



Anti-Poverty Week 2021 Summary Evaluation

[Anti-Poverty Week](#) exists to help the Australian community understand poverty and to take action collectively to end it. We promote evidence-based solutions to poverty and every year since 2002, major reports on poverty and its solutions are published during the week. Since 2020 we have progressively increased our voice *outside* of Anti-Poverty Week itself.

In 2021 we campaigned with our partners for solutions to unlocking poverty for all affected by poverty, by raising income support about the poverty line and investment in social housing. We drew particular attention to:

- the inadequacy of JobSeeker especially in the run up to the ending of the Coronavirus Supplement and during the 2021 pandemic lockdowns;
- families and children living in poverty (nationally, by State and within Federal electorates);
- the links between financial hardship and women trying to escape violence; and
- the unfolding housing affordability crisis, particularly in regional Australia.

We continued to implement our [Strategic Direction 2019-22](#) and achieved the following:

Outcome 1: Australian organisations concerned to end poverty have best-practice resources on poverty (and how to frame & talk about it) and are using them.

We reiterated our core message (backed by framing research):

Poverty exists. Poverty hurts us all. We can all do something about it.

We also used the metaphor **unlocking poverty** in our 2021 key solution message and imagery: *“Raising income support above the poverty line and government investment in social housing are the keys to unlocking poverty this Anti-Poverty Week.”* Our child and family messaging was based on strong research ([The Core Story](#)):

“Children can thrive and be healthy when they have what they need to develop well. To treat all children in Australia fairly, we need to ensure every family has enough money to cover the basics and a secure roof over their head.”

Our key images and messages, social media tiles and short videos were used extensively by our State/Territory Co-Chairs and new and long-term partners and supporters.

We kept our website updated with new links to [key poverty research](#) and updated or created new [Fast Facts](#) on critical aspects of poverty (Poverty and Housing; Child & Family Poverty and Women, Violence & Poverty). The [Women, Violence and Poverty Fast Fact](#) benefitted from key analysis undertaken by our major sponsor the [Life Course Centre](#).

We collaborated with [ACOSS/UNSW Poverty and Inequality Partnership](#) and [Cool Australia](#) to create **new teaching resources on Poverty and Inequality in Australia** – 5 lessons each for [Primary](#) and [Secondary](#) students mapped to the curriculum.

Outcome 2: The Australian community has an increased understanding of the causes and consequences of poverty and effective solutions to end it. (In 2021 the nominated solutions was to increase JobSeeker above the poverty line and invest in social housing.)

Over 11.3 million Australians read or heard about poverty during APW from at least 627 media items over 10 days, 16-25 October 2021. In addition, there was a very strong presence on regional radio (>300 items) focusing on the deepening housing affordability crisis.

[ACOSS and UNSW reported](#) on how policy changes over the past 20 years have locked some people into tighter poverty and that unemployment payments had fallen from 50% of the minimum wage in 2000 to a mere 41% in 2021.

Both the [2021 Hunger Report](#) released by Foodbank Australia and the [2021 Jobs Availability Snapshot](#) released by Anglicare Australia in APW attracted strong media coverage across TV, radio and print. Many would have been aghast to learn 1.2 million children went hungry in the past year and that despite some employment recovery, there were 27 people competing for each "entry-level job" (which doesn't require recent work experience or qualifications beyond high school).

Many thousands would have woken up in February to hear about our concerns about the ending of the Coronavirus Supplement and its replacement with a \$25 per week increase to the base rate in a Fran Kelly RN Breakfast radio interview "[we are better than this](#)"; the shocking link between women experiencing violence and poverty from our strong media coverage in the ABC and The Australian in [March](#) (the day of the Women's Marches 4 Justice across Australia) and [September](#); and our Executive Director's address to the [National Press Club](#) *Be alarmed: the COVID economic recovery will leave many more Australians in poverty* on 17/11/21, broadcast live across Australia and available on [YouTube](#).

We kept more than 1,800 Federal MPs and Senators, local councils, key media and our partners across crucial poverty issues and solutions in our 12 [eNews](#) sent between February and December. Our analysis informed Federal parliamentarians about the number of adults and children living in their electorates on income support well below the poverty line and at risk of homelessness.

Outcome 3: Collective action to end poverty has been taken in the weeks around 17 October each year, particularly around the nominated solution and targeted at key decision-makers and the audiences that influence them.

In the last quarter of 2021, more than 30,000 students in Years 3-10 were taught about Poverty & Inequality in Australia based on our collaboration creating new teaching resources for school aged children. Our [Pens against Poverty](#) student writing competition expanded in 2021 to run in most states and territories, demonstrating the power of poetry and fiction to heighten empathy among readers and writers.

At least 6 major webinars were hosted during APW, including a powerful [child poverty webinar](#) hosted by the Brotherhood of St Laurence. Panelist David Tennant CEO of Family Care in

Shepparton, Victoria [said](#) “*in any other context, behaving as the Commonwealth does – withholding sufficient money to live from, threatening parents with the possibility that payments might be suspended – would be called a form of financial abuse.*”

We were delighted to form some new partnerships with child and family organisations including [NAPCAN](#); [researchers from Flinders University](#) as well as [Get Online Week](#) who took action in APW for the first time. Our State and Territory Co-Chairs ensured our key messages were illuminated on prominent public buildings, and created events and actions in collaboration with a diverse range of community organisations, including employers, mayors and women’s groups, (for example the NCOSS-led [Broad Coalition urge new Premier to invest in Pink Hi-Vis Recovery](#), 19/10/21 and was followed by the NSW Government announcing a slate of [new measures](#) to support vulnerable women.

In partnership with [Raise the Rate](#) for Good and [Everybody’s Home](#) campaigns, we created a [Petition](#) to the Treasurer which generated more than 9,200 signatures and inspired more than 45 calls to the Treasurer’s office during APW. We were excited to have the increased involvement of people experiencing poverty speaking out at APW events and in media stories such as [Paulene in Brisbane](#), one of 300,000 female sole parents bringing up children on income security payments well below the poverty line, as described by Toni Wren in this [Women’s Agenda opinion piece](#).

See also

APW 2021 Media Coverage Highlights

APW 2021 Briefing for Parliamentarians

12 eNews published from 12 Feb-17 December:

- Historic chance to tackle poverty, [12 February 2021 eNews](#)
- More than 1 million children affected by cuts starting in 1 week, [25 March 2021 eNews](#)
- End of the Coronavirus Supplement, [1 April 2021 eNews](#)
- Pre-Budget Update, [5 May 2021 eNews](#)
- Federal Post-Budget child family webinar, [11 May 2021 invitation](#)
- Pandemic continues hardship without support, [28 June 2021 eNews](#)
- Individuals, families and children need urgent help in lockdown, [27 July 2021 eNews](#)
- Launching Anti-Poverty Week 2021, [17 August 2021 eNews](#)
- Special ahead of Women’s Safety Summit, [3 September 2021 eNews](#)
- Petition the Treasurer ahead of APW, [28 September 2021 eNews](#)
- Join and take action to end poverty, [12 October 2021 eNews](#)
- An important year for Anti-Poverty Week, [17 December 2021 eNews](#)