



Strategic Direction 2019-2022

Research & early decisions

APW undertook a strategic review from November 2018 to March 2019. There was strong agreement to:

- Simplify our purpose statement.
- Increase our focus on action: add “*act on poverty*” to our revised logo and choose an evidence-based solution to end poverty as a focus during the Week each year and encourage action to achieve it. In 2019 we invited the [Raise the Rate](#) campaign led by ACOSS to be the focus. Individuals and organisations who wished to focus on other aspects of poverty were not dissuaded from this.
- Use “***Poverty exists. Poverty hurts us all. We can all do something about it***” as our new key message.
- Increase messages to organisations and individuals *outside* the existing NGO community sector working to alleviate or research poverty – specific audiences chosen nationally were employers, people living in regional and rural Australia and young people.
- Increase participation and action from our natural allies – the community sector and others who share our purpose.
- Increase outreach to Influencers and Decision-Makers (and hopefully their participation).
- Modernise our website, logo and produce digital resources drawn from key reports launched during APW the previous year, including a series of Fast Facts on different aspects of poverty. Messaging to be informed by social research on framing and talking about poverty.
- Communicate electronically rather than through physical mailouts, including a regular APW eNews.
- Use Program Logic to develop *effective measures* to better understand the *impact* of APW.

APW Purpose

Who are we? Why do we exist? What do we do that's unique?

Anti-Poverty Week supports the Australian community to have an increased understanding of poverty and to take action collectively to end it.

Our new Purpose statement can easily be said in a sentence and is likely to be more memorable to the audience/listener. The “collective” is there to emphasise we, (APW the organisation), is about supporting people and organisations coming together in the week around 17 October to increase understanding and act and is what is unique about us. Lots of NGOs take action to end poverty – we are about empowering collective action (and encouraging people and organisations to come together) because we believe it will have a bigger impact on influencers and decision-makers. It is also something people like about APW – coming together.

APW Theory of Change

Our Theory of Change

- Poverty exists in Australia and around the world and those affected by it should be treated with respect and dignity.
- The world and Australia would be a better place for all of us if there was less poverty.
- Poverty can be reduced. Governments can and should play a role to alleviate poverty but so can all of us – we can all do our bit.
- If more Australians have a greater understanding of the causes and consequences of poverty and achievable solutions that can end it; there will be greater action taken to help end it.
- Action taken collectively by the Australian community will help encourage decision-makers to also take action to end poverty.

End 2022 Destination & Outcomes

Our **Destination** Statement

By end 2022 APW has procured, developed and disseminated resources and messages to increase the Australian community's understanding of poverty and supported action taken collectively to end it within the week around 17 October each year.

Our **Outcomes** to achieve our Destination by end 2022

1. Australian organisations concerned to end poverty have best-practice research on poverty (and how to frame & talk about it) and have commenced using them.
2. The Australian community has an increased understanding of the causes and consequences of poverty and effective solutions to end it.
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.

APW acknowledges and thanks the following



**Brotherhood
of St Laurence**

Working for an Australia free of poverty

2021 Major Sponsors

Uniting



St Vincent de Paul Society
good works

2021 Sponsors

Anglicare Australia	The Salvation Army
Australian Education Union	UnitingCare Australia
Australian Nursing and Midwifery Federation	Uniting Communities SA

We also are grateful for the countless hours of support provided by our honorary
National Facilitating Group and State Co-Chairs