safety or shelter?

What would you choose?

No one should be forced to choose between violence and homelessness. But during Australia's worst housing crisis in living memory, too many women are.

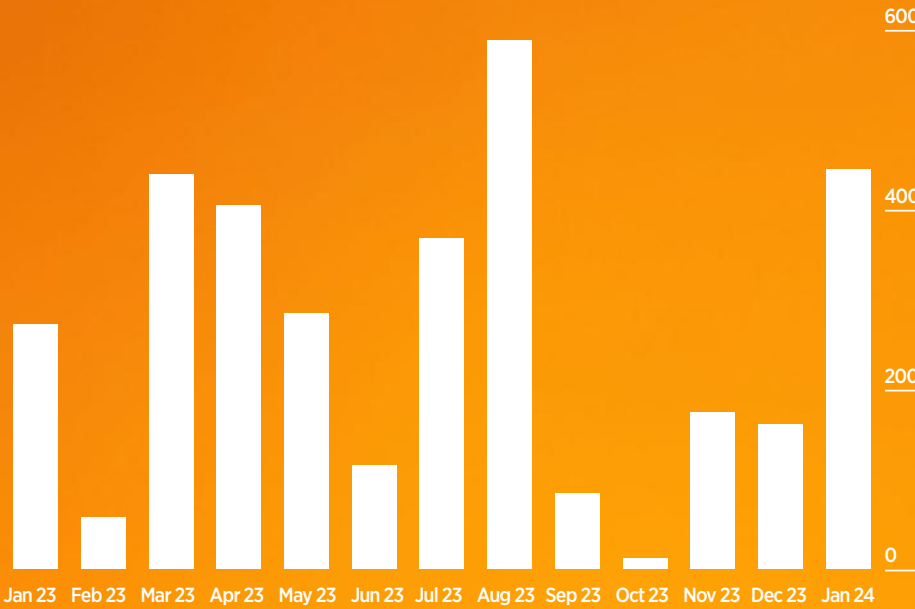
Safe, affordable and accessible social housing is key to ending violence against women and children.

Sign the petition calling on the Federal Government to build more social homes. Visit everybodyshome.com.au/women



Media hits

Source: Stream and manual media monitoring



'It's heartbreaking': Australia's worst rental crisis hits families

The Daily Telegraph May 2023

Essential workers being priced out of affordable rentals

THE AUSTRALIAN April 2023

Experts' suggestions for improving housing affordability

FINANCIAL REVIEW July 2023

Rental market at 'fever pitch'

The Sydney Morning Herald January 2023

BRUTAL REALITY OF AUSTRALIA'S HOUSING CRISIS LAID BARE

Daily Mail July 2023

Tax breaks come at huge cost

Herald Sun January 2024

Everybody's Home hits back at RBA governor

The Canberra Times June 2023

Call to tackle 'biggest housing crisis in living memory'

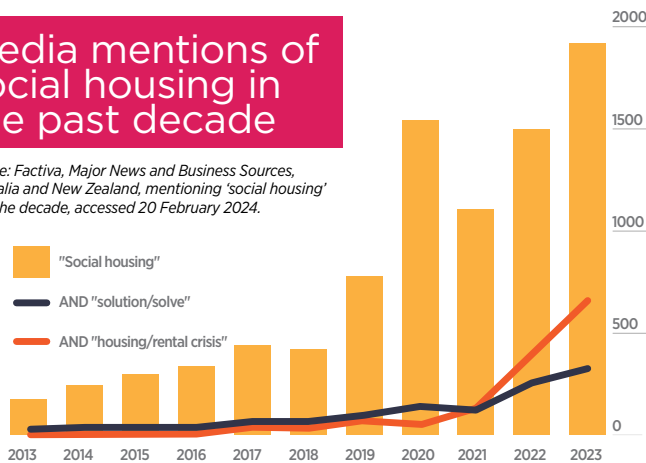
THE NEWDAILY May 2023

Changing the narrative

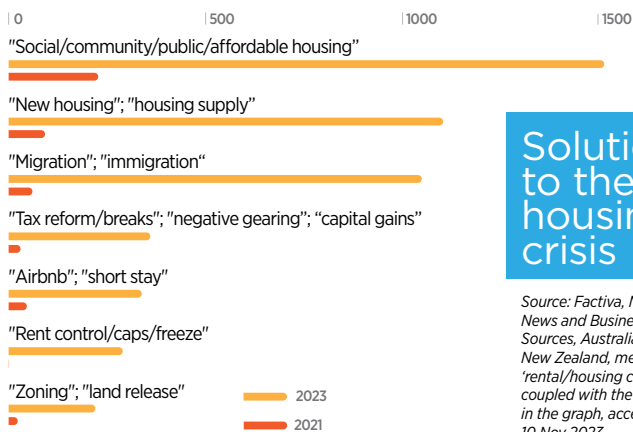
Since 2018, Everybody's Home has successfully shifted the media narrative on housing and elevated rental affordability to consistently feature in public debate. We use every media appearance to challenge the dominant narrative that increasing supply alone will fix Australia's housing crisis, advocating for increased social housing as a key policy solution.

Media mentions of social housing in the past decade

Source: Factiva, Major News and Business Sources, Australia and New Zealand, mentioning 'social housing' over the decade, accessed 20 February 2024.



A sample of articles from major news sources shows 'social housing' was mentioned ten times more in 2023 compared to a decade ago. Everybody's Home has played a vital role in this increase, including making social housing a central issue at the last federal election.



Solutions to the housing crisis

Source: Factiva, Major News and Business Sources, Australia and New Zealand, mentioning 'rental/housing crisis' coupled with the terms in the graph, accessed 10 Nov 2023.

By connecting our policy priorities to the issues of the day, the campaign has consistently placed housing on top of the agenda and social housing as an integral solution. Since the launch of the *Written Off* report in early 2024, Everybody's Home has also increasingly been calling for reform to investor tax concessions that both drive up the cost of housing and make wealth inequality worse.



Our Future

Over the last six years, the campaign has helped put rental affordability on the political map and grow engagement from all sides of parliament. But we still face a major challenge in getting the scale of investment that Australians need to end the housing crisis and make homes more affordable for everyone.

As we look ahead to the next federal election, Everybody's Home is focused on building the political constituency we need to take on housing tax handouts and push the Government to fund homes directly.

We know that property investors and opponents of reform are politically powerful with an outsized influence in the media and in Canberra. To take them on, we will need to build the political power of people who need affordable homes. Ensuring that they become a constituency whose power rivals that of landlords and investors will be critical to our success.

We are now focused on growing and deepening our grassroots support so that the Government and crossbench are actively hearing from their electorates and communities. We are preparing to hold a People's Commission into Australia's Housing Crisis, which will showcase the lived experiences of everyday people and put them front and centre of the media debate. And we will build the capacity of people to pressure their parliamentarians directly.

At the same time, the campaign will continue to produce research that leads the national debate and centres the experiences of real people. And we will work with our organisational supporters to make the most of our national and local reach.

Housing has never been more important to so many Australians, and our campaign is perfectly placed to harness that concern into change that lasts.

We hope you will join us.



Everybody's Home would not be possible without the financial and in-kind support of our campaign partners.

Special thanks to the Council to Homeless Persons, who provides ongoing material and in-kind support to the campaign.

Our

2023-24 Supporting Partners



Philanthropic Partners



Partners

Foundational Partners



For a full list of organisational partners, see <https://everybodyshome.com.au/campaign-partners/>



#FairHousingFuture #BuildSocialHousing
www.everybodyshome.com.au

