



ANTI-POVERTY 11 – 17 October 2009 WEEK

Anti-Poverty Week Resource Kit

This information kit is designed to be used as a reference tool in conjunction with the Anti-Poverty Week national website www.antipovertyweek.org.au to assist in the planning of events and research projects as part of Anti-Poverty Week 2009. In here you will find a selection of tips and ideas to make it simple and to encourage you to put together an event or undertake some research to support Anti-Poverty Week 2009.

Event suggestions

You could do something as simple as looking up some statistics on poverty in your area from the [ABS](#) or [UNICEF](#) website to use as a topic of discussion during your weekly team meeting, or you could delve into initiating some research about a specific poverty related issue that you have heard about, encountered, or that is close to your heart. Even the smallest of gestures will influence people to start thinking and talking about poverty. Further suggestions are listed on [Page 7](#).

Use an existing event

You may have already planned an event on or around this time (11th – 17th October) and you might then be able to convert it into an Anti-Poverty Week 2009 [theme or topic](#).

Promotion

A key to getting the word out there is through the promotion of the many and varied activities that will be taking place. Within the Resource Kit we have listed several ways you can achieve this, in addition to [listing your event](#) on the national Anti-Poverty Week website. By using these promotional avenues, you will increase the awareness generated for Anti-Poverty Week and you will also have the opportunity to raise the profile of your own organisation and reap the rewards of the goodwill generated in your local community by achieving something extremely worthwhile.

Key Contacts

National Anti-Poverty Week Coordinator

Email coordinator@antipovertyweek.org.au Phone 1300 797 290

- for general enquiries
- for requests for printed resources & logos
- to list your event on the website
- to send in details of promotional methods used for your event

Queensland Anti-Poverty Week State Facilitating Group

Email qld@antipovertyweek.org.au

- for information about activities in Queensland
- to request an email version of the Resource Kit
- to send in details of the person directly coordinating your event

The life expectancy of indigenous Australians is 20 years less than for other Australians. It is similar to Bangladesh, yet Australia is ten times richer. (www.salvationarmy.org.au)



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Every day, on average more than 26,000 children under the age of five die around the world, mostly from preventable causes. ([State of the World's Children, 2008, UNICEF](#))

What is Anti-Poverty Week?

www.antipovertyweek.org.au

Anti-Poverty Week is an International annual event held during the week coinciding with the U.N.'s International Anti-Poverty Day (17 October), and aims to:

- Strengthen public understanding of the causes and consequences of poverty and hardship around the world and within Australia; and
- Encourage research, discussion and action to address these problems, including action by individuals, communities, organisations and governments.

Anti-Poverty Week was established in Australia in 2002 as an expansion of the United Nation's annual International Anti-Poverty Day on October 17. The two co-chairs of Anti-Poverty Week in Queensland for 2009 are Greg Mackay, Director of the UnitingCare Centre for Social Justice and Tony Stevenson, State Director of Mission Australia.

Participation has grown rapidly in recent years, with activities such as public lectures, workshops, conferences, debates, concerts, displays, sports days and media briefings being organised. Our key aim is to increase the number of participants each year, to ensure that the word gets out about just how widespread poverty is – not just in third world countries – but in our own neighbourhoods! In 2008 there was a record total of more than 350 registered activities and more than 1,000 organisations were involved in activities, with a total participation of more than 10,000 people around the country.

Everyone is very welcome to organise an activity during the Week or join in something being organised by other people. The activities can be large or small, and activities at local levels are especially welcome. Your participation will assist to draw attention to the plight of millions of people around the world affected by different aspects of poverty.

This year, the State Facilitating Group with co-chairs from Mission Australia and the UnitingCare Centre for Social Justice, will launch Anti-Poverty Week 2009 with an event early in the Week. For further information on events taking place, please go to the [Activities Page](#) of the Anti-Poverty Week website.

Trade protection by wealthy countries costs many poor countries more than they receive in overseas aid.
(www.salvationarmy.org.au)

Queensland Anti-Poverty Week State Facilitating Group 2009

Every year, a co-chaired, Anti-Poverty Week State Facilitating Group is appointed for Anti-Poverty Week in each state. For 2009 Tony Stevenson, State Manager Mission Australia, and Greg Mackay, Director of the UnitingCare Centre for Social Justice have accepted these important roles. These people, along with several others, work together and meet during the year to ensure Anti-Poverty Week is a success. Since 2002, Anti-Poverty Week has grown from having 4 events to more than 350 registered events being held in 2008.

