



Anti-Poverty Week 2020 Summary Evaluation

The COVID-19 pandemic and resulting health protocols and economic shut-downs profoundly affected the planned 2nd year implementation of our [Strategic Direction 2019-22](#). Some of these challenges included:

- Planning inhibited by restriction/cancellation of national and State/Territory meetings scheduled for 18/19 March. First meeting of State/Territory Co-Chairs delayed to June.
- Throughout the year, the need for most State/Territory Co-Chairs to focus on their substantive roles (many of which were leading delivery-focused agencies who needed to rapidly adapt to pandemic protocols and then ongoing challenges). Also restricted by ability to only secure one Queensland Co-Chair.
- Decision to not conduct physical activities during the Week itself, due to pandemic restrictions (although some jurisdictions were able to take a later decision to conduct a limited number).

Our responses included:

- Expansion of our single solution focus to include both the refreshed **Raise the Rate (for Good)** campaign to secure adequate unemployment payments and the **Everybody's Home** campaign with a major focus on investing in social housing as a solution to housing poverty.
- Increased advocacy activity undertaken *prior to APW* to increase focus on poverty alleviation as a key action undertaken by the Federal Government in its major responses to the pandemic taking place prior to APW (and to help secure sponsorships).
- Reduced expectations on State/Territory Co-Chairs and increased output from national team, especially in terms of advocacy by the Executive Director prior to APW.

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 key message: **Poverty exists. Poverty hurts us all. We can all do something about it.** It is one of hope, not despair. Our focus on advocacy on payment levels congratulated the government for the response; emphasised they were protecting people from poverty (both those already experiencing it before the pandemic as well as those newly affected) and the positive benefits incurred. We placed considerable emphasis on the impact on children through a close partnership with the National Council for Single Mothers and Their Children and their 550 Reasons to Smile campaign. APW was able to influence ACOSS (and others) to include reference to the over 1 million children dependent on the Coronavirus Supplement in numerous public statements including evidence to Parliament in November 2020.

We continued to embed our new logo and all our materials reflected the guide we developed in 2019 [How We talk About Poverty](#) plus updates on framing COVID-19 and UK framing research on homelessness.

We strengthened our 2019 website with new resource pages on special pages Everybody's Home and Poverty and COVID-19. The latter included 6 [Poverty, COVID-19 and Unemployment](#) briefings and a [Poverty, COVID-19 and Health](#) briefing. 30 social media tiles were created and shared between July and the end of APW in addition to 2 short videos on child poverty and rent assistance (see [APW 2020 Webinars and Promotional Material](#)). We updated 3 of our [Fast Facts](#) on different aspects poverty and created a new one: [Poverty and Housing](#) and updated links to [key poverty research](#). We created and sent our key messages and information about poverty in 14 eNews sent out to our national database of 1,600 with a strong emphasis on the two solutions. State/Territory Co-Chairs were provided with 3 briefings with key statistics by jurisdiction.

"I just wanted to quickly say how incredibly timely and useful the details below are, as we prepare to meet with NSW Ministers next week." Email received from NSW Vinnies after 28 May eNews

"The Fast Facts are really useful, I've downloaded a lot of them – so clear and comprehensively referenced as well." Casting researcher for TV production company making documentary for SBS about what life really is like for Australians living on the breadline, November 2020.

Outcome 2: The Australian community has an increased understanding of the causes and consequences of poverty and at least 3 effective solutions to end it.

Anti-Poverty Week initiated and facilitated an [Australia at Home](#) webinar focused on poverty on 25/5/20. (Over 240 people joined live and were able to ask questions through the chat). On 23/6/20 CEDA released their podcast [Poverty and COVID-19](#), which featured an interview of APW Exec Director by the CEDA CEO. They also retweeted the podcast during APW.

Two national reports launched in APW 2020 received considerable media coverage – the [Foodbank 2020 Hunger Report](#) and Anglicare Australia's [2020 Jobs Availability Snapshot](#). We also created "[Speaking up to end poverty in 2020 – hear our voice!](#)" a collection of videos on our [APW YouTube channel](#) for sharing: Some were played at webinars during the week and others were shared on Facebook and Twitter.

In 2020 we counted ~160 separate media items during APW, 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.

We reached non-progressive media outlets including The Australian (3 articles in July) and mentions in two AFR articles; professional women via a feature article on Mamamia and an Op Ed by APW Exec Director on Women's Agenda, 25/8/20 [Now is not the time to cut payments](#). We also received considerable coverage by media opinion leader Laura Tingle including through a number of articles including 18/7/20 [As debate rages over coronavirus supplements, almost 2.5 million people could find themselves in poverty](#) and an interview with APW Exec Director on 7.30 Report in APW ([New data shows where the newly unemployed can be found](#) and then online story posted 16/10, [Unemployment surges in more affluent areas](#)).

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.

Anti-Poverty Week engaged with key supporters including the Australian Education Union and Australian Nurses & Midwives Federation to encourage them to sign the Everybody's Home open letter to the PM calling for an increase in social housing in the October Budget. More than 300 organisations signed the letter which generated significant media coverage for the [Everybody's Home](#) campaign, including ABC Radio AM and The Project.

Anti-Poverty Week highlighted the importance of the Coronavirus Supplement by focusing on the *number of children* reliant on it and [links to alleviation of child poverty](#). APW released estimates that there were [at least 1 million children with a parent receiving CVS](#) on 13 July. DSS data released to the Senate COVID-10 Committee in August confirmed there were ~1.144 million children with a parent receiving the Coronavirus Supplement at 31/7/20. APW partnered with the National Council for Single Mothers and Their Children and their 550 Reasons to Smile campaign resulting in substantial media coverage for this important solution to alleviating child poverty. See

Due to COVID-19 restrictions during 2020, we counted a small number of physical events and at least 10 webinars during APW. These focused on various topics including analysis of the Federal Budget, housing and homelessness, child poverty, post-pandemic directions and many more.

See also

[APW 2020 Media Coverage Highlights](#)

[APW 2020 Briefing for Parliamentarians](#)

[APW 2020 Webinars and Promotional Materials](#)

Links to our 14 [2020 eNews](#) published through the year

Submission #11 to the [Senate Community Affairs Committee Inquiry into the Social Services and Other Legislation Amendment \(Extension of Coronavirus Support\) Bill 2020](#).