

## Campaign Wrap Up

### *ENDING HOMELESSNESS TOGETHER*

With the election now over, we wanted to share a wrap up of our election campaign “Ending Homelessness Together”, which aimed to raise awareness and advocate for policy solutions to end homelessness in NSW.

We developed our policy position paper Ending Homelessness in consultation with our members, lived experts and housing and homelessness academics in Australia. This formed the foundation of our campaign and set out the levers of State Government to contribute to ending homelessness in NSW.

We launched the campaign in October 2022 at the Mint in Sydney, with a strong turn-out of politicians, media and key members and allied services across the homelessness system. This was followed by regional events in Western Sydney in collaboration with CHIA NSW, the South Coast in partnership with SASSHI, ROCC for Women and Waminda, and Central Coast with Coast Shelter, highlighting impacts regionally and reaching local communities and decision-makers.

Our goal is to always amplify voices of people with lived experience with a focus on solutions to ending homelessness. We partnered with major media outlets to highlight stories on people sleeping rough, young people experiencing homelessness, impacts of domestic and family violence, Key workers who are homeless and lack of available social housing.

We met with representatives across every level of Government in multiple areas to raise awareness of homelessness and key solutions to ensure everyone has a safe place to call home.

The campaign culminated in a large-scale event at the Sydney Town Hall delivered in partnership with CHIA NSW and supported by over 200 organisations who registered for over 500 tickets in February 2023. We

presented our policy platform and heard from political leaders and people with lived experience of homelessness.

The campaign had a significant impact on the public discourse and the political agenda. We achieved **764 media mentions reaching over 4.4 million people** across print, radio, TV and online platforms. We also engaged with thousands of people through our social media channels and our website.

We would like to thank all our members and colleagues for contributing to the policy development, attending events, briefings and amplifying messages. Your involvement and expertise were crucial to the success of the campaign. Across our sector more broadly at a state and national level we have secured broad based agreement on a shared goal of 10% social housing by 2050, representing the evidence of what's needed.

As a result of our campaign and the advocacy of our peers and partners, we witnessed a change in the political landscape of NSW. Labor emerged as the winner of the NSW election, with strong representation from the Greens and some key independents – all of whom pledged to implement many of our proposals in their election commitments. These include:

- 5 year contracts for specialist homelessness service providers, ensuring stability and continuity of funding
- Requirement for social housing on government land, increasing the supply of affordable housing
- The creation of Homes NSW, a new agency to oversee coordinated housing policy and delivery
- Improvements to renting conditions, such as abolishing no grounds evictions

We welcome these commitments as positive steps towards ending homelessness in NSW. However, we also recognise that there is still more work to be done. We will now be engaging closely with the new government to advance the policies in Ending Homelessness Together. We will also monitor and report on the progress and outcomes of these commitments.