UnitingCare Centre for Social Justice

www.ucareqld.com.au/SocialJustice

UnitingCare Centre for Social Justice is part of UnitingCare Queensland which has over 15,000 staff in over 330 geographic locations across Queensland. UnitingCare Queensland is one of Australia's largest not-for-profit health and community service providers, delivering quality and compassionate care through its network of agencies. These include: Blue Care, Crossroads, Lifeline Community Care, UnitingCare Health, and the Centre for Social Justice. UnitingCare Queensland expresses in its work the Church's call to participate in God's loving transformation of people and the world through the care, compassion and commitment of its staff, the quality of its services to people and its advocacy for a fair and just society. UnitingCare Queensland established the Centre in 2001 to promote a just and compassionate community through social justice advocacy, research and education. These tools are used as means to highlight social justice concerns and to promote more appropriate approaches to the delivery of human services both within UnitingCare Queensland and wider societal contexts.

Mission Australia

www.mission.com.au

More than 3000 staff and 1000 volunteers make up the heart and soul of Mission Australia. They are united in their desire to see a fairer Australia and to help those in need find pathways to a better life. Mission Australia's values are respect, integrity, compassion, perseverance and celebration. Its staff members' religious and ethnic backgrounds are many and varied. Mission Australia's staff include social workers, youth workers, psychologists, counsellors, community development workers, teachers, allied health workers, trainers, managers, administrators, entrepreneurs and fundraisers. Mission Australia is an empowering and compassionate community service organisation that has been helping to transform the lives of Australians in need for almost 150 years. Arising historically from various City Missions, including Sydney City Mission, Mission Australia's founding purpose is to meet human need and to give expression to the love of God. They believe in helping Australians in need get back on their feet and are committed to eliminating disadvantage and creating a fairer Australia. With more than 450 services across metropolitan, rural and regional Australia – in every state and territory – Mission Australia assists more than 300,000 people each year.

Indigenous infant mortality rates before they reach their first birthday are almost three times that of non-Indigenous infants, comparable to those of developing countries. (www.unicef.com.au)

Suggested ideas and reasons to hold an event or conduct research

- ☞ Child poverty
- ☞ Homelessness
- ☞ Housing affordability
- ☞ Indigenous poverty
- ☞ Employment
- ☞ Poverty and access to health services
- ☞ People with disabilities – living on a pension
- ☞ The poverty cycle – families living on unemployment benefits
- ☞ Poverty and social suffering in Australia with specific reference to regional Australia
- ☞ Smoking and the price of tobacco – who pays the price? Links with social disadvantage.
- ☞ Baby boomers who cannot afford to self-fund their retirement
- ☞ Student poverty – working long hours and the effect on study
- ☞ Growing gap between 'rich' and 'poor'
- ☞ Volunteers that work against poverty
- ☞ Poverty and drug addiction
- ☞ Education and poverty
- ☞ Social disadvantage
- ☞ Asylum seekers
- ☞ Refugees

In developing countries, 1 in 5 people do not use safe water, and roughly half are without adequate sanitation. ([State of the World's Children, 2008, UNICEF](#))

Planning Your Event – In simple steps!

Often, events are not organised because people think there is too much involved in putting one together and it's just too hard. In reality, when you break it all down, it can be as easy as...

- ◇ [Step 1](#) **Decide who will be responsible for organising the event**
- ◇ [Step 2](#) **Get together to choose a type of event and work to your budget**
(Refer to the list of [Event Suggestions](#) to get you thinking.)
- ◇ [Step 3](#) **Set a date for the event**
- ◇ [Step 4](#) **Send us the details about your event ([Register your event](#))**
- ◇ [Step 5](#) **Publicise your event**
- ◇ [Step 6](#) **Plan the finer details of your event**
(Refer to the [Event Checklist](#))

More than 10% of the workforce in Australia are unemployed or want more work. The number of jobseekers greatly exceeds the number of job vacancies. About half a million families have no members in paid work. (www.salvationarmy.org.au)

Step 1 Who will be responsible for planning your event?

Forward this information and resource kit to the person(s) who will be responsible for organising your event. An individual or small committee of people may need to be involved, depending on the size of your event.

Please send the contact details of the person directly responsible for coordinating the event to the Anti-Poverty Week coordinator at qld@antipovertyweek.org.au so that this information can be added to our database for future Anti-Poverty Week communication.

Step 2 Choose an event type

Discuss the type of event that could be held or research that could be done. Take into consideration your budget and the time that you have to prepare for the event/research. Factors you may need to consider include room hire, catering and audio-visual costs.

