



Anti-Poverty Week 2020 Media Coverage – Summary Highlights @30/10/20

In 2020 we counted ~160 separate media items during APW itself, published in ~360 online articles and heard over ~ 280 TV or radio outlets. We also had significant coverage between the end of May and August ahead of APW (13 items in total) in addition to an Australia at Home webinar and CEDA podcast.

Anti-Poverty Week Media Coverage 11-19 October

APW mentions 11-19 October	Items/Stories	Reach	
Online Articles (available nationally)	50	358	
Radio	99	210	
TV	7	74	
Total	156	642	
Electronic APW items/stories broadcast 11-19 October (Reach)	Radio	TV	Total Broadcast
NSW	105	7	112
ACT	20	13	33
WA	1	8	9
SA	24	8	32
QLD	25	9	34
TAS	20	10	30
VIC	12	6	18
NT	0	8	8
National**	6	5	11
Total	213*	74	287

Notes: *213 total larger than radio reach due to some stations extending across State/Territory borders; ** national broadcast may be higher

Focus on Housing and Poverty

11/10/20, 2GB, Sunday nights with Rev Bill Crewe, interview with Claire Victory, National President of St Vincent de Paul, [Anti-Poverty Week 2020](#)

12/10/20 [Vinnies APW Media Release](#) picked up on 2UE, 2GB and numerous other stations

12/10/20 Everybody's Home spokesperson Kate Colvin, WIN Victorian Regional TV

13/10/20 [Anti-Poverty Week aims to highlight community hunger and homelessness](#), Bendigo Advertiser

14/10/20, [Queensland renters 'uniquely vulnerable' as support and jobs dry up](#), The Age/SMH, Brisbane Times, WAToday

14/10/20, The Examiner (Launceston, Tasmania), [Vinnies calls out Tasmanian governments 'patchy' response to poverty](#)

Focus on Raise the Rate/JobSeeker and Poverty

11/10/20 [ABC Insiders, \(interview with Treasurer\)](#), Anti-Poverty Week featured in panelist Laura Tingle's final observations. (Note Insiders ~480,000 viewers; Laura Tingle 156,000 Twitter followers)

14/10, ABC 7.30 Report, [New data shows where the newly unemployed can be found](#) and then online story posted 16/10, [Unemployment surges in more affluent areas](#). Twitter link to segment had 2.5k views on 20/10, Also posted to their Facebook account which has ~160,000 followers.

15/10/20, [Unemployment doesn't look so bad at 6.9pc, but the reality for job seekers is far grimmer](#), ABC online *Toni Wren, the executive director of Anti-Poverty Week, says poverty protections must not be wound back. "We know there were at least 1.5 million people claiming unemployment payments on September 25, so these figures confirm there are not nearly enough new jobs to help them return to work," she says.*

Focus on Poverty generally

12/10/20, Op Ed [Cutting Coronavirus Supplement risks pushing Tassie kids back into poverty](#), by Tasmanian Children's Commissioner Leanne McLean, The Mercury

Op Ed by Brad Webb, [Very few people have been spared from the impact on COVID-19](#), Newcastle Herald also SA regional: The Recorder (Port Pirie, Crystal Brook, Gladstone, Melrose and Port Broughton); NSW regional: Milton Ulladulla Times, The Queanbeyan Age, Bay Post (Batemans Bay); QLD Redland City Bulletin (Australian Community Media). Brad Webb is the Executive Director People Care for the Anglican Diocese of Newcastle, and a member of the Newcastle Poverty Action Alliance.

14/10/20, [More Young people seeking Salvos for help](#), Canberra Times (+others)

15/10/20 The Hobart Mercury, Opinion piece, TASCOS CEO, [Grasp the opportunity to lift Tasmania out of poverty](#)

16/10/20 16/10/20 The Examiner, *Survivors R Us and Salvation Army's Moneycare speak about COVID-19 impact during Anti-Poverty Week*, also appeared in ~38 other regional outlets

16/10/20 [CEDA retweeted](#) APW Exec Director Toni Wren and their CEO Melinda Cilento podcast from June 2020 (63 views on 20/10), also on their Linked In page.

Launch of Foodbank Hunger Report 2020 12/10/20

Analysis provided shows 555 mentions over 14 days from 10-23 October. This included 405 online, 62 radio, 29 TV, 57 newspaper and 2 magazines.

Launch of Anglicare Australia Jobs Availability Snapshot 2020 *(analytics to come)*

Anti-Poverty Week Media Coverage May-September 2020

Anti-Poverty Week facilitated a special [Australia at Home](#) focused on poverty on 25/5/20. The [webinar](#) featured Bruce Bradbury, lead researcher for [the ACOSS/UNSW Poverty and Inequality partnership](#), Jacqui Phillips, Deputy CEO of ACOSS, Toni Wren, Executive Director of [Anti-Poverty Week](#), and Freya Pollard, a university student with lived experience. ***“My mental health has never been as bad as when I am on welfare payments and living in poverty.”*** Over 240 people joined live and were able to ask questions through the chat.

25/5/20, Toni Wren & Rae Johnston, [ABC Q and A, We can never go back to \\$40 a day](#)

12/7/20, Stephen Lunn, The Australian [Risk of one in five kids living in poverty](#)

17/7/20, Toni Wren, ABC SE Breakfast radio on poverty and the need to continue the Coronavirus Supplement to protect adults and children from poverty

18/7/20, Laura Tingle, ABC Online and the Australian Financial Review, [As debate rages over coronavirus supplements, almost 2.5 million people could find themselves in poverty](#)

23/6/20 CEDA podcast The Greater Good, 11 June interview with CEDA CEO Melinda Cilento and Toni Wren, [Poverty and COVID-19](#) also retweeted in APW.

20/7/20, Phil Coorey, Australian Financial Review – APW mentioned in story ahead of Economic Statement “

22/7/20, Fran Kelly RN Breakfast, [Warnings of poverty, homelessness spike as JobSeeker cut](#)

22/7/20, Stephen Lunn, The Australian, [Disbelief at single mum cuts](#)

22-23/8/20, Jamie Walker, The Weekend Australian, [Hard hit communities brace for cuts](#)

25/8/20, Toni Wren, Women’s Agenda [Now is not the time to cut payments](#)

Winter Edition The Record published by St Vincent de Paul Society [Anti-Poverty Week 2020](#)

10/9/20, Toni Wren, [The risk of kids crashing into poverty](#), Ultra 106five Hobart and Way FM Northern Tasmania radio

10/9/20, Guardian, [‘Distress and fear’: poverty looms for a million Australian children once coronavirus supplement slashed](#)

17/9/20, [ABC 7.30 Report, Release of August employment figures](#)

21/9/20, Toni Wren, ABC Radio Sydney, Cassie McCulloch Focus, [Upcoming cuts to JobSeeker/Coronavirus Supplement](#)