Event Suggestions for raising awareness about poverty

- Turn something you were already planning into a Anti-Poverty Week event
- Morning tea/Afternoon Tea
- Sleep out
- Market stall/information booth
- Luncheon with guest speakers
- Art exhibition
- Mural painting
- Concert
- Sausage sizzle
- Walk/Fun Run
- Discussion at your weekly/monthly meeting
- Breakfast
- Meeting
- Professional/guest speaker
- Special church service
- Informal group discussion
- Symposium
- Display
- Food drive/collection
- Organised donation of clothing/bric a brac to local supporting charity
- Photographic display
- Launch a report
- Announce research results
- Online discussion forum, blog
- Conference
- Seminar
- Parade

*Each night, about 100 homeless families in Australia cannot find places in refuges.
(www.salvationarmy.org.au)*

Remember, you could use an existing event that you already have planned during the week 11th to 17th October, or around these dates, to draw attention to poverty issues and ‘double’ as an Anti-Poverty Week event. Your budget may restrict the type of event that you can hold – remember it doesn’t have to be big – it could be small and still be very effective.

Step 3 Set a date for the event

Anti-Poverty Week is being held from 11th to 17th October inclusive in 2009. International Anti-Poverty Day is held on 17th October every year. In choosing a date for your event, you may need to be flexible if you are arranging for a guest speaker or special invited guests to come along.

Step 4 Register your event

Tell us all about it!

List the details of your event on the Anti-Poverty Week website. Complete the quick online [form](#). Alternatively, you can email coordinator@antipovertyweek.org.au with the following details of your event: date, time, venue, state, activity name, description (max 250 characters), organisation, contact name, phone, email address, web address.

It is essential that we receive details about your event so that we can publicise it for you and also measure the level of interest generated for Anti-Poverty Week each year. By promoting all activities being held around Australia on the website, further participation will be encouraged.

All event details will appear on the Anti-Poverty Week website [Activity List](#)

Step 5 Publicise and promote your event

There are many opportunities to promote your activities in addition to having your event listed on the Anti-Poverty Week website. These opportunities are available to you at no cost, apart from your time. Taking advantage of even just a few of these will help to make your activity more successful, raise the profile of your own organisation, and may result in more people attending and becoming aware of what you are doing. Some examples of where you should include information about your activities are as follows:

- congregational newsletters
- staff/volunteer newsletters
- sporting/service club newsletters
- member newsletters (Note: Newsletter content about Anti-Poverty Week can be found on the Resources page of the Anti-Poverty Week website)
- intranets
- websites
- community based websites such as www.whereilive.com.au allow you to list the details of your community event for free
- change your email footer to include the details of your event

Worldwide, 2.3 million children under age 15 are living with HIV, and 530,000 children were newly infected with the virus in 2006 –mostly through mother-to-child transmission. (State of the World’s Children, 2008, UNICEF)

- contact your local newspaper and send them details of your activity so that they can list it in their community diary pages
- place flyers and posters in prominent places in your organisation (Note: Anti-Poverty Week flyers and posters are available in hard copy by emailing coordinator@antipovertyweek.org.au or you can print them from the Resources page of the Anti-Poverty Week website)
- email your colleagues and friends and let them know about your activities
- local radio stations might also promote your event at no cost if you ask them to mention it on their community noticeboard segments
- email or post out invitations if applicable
- use 'Word of Mouth' advertising! It is very powerful!

Once you have exhausted this list and made use of all internal and external promotional avenues available to you, please also email the coordinator at Anti-Poverty Week on coordinator@antipovertyweek.org.au and list the methods you have used to promote your activity, so that we can keep this on record. It is vital that we keep a database of this promotional activity as it will assist us in planning and sending out information for future Anti-Poverty Weeks.

For listings of all other available resources, please go to the [resource tools](#) section of this kit.

Step 6 Plan the finer details

An individual or group of people may need to be involved in planning your event. Initially, this planning stage may be time consuming; however it is essential to plan in order to deliver a successful event.

Event Checklist

- ☞ Determine the approximate number of guests you expect to attend and the size of the room or space required. What type of room layout will you need?
- ☞ Book your venue to suit your size and layout requirements
- ☞ Make a list of all contacts that you would like to invite/let know about your event or research including dignitaries/special guests. Ensure the correct protocols for your organisation are followed including who the invitations should be addressed from.
- ☞ Consider involving your local council and service groups (eg Lions, Rotary) in the early planning stages, as they may be able to commit resources and provide assistance
- ☞ Check with your local council about their requirements if you are planning to hold an outdoor food event (eg Sausage Sizzle), where a temporary food premise permit will be required
- ☞ Check that your organisation has appropriate Public Liability Insurance if your event is being held in a public place
- ☞ Make a list of all tasks for your event and set a timeline for each to be completed, assigning a person responsible for each item

The Salvation Army estimates that there are 2.5 million Australians living in poverty, which is approximately 12% of the population. (www.salvationarmy.org.au)

- 👉 Write invitations (if necessary), or write an email to your contacts/colleagues. Use the electronic resources that are available to you on the Anti-Poverty Week website, such as the "[Invitation to Join In](#)" and the "[Newsletter](#)" notice. Ensure that you allow enough time for people to RSVP
- 👉 Plan the agenda for the event
- 👉 Publicise, publicise and publicise your event – refer to [Step 5](#)
- 👉 Book your catering requirements if using an external catering company. Reconfirm with final numbers (generally 3 working days prior to the event). Arrange payment details. Consider any special dietary requirements.
- 👉 Print programs if necessary
- 👉 Take photos at the event – these can be used in follow up newsletter articles so that people can read about your event
- 👉 After the event, meet up with your committee members and discuss what worked and what didn't – and make a note of these issues so that your event can be even better in 2010!

Studies show that for every dollar spent on children, the whole community benefits seven-fold.
www.unicef.com.au)

Resource Tools

To assist you to make your event a success!

These can be found on the [Resource page](#) of the Anti-Poverty Week website.

- Logos. Please contact the national Anti-Poverty Week coordinator on coordinator@antipovertyweek.org.au or phone 1300 797 290
- Newsletter notices containing general information about Anti-Poverty Week that are formatted to A4, 1/2 A4 (A5) and 1/4 A4 (A6) sizes
- Posters and fliers
- Invitation to join in (general)
- Invitation to join in (school)
- [Fact sheets](#)

Ordering printed resources – they're FREE! (Note: Posters/flyers available only)

You can order posters and fliers in hard copy by emailing the coordinator at coordinator@antipovertyweek.org.au or by phoning 1300 797 290.

To ensure that your order arrives in time, please send your request by 2nd October 2009.

Further Information

Further information is available on the Anti-Poverty Week website www.antipovertyweek.org.au including:

- [List of activities](#)
- [Resources](#)
- [Ways to join in](#)
- [Contacts](#)
- [Information for schools](#)

The website includes basic fact sheets, promotional material, a calendar of activities and links to other sources of information and ideas. It also includes contact details for the National Office and the Co-Chairs in each State.

About a quarter of a million Australian jobseekers have not had substantial work for a year or more. Many have had little or no work for two years. (www.salvationarmy.org.au)

Useful Reports

- 1. Australia Fair: Update on those missing**
www.australiafair.org.au
[\(Download PDF\)](#)
Australian Council of Social Service
- 2. Anti Poverty Week Statement 2008:
So you think your having a financial crisis**
www.qcooss.org.au
[\(Download PDF\)](#)
QCOSS
- 3. Suburban scars:
Australian cities and socio-economic deprivation**
www.antipovertyweek.org.au/info.html
[\(Download PDF\)](#)
Urban Research Program, Griffith University
- 4. Left out and missing out:
Voices from the margins Snapshot 2007**
www.bsl.org.au
[\(Download PDF\)](#)
Mission Australia, Anglicare, ACOSS, SPRC,
Brotherhood of St Laurence
- 5. Poverty Overview - Indigenous Health**
www.antipovertyweek.org.au/info.html
[\(Download PDF\)](#)
Fred Hollows Foundation
- 6. Poverty and Disadvantage among
Australian children: a spatial perspective**
www.canberra.edu.au/centres/natsem/publications
[\(Download PDF\)](#)
National Centre for Social and
Economic Modelling
- 7. The Brotherhood's Social Barometer:
Challenges Facing Australian Youth**
www.antipovertyweek.org.au/info.html
[\(Download PDF\)](#)
Brotherhood of St Laurence
- 8. Poverty and Social Inclusion**
www.qcooss.org.au
[\(Download PDF\)](#)
QCOSS
- 9. No Vagrancy. An examination of the Impact
of the criminal justice system on people living
in poverty in Queensland.**
www.ucareqld.com.au/SocialJustice
[\(Download PDF\)](#)
Dr T Walsh, INCorrections Network
- 10. A Scan of Disadvantage in Queensland**
www.ucareqld.com.au/SocialJustice
[\(Download PDF\)](#)
UnitingCare Centre for Social Justice

For more resources please visit www.antipovertyweek.org.au

Around 218 million children worldwide could be considered child labourers. Around 57 per cent of them are engaged in hazardous work. (www.unicef.com.au)